



Village of Hampshire
Public Relations Committee Meeting
Thursday, February 09, 2022 - 6:00 PM
Hampshire Village Hall – 234 S. State Street

MINUTES

1. Call to Order at 6:05pm
2. Roll Call to establish quorum – Present: Trustees Mott, Kelly, and Fodor. Also present: VM Hedges and Mr Rossetti
3. Approval of Minutes from 08 Dec 2022 – motion by Trustee Mott, seconded by Trustee Kelly. Motion carries unanimously.
4. App update – Mr Hedges shared the analytics for the usage of the app. It was noted that while the initial usage was higher, it has dropped off over the last month or so. Credit card payments through the app for water bills is significantly up.
5. PR independent contractors – update
 - a. Trustee Kelly presented an update of the SM job. The agency created the ads, and we have requested the analytics in order to evaluate the effectiveness of the project.
 - b. VM Hedges solicited ideas for advertising the app in this next round. The size and content of the posters was discussed
6. Newsletter -Upcoming events to communicate
 - a. SSA tax levy and pond maintenance – Public Works to submit an article for the Newsletter
 - b. Spring melt topics- fire hydrant flushing, keeping storm drains clear, etc.
 - c. Feature story- Chief Pann
 - d. Elections announcement – reminder that the March Consolidated election is coming up. Include date and link to Kane County Elections website for more info, sample ballot, polling locations for both early voting and election day, and same-day registration.
 - e. Ask Park District to write up an article on their referendum request.
 - f. Community Member spotlight – Walt Leucht
 - g. Welcome to new businesses – Garden Berry Café, Hampshire Social, and El Chido
 - h. Snow Plow Pictures! VM Hedges will share them with Mr Rossetti directly.
 - i. Veterans Memorial is accepting new applications for pavers. The Lions Club has taken over the management of this. Trustee Mott will share the information with Mr Rossetti.
7. New Business
 - a. Review of FY24 priorities, budget, etc.
 - i. A suggestion was made to keep the priorities the same as in FY23, with updated numbers for increases in pricing
 - b. Budget request for FY24 was written and submitted to the Budget Committee
8. Announcements
 - a. Garden Berry Café has officially opened!
9. Motion to adjourn made by Trustee Kelly, seconded by Trustee Mott. Adjourned unanimously at 7:32pm.

Respectfully submitted,
Chairperson Fodor

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.