



EMBRACE OPPORTUNITY
HONOR TRADITION

MINUTES
HAMPSHIRE PUBLIC RELATIONS COMMITTEE MEETING
Trustee Fodor (chair), Trustee Kelly, Trustee Mott
August 26, 2021
7:00 P.M.

1. Called to Order at 7:06pm
2. Established Quorum – present: Trustee Fodor, Trustee Kelly, Trustee Mott
3. Motion to approve meeting minutes of Aug 12, 2021 by Trustee Mott, seconded by Trustee Kelly. Motion carried with a 3-0 voice vote.
4. Old Business
 - a. Progress on short-term goals, et al:
 - i. Most short-term goals have been accomplished or are in-progress.
 - ii. Will continue to monitor the progress of these initiatives as the focus shifts to the mid-term goals established by the committee.
 - b. Newsletter issues:
 - i. Trustees Kelly and Mott reported highly positive feedback from constituents. Trustee Fodor reported the feedback from the community Facebook page (also positive) and thanked volunteer Bill Rossetti for his dedication and perseverance.
 - c. Schedule of recurring topics for the newsletter:
 - i. Mr. Rossetti and Trustee Mott suggested adding an Historical Fun Fact about Hampshire to each issue. This should likely come from coordination with Hampshire Township Historical Society and the authors of the “book of Hampshire”
 - ii. This should be in a section much like the contest was in the September issue; committee should consult with Village Clerk Vasquez for a list of contest questions to be used so the issues can be planned without repeats.
 - iii. Committee members are to return to the next committee meeting with their thoughts for the recurring topics and when they should be included each year (including seasonal topics like yard waste, lawn mowing, snow removal, etc).
5. New Business
 - a. Progress on mid-term goals:
 - i.
 - b. Interview intern:
 - i. an applicant was interviewed for a PR position in the village.
 - c. New Resident welcome packet:

- i. Village Manager Hedges shared the most recent printed copy of the new resident welcome packet. The Committee evaluated it in light of discussions about branding and facts about the Village to be included in resident communications. It is strongly recommended that this is discussed with Village Clerk Vazquez to ensure clear communication and to avoid duplication of topics.
6. Other business:
 - a. Metrics on website:
 - i. These are requested for the next PR committee meeting.
 - b. Develop process for social media content approval:
 - i. Check Hootsuite subscription (license for intern & approver?)
 - ii. Decide who will be the main point of contact for the intern
7. Adjournment: Motion to adjourn made by Trustee Kelly, seconded by Trustee Mott. Approved 3-0. Adjourned at 8:45pm

Attendance: By Executive Order of the Governor, No. 2020-10 and No. 2020-18, all public and public hearings for essential governmental services through May 30, 2020, may be held by video or tele-conference, provided there is an accommodation for the public to participate, and submit questions and comments prior to meeting. If you would like to attend by Video or Tele Conference, you must e-mail the Village Clerk with your request no later than 24 hours 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. Public Comment: Comments or questions may be submitted to the Village Clerk no later than 4:00 PM on the day prior to the meeting, by email to Lvasquez@hampshireil.org. Any written comments so received shall be noted in the minutes of the meeting