



## Village of Hampshire

Public Relations Committee Meeting

Mike Reid Jr. — Aaron Kelly — Toby Koth

Monday November 23, 2020 — 5:00 PM

Hampshire Village Hall – 234 S. State Street

# MEETING AGENDA

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- Call to Order
- Establish Quorum (Physical and Electronic)
- Citizen Comments
- Approve Minutes from 11-18-2020
- Branding discussion with a5
- New Business or Other Announcements
- Adjourn

Attendance: By Executive Order of the Governor, No. 2020-10 and No. 2020-18, all public and public hearings for essential governmental services through May 30, 2020, may be held by video or tele conference, provided there is an accommodation for the public to participate, and submit questions and comments prior to meeting. If you would like to attend by Video or Tele Conference, you must e-mail the Village Clerk with your request no later than 24 hours prior to the meeting and a link to participate will be sent to your e-mail address the day of the meeting, including all exhibits and other documents (the packet) to be considered at the meeting. Public Comment: Comments or questions may be submitted to the Village Clerk no later than 4:00 PM on the day prior to the meeting, by email to [Lvasquez@hampshireil.org](mailto:Lvasquez@hampshireil.org). Any written comments so received shall be noted in the minutes of the meeting



## 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