



Meeting of the Village of Buffalo Grove
Village Board
Committee of the Whole
April 3, 2023 at 7:30 PM

Fifty Raupp Blvd
Buffalo Grove, IL 60089-2100
Phone: 847-459-2500

1. Call to Order

- A. Pledge of Allegiance

2. Special Business

- A. Fire Up! Food Truck Festival Presentation (Trustee Pike) (Staff Contact: Mike Baker)
B. Fire Department Accreditation Presentation (Trustee Pike) (Staff Contact: Mike Baker)
C. Community Engagement Synergies Between Strategic Plan, Comprehensive Plan, and Community Branding Initiatives (Trustee Johnson, Trustee Pike) (Staff Contact: Nicole Woods)

3. Public Comment

Public Comment is limited to items that are not on the regular agenda. In accordance with Section 2.02.070 of the Municipal Code, discussion on questions from the audience will be limited to 5 minutes and should be limited to concerns or comments regarding issues that are relevant to Village Board business. All members of the public addressing the Village Board shall maintain proper decorum and refrain from making disrespectful remarks or comments relating to individuals. Speakers shall use every attempt to not be repetitive of points that have been made by others. The Village Board may refer any matter of public comment to the Village Manager, Village staff or an appropriate agency for review.

4. Executive Session

- A. Executive Session- Section 2(C)(2) of the Illinois Open Meetings Act: Collective Negotiating Matters Between the Public Body and Its Employees or Their Representatives, or Deliberations Concerning Salary Schedules for One or More Classes of Employees. (President Sussman) (Staff Contact: Dane Bragg)

5. Adjournment

The Village Board will make every effort to accommodate all items on the agenda by 10:30 p.m. The Board, does, however, reserve the right to defer consideration of matters to another meeting should the discussion run past 10:30 p.m.

The Village of Buffalo Grove, in compliance with the Americans with Disabilities Act, requests that persons with disabilities, who require certain accommodations to allow them to observe and/or participate in this meeting or have questions about the accessibility of the meeting or facilities, contact the ADA Coordinator at 459-2525 to allow the Village to make reasonable accommodations for those persons.



Information Item : Fire Up! Food Truck Festival Presentation

Recommendation of Action

Staff recommends presentation.

Firefighter/Paramedic David Zabilka will present an overview of the upcoming Fire Up! Food Truck Festival which will support the efforts of Project Fire Buddies.

ATTACHMENTS:

- ftf 23 save the date (PDF)

Trustee Liaison
Pike

Staff Contact
Mike Baker, Fire

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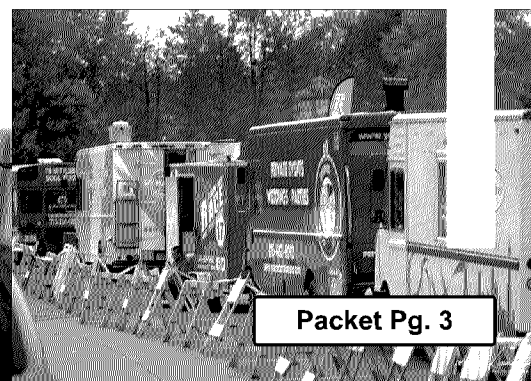


Buffalo Grove Professional Firefighters & Paramedics Local 3177 is excited to announce the return of the Fire Up! Food Truck Festival for 2023!



Please join us for a day of food, music, and fun as we raise money for our charitable partner Project Fire Buddies!

Save the date for May 13th, 2023 from 11a-3p at Rylko Park. See you there!





Information Item : Fire Department Accreditation Presentation

Recommendation of Action

Staff recommends presentation.

Fire Chief Baker and Fire Analyst Grace will overview the fire department's successful efforts to attain international accreditation.

ATTACHMENTS:

- Accreditation Update Memo COW 4.3.23 (DOCX)

Trustee Liaison
Pike

Staff Contact
Mike Baker, Fire

Monday, April 3, 2023	
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VILLAGE OF BUFFALO GROVE



MEMORANDUM

DATE: April 3, 2023

TO: Dane Bragg, Village Manager

FROM: Mike Baker, Fire Chief
Tyler Grace, Fire Analyst

SUBJECT: Fire Department Accreditation Update

Overview

In March 2023, the Buffalo Grove Fire Department received Accredited Agency status after a formal hearing in front of the Commission on Fire Accreditation International (CFAI). Today there are fewer than 325 agencies worldwide which have achieved "Internationally Accredited Agency" status with the CFAI and the Center for Public Safety Excellence, Inc. (CPSE).

Fire accreditation is a quality improvement model based on risk analysis, self-assessment, and community adopted performance targets. Accreditation results in a process by which the Department can continue to pursue improvement through self-reflection and industry best practices. In order to achieve accredited status, a fire department must undergo an extensive review by a team of fire service professionals. Over its four-year journey to becoming accredited, the Buffalo Grove Fire Department created over 600 pages of assessment and analysis and consolidated over 350 different reference documents for review by the assessment team. The Team visited Buffalo Grove between December 4-7th, 2022 and after extensive interviews and examination of the Department's documentation, recommended that the CFAI award Accredited Agency status. The Commission agreed and unanimously voted to accept that recommendation.

Next Steps

While the Department has achieved its long-term goal of becoming an accredited agency, the achievement represents an important milestone rather than a capstone. The Department's cycle of performance monitoring, improvement, and evaluation will be ongoing. Major future projects include the analysis and incorporation of the 2020 census data into the Department's Community Risk Assessment and a 2024 revision of the Department's existing strategic plan to incorporate an updated environmental scan and new initiatives for 2025-2028. The Department's status as an Accredited Agency will expire in five years and it is anticipated that the Department will appear before Commission on Fire Accreditation International for redesignation in Spring 2028.



Information Item : Community Engagement Synergies Between Strategic Plan, Comprehensive Plan, and Community Branding Initiatives

Recommendation of Action

Staff recommends presentation.

Buffalo Grove is currently exploring its long-term vision of the future through three interrelated strategic growth initiatives: the Strategic Plan, Comprehensive Plan, and Community Branding. Each initiative has a customized mission and deliverable(s), but all three centralize over key questions of who the community is and where the community wants to go. With these projects progressing in parallel timelines, staff has identified key opportunities for community engagement synergies that result in more cohesive processes and deliverables.

ATTACHMENTS:

- COW Synergy Between 3 Initiatives (DOCX)

Trustee Liaison
Johnson, Pike

Staff Contact
Nicole Woods, Community Development

Monday, April 3, 2023

VILLAGE OF BUFFALO GROVE



MEMORANDUM

DATE: March 30, 2023

TO: Dane Bragg, Village Manager

FROM: Nicole Woods, Director of Community Development
Molly Gillespie, Director of Communications and Community Engagement
Evan Michel, Assistant to the Village Manager

SUBJECT: Community engagement synergies between Strategic Plan, Comprehensive Plan, and Community Branding initiatives

BACKGROUND

Buffalo Grove is currently exploring its long-term vision of the future through three interrelated strategic growth initiatives: the Strategic Plan, Comprehensive Plan, and Community Branding. Each initiative has a customized mission and deliverable(s), but all three centralize over key questions of who the community is and where the community wants to go. With these projects progressing in parallel timelines, staff has identified key opportunities for community engagement synergies that result in more cohesive processes and deliverables.

PROJECTS OVERVIEW

Strategic Plan

The Village's Strategic Plan is an aspirational document that outlines an overall vision for the community. Its vision is traditionally policy-based thereby focusing on all areas of community governance. This includes topics such as financial substantiality; optimizing levels of service (fire, law enforcement, snow and ice control); internal and external organizational collaboration; economic development; and infrastructure maintenance. The Village is currently being served by the 2018-2023 Strategic Plan.

The Village has retained Lyle Sumek Associates, Inc to conduct the planning process and Evan Michel, Assistant to the Village Manager, is the staff liaison. The Strategic Planning Process began in January 2023 and is anticipated to conclude in the third quarter of 2023. The project's final deliverable will be a Strategic Plan document that will guide the Village Board and staff in prioritizing policies, actions, and initiatives over the next five years as well as the vision going forward.

Comprehensive Plan

Similar to a Strategic Plan, a Comprehensive Plan outlines a vision for the community and the process to realize that vision. However, the Comprehensive Plan focuses more on a community's physical environment and generally includes such topics as land use, housing, economic development, parks and open space, natural resources, transportation, and circulation. In addition, BG's Comprehensive Plan would also include a deeper dive into the Dundee and Milwaukee Corridors. The plan is intended to be a long-term plan (15-20 years). The Village is currently served by the 2009 Comprehensive

Plan, which was amended to include the 2018 Lake Cook Corridor Plan and the 2019 Prairie View Metra Station Area Plan.

The Village originally hired Ratio (and later Lamar Johnson Collaborative) to lead the Comprehensive Plan Process in 2019. The Comprehensive Plan was put on hold in March 2020, and staff has since resumed work on the project with the intent to complete most of the process in-house. Community Development Director Nicole Woods will be leading the project. The project is anticipated to conclude in third or fourth quarter 2023. The project's final deliverable is a Comprehensive Plan document that outlines policies and plans generally related to the community's physical environment over the next 15-20 years.

Community Branding

The Community Branding initiative will uncover Buffalo Grove's identity/DNA, provide the tools and guidance needed to truly implement the brand, as well as achieve the placemaking goals. The initiative will deliver comprehensive brand guidelines that include a logo set, colors, and font standards, as well as style guides. Other deliverables include an implementation plan and additional items identified during the process, such as stationary templates, mock signage, etc. The community branding initiative will unify residents around what Buffalo Grove stands for, give those who consider the community from afar an expectation of its compelling difference, as well as bring professionalism and consistency to all Village communications. Developing a modern visual identity design and an action plan will help with the marketing and communication efforts of the new Communications and Community Engagement Department.

The Village has approved a contract with North Star Place Branding + Marketing in March 2023 to conduct the community branding initiative. Communications and Community Engagement Director, Molly Gillespie serves as the staff liaison to the project, which is expected to conclude in December 2023.

PARALLEL TIMELINES AND OBJECTIVES

Although each project has its specific process, all three can be distilled into three key phases, with generally concurrent timeframes and objectives.

Phase 1: Information and Data Gathering

March-June 2023

Objective: Gather data and information from public engagement to establish a "starting point." Look to understand the Village's identity, aspirations, strengths, challenges, and opportunities.

Phase 2: Visioning

May-August 2023

Objective: Build off the foundation established in Phase 1 and begin the creative framework of visioning for the BG's future (via policies for governance, plans for the physical environment, or initial elements for developing a brand).

Phase 3: Drafting, Refining, Finalizing

August-December 2023

Objective: Draft, refine, and finalize visions, implementation steps, and creative elements to achieve final deliverables.

KEY SYNERGIES

Staff has outlined four key opportunities to create synergies amongst the three projects.

Grouping and Branding the Projects Collectively (Moving BG Forward)

The first way to unify the three projects is to group them under one major umbrella initiative: *Moving BG Forward*. This brand name is simple, engaging, and conveys to all readers the general purpose behind all initiatives: to help uncover BG's identity and plan for its future.

Collectively grouping and branding these initiatives also publicly communicates staff's recognition of and intent to capitalize on the synergies between the three projects. This in turn conveys organizational cohesion and commitment to optimizing resources, including residents' time spent participating in community engagement activities. Additionally, grouping such projects under *Moving BG Forward* promotes these projects to a wider audience.

Staff intends to carry the brand, *Moving BG Forward*, in all documents and communications related to the projects including the webpage, posters, social media, and other outreach. Staff foresees a main webpage that would host the *Moving BG Forward* initiative and then detail each of the three projects and outreach initiatives, and link to their prospective resources as needed.

In-Person Community Engagement Events

Staff identified opportunities in each project's process where in-person community engagement sessions can serve multiple projects. For example, the Strategic Plan intends on holding a Citizens Summit in May 2023, where several dozen stakeholders will attend and discuss Strategic Plan topics. Staff plans on utilizing a very small portion of that meeting to raise specific questions related to the Comprehensive Plan and Branding Initiative, which will not be addressed through the course of the strategic planning discussion. In this manner, staff intends to capitalize on the assembled audience to gain key perspectives and insights.

Virtual Community Engagement

Virtual community engagement will be hosted on the *Moving BG Forward* webpage and complement the in-person engagement sessions. The virtual engagement will include surveys and other feedback outlets, as well as serve as a hub for project timelines and updates. Whenever possible and appropriate, staff will look to integrate virtual engagement activities amongst the three projects to streamline and harmonize the projects and outreach efforts.

Information Sharing

Some of the information and data needed for each project is overlapping. For example, data sets such as demographic statistics, market summaries, community outreach findings, visitor perspectives, travel patterns, and stakeholder feedback on visions is beneficial for all projects to understand and incorporate into their process. All project leads and staff liaisons have a multilateral agreement to share information during each step of the process.

NEXT STEPS

Staff will be presenting this information as part of the April 3, 2023, Committee of the Whole.



Information Item : Executive Session- Section 2(C)(2) of the Illinois Open Meetings Act: Collective Negotiating Matters Between the Public Body and Its Employees or Their Representatives, or Deliberations Concerning Salary Schedules for One or More Classes of Employees.

Recommendation of Action

N/A

Executive Session- Section 2(C)(2) of the Illinois Open Meetings Act: Collective negotiating matters between the public body and its employees or their representatives, or deliberations concerning salary schedules for one or more classes of employees.

Trustee Liaison
Sussman

Staff Contact
Dane Bragg, Office of the Village Manager

Monday, April 3, 2023	
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