

**Village of Richmond
Economic Development Committee
Meeting Minutes
09 October 2008**

Call to Order: The meeting was called to order at 7:05pm by David.

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

Members Absent: Charlie Mormino

Other's Present: Lauri Olson, Charlotte Hollenbach, Jonathan Smith

Approval of Minutes: Libby made a motion to approve the minutes of the September 16, 2008 EDC meeting, as corrected. This motion was seconded by Sherrie with a 4-0 vote to approve.

Website Design and Host Presentation: Jonathan Smith from Verity Three and the EDC members discussed potential ways to improve the current EDC pages of the Village of Richmond website. Mr. Smith stated that many more capabilities exist today that allow for greater flexibility and more attractive sites, opposed to capabilities that existed when the site was first developed. EDC members discussed the possibility of changing the domain name of the current Village of Richmond website (www.richmond-il.com) to one without the dash to make it easier for people to navigate to the official Village site. Mr. Smith will email Sherrie potential domain names for dissemination to the EDC. Expanding the current Village EDC webpage to include 2 or 3 pages, with capacity for the Village to update the site will cost approximately \$1200 - \$1500. There would be no additional hosting fee.

Lauri stated that while EDC may reorganize it's own web pages within the Village website, major changes to the overall website would require Village Board approval. Additionally, any changes made to the website would be coordinated through Village Hall.

EDC members should view both municipal and non-municipal websites looking for ideas to incorporate into the new EDC pages and bring at least 5 examples of sites for discussion at the next EDC meeting. Members should also compile a list of questions for Jonathan, which will all be submitted at one time.

Announcements/Correspondence: Discussion took place among the EDC members regarding committee leadership and organization. Cindy Walleck will be joining the EDC to help the committee define future EDC goals and objectives.

Discussion

Brochures: Nino has been working on a layout for the in-town brochure. It was discussed that this brochure might be a 2 fold (3 panel), 2 color brochure with a

map and a list of shops and businesses. A special EDC working session is tentatively scheduled for October 23 to discuss this brochure.

David brought photos for inclusion in the tourist brochure. Cindy Walleck also provided historical photos of Richmond. David will work with Bob Williams to design a layout for this brochure and will notify Committee members when a draft brochure is available.

Libby noted that the EDC should focus on redesigning the Village website if advertising will continue to direct tourists there to obtain more information.

Memorial Hall Visitor's Center: Libby stated that the Visitor's Center in Memorial Hall has been opened. Racks are available at the Visitor's Center for businesses to put their brochures. The annual fee is \$25.00 for Richmond businesses and \$75.00 for out-of-town businesses. All brochures must be approved by the Memorial Hall Board prior to being displayed at the Visitor's Center. The individual businesses are responsible for refilling their brochure rack. All money goes to the Memorial Hall fund. It was noted that McHenry County Living Magazine would be invited to place magazines at the Visitor's Center. David will discuss the possibility of an advertising discount with McHenry County Living in exchange for magazine placement at the Visitor's Center.

Budget: Sherrie made a motion to approve the budget report for the month of October 2008. The motion was seconded by Libby with a 4-0 vote to approve.

Recommendations to Board: None

Adjourn: Sherrie made a motion to adjourn the meeting at 9:18, which was seconded by Libby with a 4-0 vote.