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Marketing and Communication Leadership Committee Meeting
Tuesday, August 13, 2019 @ 3:30 p.m.
Village Hall, Committee Room

AGENDA

1. Call to Order
2. Review 2018 Annual Report and 2020 Future Initiatives
3. Review and Discuss Marketing and Communication Committee Structure
4. Consider Appointing Joe Zizzo to the Marketing and Communication Advisory Committee
5. Adjournment

DATED at Shorewood, Wisconsin, this 8th day of August, 2019.

VILLAGE OF SHOREWOOD
Sara Bruckman, Village Clerk

Should you have any questions or comments regarding any items on this agenda, contact the
Manager's Office at 847-2701.

It is possible that members of and possibly a quorum of members of other governmental bodies
of the municipality may be in attendance at the above stated meeting to gather information; no
action will be taken by any governmental body at the above stated meeting other than the
governmental body specifically referred to above in this notice.

Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals.

Village of Shorewood 2018 Annual Report

VILLAGE OF SHOREWOOD DEPARTMENT / COMMITTEE ANNUAL REPORT

Instructions: To help inform the Village Board on the annual operations, services and activities being performed by all areas of the Village, the Village Manager is asking each department and citizen committee to complete the following report. Please contact the Village Manager's Office if you have any questions about the report.

Name of Department / Committee: Marketing and Communications Advisory Committee (MAC)

Name of Department Head / Committee Chair: Gina Shaffer, MAC Chair

Other Department Managers / Committee Members:

Advisory Committee – Ericka Lang, Katelin Watson, Tyler Burkart, Gina Shaffer, Laura Peracchio, Phil Gruber, Rachel Carter
Leadership Committee – Ericka Lang, Rebecca Ewald, Tyler Burkart, Bryan Davis, Paru Shah, Ann McKaig (chair), Peter Hammond, Michael O'Brien

Identify your most significant department / committee services and activities performed in the past year.

1. Shorewood Today support
2. Village-wide event promotion (Shorewood Criterium, Summer Sounds, 4th of July)
3. Social content integration across partners
4. 2019 planning including goals, strategies, external support needs, event calendar development
5. #WalkShorewood campaign planning and execution
6. Shorewood Short Video Campaign
7. Shorewood brand positioning statement finalization

Village of Shorewood 2018 Annual Report

Identify your department / committee proposed initiatives that you hope to perform or implement in future years. Initiatives are significant subjects such as service delivery changes, capital items, programs, or studies that require Village resources and time to execute. Each initiative listed should link to one of the six vision statements in [Vision 2025](#) on pages 6-8. Include the vision number(s) in the “Relationship to Vision 2025” column corresponding with the vision statement(s) that best relates to the initiative along with a brief explanation. For each initiative, please complete the “Request Execution of New Village Initiative” form to complete this section. For citizen committees, please utilize your staff liaison to complete this form.

Department / Committee Initiative(s)	Relationship to Vision 2025
1. Shorewood Social Campaigns	Carry momentum from the #WalkShorewood campaign; develop another social media campaign promoting Shorewood
2. Re-develop a Realtor Open House	Create a new vision for an annual realtor open house and reach out to the CDA if they are interested in partnering to host the event
3. Continue rollout of the Shorewood Short Video Campaign	Now that the Shorewood Short video series is completed, the committee will work with SHS students to update the videos and possibly create new videos.
4. Village Tagline Development Exploration	The committee will explore creating options for a new Shorewood tagline and potentially engage the public in deciding a new tagline that is welcoming and reflective of Shorewood.
5. Public monitors in key community locations	To effectively communicate Village news with residents and visitors, a number of public monitors would be purchased and strategically placed in local businesses. The monitors would have rolling slides with Village announcements updated weekly.

Resolution 2014-45 A Comprehensive Marketing and Communications Plan

WHEREAS, the Village of Shorewood, School District of the Village of Shorewood and the Shorewood Business Improvement District and Village Community Development Authority established a Comprehensive Marketing Program in 2006; and

WHEREAS, said marketing program remains an innovative approach in community collaboration, enabling each participating entity to effectively meet their organization mission; and

WHEREAS, the success of the marketing program has become a benchmark for other communities to strive for; and

WHEREAS, since the marketing program’s inception, changes in demographics, economic market, community leadership and personnel, community visions and missions occurred; and

WHEREAS, a marketing leadership group, comprised of chief elected or appointed positions and chief executives, was established to evaluate the current effectiveness of the Comprehensive Marketing Program; and

WHEREAS, one of the group’s recommendation is to establish a more formal oversight and evaluation program; and

NOW, THEREFORE, BE IT RESOLVED, that three (3) committees be established as part of a Comprehensive Marketing and Communications Plan, as follows:

Leadership Committee:

Membership: School Board President or designee, Village President or designee, BID Board President or designee, Village Manager or designee, School Superintendent or designee, BID Executive Director or designee, Chairperson of the Community Development Authority or designee and Chair of Marketing Advisory Committee. Approves the membership of the Marketing Advisory Committee.

Purpose: Evaluate the effectiveness of the Comprehensive Marketing and Communications Plan to assure it meets the business goals of the entities, recommend approval of the annual budget and contracts to their respective boards and recommend approval of policy changes to the Comprehensive Marketing and Communications Plan and its organization as needed.

Meeting protocol: The Committee shall meet at least twice annually.

Marketing Advisory Committee:

Membership: Five members who, through education or experience, have working knowledge of marketing, branding and/or public relations. One appointed by the

Shorewood School District, one by the Village of Shorewood, one by the Business Improvement District, one by the Community Development Authority and one at-large as recommended by the Leadership Committee.

Purpose: Evaluate the effectiveness of the Comprehensive Marketing and Communications Plan and make recommendations to the Leadership Committee.

Meeting protocol: The Committee shall meet at least quarterly.

Community-Wide Marketing Committee:

Membership: Communication personnel employed by participating entities, including School District, Village of Shorewood, Business Improvement District, Library, and Chaired by the Village Marketing Manager.

Purpose: Collaborate with marketing professions employed by the Leadership Committee to assure effectiveness of communications programs that are implemented across all entities, and collaborate to maximize communications to the general public and other targeted audiences. This Committee shall develop and implement the Comprehensive Marketing and Communications Plan.

Meeting protocol: The Committee shall meet as needed.

Adopted this 1st day of December, 2014.

VILLAGE OF SHOREWOOD

Guy W. Johnson, Village President

Sherry Grant, Village Clerk

SCHOOL DISTRICT OF SHOREWOOD

Robert Reinhoffer, School Board President

SHOREWOOD BUSINESS IMPROVEMENT DISTRICT

Tim Ryan, President

SHOREWOOD COMMUNITY DEVELOPMENT AUTHORITY

Robert G. Petrie, Chairperson