

Experts Presentations

Public Relations & Branding

Nick Vehr from Vehr Communications spoke to the Steering Committee about concepts and marketing tips for the community.

- What story can you tell developers to make it attractive to investment?
- Building/creating a brand: be honest. A “Brand” is a promise.
- What are the key messages?
- Greenhills is a non-descript place. Create a visual/physical sense of arrival.
- People do not know where Greenhills is located (example provided by Steve at a wedding show, 85% of potential customers did not know where Greenhills was, 65% had a general idea after using Forest Park or the Mall as a reference).
- If you conduct an energy audit to government buildings you set the example and build a reputation.
- Do realtors know the “Greenhills story”? (all the services and amenities available to residents?)
- Can you list and substantiate the elements that add to the value of an investment in this community? For example: schools, safety, demographics, housing, sense of place, sustainability, openness in government, etc.
- Vibrant neighborhoods are defined by three vital components: residential, office and retail uses. Need both day-time and night-time populations
- People are looking for: good schools, good housing stock that grows in value over time, and a good sense of neighborhood.

Green/Energy Efficient Buildings

Chad Edwards from Emersion Design and a member of the Green Building Council made about green design, LEED, LEED-ND, and the general concept of sustainability..

- Many communities are now considering the “triple bottom line” in their decision making. Decisions should be environmentally sound, economically feasible, and socially sustainable.
- Energy efficient buildings and neighborhoods are more attractive in this market
- In older communities retrofits can bring new life/interest.
- Incentives to build new or retrofit can be achieved by loans for energy efficient improvements (green loan fund).
- Now and in the future, the size of a home may not be as important as how “green” (energy efficient) it is
- Greenhills might want to consider inclusion of Form Based Codes into its development regulations
- A “sustainable quotient” should be added into the Village’s planning process.
- A good “green” community example is Carmel, Indiana.
- The community might want to investigate the City of Cambridge, Massachusetts’ Energy Audit Program if going green is desirable. This is a good example to consider.