

Committee of the Whole Agenda

Village Hall | Terrace Room
1225 Cedar Lane Northbrook, IL 60062
Tuesday, April 14, 2026

6:00 PM

1. ROLL CALL

2. MINUTES APPROVAL

- A. March 31, 2026 Special Meeting of the Committee of the Whole Minutes for Approval

3. DISCUSSION TOPICS

- A. [Village Communications Plan Presentation and Discussion](#)
a5 Branding and Digital will present the Village Board with the recommended Communications Plan for the Village as prepared in conjunction with the Strategic Plan to establish structures, actionable systems for how the Village communicates with residents, businesses and stakeholders.

4. REMARKS FOR THE GOOD OF THE ORDER

5. CLOSED SESSION

6. ADJOURN

The Village of Northbrook is subject to the requirements of the Americans with Disabilities Act of 1990. Individuals with disabilities who plan to attend this meeting and who require certain accommodations in order to allow them to observe or participate in this meeting, or who have questions regarding the accessibility of the meeting or facilities, are requested to promptly contact the Village of Northbrook at (847) 272-5050, or the Illinois Relay Center at (800) 526-0844, to allow the Village of Northbrook to make reasonable accommodations for those persons.

MEMORANDUM

To: Village Board of Trustees
From: Village Manager Cara Pavlicek
Date: 2026-04-14
Subject: Village Communications Plan Presentation and Discussion

Overview

a5 Branding and Digital will present the Village Board with the recommended Communications Plan for the Village as prepared in conjunction with the Strategic Plan to establish structures, actionable systems for how the Village communicates with residents, businesses and stakeholders.

Fiscal Impact

N/A.

Recommendation

Presentation and Discussion.

Background

The Village engaged a5 Branding and Digital to audit Village communications and prepare a plan for improvements in conjunction with the Village's new Strategic Plan. The intent is to improve coordination across platforms including the Village's website, email, print, and social media along with tactical execution that elevates day-to-day communications.

At the time a5 was engaged for this work, the Village Manager's annual evaluation was in progress and the Village Board established the following task as a high priority:

Improve Village communications by addressing transparency concerns and reducing reliance on reactive messaging. With limited media coverage, the Village must take a more proactive role—sharing clean, timely updates in digestible formats, linking to details when needed, and ensuring the Board is looped in before key communications go out.

The Village previously worked with a5 - a design-driven communications and marketing firm

specializing in strategic messaging, stakeholder engagement, and brand development - to conduct a review of Village communication tools and develop and update the website, weekly E-news, and print newsletter (2019) as well as the Village brand (2022). Given their knowledge of the Village of Northbrook, it was recommended the Village engage a5 to undertake the following work on strategy and structure to include:

- Communications audit and plan
- Message platform (voice, tone, framework)
- Key Performance Indicators (KPI) & evaluation framework
- Strategic Plan alignment
- Staff/Board training & coaching

Staff will be in attendance at the meeting to respond to any questions.