

From: [Village of Lake Bluff](#)
To: [Gail Ciolek](#)
Subject: Lake Bluff Letter - January 4, 2013
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Lake Bluff Letter January 4, 2013

Lake Bluff Looking for Strong Response for Community Branding Survey

Lake Bluff is setting out to create a brand strategy to cross-functionally market Lake Bluff to drive business, sales tax revenue, relocation (residential and commercial), consumers, and general perception across community organizations. Having already completed a series of one-on-one meetings, focus groups, and a "Vision Survey" by an array of community and business leaders, the Village is now looking for input from all community residents, businesses and organizations on the Community Branding Survey for this research-based project. The survey, developed by the Village's consultant, North Star Destinations, is available below:

<http://www.surveymonkey.com/s/LakeBluff>

Surveys can be completed online and will be available at Village Hall. Individual survey responses will be reported in group form only and help pinpoint where and how the Village should target its marketing efforts in the coming years. In order to expedite this process, the survey must be completed no later than Monday, January 21, 2013. "The Village's Vision Survey response rate was approximately 50%, which was phenomenal," said Village Administrator Drew Irvin. "We are hopeful that the Community Branding Survey will have an equally impressive response rate."

Background Information

The Village of Lake Bluff's branding initiative has its roots in the Village's 2016 Strategic Plan, which calls out for the development of a Village marketing plan. The benefit of an integrated brand is far-reaching, affecting the economic stability of the residential and business communities. Proactive communities brand themselves to be distinctive and to be destinations of choice for businesses, industry, visitors, residents, families and others.

Communities are taking a page from the private sector in developing brands to stand out in the minds of employers, visitors and residents. Unfortunately, many who start with lofty branding goals end up settling for a slogan and visual identity that falls short of becoming a true brand. When a brand message is backed by real life experience, it taps into the powerful force of economic development. This is integrated branding – the ability to communicate and keep a branding promise. An effective integrated brand contributes to a stronger economic base, higher property values, diverse and sustainable employers and citizen retention.

More information regarding this project can be found at lakebluff.org. If you have any questions, please feel free to contact Brandon Stanick at 847.283.6889 or bstanick@lakebluff.org.

Event Calendar -

Historic Preservation Commission Meeting

Wednesday, January 09, 2013

Tri-Board Meeting

Thursday, January 10, 2013

ABR Recommends Approval of Building Code Amendments

On January 2, 2013, the Architectural Board of Review conducted a public hearing and recommended the Village Board approve proposed comprehensive amendments to the Lake Bluff Building Code. The proposed amendments include, without limitation, adoption of and amendments to the following standards:

- Illinois Environmental Barriers Act;-
- 2012 International Energy Conservation Code and ANSI/ASRAE/IESNA Standard 90.1-2010;-
- 2012 International Code Council ("ICC") International Fuel Gas Code;-
- 2012 ICC International Mechanical Code;-
- 2012 ICC Property Maintenance Code;-
- 2011 National Electrical Code;-
- 2004 Illinois Plumbing Code;-
- 2012 ICC International Building Code;-
- 2012 ICC International Residential Code;-
- 2012 ICC International Fire Code with the most recent National Fire Protection Association Standards ("NFPA");-
- 2012 International Green Construction Code;
- 2012 International Existing Building Code; and-
- 2012 International Swimming Pool and Spa Code.

The Village Board is scheduled to receive an update concerning the proposal at its Committee-of-the-Whole Meeting scheduled on January 14, 2013 at 6:00 p.m. in the Village Hall Board Room. Following this review session the Village Board will then consider first reading of a formal ordinance approving the proposed comprehensive Building Code amendments at its regular meeting on January 28, 2013 at 7:00 p.m. (Village Hall Board Room).

Materials for this matter are available for inspection at Village Hall or by clicking on the link posted below. Additional information is available by calling Jerry Nellessen, Building Codes Supervisor, at 847-283-6885.

[Public Hearing Discussion Draft](#)

Christmas Tree Collection

Not sure of how to dispose of the family Christmas Tree after the holidays? The Village provides a free tree collection service for residents. Residents utilizing this service must remove all tree decorations (tinsel, lights, plastic bags, and other miscellaneous items) and place the tree at the curb on a regular refuse collection day. For additional information, please contact Village Hall at 847-234-0774.

2013 Lake Bluff Polar Plunge

Soon Village residents will have the opportunity to support Special Olympics athletes by taking a flying leap into the frigid waters of Lake Michigan. The Polar Plunge will take place on Saturday, March 2, 2013 at Sunrise Beach. Registration begins at 11:00 a.m. at the Lake Bluff Park District Building and participants will be bused to Sunrise Beach to plunge at 1:00 p.m. and bused back to the Park District building for the Post-Plunge party. The Lake Bluff Police Department is a key sponsor of this event and last year raised approximately \$90,000 to benefit the Illinois Special Olympics. To learn more about the event go to www.plungeillinois.com.

Park District Hosts Bluff Educational Forum, 1/15/13

The Lake Bluff Park District Sunrise Park and Beach Advisory Citizen Committee will host a Bluff Educational Forum at the Blair Park Recreation Center (355 W. Washington Avenue) on January 15, 2013 at 6:30 p.m. Once the Beach Advisory Committee gathers feedback from

the community it will provide a final report to the Park Board.
Residents are encouraged to attend. Additional information is available by calling the Park District offices at 847-234-4150.

In the event that Meeting Agenda links do not properly function, subscribers may find agendas posted on the Home Page at www.lakebluff.org. All Board and Commission [Meeting Minutes](#) are generally approved at the next regular meeting and posted on the website the following day.

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