



Economic Development Commission

**Wednesday, February 27, 2019
Council Chambers Room**

Commissioners Present

James Kucienski, Chairman
Patrick McCoy, Vice Chair
Rivak Albazi
James Berger
Myles Berman
Maureen Ehrenberg (via telecommunication)
Joe Spagnoli (via telecommunication)

Commissioners Absent

Tim Garcia
Peter Dyer

Staff Present

Anne Marie Gaura, Village Manager
Steve McNellis, Community Development Director
Charles Meyer, Assistant Village Manager
Douglas Hammel, Community Development Manager
Heather McFarland, Management Analyst
Daniel Peck, Community Outreach and Marketing Coordinator

Others Present

Barry Bass, Village President
Georjean Nickell, Village Trustee
Jesal Patel, Village Trustee

1. Call to Order/ Quorum Declaration

Noting that a quorum of five members was present in the room, the meeting was called to order by Chairman Kucienski at 8:00 AM. Chairman Kucienski and Commissioners present acknowledged that Commissioners Ehrenberg and Spagnoli were joining the meeting via telecommunication.

2. Minutes Approval

Chairman Kucienski asked the Commission if any edits were to be made to the January 23, 2019 meeting minutes.

Hearing no corrections, Chairman Kucienski called for a motion to approve the minutes. Commissioner Berger moved and Vice-Chairman McCoy seconded the motion. There was a consensus to approve the minutes.

3. Community Branding Update

Chairman Kucienski introduced the agenda item noting that there was not going to be a formal vote to approve a specific brand or logo at today's meeting, but that he anticipated significant creative discussion. He then asked for staff to update the EDC on the progress of the Community Branding Project.

Charles Meyer, Assistant Village Manager, started by introducing those staff members present who have worked as part of the Branding Focus Group and helped develop the images to be presented, including: Doug Hammel, Community Development Manager, Heather McFarland, Management Analyst, and Daniel Peck, Community Outreach and Marketing Coordinator. He also noted that EDC Commissioner Ehrenberg is a member of the Branding Focus Group. Assistant Manager Meyer outlined the goal of having a brand as a way to define and uniquely identify Lincolnwood. He noted that while the logo is the most visible part of the branding project, there are other aspects that have been considered. The main goal is consistency across color scheme, font, and theme.

Assistant Manager Meyer reviewed the current branding of the Village. Currently, the Village is using two logos; the President Lincoln Seal and the Lincoln Tree. He noted that from the group's feedback process there was general support in favor of keeping the Lincoln Tree design. He further noted the Village generally lacks a policy on the use of these logos. To obtain feedback on the direction for a new logo, a comprehensive survey was sent out. Assistant Manager Meyer then presented the survey highlighting questions asking about the culture of Lincolnwood.

Assistant Manager Meyer then presented the concept logos that were produced from the feedback received from this comprehensive survey. The first design was created based on the focus group's desire to keep the image of Lincoln and the tree. Assistant Manager Meyer noted that green, brown, and blue colors have historically been used in Village logos and images. After presenting the options Assistant Manager Meyer asked if the EDC had comments on the logo or color palette choices. Commissioner Berger voiced that it was difficult to distinguish between the tree and Lincoln silhouette. His opinion was that the two elements worked against each other instead of creating a complementary design. Coordinator Peck acknowledged the difficulties and indicated his openness to suggestions for revisions. Commissioner Berman suggested that showing the back of the top hat would make it clearer that the profile was that of Lincoln. He also noted that the logo lacked a connection to the business side of the Village and its proximity to major transportation infrastructure. Commissioner Ehrenberg voiced concern over this logo looking similar to other logos at a glance that could lead to confusion or even poor associations. Commissioner Spagnoli offered a suggestion for a logo that could show "both ends of Lincolnwood" which could incorporate the new bridge, Lincoln, and the tree sculpture on the other side of town (in Centennial Park). Chairman Kucienski indicated that without knowing

something about Lincolnwood the logo may not make as much sense. He went on to say that the logo also seems “static” and thought that a more dynamic logo would be preferable. Vice-Chairman McCoy asked the commission, other than at Village hall and the name “Lincoln Avenue”, what is Lincolnwood’s connection to Abraham Lincoln? Commission Ehrenberg noted that the story behind District 1860 (the year of Lincoln’s first election to the office of President) would be another connection. Assistant Manager Meyer suspected that the name “Lincolnwood” came about as a positive way to rebrand Tessville after its association with less desirable uses.

Assistant Manager Meyer introduced the second logo suggestion, noting that it was similar to the first one with the addition of a stylized bridge. Give the similarity to the previous logo the only additional comment the EDC wanted to add was that the stylized bridge component was somewhat hard to recognize as a bridge.

Assistant Manager Meyer moved on to the third logo proposal. Chairman Kucienski started by stating that this logo was better but he is not a fan of the “stained glass” design on the left side of the logo. He did highlight the bridge as a design feature he really liked. Commissioner Ehrenberg added the suggestion that incorporating a feature of proximity like the Chicago skyline in the background could add dynamism. Assistant Manager Meyer noted that earlier designs had included the use of the skyline but it was a difficult task to not have it overpower the rest of the logo. He then asked the rest of the EDC if they would like to have the skyline incorporated into the logo. Commissioner Albazi said that he was not interested in having that as a part of the logo. He indicated that the logo should be something that you would want to be able to see on branded apparel. Director McNellis noted that he often hears that people refer to Lincolnwood as a hub or connector between the Northshore and Downtown. This may be a direction to take the logo.

Coordinator Peck introduced the fourth design. His concern was that without a reference to Lincoln that the design would not be uniquely identifiable as Lincolnwood. This design was applauded as being more dynamic with a suggestion for a different style of tree. Director McNellis noted that the prairie style seems to evoke a “slow-moving” feeling instead of the desired dynamism the EDC seems to be looking for. Commissioner Berman cautioned about using the bridge as a center piece because, while it is an amenity the Village is justifiably proud of now, it may not have lasting power in the coming decades. Vice Chairman McCoy supported the use of a bridge because of its metaphorical meaning of “bridging” in the history of Lincolnwood. Commissioner Ehrenberg noted that when she saw the bridge she thought of the bike path that connects the Village with surrounding communities. Chairman Kucienski appreciated the bridge design for the above reasons as well as its symbolism for progress. Assistant Manager Meyer asked the

commission if removing the tree would be an improvement to the logo. Vice Chairman McCoy indicated that changing the tree would be preferred to removing it.

Assistant Manager Meyer introduced the fifth design. The idea was to show the diversity of Lincolnwood through the colors in an elegant way. From previous comments he noted that the EDC may be looking for something that is more dynamic than this logo.

After requesting any additional feedback to this point, and hearing nothing further, Assistant Manager Meyer proceeded to present the sixth logo. He noted that it was more dynamic in trying to tell the story of a suburban community that bridges localities. Coordinator Peck added that one iteration of this was to include buildings on one side and the trees on the other. Vice Chairman McCoy expressed support for that idea. Chairman Kucienski thought that the color palette applied to this designed didn't work as well and requested looking into other options. Returning to the discussion of including buildings in the logo there was caution expressed with making sure that the buildings don't overpower the rest of the design features.

Lastly, Assistant Manager Meyer presented the seventh logo design. The goal of this design was to have a very dynamic image, almost 3-D, that tells a story. Chairman Kucienski indicated that this design, when viewed at 30 mph, may not be very clear. Commissioner Ehrenberg appreciated the design overall but offered the suggestion that having trees in the foreground and the residential building in the background may be a better look. Commissioner Albazi suggested that the housing could be removed entirely to focus on the family aspect of the logo. He also suggested that the words "Village of Lincolnwood" should circle around the logo. Coordinator Peck indicated that when shrunk the text can get very thin. Vice Chairman McCoy noted that whatever design that is chosen it should be one where it could be represented on a bunch of different mediums, including apparel. Commissioner Berman added that logos aren't inherently meaningful until they have some kind of association. With that in mind he also thought that this logo was too busy. Vice Chairman McCoy said that, while imperfect, this design represents the movement seen in the Village to a "new era." There was a suggestion made to incorporate the text under the walkway. Coordinator Peck reiterated that incorporated text can be difficult to read at different sizes. Commissioner Berman reiterated that whatever the adjustments are made it should be clear at a glance, noting this design is not yet there on that qualification. Chairman Kucienski, returned back to other successful logos and noted that many of them are a single element that represents several aspects. There was concern that a single element may not be unique enough to be identifiable with Lincolnwood. Assistant Manager Meyer noted that the Branding Focus Group did spend a significant amount of time looking at minimalist designs that tell a story such as Amazon's logo. That sparked Commissioner Spagnoli to suggest using the bridge to span from the "L" to the "W" in Lincolnwood. Coordinator Peck said that it would be possible

but the styles of bridges that they saw today are more intricate than what would be on a design like that. Assistant Manager Meyer added that they had looked at a design similar to that and that it ended up looking similar to Wrigley Field's Marquee.

Assistant Manager Meyer, hearing no more discussion of the logo, introduced the broader discussion of branding as a whole. It was suggested that the EDC consider possible mottos or slogans that can represent the Village in addition to the logo. Commissioner Ehrenberg noted that a motto should clearly relate back to your core ideology and the Village's brand. Coordinator Peck noted that he picked up two themes which need to be included in any design: bridging and Lincoln. Chairman Kucienski thought that the proposed motto "Bridging community and opportunity" was good because its message aligns with the Village but is not so specific that it feels limited. Moreover, it has a verb which gives it a dynamic quality. Analyst McFarland shared that the focus group was concerned that having a bridge in the logo and then also in the motto would be "too on the nose." Chairman Kucienski said that he initially thought that the redundancy would help strengthen the message but can see how it could be a detriment. Assistant Manager Meyer offered a counter point to that by saying that you wouldn't often see the two together.

Chairman Kucienski, apologizing for not doing so earlier, noted that the EDC should take the opportunity to introduce themselves to the new Village Manager, before she had to leave that morning for another meeting.

Returning to the discussion, Chairman Kucienski and Commissioner Albazi indicated that they thought that a motto would be valuable. Chairman Kucienski gave an example of using it to help guide decisions to stay in line with what the Village deems as valuable. Commissioner Berger added that in other organizations that he has worked with these kinds of statements are useful in focusing on what is most important. There was a consensus to have a motto as part of the branding effort.

Assistant Manager Meyer noted that the topics he wished to cover had been discussed and thanked the EDC for their time and feedback. He further noted that per the EDC's request, the Branding group would go back and further refine the concepts and return to the EDC for a final review at a date to be determined. Director McNellis noted that while this discussion was not originally scheduled for this length of time, he felt it was a very good and beneficial discussion that helps lay the foundation not only for branding, but also for discussions about targeted business development and marketing.

4. Continued Workshop on Targeted Business Development & Marketing

Director McNellis noted that there was insufficient time to move to this agenda item this morning. He further noted that since there is a full EDC agenda already for March, it

might be a good idea to move this agenda item to April and either hold a special meeting on this workshop topic or hold the entire April agenda open for this workshop. He suggested that the EDC could discuss which route to take at the next EDC meeting in March.

5. Reports

No business was discussed.

6. Other Business

No business was discussed.

7. Public Forum

There was no public comment.

8. Prospective Businesses Forum

No business was discussed.

9. Adjournment

Commissioner Berman moved for adjournment and was seconded by Commissioner Berger. By consensus, the meeting was adjourned at 9:34 am.

Respectfully submitted:



Henry Wright
Community Development Intern