

AGENDA  
COMMITTEE OF THE WHOLE  
October 10, 2017  
2200 Harnish Drive  
Village Board Room  
- AGENDA -  
7:30 P.M.

Trustee Spella – Chairperson  
Trustee Jasper  
Trustee Brehmer  
Trustee Glogowski  
Trustee Steigert  
Trustee Sosine  
President Schmitt

1. **Roll Call – Establish Quorum**
2. **Public Comment – Audience Participation** (*Persons wishing to address the Committee on an item on this agenda must register with the Chair prior to roll call.*)
3. **Community Development**
  - A. Consider an Agreement with a5 Branding and Digital for Economic Development Marketing Services
4. **General Administration**
5. **Public Works & Safety**
  - A. Consider the Pursuit of a Regional Salt Storage Facility with McHenry County
7. **Other Business**
8. **Adjournment**



**VILLAGE OF ALGONQUIN**  
*COMMUNITY DEVELOPMENT DEPARTMENT*

**– M E M O R A N D U M –**

DATE: October 5, 2017

TO: President Schmitt and Village Board

FROM: Russell Farnum, AICP, Community Development Director

SUBJECT: *Proposal by a5 Branding and Digital for Economic Development Marketing Services*

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As part of the FY2018 Budget, the Board included funding for a marketing consultant to help market the Algonquin Corporate Campus and the Village's retail corridors.

Village staff prepared a Request for Qualifications and received responses from interested firms who were qualified to perform the scope of requested marketing services. Of the respondents, four firms were determined to be highly qualified, and interviewed by a committee consisting of President Schmitt, Trustee Sosine, two members of the Economic Development Commission, and Staff.

Of the firms interviewed, the committee felt that a5 Branding and Digital was the most qualified firm to perform the desired scope of services, and recommended hiring a5 Branding and Digital to the Economic Development Commission. At their September 14 meeting, the EDC unanimously recommended hiring a5 Branding and Digital for this project.

Attached please find the Scope of Work and estimated budget for the project, as well as the draft minutes from the EDC meeting. With this Scope of Work, the overall project will not exceed \$58,000.

It is recommended that the Committee of the Whole concur with the EDC recommendation and forward this request to the Village Board for approval.

# Project Authorization / Village of Algonquin

October 3, 2017

## Scope of Work

### Develop the Algonquin Economic Development Story

- Craft overall story on why invest in Algonquin
- Create story for Corporate Campus, Downtown and East Side
- Work with staff to identify key properties, size and locations for mapping elements
- Work with staff to compile information for Community Profile
- Includes three to four meetings with staff
- Includes up to six individual one hour interviews with key members of community (board, staff, developers, brokers)

a5 Fees . . . . . \$12,000

### Create Marketing and Communications Plan

a5 and Houseal Lavigne would develop a marketing communications plan that crafts and tells the Algonquin story to developers, brokers and site selection professionals. This plan would outline the marketing efforts for the coming year with particular emphasis on reaching key audiences. In addition to goals and strategies, we would develop a series of tactics, a timeline and a line item marketing budget. In addition, per the RFP, we would:

- Evaluate presence at ICSC, AIRE or similar events and assist in coordinating efforts and assist in the preparation of marketing materials for such events
- Identify the collateral that the Village will need for successful attendance at these events
- Identify key advertising opportunities: newspaper, radio, real estate journals, etc. and assist in the preparation of marketing materials for successful campaigns

a5 Fees . . . . . \$10,000

# Project Authorization / Village of Algonquin

October 3, 2017

## Scope of Work

### Develop Marketing Tactics

Leveraging the Marketing and Communications Plan developed by a5/HLA, a5 would write, design and produce materials listed below to reach appropriate audiences regarding Algonquin's retail and commercial opportunities.

### Campaign Design

a5 would work to create a campaign platform that would unify the effort to market the Village of Algonquin, its Corporate Campus and Retail Corridors. The campaign design would include consistent messaging/theme lines, and a graphic identity or graphic theme of color and typography, and would be used in the tactics outlined below.

### Ad Campaign

a5 would create an ad campaign that would consist of two to three print ad versions that could be resized as needed. The campaign would also consist of six to ten digital ads. For the sake of budget, a5 anticipates that most of the campaign would run digitally, in appropriate Real Estate and Development media outlets.

### Community Profile

a5 would develop a single page Community Profile that can be used for marketing purposes.

### Site Selection Handbook

The Site Selection Handbook will encapsulate the Algonquin story and be customizable for the intended audience. It would include a four to eight page section in the front and include pages, or sections, for individual areas of the community. a5 would design the handbook using Adobe InDesign.

### Sell Sheets

a5 would design, write and produce a series of up to ten sell sheets that provide information, maps and opportunities.

# Project Authorization / Village of Algonquin

October 3, 2017

## Scope of Work

### Web Site

a5 would design, write and code a simple two to three page highly visual web site with information, maps, timelines, opportunities, and contact information. The site would include a Content Management System (either Squarespace or WordPress) so staff can update site. Site will link to Village web site. a5 will also identify a new domain name and work with Village to secure the appropriate domain, i.e. "Always Algonquin".

### Folder

a5 would design a simple folder with high-quality materials that would appeal to broker and developers.

### Bi-Monthly Email

a5 would design a campaign email template that can be used to provide updates and reminders of Algonquin's benefits and opportunities. This estimate assumes that the email campaign would be created in one of the major email platforms (MailChimp, Constant Contact, Campaign Monitor).

### News releases

a5 would write two to three "informational article" style news releases.

### Tradeshow Panel

a5 would design and write copy for high-impact tradeshow panel. Size and materials to be determined.

### Template in InDesign or Word for Site Selection Handbook

a5 would provide Algonquin with a template for the Site Selection Handbook in InDesign or Word. Template would consist of a cover and one to two interior pages.

a5 Fees . . . . . \$34,000 to \$36,000

# Project Authorization / Village of Algonquin

October 3, 2017

## a5 Fee Summary

### a5 fees for the services outlined in this scope of work:

|                                |                      |
|--------------------------------|----------------------|
| 1. Develop the Story . . . . . | \$12,000             |
| 2. Marketing Plan . . . . .    | \$10,000             |
| 3. Marketing Tactics . . . . . | \$34,000 to \$36,000 |

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|                        |                      |
|------------------------|----------------------|
| Total a5 Fees. . . . . | \$56,000 to \$58,000 |
|------------------------|----------------------|

*All changes beyond the scope outlined in this proposal would be billed at \$125 per hour.*

### Expenses

Estimated a5 Expenses. . . . . \$350\*

Printing, fabrication, photography and mailing are additional; they are not included in a5 fees, and not part of this contract. Expenses incurred by a5, such as FedEx, messengers, color print outs and the like, would be billed at cost, if needed.

### Change Orders

As part of the scope of work defined on the pages that follow, a5 would make up to two rounds of changes to the selected concept for each presented deliverable. Additional rounds may require a change order. a5 would promptly make Village of Algonquin aware of the possibility of a change order, if necessary.

Payment of fees and expenses is not contingent on client acceptance of recommendations.

Proofreading is the exclusive responsibility of the client; neither a5 Group Inc. nor their suppliers will accept responsibility for errors in copy. If this project is terminated for any reason by either party before completion, the client is responsible only for payment of fees and expenses incurred up to the date of termination.

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If the contents of this contract meet with your approval, please countersign this form (below).

**John Harris** jharris@a5inc.com 312.706.2529 office

Submitted by

Accepted by

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John Harris  
Principal, a5 Group Inc.

Date

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Authorized Signature  
Village of Algonquin

Date

**Village of Algonquin  
Economic Development Commission  
Regular Meeting  
September 14, 2017  
7:00 p.m.**

**Agenda Item 1:           Roll Call/Establish Quorum**

PRESENT:       Members: Chairperson Jerry Pinderski, Commissioners: Kurt Moders, Bob Smith, Dave Ward, and Brian Rasek. Absent: Mike Ritter   Staff: Katie Parkhurst and Guest Trustee Laura Brehmer

**Agenda Item 2:           Approve Minutes from the June 8, 2017 Meeting**

Chairperson Pinderski entertained a motion on the minutes from the June 8, 2017 meeting. Mr. Rasek made a motion to approve the minutes and Mr. Ward seconded. A voice vote noted all ayes, motion passed.

**Agenda Item 3:           Public Comment**

There was no one in attendance that wished to provide public comment.

**Agenda Item 4:           Manufacturing, Trades and Industry Career Expo**

Mrs. Parkhurst shared information about the career expo that the City of McHenry, McHenry High School and McHenry County College are working on together to highlight jobs in the trades, manufacturing and industry. Kenmode was informed of the opportunity and will be participating.

Mr. Ward inquired if this was the first year for the expo. Mrs. Parkhurst explained that this will be the second year.

Chairperson Pinderski inquired if Kenmode has an apprenticeship program. Mr. Moders stated yes, they work with the community colleges to find students.

**Agenda Item 5:           Village of Algonquin Marketing Efforts**

The Village per the direction of the EDC and VB sent out a Request For Qualifications for Economic Development Marketing. Seven firms responded to the RFQ and staff, EDC and VB members conducted interviews with four of the firms.

Chairperson Pinderski shared his highlights from the interviews. He stated he was impressed with a5 presentations and how they can market the Village.

Mr. Smith inquired what other communities that a5 has worked with. Mr. Pinderski and Mr. Ward shared that they are creative and very into digital marketing. They will help us figure out what our story is and best to share our message with the region.

Mr. Rasek shared that Bedford Park is an industrial town, their marketing campaign is paying off. Mr. Smith mentioned that is what Algonquin needs to get the name recognition.

Mr. Moders inquired what they feel we have to offer them. Mr. Ward explained that the company has some knowledge of the area and they are honest with what the Village may be prime for and what we will not

get, like Amazon's headquarters. Mr. Ward explained that the a5 team really seemed to understand on what the marketing is that we are looking for. They want to tell a story and will talk with us to get that story pieced together. They did mention that we have tremendous infrastructure in place today.

Mr. Smith highlighted that where the CEO lives and the workforce are key factors in determining where companies locate. Mr. Ward shared that the consultants interviewed stressed to think about today but to plan for the changing economy.

Mr. Smith suggested "find it in Algonquin" as a marketing slogan.

Mr. Rasek inquired if a5 was the best prepared group. Mr. Ward shared that others were just as prepared they just had different focuses. A5 will start at the beginning of the process and help us transition to the next phase. Mr. Rasek inquired if they will work on the changes in retail as well. Chairperson Pinderski explained the first step will be name recognition and branding the community. Then we can fine tune the message as we move forward with specific interests or targets in marketing. The year contract is a good time frame to get the marketing materials together and start getting the story out. Mr. Rasek inquired how Algonquin will be unique in their marketing efforts. Mr. Ward explained that a5 will build the message and then help us market versus talking to an end user now.

Mr. Smith and Mr. Rasek inquired about the budget and what is included. Chairperson Pinderski explained that each proposal included options but there will be future expenses as we move on to phase 2. Village staff will negotiate the final contract.

Mr. Moders inquired what the desire is to fill up the Algonquin Corporate Campus. Mr. Smith explained that the goal is to build up and diversify the tax base and to have a larger employment base. Having jobs available in town for our residents plus a larger day time population to support our retail and restaurants.

Mr. Ward made a motion to recommend hiring a5 for marketing the Village and specific economic areas and have staff work with them to finalize the scope of the project. Mr. Smith seconded the motion and a voice vote noted all ayes.

#### **Agenda Item 6: Project Salmon**

Mrs. Parkhurst explained that the Village receives information from the IL DCEO about companies looking for sites or buildings along with their parameters. The Village responds to these requests if Algonquin meets the needs. The most recent proposal was Project Salmon.

The EDC was very pleased with the prospect of an international company locating in Algonquin.

#### **Agenda Item 7: Business Awards**

Mrs. Parkhurst reviewed the annual Business Awards program and asked the EDC for any nominations.

Mr. Smith would like to nominate Port Edward for rehabilitation improvements inside and out. Possibly, Steinmart for Economic Impact and any businesses that helped during the flood or volunteer groups.

Mr. Moders would like to nominate Fox River Marina for improving the site.

Mr. Ward suggested the redevelopment of the Great Bank site or Meijer for all their work at refreshing the inside and outside of the building and the site.



Mr. Rasek suggested the Tile Shop or Sherman for the MRI expansion.

**Agenda Item 8: New/Old Business**

The EDC discussed various development updates throughout the Village.

**Agenda Item 9: Adjournment**

The meeting was adjourned at 8:15p.m.

Approved:

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Jerry Pinderski, Chairperson, EDC



**VILLAGE OF ALGONQUIN**  
*GENERAL SERVICES ADMINISTRATION*

**– M E M O R A N D U M –**

DATE: September 28, 2017

TO: President Schmitt and Village Board of Trustees

FROM: Tim Schloneger

SUBJECT: Pursuing a regional salt storage facility with McHenry County

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The McHenry County Division of Transportation Department has the construction of a remote salt storage facility in its multi-year capital improvement plan. Following a formal RFP process, the county determined that the best solution is to pursue a partnership with the Village for the facility.

The intergovernmental partnership would create several benefits:

- Increased storage capacity would protect from dramatic swings in salt price due to unforeseeable and extreme climatic events.
- Increased storage capacity would allow for the ability to take delivery of a year's worth of salt at any given time in the year, with the added benefit of having a supply of salt available to draw from in the event that suppliers are unable to deliver salt due to weather or supply chain limitations.
- Having a supply of salt in the southeast part of the County would create a more efficient operation benefitting both agencies as well as the public at large as over 40% of the County's winter maintenance operations occur in the south eastern portion of the County.

The Resolution does not commit either party to building the facility. But it does direct staff to begin pursuing an intergovernmental agreement that will coordinate equipment, operations, land use, property and facilities. Through this cooperative effort we have the opportunity to improve efficiency, reduce duplication of services and improve resource sharing to optimize the efficient use of tax dollars.

2017-R- \_\_  
RESOLUTION  
PURSUING A REGIONAL SALT STORAGE FACILITY  
BETWEEN MCHENRY COUNTY & THE VILLAGE OF ALGONQUIN

**WHEREAS**, the County and the Village have the desire to jointly analyze and explore smart design functions and operations, working to promote and create a highly effective and leaner government and organization where practicable; and

**WHEREAS**, the County and the Village have the desire to improve efficiency, reducing duplication of services and encourage resource sharing to optimize the efficient use of public funds; and

**WHEREAS**, the County and the Village have the desire to explore ways in which working together as opposed to working independently can eliminate inefficient or duplicative services; and

**WHEREAS**, the County and the Village have the desire to explore ways to make use of existing facilities to achieve economies of scale; and

**WHEREAS**, the County and the Village have the desire to provide additional salt storage capabilities in order to protect public funds from dramatic swings in the price paid for salt due to unforeseeable and extreme climatic events; and

**WHEREAS**, a regional salt storage facility would allow for the ability to take delivery of a year's worth of salt at any given time in the year, with the added benefit of having a supply of salt available to draw from in the event that suppliers are unable to deliver salt due to weather or supply chain limitations; and

**WHEREAS**, having a supply of salt in the southeast part of the County would create a more efficient operation benefitting both agencies as well as the public at large as over 40% of the County's winter maintenance operations occur in the south eastern portion of the County.

**NOW, THEREFORE, BE IT RESOLVED**, by this Village Board of Algonquin, Illinois, that Staff are hereby directed to: Jointly pursue the feasibility of partnering with the County to construct the required infrastructure to store road salt and perform the operations the McHenry County Division of Transportation and Algonquin Public Works need to perform, as well as parcels of land which the Village already owns with an existing structure(s) that salt could be stored in, either as is, or with modifications/replacement made to it, as well as a site that could be utilized for operations; and

**BE IT FURTHER RESOLVED**, that Village staff are hereby directed to: Jointly pursue and evaluate the possibility of partnering with the County staff for the potential of additional infrastructure required for operations that may include above ground storage tanks, areas to load materials into waiting vehicles, structures to store and maintain equipment, and/or structures for staff to perform office type work with breakroom and restroom facilities.

PASSED this \_\_\_\_ day of \_\_\_\_\_, 2017.

\_\_\_\_\_  
John C. Schmitt, Village President

(seal)

ATTEST: \_\_\_\_\_  
Gerald S. Kautz, Village Clerk