

**Communications Committee Meeting**  
**Tuesday, December 1, 2020**  
**Immediately Following COW Meeting**  
**Ela Town Hall 1155 E. Route 22, Lake Zurich, IL**  
**Upper Level Conference Room**

**MEETING MINUTES**

1. **Call to Order:** Supervisor Palmblad called the December 1, 2020 Communications Committee meeting to order at 9:42 a.m.
2. **Roll Call:** Present were Supervisor Palmblad and Administrative Coordinator Case. Present via Zoom were Assessor Barrington, Director Dillon, Assistant Director Dalbec, Administrative Coordinators Sandstrom and Mendocha. Township Manager Stefaniuk was absent.
3. **Old Business**
  - A. New Residents: Update on Mailing - No mailings were sent.
  - B. I Got Caught Being Kind:
    - Finalize event details and timeline: The event will begin in January and run through February 14, 2021, possibly longer. Both the nominee and recipient will be entered to win a gift card.
    - Discuss and finalize media content & event marketing: Yard signage design was presented to the committee and finalized. An order will be placed for 12 signs. Signs will be placed in yards for one week. Cutout hearts will be placed in the Community Center window for all acts of kindness. Marketing flyers were presented to the committee and finalized. The event will be advertised to the public via social media, the ET monthly E-Blast, the ET website, the 55+ newsletter, and the committee will ask villages and LZACC to include the event flyer in their E-Blasts.
  - C. Township Tuesday:
    - Review 2021 Township Tuesday schedule: Administrative Coordinator Case presented the 2021 Township Tuesday schedule to the committee and is awaiting their feedback.
    - December 2020 – open: A holiday themed Township Tuesday message will be posted to Facebook.
  - D. E-Blast:
    - December 7 & 21, 2020 – Content for both E-Blasts due to Jessica on December 2, 2020.
  - E. Website Update: Update was given at the COW meeting.
4. **New Business:** None
5. **Schedule Next Meeting:** December 15, 2020 at 9:30 a.m.
6. **Adjournment:** The Communications Committee meeting was adjourned at 10:00 a.m.

Respectfully Submitted, Administrative Coordinator Case

