

**Village of Richmond
Economic Development Committee
Meeting Minutes
16 September 2008**

Call to Order: The meeting was called to order at 7:03pm by David.

Members Present: David Kielpinski, Nino Cruz, Libby Pearson, Sherrie Gallas

Members Absent: Charlie Mormino

Other's Present: Lauri Olson, Charlotte Hollenbach

Approval of Minutes: Libby made a motion to approve the minutes of the September 11, 2008 EDC meeting. This motion was seconded by Sherrie with a 4-0 vote to approve. It was noted that we have not received minutes from the August 14, 2008 meeting.

Announcements: The ad for the Village of Richmond was in the most recent edition of North Shore magazine.

Discussion

Brochures: Dave met with Bob Williams about the new layout of the Richmond brochures. Discussion took place as to whether the brochures should be legal size (8" high) or ledger size (3-panel, 9.5" high). Postal regulations may prohibit sending the larger size in the mail. New brochure will include larger photos and less wording. Dave has additional photos, which will be brought to the next meeting for layout discussion. Sherrie wrote wording for the new brochure, which will be emailed to the EDC for review. Discussion also took place as to whether the slogan for Richmond should be updated for the brochures. Each EDC member is to provide 3 new ideas for slogans at the next meeting.

Business Plan: Dave suggested the possibility of working with Hebron to facilitate shopping between the two towns. Dave spoke with Hebron about advertising in McHenry County living.

Libby and Sherrie presented their ideas for what to include in the business plan. These ideas included: sidewalks, lighting, flowers, weekly maintenance schedules, street cleaning, Visitor's Center in Memorial Hall, better website, and signage.

EDC members to review Illinois tourism grants available on the State website.

A discussion took place regarding the website. Verity Three will be presenting at October's EDC meeting. Possible additions to the website include: showcasing a business each month, downloadable forms for business licenses, and information for prospective businesses.

Committees: Sherrie presented her ideas for the formation of committees within EDC. Proposed committees included: EDC operations, Business Relations, Advertising/Promotion, and Special Events. It was noted that EDC should be an advisory committee for and provide advertising support to any group wishing to have a special event in Richmond, rather than the EDC being directly involved in the event.

Libby suggested that a calendar of Village events be available at Village Hall and on the website. This calendar should include events occurring at Memorial Hall, downtown, or at other locations around the Village. This would be used to better facilitate the need for community resources.

A discussion took place about developing a "Welcome Packet" for businesses new to town and that each EDC member should visit and introduce themselves to these businesses.

Dave stated that land is available at Fountain Head for sale. Fountain Head prefers to sell land in parcels of at least 5 acres, but land owner is willing to work with EDC and prospective businesses wishing to buy smaller lots. Lauri stated that the Village has been in contact with the owner of McHenry/Woodstock Harley Davison about prospectively moving to Richmond.

By-Pass: It was stated that Richmond must be recognized as a tourist destination before the by-pass is built. Dave noted that the goal of all EDC activities has been to promote Richmond before the by-pass is completed.

Budget: Sherrie provided an updated EDC budget to the committee. A brochure holder was mistakenly charged to EDC. Additionally, the bike path sign was also charged to EDC. This sign was approved by the previous EDC. Libby will determine whether EDC needs to pay for this sign, or if it should come out of Village funds. Sherrie will discuss these issues with staff at Village Hall.

Recommendations to Board: None

Adjourn: Nino made a motion to adjourn the meeting at 9:02, which was seconded by Libby with a 4-0 vote.