Agenda
Village of Homer Glen
Public Presentation and Workshop
for Branding Project Discovery
Wednesday, March 11, 2020 – 5:30 p.m.-7:00 p.m.
Community Meeting Room
14240 W. 151st Street, Homer Glen IL

1. Welcome and Introduction of Consultant.

2. Community Branding Presentation and Discussion.

3. Community Branding Workshop:
   • Gateway Visual Survey
   • Visual Exercises
   • Word Play
   • Written Branding Survey

4. Wrap-up and Public Comment.

5. Adjournment.

**DISABLED:** Any individual requiring special accommodations as specified by the Americans with Disabilities Act is requested to notify the Village Manager at (708) 301-0632 at least 24 hours in advance of the meeting date.
The Village of Homer Glen recently began a new initiative to update its branding strategy and improve gateway signage. The Branding Project will assist the Village with identity in the marketplace. The new brand will be unique to Homer Glen and will help promote the Village and its assets. There will be no change to the Village Seal. The Village has hired MERJE from West Chester, PA, to update the branding strategy. MERJE is a nationally recognized design firm with specific expertise in creating brands for municipalities. They have worked with more than 90 communities of all sizes and aspirations in the development of similar projects.

The Village is currently beginning the Discovery phase of the project. During this stage the consultant will gather information that will help inform the design of the new brand. As part of this process, residents are invited to a Public Presentation and Workshop Meeting to learn about the project and provide input on Wednesday, March 11, 2020, from 5:30 p.m.-7:00 p.m. The meeting will be held in the Community Meeting Room located inside Village Hall at 14240 W. 151st Street and will be moderated by our consultant.

Prior to arriving you may want to think about the following considerations as they relate to Homer Glen:

- What do you tell people about Homer Glen when they arrive in or travel throughout the Village?
- Describe the “personality” of Homer Glen.
- Is Homer Glen changing? How is Homer Glen changing?
- What draws people to Homer Glen?
- What makes Homer Glen different, unique and a special place?

These are just some of the topics that will be discussed at the meeting.

Your input is valuable and we would appreciate you taking the time to join us.