



MINUTES
HAMPSHIRE PUBLIC RELATIONS COMMITTEE MEETING
Trustee Fodor (chair), Trustee Kelly, Trustee Mott
June 29, 2021
7:00 P.M.

1. Call to Order at 7:02pm
2. Establish quorum (virtual and in-person) – quorum established. Present: Heather Fodor, Aaron Kelly, Lionel Mott, Mike Reid.
3. Approve meeting minutes of February 15, 2021
 - a. Motion to approve by Lionel Mott, seconded by Heather Fodor. Motion passed.
4. Establish regular meeting schedule
 - a. Motion to accept meeting schedule as “Thursdays following the second board meeting of the month, 7pm, as needed” made by Lionel Mott, seconded by Aaron Kelly. Motion passed.
5. Discuss communication strategy across village
 - a. What’s been tried and who it reached –
 - i. Social media ordinance, (FB, LinkedIn, IG, electronic newsletter)
 - ii. Bill Rosetti has been working with ad company to move from Constant Contact to new vendor/provider
 - iii. Partnered with a5 for rebranding, and continued the contract with them for marketing some events/happenings (Flood Brothers, Streetscape, etc)
 - iv. Need to be REactive vs PROactive – need to shift this!!
 - b. What’s currently being done and who it’s intended to reach
 - i. Newsletter-
 1. print version going out with July water bill
 2. digital version will be available on Village website
 - ii. Socials
 - iii. Website
 - c. What demographics are not being reached and what impediments are known
 - i. Spanish-speaking residents (revisit ordinance re: English-only)
 - ii. Senior citizens (limited access and skill with technology)
 - iii. Businesses (unless it’s in Chamber newsletter, they won’t necessarily know)
 - iv. Employees of Hampshire businesses, schools, etc (unless they’re residents, they wouldn’t know)
 - v. 20’s and 30’s (more involved in Park District and other programs)
 - d. Communication preferences of all constituent groups
 - i. We’re currently using Hootsuite to post cross-platform
 - ii. Senior group meeting @Township (paper copies of newsletters and other publications)

- e. Resources available for communications
 - i. Email list
 - ii. Social channels
 - iii. Website
 - iv. Adjust next year's budget- make staff and Budget Committee aware of need for line item to support communication
 - f. Coordination of messaging across community
 - i. Approach Chamber re: community calendar (right of first refusal)
 - ii. PR committee members attend other boards' meetings to create closer ties (Adopt-A-Board?)
 - iii. Create Quarterly Meeting of the Whole / PR Board (all the boards, orgs, & committees)
 - iv. Create community calendar
6. Set goals
- a. Short-term
 - i. Press releases – how are we contacting the media to get the word out about the positive happenings in our community? (Connect with other communities for ideas?)
 - ii. Releasing social media publication responsibilities to staff (Josh) instead of being handled by Mike
 - iii. Collecting contact info for eventual RCS (with water signup?)
 - iv. Compile list of other community orgs with whom we need to connect for “PR Board”
 - b. Mid-term
 - i. Communicate with other boards to create a larger “PR board”
 - ii. Start planning 150th (2026)
 - iii. Update the Welcome Packet for newer residents
 - c. Long-term
 - i. Build back up the relationships with local media
 - ii. Establish room in staff responsibilities/budget for full-time marketing (intern?)
 - iii. Emergency communication system (similar to RCS in D300)
7. Other business – none
8. Adjournment – motion to adjourn by Aaron Kelly, seconded by Lionel Mott. Motion passed. Adjourned at 8:15pm.