

Communications Committee Meeting
Ela Town Hall – Upper Level Conference Room
1155 E. Route 22 Lake Zurich, IL
Tuesday, February 27, 2024 - 10:00 A.M.

MEETING MINUTES
Approved March 14, 2024

1. Call to Order: Supervisor Palmblad called the February 27, 2024, Communications Committee meeting to order at 10:04 a.m.
2. Roll Call: Present were Supervisor Palmblad, Assessor Herr, Community Programs Director Dillon, Assistant Director Dalbec, Administrative Coordinator Case, and Administrative Coordinator Mendocha. Township Manager Marciniak and Health & Wellness Director Marx were absent.
3. Public Comment: None.
4. Old Business:
 - A. Administrative Coordinator Case informed the committee that 56 resident guides were mailed on 2/8/24, and another list of 178 new residents was received on 2/26/24 which will be mailed out later this week. At this time there is no need to order additional resident guides.
 - B. Upcoming e-blast deadlines were discussed along with promotional content.
 - C. The 2024 Township Tuesday schedule was reviewed. The Clerk's Department is the March spotlight, early voting sites for the General Primary Election and a reminder for voters to double check their polling place will be promoted on March 12, 2024, and the Annual Town Meeting announcement and invitation will be promoted on March 26, 2024.
5. New Business:
 - A. Administrative Coordinator Case suggested transitioning to an electronic format newsletter in an effort to reduce printing and postage costs. After committee discussion, the committee agreed to move forward with a paper format for spring/summer newsletter and an electronic format for the Winter newsletter. This will be effective starting now, 2024. A post card will be created and mailed to households directing residents to the Township website where they can view the newsletter. The possibility of a QR code for the newsletter was mentioned as an additional way for residents to access the electronic newsletter. A special e-blast will also be sent to subscribers including the electronic newsletter. Spring/Summer newsletter articles are due to Administrative Coordinator Case on April 1st, it will be on the April board meeting agenda for possible board approval. The Committee would like it to hit mailboxes in the first week in May.
 - B. Community Center banner stock was reviewed, and an installation schedule was created. Administrative Coordinator Mendocha will make sure the Highway Department installs the banners accordingly. It was determined that both fall and winter banners (not holiday related) need to be created and ordered.
 - C. Discussion regarding the Community Center Celebration was tabled.
6. Set Date for Next Communications Committee meeting: March 26, 2024, @ 10:00 a.m.
7. Adjournment: Supervisor Palmblad adjourned the meeting at 10:40 a.m.

Respectfully Submitted: Administrative Coordinator Case