

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

**MARKETING AND COMMUNICATIONS COMMITTEE
6:30 pm.
Tuesday, October 4, 2011**

Roll Call. The meeting was called to order at 6:32 p.m. Present were Committee members Bob Kimble (Chair), Hilary Lee and Andre Lerman. Also present was President Cornell. Staff present included Executive Director/Secretary Don Van Arsdale, Manager of Marketing and Communications Sandra Pullara, and Executive Assistant Nancy Symonds.

Approval of Meeting Minutes – December 7, 2010 Committee Chair Kimble stated there was one change to the minutes as distributed for review; it was with regard to the contingency amount for the Accuraty agreement. The correct amount is 10%. After discussion, Commissioner Lee moved to approve the minutes as amended. Commissioner Kimble seconded the motion. The result of a roll call vote follows:

AYES: Lerman, Cornell, Kimble
NAYS: None
ABSENT: None

Commissioner Kimble indicated that Commissioner Retsky served on the Communications Committee last December but she was unable to attend that meeting.

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

Overview of Current Marketing Campaigns Committee Chair Kimble stated the purpose of the meeting was to present current marketing plans for the District. Executive Director/ Secretary Van Arsdale indicated included in the meeting packet which gave a sample of many of the District's brochures and flyers. The website was redesigned in the last six months and is always changing. The District sends out email and targeted email blasts from patrons who have given their email address and information requests to the District for targeting marketing. He continued by stating the District uses the social media website Facebook. The District has used Facebook for several years and this avenue has not been as successful as planned. President Cornell stated that this website needs to be constantly updated, almost daily. Manager of Marketing and Communications Pullara stated she was reviewing the proper way to use social media for the benefit of the District. Discussion ensued.

With the expansion of electronic mail services, staff felt it was important to keep up-to-date with social media and SmartPhone technologies so patrons can be immediately informed of basketball game cancellations, for example. Discussion continued. Commissioner Kimble

stated that as technologies continue to change more people are using Facebook for information rather than going to a website for information.

Mr. Van Arsdale then talked about the program brochure; it currently costs over \$9 per issue to have this brochure printed and mailed to each District household. He stated as indicated on the recent resident survey, the brochure is the number one way to get the word out about District programs to residents. The ParkViews newsletter is mailed to residents and this costs \$2.11 each. Mr. Van Arsdale stated that Ms. Pullara also does many targeted emails. Flyers are in stores and other locations throughout the Village to help publicize District events. There are large posters in various parks in the District and the District has a presence at the shared kiosk at the corner of Green Bay Road and Park Avenue. There are also targeted newspaper and magazine advertisements. Discussion continued about the philosophical ideas about having advertisements in the brochure. The current brochure is printed on good quality paper with color-coded indexes for ease of reference.

Mr. Van Arsdale continued that stating the District sends press releases weekly to the local free printed newspapers, like the TribLocal, and to other news sources, such as the GlencoePatch and the Pioneer Press Glencoe News. He stated the District has a traveling display board which is used for special events. The District had a presence at the Chamber of Commerce's summer sidewalk sales and there are street banners placed on downtown lamp posts which promote District events and facilities.

Mr. Van Arsdale stated he would like to start tracking how patrons are getting information about the District – brochure, email, etc. and where to put funds – to find out what is cost effective. For example, expanding the mailing of the District's brochure in increase the production and mailing costs of each brochure and it is important to learn how many people from other communities are attracted to the District's programs and facilities.

Joint Marketing Opportunity with the Village Mr. Van Arsdale indicated there has been discussion of combining communications to residents into one document from the Village, School District #35, the Library and the District. Having a combined mailing will reduce the costs to each governmental entity participating. Discussion ensued. It was the consensus of the Committee to review the combined publication; however, the District will continue with its own mailing of the program brochure throughout the year.

Takiff Center Outreach Mr. Kimble wanted to defer discussion of this topic.

Other There was no further business for the Committee at this time.

Adjourn With no further business, the meeting adjourned at 7:12 p.m. on a motion from Commissioner Kimble and a second from Commissioner Lee.

Respectfully submitted,

Donald P. Van Arsdale
Secretary