

Village of Skokie
Consumer Affairs Commission
Wednesday, February 13, 2024
6:30 P.M.

Skokie Village Hall, 5127 Oakton Street, Skokie IL, Conference Room A

- I. CALL MEETING TO ORDER / DECLARATION OF QUOURM
- II. INTRODUCTIONS
 - a. Members of the Consumer Affairs Commission
 - b. Carol White, Economic Vitality Coordinator
- III. OLD BUSINESS
- IV. NEW BUSINESS
 - a. Business of the Year -Implementation of recognition of 2023 winners.
 - b. ShopLocal Campaign -Creation and promotion of 2024 theme.
 - c. Supporting Village of Skokie Sustainability Initiatives – Focus on cardboard recycling options for Downtown businesses.
 - d. 2024 Business of the Year -Planning timeline, recognition and celebration.
 - e. Commission's visibility at local events
- V. COMMUNICATIONS
 - a. Village Staff
 - b. CAC Members
- VI. PUBLIC COMMENT
- VII. ADJOURNMENT

The next regular meeting of the Consumer Affairs Commission is scheduled for Wednesday, April 10, 2024 at 6:30 P.M. in Conference Room A. Please join us at the commissioner's reception on March 13th, 2024

Memorandum

Community Development Department, Economic Vitality Division

TO: Consumer Affairs Commission

FROM: Carol White, Economic Vitality Coordinator

DATE: January 4, 2024

SUBJECT: 2024 Consumer Affairs Commission Initiatives Discussion Topics at 2024 Kickoff Meeting -Tuesday, February 13, 2024 7:30pm

2023 Business of the Year – 2023's Business of the Year announcement was a great success. Can the commission discuss quarterly initiatives that share and collect feedback throughout 2024 in preparation for the November 2024 event? Can we celebrate our 2023 winner and three (3) honorable mentions with quarterly Village social media exposure of one (1) per quarter ending in fourth quarter celebration of the passing on of the honor?

Shop Local Campaign - Promoting a consistent theme of the importance of spending locally in Skokie is very important. Can the commission discuss the proposed ideas and make the 2024 plan to support these initiatives? This could be an initiative where we assign commission members for a pop in visit to show Village support.

Supporting Village of Skokie Sustainability Initiatives – collection of cardboard from Downtown Skokie businesses could be a helpful program. Can the commission discuss exploring options that other towns do to help in the cardboard recycling efforts?

2024 Business of the Year – Can the commission discuss the timeline of events in marketing this honor, collecting the votes and celebrating the accomplishment?

Commission's Visibility at Local Events -The Farmer's Market and Cultural Fest are events that welcome the presence of booths. Commission visits to a targeted list of business to reinforce the shop local campaign could be well received as well. Drop-ins at our 2023 business of the year and honorable mentions could serve as a year-long recognition of that honor. Can the commission discuss hosting a booth at two (2) events this year where they can answer questions and obtain feedback? Can a schedule be discussed assigning volunteers to visit our recognized four (4) 2023 business of the year winners?

WEDNESDAY - 2024	TOPIC	ACTION
February 13 (Tuesday)	Planning for 2024	2024 Planning Discussion
March 13	Commission's Reception - Invitation to go out in mail	Attend at Holiday Inn.
April IO	Shop Local Campaign Sustainability Support 2023 Business of the Year Nominee Drop In/Social Media exposure Shop Local Design Review	Review Staff suggestions, decide on theme. Assign commission members to volunteer visits. Guest Speaker - Lisa Sanzenbacher, Village Sustainability Coordinator Charcoal Grill drop in and social media/Village News exposure Approval of Shop Local Campaign (artwork) - recruitment of member drop-in supporting campaign
May 8	Farmer's market / Cultural Fest Booth Plan Discussion Shop Local Campaign Cardboard recycling programs	Discussion of Dates and planning of booth details and goals Follow up on drop ins and feedback collected Review staff's research on cardboard recycling programs.
June 12	Shop Local Campaign Cardboard recycling programs	Follow up on drop ins and feedback collected Staff sharing follow up to research completed - discussion of attainable action items
July IO	2023 Business of the Year Nominee Drop In/Social Media exposure Shop Local/Sustainability Support	Take Flight drop in and social media/Village News exposure Check in - are we on target according to plan we set forth in Janurv?
August 14	Visibility to the community	Host Farmer's Market Booth Host Cultural Fest Booth
September 11	Visibility to the community	Discussion - share the experience of interacting on site at above events
October 9	2023 Business of the Year Nominee Drop In/Social Media exposure	Qahwah House drop in and social media/Village News exposure
November 13 (in place of November 20" meeting)	2024 Business of the Year Village Board Meeting Celebration	Commission Chair recognizes winners and celebration follows in lobby
December 11	Summary of 2024 Progress	Review commission's initiatives and chart success