

**ECONOMIC DEVELOPMENT COMMITTEE
MEETING MINUTES
AUGUST 21, 2006**

A meeting of the Village of Richmond Economic Development Committee was held at 7:00 p.m., August 21, 2006, at the Village of Richmond, 5600 Hunter Drive, Richmond, Illinois.

Members of the Architectural Committee and the Village President joined the EDC in hearing a sign discussion/presentation by Schmeekle Reserve, Sign Consultants.

The meeting was called to order at 7:18PM.

At Roll Call the following members were present: Charlotte Hollenbach, Bryce Klontz, Cindy Walleck (Trustee), Barb Gallegos. Lars Anderson was absent.

Bryce Klontz was appointed Chairman for the meeting.

Motion 1: Hollenbach Motion 2: Gallegos

Voice Vote

Aye: All Neigh: 0

Chairman Klontz introduced Ron Zimmerman of Schmeekle Reserve as the guest speaker for the evening.

Mr. Zimmerman introduced his company and presented the scope of assistance the company could offer the village in creating a complete sign package.

Discussion was also made as to materials and content that would make effective signage. Using a hierarchy system will create a unified sign system that will help better guide/direct visitors to the tourism and shopping spots in the village. Coordination of signs with the coming winery was also addressed. Creating effective signage at the gateways to town will automatically create an image of the village to the visitors. It is important to determine the theme of the signs based on what the image is that the village wants to portray to the public. Grant money for signage was also addressed. Creating the package for grant dollars is something the Schmeekle could help the village with. Signage for the new walkway between the winery and the central business district was discussed. Wayfinding signs can inform, entertain and direct visitors to shopping, tourism, etc. Discussion ensued on how to manage or upgrade existing signs. Schmeekle can work with the village to create new kiosks to help develop information centers for visitors.

There being no further business, motion was made to adjourn the meeting at 8:12PM:

Motion 1: Gallegos Motion 2: Hollenbach

Minutes for the July 31 EDC meeting were read and approved:

Motion 1: Anderson Motion 2: Hollenbach

Voice Vote:

Aye: All Neigh: 0

Announcements were made by Walleck. Bob May sent a follow up report on a potential new industrial client.

Public comment was moved to new item 8 on the agenda.

Chairman Klontz introduced Virginia Wood, from the State Treasurer's office, as guest speaker. Ms. Wood discussed available grant and loan money available to the village and its businesses. The EDC will reference the state program and available money in an upcoming EDC newsletter.

Public comment was taken.

Discussion of the sign ordinance then pursued. The commission reviewed the various changes and suggestions for entry into an updated sign ordinance that shall be submitted by the EDC to the board for approval. The updates will be delivered to the Architectural Committee prior to sending to the board.

The commission then reviewed the marketing packet from Peacock Marketing and Publicity Services. Upon discussion of the packet the commissioners voted to recommend board approval:

Motion 1: Gallegos

Motion 2: Anderson

Roll Call Taken:

Anderson – Yes

Hollenbach – Yes

Klontz – Yes

Gallegos – Yes

Motion passed. Official recommendation for approval will be made to the Administrator and the President for presentation at an upcoming regular board meeting.

The Redevelopment Plan Outline was reviewed next. After some deliberation, Klontz will make changes and clarifications to the document then bring it back for consideration and approval by the commissioners at an upcoming EDC meeting.

The Village Brochure was reviewed next. Gallegos walked the commissioners through the new layout. The commissioners approved of the layout. The draft will go to the village board for final approval of content and copy costs.

There were no reports made for the budget, retention or Memorial Hall.

Finding that there was no further business, the meeting was adjourned at 11:17PM.