



ADMINISTRATION

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Westmont Branding Initiative Workshop

Tuesday, April 18, 2017 - 7:00pm

WESTMONT CENTRE - 1 S. Cass Avenue, Westmont, Illinois 60559

AGENDA

1. Call to Order
2. Pledge of Allegiance
3. Introductions
4. Branding Project Update
 - a. Identified Goals
 - b. Westmont Community Communications Group Update
 - c. Westmont Word
 - d. Misc.
5. Small Group Conversations
 - a. Branding Guidelines
 - b. Regional Perception Survey
 - c. Website Redesign
 - d. Westmont Community Pride Contest
 - e. Social Media Protocols
 - f. Misc.
6. Action Items/Next Steps
7. Misc.
8. Adjourn