



Agenda
Marketing and Communications Advisory Committee
February 10, 2021 at 2:00 P.M.

Via Teleconference

3930 North Murray Avenue, Shorewood, WI

Phone Number: **1-312-626-6799**

When prompted, enter the access code **980 4823 0115**

Followed by the passcode **002623**

Virtual Link: <https://zoom.us/j/98048230115?pwd=cG43aU1ITGZ1R3BGdDZkaGE0RThmdz09>

1. Call to order
2. Discuss 2020 Annual Report and 2021 Future Initiatives
3. Discuss Structure and Role of Committee
4. Discuss Shorewood Short Series: How to be a Good Neighbor
5. Discuss Realtors Forum
6. Adjournment

DATED at Shorewood, Wisconsin, this 4th day of February, 2021,

VILLAGE OF SHOREWOOD

Sara Bruckman, CMC/WCMC

Village Clerk

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.

Should you have any questions or comments regarding any items on this agenda, please contact the Village Manager's Office at 847-2700. Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals.

Village of Shorewood 2019 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

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

Other Department Managers / Committee Members:

Phil Gruber, Laura Peracchio, Joe Zizzo, Katelin Watson, Tyler Burkart, Steph Salvia, Ann McKaig (Trustee Liaison)

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

1. Completed 12 videos for the Shorewood Short video series
 2. Coordinated #WalkShorewood campaign
 3. Advised Senior Resource Center and the Shorewood Connects on the Age-Friendly Plan
 4. Reviewed documentation, structure, and objectives of the committee
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Village of Shorewood 2019 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. Talk with Shorewood Today Editorial Team on marketing and advertising efforts 2021 and beyond	(1,6) A well-governed community with leaders and citizens who value broad civic participation and maintain a long-range, disciplined view of the future
2. Provide general guidance and ideas to Welcome New Neighbors program – if approved by the Village Board	(2) A welcoming community embracing new people, innovative ideas and engaging with others to continuously improve Shorewood and the Milwaukee metro area
3. Produce a webpage on the Village website for realtors, prospective residents, and other community members to learn general information about the Village	(1,6) A well-governed community with leaders and citizens who value broad civic participation and maintain a long-range, disciplined view of the future
4. Marketing consulting sessions - Reach out to volunteer committees and community groups to see if they need guidance and assistance on marketing / communication efforts	(6) A well-governed community with leaders and citizens who value broad civic participation and maintain a long-range, disciplined view of the future
5. Continue to update and add to the Shorewood Short Video Series	(1,6) A well-governed community with leaders and citizens who value broad civic participation and maintain a long-range, disciplined view of the future

Shorewood

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Name of Department / Committee:

Name of Department Head / Committee Chair:

Other Department Managers / Committee Members:

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

- 1.
- 2.
- 3.

Village of Shorewood 2019 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.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
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10.	

Village of Shorewood 2019 Annual Report

FOR VILLAGE DEPARTMENTS: Please review and evaluate the Village fee schedule. For fees that should be modified or require additional review from the Village Board, please list out those fees in the chart below. In addition, please indicate your department's recommendation to amend the fee. If the fee impacts additional departments, please list the following departments you've contacted and gained their approval involving your recommendation.

Village Fee – include Fee amount	Recommended Modification	Departments Approving Recommendation
1.		
2.		
3.		
4.		
5.		
6.		
7.		
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9.		
10.		

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