

MINUTES OF THE SPECIAL MEETING
OF THE PRESIDENT AND BOARD OF TRUSTEES
OF THE VILLAGE OF SOUTH BARRINGTON

Thursday, July 12, 2018 6:00 p.m.

Rose Hall in the SB Village Hall 30 S. Barrington Road South Barrington, IL

CALL TO ORDER

President McCombie called the Special meeting to order at 6:05 p.m. Clerk Wood took roll:

Present: President: Paula McCombie

Trustees: Joseph Abbate, Steve Guranovich, Bernard Kerman,
Hina Patel, Anthony Stagno

Absent: Trustees: Therese DeSerto-Cohen

A quorum was present. Also present were Village Administrator Bob Palmer, Village Engineer Natalie Karney, Village Finance Director Michelle Bodie, Executive Assistant/Deputy Clerk Melissa Moeller and Police Chief Tom Roman.

PUBLIC COMMENT

There were no public comments for the meeting.

WEBSITE AND LOGO DESIGN PRESENTATION

Present for Menagery: Rey Mena, Kristin Frazier

Mr. Mena began a video presentation to give a quick update of the project for a new Village logo and website. Phase I is migration of all government content for the webpage and to begin to explore a new logo design. Phase II will be to develop branding elements. The logo design is for identification in its simplest form, and branding will capture the South Barrington experience in an emotional connection.

Mr. Mena began by discussing key characteristics of logos and showing various examples. He began discussion on what is great about South Barrington, and asked for any more input than received from his initial email requesting Village Board and staff to list some things/characteristics that they felt were essential to the Village. Menagery will incorporate all the insights and perceptions into a logo design. They will present three designs to the Board, and will work on up to two revisions of the design chosen by the Board.

Mr. Mena asked for any additional questions from the Village. Trustee Guranovich asked about some logo ideas that he had sent in; Mr. Mena said that if the design has too much detail in it, it will not shrink well when a small logo is needed on paper or other item. President McCombie asked about the psychological effects of colors; Mr. Mena replied that that was when design was all printed in brochures and documents, and that with the on-line presence the old rules do not apply.


Mr. Mena will next put together some proof of concept for the Board. He thanked the Board for their time, and especially thanked Executive Assistant/Deputy Clerk Melissa Moeller for all her assistance.

ADJOURNMENT

MOTION to ADJOURN was made by Trustee Guranovich.

SECONDED by Trustee Patel.

There was no further discussion. By unanimous voice vote, the motion carried, and the meeting adjourned at 7:04 p.m.



Donna Wood, Village Clerk

These minutes were approved this
9th Day of AUGUST, 2018