



Village of Hampshire
Public Relations Committee Meeting
Thursday, December 8, 2022 - 6:00 PM
Hampshire Village Hall – 234 S. State Street

MINUTES

1. Meeting called to order at 6:05pm.
2. Present: Trustee Kelly, Trustee Mott, Trustee Fodor (quorum established). Also present: Village Manager Hedges, Bill Rossetti
3. Motion to approve Minutes from November 10, 2022 by Trustee Mott, seconded by Trustee Kelley. Approved 3-0.
4. Snow Plow Naming Contest – The Committee Members reviewed the list of 34 eligible names submitted. After discussing each submittal, and tabling discussion until later in the meeting, they selected seven (7) winning names by consensus.
5. App update
 - a. Chair Fodor remarked about her experience reporting a street light out. The process was smooth and responsive.
 - b. Mr. Hedges presented the dashboard summary of how people have used the My Hampshire app. There are now 705 downloads as of the start of this meeting.
 - c. Chair Fodor remarked that people are using the Payments option. Trustee Kelly remarked that we should keep this in mind as we implement the new Tyler ERP. Trustee Kelly asked if residents pay a transaction fee for bill pay. Mr. Hedges explained that a fees is charged when using a credit card, but not for direct debit. Chair Fodor asked how much the transaction fees total. Mr. Hedges estimated that they are likely around \$20,000 per year, but will confirm. Chair Fodor asked that Staff and the Budget Committee consider the impact of waiving the fee when preparing the FY 2024 Budget. Trustee Kelly commented that manual payments at the window, through the drop box and by mail likely cost substantially more than a credit card transaction fee.
6. Upcoming events to communicate though the Newsletter
Park District Family Skate Night
7. Newsletter topics
 - a. Chair Fodor brought up the issue of SSA Pond Maintenance discussed at the Village Board Meeting. Trustee Kelly suggested an article on pond maintenance mentioning what SSA means on your tax bill. Mr. Hedges will work with Streets to prepare an article about why we do pond maintenance, the type of maintenance we due, the type of chemicals, and to cover the cost of this some subdivisions have SSAs to pay for this. If you see SSA on your property tax bill, it is likely for pond maintenance in your neighborhood or subdivision.
 - b. Keep your stuff out of the streets to keep plows safe (we're looking at you, garbage cans)
 - c. Water Superintendent Mark Montgomery reminds you that when temperatures fall below 20 degrees; just like disconnecting your garden hoses, open cabinet doors to allow heat.
 - d. Chief Pann to prepare a statement about the increased threat of cyber crimes

- e. Flood Bros Christmas tree disposal though the end of January.
 - f. Congrats to Hampshire newest Ironman. Trustee Kelly suggested a new feature in the newsletter, “Hampshire Spotlights”, Hampshire Celebrates”, “Hampshire Community Kudos”. Make this available through the App.
8. New Business - Trustee Kelly discussed the proposals from Fiverr
- a. Social media graphic design and campaign to promote the app
 - b. Print graphic designer for traditional media - The Committee asked Mr. Hedges consult Village President Reid regarding implementation, including login credentials and security when engaging an outside contractor.

Trustee Mott moved to authorize \$415 for the two Fiverr proposals. Seconded by Trustee Kelley, motion carried 3-0.

- c. Year in Review of priorities, budget, etc.
 Newsletter is now a regular marketing tool for traditional media
 Hampshire App is now available for digital media.
 Issue more press releases.
- d. Trustee Fodor brought up the Community Calendar idea where all groups can access to post their own events and keep them current using Calendar Wiz, Google Calendar, etc. Mr. Hedges will investigate community calendar options on Muniweb.
- e. Mr. Hedges explained the EV Readiness program the Village has been selected to join and the Green Initiative. Trustee Fodor suggested taking the Green Initiative to the Village Board on 12/15, and that the PR Committee review the EV Readiness Program at the next meeting in January. The Committee had a conversation about EV Vehicles and sustainability. Mr. Hedges discussed a proposal by a solar company to construct a solar farm to operate our Sewage Treatment plant, and guarantee electric rates. A discussion ensued about projecting ComEd rates for 30 years. Trustee Mott offered to assist in this given his experience with solar power.

9. Announcements – None

10. Motion to adjourn by Trustee Kelly, seconded by Trustee Mott. Unanimously approved; adjourned at 8:05pm.

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.