



Village of Hampshire  
Public Relations Committee Meeting  
Thursday, April 13, 2023 - 6:30 PM  
Hampshire Village Hall – 234 S. State Street

## MINUTES

1. Call to Order at 6:33pm
2. Roll Call to establish quorum – Present: Trustees Mott, Kelly, and Fodor. Also present: Asst VM Wray
3. Approval of Minutes from 09 Feb 2023 – motion by Trustee Mott, seconded by Trustee Fodor. Motion carries unanimously.
4. App update –
  - a. The committee agreed that the app needs to be used to push out notifications for emergent issues such as weather, parking changes, water issues, etc.
  - b. Mr Wray shared that the app is up to nearly 900 downloads and is getting wider use for reporting issues, streamlining the response and minimizing the response time.
5. PR independent contractors – update
  - a. AVM Wray will be assisting the PR committee and taking on some of the staff duties re: PR
  - b. Meta Advertising – will continue to investigate if this is useful in driving the ways to engage with our residents.
  - c. Other kinds of support – reach out to print sources to ensure more press, add button to website for app download, add an ad to the newsletter (perhaps with QR code)
6. Newsletter -Upcoming events to communicate
  - a. New attorney – introduce new village attorney, and thank outgoing village attorney for years of service
  - b. Chamber's Annual Golf Outing – 18 May [12:30-3pm] at Top Golf in Schaumburg
  - c. Feature story- "Hampshire Gives Back" article.
    - i. We're blessed to have so many organizations who work to give back to our community.
    - ii. Here are some recent projects where our youth contributed... [highlight of Boy Scout projects at police station and Greg Sears memorial].
    - iii. Mention how so many residents give so selflessly so often, contributing to the sense of small town "surprise & delight." There are so many opportunities to contribute and so many people who give of their time to help their neighbors so often. If you're looking for a way to give back, here are a few options [include list here, such as food pantry, etc.]. If you know of an org and it's not listed here, please check our website or download our app and check the listing there. You can submit an org to be added through the app.
  - d. Elections announcement – Congrats to all who were elected, and thanks to all those who ran. Include list of officials + those on local boards
  - e. Water bill will be changing its looks in your July bill.
7. New Business -- none

8. Announcements -- none

9. Motion to adjourn made by Trustee Mott, seconded by Trustee Kelly. Adjourned unanimously at 7:33pm.

Respectfully submitted,  
Chairperson Fodor