



Village of Hampshire
Public Relations Committee Meeting
Tuesday December 7, 2021 - 6:30 PM
Hampshire Village Hall – 234 S. State Street

MINUTES

1. Called to Order at 6:34pm
2. Roll Call to establish quorum - present are: Heather Fodor, Aaron Kelly. Quorum established.
Also in attendance: Linda Vasquez, Jay Hedges, Bill Rossetti
3. Old Business
 - a. Update on progress towards mid-range goals
 - i. Creation of a larger PR board to coordinate community events - Ms Vasquez presented the ideas so far for the Hampshire Community Event Committee. She also reminded the committee that our holiday event begins at 2:30pm on State St on Sat., Dec 11. She paid for the scarecrows for the fall fest out of her own pocket, so she has respectfully requested support of \$400 for next year. Trustee Kelly thanked Ms Vasquez for her work in creating this Committee, but cautioned that perhaps her budget request was too conservative, given the number of planned events and that this will be the inaugural year for many of these events.
 - ii. Planning of Sesquicentennial (150th) - Ms Vasquez brought this up to the Community Events Committee as well, and they are now aware of this so they can get started on planning this huge event for our community. Bonnie Engel of the Historical Society is aware and has stated a need for assistance.
 - iii. Welcome Packet update - Ms Vasquez has updated this and printed copies, Mr Wray has added it to our website.
 - b. Update on progress towards long-range goals
 - i. Build back better relationships with local media - Mr Hedges reported that he's been sharing things using our A5 template with local media. Paddock Publications and the Elgin radio station AM 1410 WRMN have both been publishing our news as a result, thereby increasing our visibility as a community for new residents and for new business opportunities.
 - ii. Establish marketing responsibilities - Mr Hedges mentioned that Mr Wray has been taking over this for the website, but Village President Reid is still working on the social media. This may need to be revisited. Also discussed, the newsletter cost is anticipated to be around \$10,000 for next year for 6 issues to be printed and mailed with water bills. We are at 2000 auto-bill customers, with

a target of 2500 (of 3000 customers). Trustee Kelly asked if the sponsorships (such as Chamber) should be run through the PR Committee. Ms Vasquez mentioned that Lennar wants to sponsor our holiday event next year. Mr Hedges asked that we consider adding some small giveaways to our budget requests.

- iii. Emergency communication system - Mr Hedges brought two suggestions forward: *Simplicity* and *TextMyGov*. He brought budget proposals for both, a printed handout for each, and suggested that we download their apps and play around with them. Discussions will continue.

4. New Business

- a. Budget requests - need to draft letter to request budget committee formally support the cost of the newsletter publication. The committee has decided to support the following line items (in amounts not to exceed):
 - i. Newsletter - 6 issues to be printed and mailed with the water bill (\$10,000)
 - ii. Hampshire Community Event Committee (\$1000)
- b. Newsletter - January issue - Deadline is Dec 15. Suggestions for included items: Christmas tree pickup instructions, winter safety tips (water pipes), upcoming events for Jan/Feb (Ms Vasquez will send out email asking for events Jan/Feb from other organizations), mailbox replacement program and instructions, how trash cans impede plowing efforts, blocking sidewalks with parked vehicles. For front page, the committee suggested that we recap the holiday event from Dec 11 (main idea being that the community organizations have been coming together to create opportunities like these for the entirety of the community).

5. Announcements

- a. A group supporting the D300 BOE collected nearly 300 bottles of cooking oil for the D300 Holiday food collection.
- b. The Giving Tree items will be distributed through the Rose Garden and through the Hampshire Burlington Food Pantry.

6. Adjournment at 7:30pm.

Respectfully submitted,

Heather Fodor, chair

Attendance: By Public Act 101-0640, all public meetings and public hearings for essential governmental services may be held by video or tele conference during a public health disaster, provided there is an accommodation for the public to participate, and submit questions and comments prior to meeting. If you would like to attend this meeting by Video or Tele Conference, you must e-mail the Village Clerk with your request no later than noon (12 PM) two days prior to the meeting, and a link to participate will be sent to your e-mail address the day of the meeting, including all exhibits and other documents (the packet) to be considered at the meeting.

Recording: Please note that all meetings held by videoconference will be recorded, and the recordings will be made public. While State Law does not required consent, by requesting an invitation, joining the meeting by link or streaming, all participants acknowledge and consent to their image and voice being recorded and made available for public viewing.

Accommodations: The Village of Hampshire, in compliance with the Americans With Disabilities Act, requests that persons with disabilities, who require certain accommodations to allow them to observe and/or participate in the meeting(s) or have questions about the accessibility of the meeting(s) or facilities, contact the Village at 847-683-2181 to allow the Village to make reasonable accommodations for these persons.