

**APPROVED**

**GLENCOE PARK DISTRICT  
999 Green Bay Road  
Glencoe, Illinois 60022**

**MARKETING AND COMMUNICATIONS COMMITTEE  
6:45 pm.  
Monday, January 16, 2012**

**Roll Call.** The meeting was called to order at 6:48 p.m. Present were Committee members Bob Kimble (Chair), and Andre Lerman. Staff present included Executive Director/ Secretary Don Van Arsdale, Manager of Marketing and Communications Sandra LoCascio, and Executive Assistant Nancy Symonds.

**Approval of Meeting Minutes – October 4, 2011** Committee Chair Kimble moved to approve the minutes as presented; Commissioner Lerman seconded the motion which passed by unanimous voice vote.

**Matters from the Public.** There was no one present wishing to address the Committee.

**Discussion of Results of Fiscal Year 2012/2013 Brochure Print Bid** Manager of Marketing and Communication LoCascio began her report by indicating staff was recommending the District remain with Creekside Printing with its alternate bid price of \$22,662. She stated the company that submitted the lowest bid did not include samples as requested with the bid submittal information and had not worked with park districts. She continued by stating Creekside Printing could provide a “flip book” for customers to more easily review information on the website. Discussion ensued.

Committee Chair Kimble then stated that the Creekside alternate bid be recommended for Board approval.

**Update on Village Combined Newsletter** Ms. LoCascio stated three of the four Village governmental entities will begin having one combined newsletter which will be published in June. The library will not participate. Ms. LoCascio continued by stating the first newsletter will rely on an outside designer because the expertise of Village staff and District staff might not be sufficient at this time. With subsequent issues, there will be more staff input in its development. Discussion continued.

The revised newsletter will have a new masthead and the information from each governmental entity will be distinctive. It is proposed that the first issue would be 16 pages.

Committee Chair Kimble then stated the next three agenda items would be reviewed together since they all relate to delivering District information to the public.

**Discussion of Cost/Benefit Analysis of Marketing to Neighboring Community and Creating Special Brochures,**

**Update on Revamping Social Media Options,**

**Report on Creation of Customer Feedback Portal on District Website** Executive Director Van Arsdale indicated it was important for the District to assess how to best use available marketing dollars. He continued by stating staff has reviewed the costs incurred with regard to mailing the District's brochure to local communities. He stated this is a difficult decision because each neighboring community wants to protect its own turf; however, the District recently mailed a pre-school flyer to residents of other park districts where pre-school is not offered. Mr. Lerman stated that some parts of southern Highland Park or northern Winnetka might find it more convenient and closer to attend programs in Glencoe.

Discussion continued. It was the recommendation of the Committee that President Cornell contact neighboring park districts' Board presidents to inquire about the possibility of mailing Glencoe Park District information to other communities and with the additional possibility that other neighboring park districts might mail their information to Glencoe residents.

Mr. Van Arsdale stated the increased participation from residents of other communities would have to justify the cost of mailing a brochure. He continued by stating non-residents can access Glencoe Park District information through the District's website.

Mr. Van Arsdale stated target marketing has been considered for pre-school programs; there was a separate adult brochure that was developed several years ago but was discontinued.

Ms. LoCascio stated the District is revising its Facebook page, which was developed several years ago. The new page will be called "Glencoe Park District" and will be running by the end of February. She indicated that more staff hours would be recommended to keep the Facebook page up-to-date. She continued by stating staff is investigating RSS feeds, QR codes, and Smartphone applications. With these methods of communication, the District can have direct contact with residents sending important messages and providing residents with an opportunity to stay connected with District activities and events.

She also indicated she is working with the District's web developer to create a new contact form residents can access on the website to sign up to receive notifications of upcoming Board meetings. The form links directly to an online email marketing software program that will create databases for several categories, based on the respondents' interests. Discussion continued.

**Other** There was no other business for the Committee.

**Adjourn** With no further business, the meeting adjourned at 7:26 p.m. on a motion from Commissioner Lerman and a second from Commissioner Kimble.

Respectfully submitted,

Donald P. Van Arsdale  
Secretary