

Minutes of the Economic Development Meeting
Held on April 24, 2019
5:04 p.m.

Attendees: Michael Lewis (Chair), Trinette Britt-Johnson (Consultant), Hilde Betts (Planning & Zoning Liaison), Phillip Page (via phone), Tim Williams, Kevin Brookins,

Approval of Agenda: Motion to approve the Agenda, everyone second the motion.

Update (Strategy/Work Plan) – Trinette Britt-Johnson:

- Discussion on what businesses will fit into the community.
- Discussion of light houses for every business.

Marketing – Hilde Betts & Tim Williams

- Marketing plan and brand discussion.
- Reviewed the slides of a draft “marketing and brand” plan. There are 3 categories of the brand design. Testing the brand to see if it’s appealing to outward looking residents.
- Discussion of Valerie Kretchner report.
- Finding a firm to assist/help the Village with branding.
- Listing the different options for branding and marketing firms.
- Discussion regarding creating a survey monkey to receive feedback.
- Discussion of the branding company and branding work. Several companies and locations were discussed.
- Questions: Who is our population? Why Olympia Fields is a destination? What are they thinking?
- Provide a preview of what’s to come in the Village.
- The HOAs are the biggest ambassadors
- Next meeting will come back with more information – no decisions were made. Draft survey questions. Provide the number of firms for branding and marketing.
- Website update discussion.
- Discussion of the sub teams spending money to make money. Prioritize how much money each team will have to spend.
- Proper advertising in the community

Mike Lewis & Kevin Brookins

- Marriott/Hyatt hotel discussion. The hotels are not owned by hotels. The conversation was great with Mandego and will retrieve names from them.
- Medical campus discussion.
- Residents would like to see deliverables for Economic Development.
- Next meeting discussion – Opportunity for business and marketing. Relationship building for businesses.

Resources & Retention – Phil Page & George Chandler

- HF Chronicle update discussion. Call and followed up with Eric from the HF Chronicle but have not gotten anywhere.
- Suggestion: Village can publish a newsletter to include information about the Village and businesses. Provide to surrounding suburbs – Homewood & Flossmoor. There are about 164 businesses on the website.
- Business of the week/month on the website. A writer is need to write the articles and Gladys was trained to update and post on website. To gather videos and information to post.
- Business Connection is a lot of work to continue. Did not get enough businesses from the Village, only surrounding towns attended.
- Business Grant discussion
- Intern student discussion
- Virtual social media, i.e. Facebook.
- Incubator discussion.
- Discussion of American Life Style is an upscale magazine. The cost is about \$4.00 per magazine and this includes the mailing. The negative is that the information will not be strictly about the Village. Questions – who else can assist with paying for this magazine?
- Business award discussion for the Village.

Adjourned at 7:07 p.m.