
Resolution _____ 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 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 Community-Wide 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 Community-Wide 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 Community-Wide 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 Community-Wide 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 Community-Wide Marketing and Communications Plan.

Meeting protocol: The Committee shall meet as needed.

Adopted this ____ day of November, 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