



## Village of Hampshire

### Public Relations Committee Meeting

Mike Reid Jr. — Aaron Kelly — Toby Koth

Wednesday November 18, 2020 — 6:30 PM

Hampshire Village Hall – 234 S. State Street

# MEETING MINUTES

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- Called to Order at 6:33pm
- Establish Quorum (Physical and Electronic)
  - Mike Reid, Toby Koth, Aaron Kelly, Jay Hedges, John Harris, Lizzy Kreinler, members of the BDC were in attendance as guests to participate in the branding discussion with a5
- Citizen Comments
  - None
- Approve Minutes from 9-2-2020 & 10-21-2020
  - Trustee Kelly 1st, Trustee Reid 2nd
- Branding discussion with a5
  - Went over the positioning statement and tag lines for the village
    - Where Tradition Meets Opportunity / Honor Tradition, Embrace Opportunity
  - Viewed different logo types
    - a5 to come back to us with further options Monday 11/23 at 5pm
- New Business or Other Announcements
  - None
- Adjourn 7:49PM
  - Trustee Kelly 1st, Trustee Koth 2nd