

MINUTES OF COMMITTEE MEETING

April 11, 2011

7:00 p.m.

DEVELOPMENT, PLANNING AND ZONING COMMITTEE (DP&Z)

- RE: 1) Findzall Contract Renewal
- 2) Continued Discussion – Shop and Buy Elmhurst Campaign
- 3) Other Business.

Committee Members Present: Morley, Rose, Leader

Committee Members Absent: None

City Staff Present: Kopp

Elected Officials Present:

Others Present: Cathy Maloney and Mark Maloney from Findzall Community Marketing

- 1) Chairman Morley called the meeting to order at 7:08 p.m. to discuss the contract renewal for Findzall Community Marketing. The Committee reviewed the Findzall annual progress report in detail and discussed means of qualitative and quantitative benchmarking for the professional service being provided. There was also a discussion of possibly extending the Findzall contract to a two year term and an increase in hours. The consensus of the committee was to table this topic until the next committee meeting. Staff along with Findzall will work on developing the goals for Findzall as well as reviewing the accomplishments of the goals set for 2010
- 2) The Committee was updated on the Shop/Buy Elmhurst campaign. Staff recommended that the City (through the services of a graphic designer) develop a logo/branding design to be used throughout the Shop/Buy campaign prior to launching the full program. It was the consensus of the Committee to move forward with the logo/branding concept.

Other Business – No other Business

The meeting was adjourned at 9:15 p.m.

Submitted by: Michael Kopp Fire Chief/Asst City Manager