



DeKalb Municipal Building
PLEASE NOTE LOCATION
Haish Conference Room, Second Floor
200 South Fourth Street
DeKalb, Illinois 60115

AGENDA

Citizens' Community Enhancement Commission
January 16, 2018
4:00 p.m.

- A. Roll Call
- B. Approval of Agenda – Additions / Deletions
- C. Public Participation
- D. Approval of Minutes
 - 1. December 18, 2017 regular meeting
- E. Old Business
 - 1. City Branding and Marketing – Community Profile Review
- F. New Business
- G. Adjournment

Our mission statement: We will listen to the community to identify, develop and test initiatives to improve the quality of life. We will develop public/private partnerships to implement sustainable initiatives.

MINUTES
MEETING OF THE
CITIZENS' COMMUNITY ENHANCEMENT COMMISSION
CITY OF DEKALB
December 18, 2017

The Citizens' Community Enhancement Commission (CCEC) of the City of DeKalb, Illinois held a regular meeting on Monday, December 18, 2017 in the Haish Conference Room of the DeKalb Municipal Building, 200 South Fourth Street, DeKalb, Illinois.

The meeting was called to order at 4:00 p.m.

ROLL CALL

Roll was recorded by Economic Development Planner, Jason Michnick, and the following members of the Citizens' Community Enhancement Commission present were: Chair Sue Johnson, Cohen Barnes, Deborah Booth, Brad Hoey, Michael Mooney, and Brad Pietens. Bob Boey was absent.

Also present was Mayor Jerry Smith and Brian Oster from OC Creative.

APPROVAL OF AGENDA

MOTION

Chair Johnson asked for someone to make a motion to approve the agenda, which was made by Mr. Barnes. The motion was seconded by Mr. Pietens and was carried on a voice vote.

PUBLIC PARTICIPATION

None

APPROVAL OF MINUTES

MOTION

Chair Johnson requested a motion for approval of the October 16, 2017 minutes. Mr. Pietens moved to approve the minutes. Ms. Booth seconded the motion. Motion carried on voice vote.

OLD BUSINESS

1. Branding and Wayfinding Review

Planner Michnick received from Steve Quinn some brochures on the student's presentations. The city is looking at getting an intern next semester to work with this project. He talked about trying to have students do one project per semester or year for

the City. The professor is willing to incorporate projects into his curriculum if there is a fit. There was a concern about the current logo and how it aligns with the look and brand that students came up with. Planner Michnick didn't think the logo and brand had to be that tied together.

The commission discussed the cost of working with NIU students and interns compared to hiring a professional consultant and determined there would be a substantial cost saving if the City can continue to leverage NIU students as interns. Planner Michnick asked the commission which types of materials should be a focus first for redesign. The commission determined that the first two documents to revise should be the Community Profile and Business Resource Guide. Planner Michnick stated that the City's Economic Development Commission (EDC) was planning to start working on creating an information repository for businesses, and that the redesign of those documents could be an opportunity to collaborate between the commissions. The commission did state an interest in having a future joint meeting with the EDC. Planner Michnick stated he would bring this up with the EDC and come back to the commission.

2. Fire Hydrant Painting Program

Planner Michnick attached a draft application to the agenda packet. The commission discussed modifications to the document. Planner Michnick is hoping to have the item in front of Council as early as January 22nd. The commission also discussed how to roll out the program and encourage participation with NIU and District 428 students. Planner Michnick will send it to Public Works and the Fire Department to review it and work with legal to get everything drafted before going to Council.

NEW BUSINESS

Planning for 2018 Agenda Topics

The commission will work on the Branding & Wayfinding project for now. We need to find out from NIU's Legal Council to see where they are with this project. If the city can get a graphic designer they would work on this over the spring.

ADJOURNMENT

MOTION

Chair Johnson requested a motion for adjournment. Mr. Pietens moved to adjourn the meeting, seconded by Mr. Hoey. Motion carried on voice vote. The meeting adjourned at 5:01p.m.

Respectfully Submitted by
Linda Odom, Recording Secretary