



VILLAGE OF WILMETTE

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**MINUTES OF THE COMMITTEE OF THE WHOLE MEETING OF THE
VILLAGE PRESIDENT AND BOARD OF TRUSTEES OF THE VILLAGE OF
WILMETTE, ILLINOIS, HELD IN THE SECOND FLOOR TRAINING ROOM
OF SAID VILLAGE HALL, 1200 WILMETTE AVENUE, WILMETTE,
ILLINOIS ON TUESDAY, MAY 13, 2008.**

I. Call to Order

President Canning called the meeting to order at 6:34 p.m.

Members Present:

President Christopher S. Canning
Trustees Alan Swanson
John Levin
Mari Terman
Mike Basil
Lali Watt
Karen Spillers

Staff Present: Michael J. Earl, Village Manager
Joe McRae, Assistant to the Village Manager
Michael Braiman, Assistant to the Village Manager
Lucas Sivertsen, Business Development Planner

Guest: Gary Glen, Business Promotions Subcommittee
Kurt Hupe, Inland Arts & Graphics, Inc.

II. Report and recommendation from the Business Promotions Subcommittee regarding the branding and logo initiative.

Trustee Spillers began with a brief overview of the Village’s branding and logo initiative project. She noted that the Village is embarking on several projects, namely a new Shop Wilmette Campaign, a new enhanced Village website and streetscape improvements taking place at Sheridan Road, all of which seek to effectively communicate the identity of the Village to various audiences and target groups.

As such, Trustee Spillers noted that developing a Village brand and/or logo would take advantage of economies of scale by providing one image to be utilized in each of the above mentioned capacities as well as in the Village newsletter, letterhead, and possibly Village vehicles.

Trustee Spillers discussed the process used to develop the logo. She highlighted the following steps:

- Development of a Business Promotions Subcommittee
- Subcommittee obtained the services of graphic design firm Inland Arts & Graphics
- Worked with Inland to create to four sample logos
- Solicited feedback from the Business Development Advisory Group, Department Heads and Village Board members regarding the four samples
- Incorporated feedback into the development of a final recommendation for Village Board consideration at the present meeting

Inland Representative Kurt Hupe discussed the development process stating that the recommended logo was selected from the more than 30 samples created by Inland based on feedback from the subcommittee. He also explained the slight color variations that would occur as the logo's color was presented on various print and electronic mediums.

Members of the Board expressed various concerns with the logo colors as present, as well as how they would appear in different settings. Board members expressed concern with the color and how it would appear on the Village website and on computer monitors. Feedback on concerns with the tree image and the waves in the recommended logo was received. Some Trustees felt the tree should be more "rooted" and the waves more distinct to make the logo more aesthetically appealing.

These suggestions were noted by Mr. Hupe, who will share the recommendations with the Inland design staff and send the revised samples to Village Manager Michael Earl. Mr. Earl will share these revised logos with the Board via email and request feedback. Mr. Hupe asked the Trustees to provide a color preference for the logo. Trustees, through an informal 4-3 vote, chose the greenish gold color Pantone 4515 by one vote over the gold color Pantone 466.

III. Adjournment

Trustee Levin moved to adjourn the meeting at 7:25 p.m., seconded by Trustee Terman. All voted aye, the motion carried.

Respectfully submitted,

Joe McRae
Assistant to the Village Manager