



3RD WARD MEETING MINUTES – ALDERMAN DENISE RODD

December 1, 2015

AGENDA --- Conversations with City Manager

- City's Branding
 - Tag Line
 - Logo

GUESTS

- City Manager, Michael Bartholomew, ICMA-CM

WELCOME

Thank you for coming, we are meeting a week earlier than our usual 2nd week of the month...Our guest is Michael Bartholomew, City Manager of Des Plaines. Michael will present a slide show on the new City of Des Plaines branding and marketing campaign.

WHAT IS OUR BRAND???

Recently, the City of Des Plaines sent out an RFP to North Star to come up with a Brand that shows off the City of Des Plaines at its best.

North Star's strategy on how to Brand a city or create a Logo for a city is by researching the community/consumer competition. Surveys were done by residents to get their perceptions of the City.

North Star went "undercover" to public places around Des Plaines to get Consumer feedback.

Taking this information (both residents and consumer), North Star was able to find the strengths that make up the City of Des Plaines, and by that create a Brand and Logo.

North Star's Survey results show the following details of Des Plaines

- Residential Perception on why they live in Des Plaines:
 - Transportation:
 - Trains
 - Tollways
- Location:

North Star's report showing the City of Des Plaines' strengths

- Transportation
- Accessibility
- Parks and Recreations
- Diversity
- Affordability (Des Plaines has one of the lowest housing costs.)

The next step is to take these results and build a Brand platform to target an "audience" who would appreciate the rich mixture that Des Plaines has to offer.

Logo:

The symbol is a combination of the initials of Des Plaines and made in the color green for the Parks and Recreation facilities Des Plaines offers. (Color of the Logo can change to represent the particular department; i.e. red for Fire Department and Blue for Police Department.) Since a river goes through our town, a curved line within the logo is created to represent the Des Plaines River. It also can show the "flowing ease and movement" of a city that has a river flowing through the community.



The color can be changed to match Police Department (Blue) and Fire Department (Red).

Tag Line: "Good Move"

The Tag Line capitalizes on transportation. Instead of trying to cover up are "weaknesses", we are taking them into consideration to build Des Plaines. Railroad tracks were discussed... "This is what we are", tracks are a part of Des Plaines and our History.

America has changed, which caused the loss of any of the smaller stores that once was Des Plaines. Box Stores put many smaller companies out of business. Des Plaines has move on with the times and look to the needs and wants of the population. Good Move may be viewed as getting Des Plaines out of the "past tense."

BRANDING

Brand is a Good Move. Brand is a marketing campaign to reach out to those first time home buyers, companies looking to build a business, and tourists. What does the City offer those people checking out Des Plaines? Marketing is advertising to people and businesses that we are a community looking to create a new city. Marketing is leveraging signs, such as the banners that are displayed from the downtown street lights. Des Plaines is looking to advertise our Good Move campaign on a sign near Lee and I90.

What's next? How do we gauge how Branding and Logo works?

North Star's strategy is to look at 1 year to measure if the Brand and Logo effectiveness. Des Plaines is doing a 2 year measure instead.

- ? Is there a criteria for a dollar to dollar spent for Branding? No. With the city still waiting on the State's Budget and the withholding of casino money that goes to Des Plaines, there is no marketing plan...yet.

City is working on creating key markers if the Branding Logo is working...

- First time homeowners
- Filling vacant businesses
- Tourists coming to Des Plaines

Tourism: Why come to Des Plaines?

Festivals and Events was the number 1 answer on the North Star Survey.

- Christmas Tree Lighting took place December 4 in Metropolitan Square.
- Taste of Des Plaines
- Rivers Casino: City is meeting with the Casino to have casino add the tag line "Des Plaines" to their marketing logos.
- Fall Fest

Des Plaines needs consistency in creating a strategic plan, no matter if it's with the present council in place or future councils over the next years. City needs to stay on a plan.

- ? How do we track? Is there a Criteria? We can measure things on what we are spending. Logo and Branding is only to help us get to our goal of Des Plaines being a "Good Move."
- ? We keep building condos. Are the Condos we have full? Yes.
- ? What about Metropolitan Square? There still are vacant stores. Is this because of the square being owned by a private franchise? Yes and no. City of Des Plaines is helping by providing incentives and business grants to get businesses into Des Plaines.
 - Mariano's in 2016 at Mt Prospect and Golf.
 - TIF 7 – South End of Touhy – there is some interest.
 - Residential Developments on Lee Street, Graceland and Northwest Highway.
 - LSG Skychefs will soon be opening.

CITY ISSUES

- S Curve Pedestrian Crosswalk: Depends on budget.
- Walk light at Miner and Ellinwood. There needs to be a walk light, intersection is not conducive to pedestrians. Bicycle Club is already looking at this crosswalk.
- Meyer contract: Still operating under old one. Property goes to make a change, shouldn't the Community Development or Mayor's Office be notified on issues that are against the agreement. Property changes go through Cook County Records Department. We (City) don't communicate with the Records Department of Cook County. That is between the company and the County.
- Northwest Water Commission: Start purchasing water from NW Water February/March. Lines will be chlorinated and will need to go through FDA to make sure all is clean and clear. This will be a 3.6 m savings in water alone. We are building a line from Evanston to Central Road pumping station. Little buildings build at both ends – Evanston to Central Road.
- Sewer fund in trouble. Have used all in budget with the building of pipes. City is back in deficit.
- Repairing sewers and water mains is a different budget.

NEXT MEETING

January 13, 2016

Prairie Lakes – Thacker

Submitted by Ruth Bethscheider, volunteer

Season's Greetings

TO CONTACT DENISE

- Phone Number: 847.514.6318. Please call Denise at this number with issues, questions and concerns.
 - Email: denise@3rdward.org
- Facebook is set up for the 3rd Ward. Search DP3 in Facebook.
 - Twitter's hash tag is @Denise Rodd
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