

**Communications Committee Meeting**

Tuesday, February 23, 2021  
Immediately Following the COW Meeting  
Ela Town Hall 1155 E. RT 22, Lake Zurich

**MEETING MINUTES**

**1. Call to Order**

Supervisor Palmblad called the February 23, 2021 Communications Committee meeting to order at 10:12 a.m.

**2. Roll Call**

Present were Supervisor Palmblad, Township Manager Stefaniuk, Assessor Barrington, Community Programs Director Dillon, Assistant Director Dalbec, Administrative Coordinators Case, Mendocha, and Sandstrom.

**3. Old Business**

**A. New Residents: Update on Mailing:**

Administrative Coordinator Case mailed 113 new resident letters since the last meeting. Supervisor Palmblad would like all departments to begin working on the next edition of the resident guide so it is ready when the new board is elected.

**B. I Got Caught Being Kind Event Update:**

Entries are still coming in, and the event has been a big success thus far. The committee discussed extending the event past the February 28 deadline, but decided instead to either make every February going forward #ElaKind month, a suggestion made by Director Dillon, or possibly move the event to a warmer time of year.

**C. E-Blast:**

- February 4 & 16, 2021
- March 1 & 15, 2021, content is due to Administrative Coordinator Case by February 25, 2021.

**D. Township Tuesday:**

- February 16 & 23, 2020: Clerk's Department  
The Clerks Department focused on providing information about the upcoming Consolidated Election in April.
- March 9 & 23, 2021: Assessor  
Assistant Coordinator Case will work with Assessor Barrington and his staff on the Assessors Department March Township Tuesday content.

**4. New Business**

**A. Community Center Banner**

The committee will brainstorm possible spring quotes to use on the banner and email ideas to Supervisor Palmblad or Administrative Coordinator Case. Once design is finalized, we will get quotes for the banner.

**B. Ela Township Photo Contest**

Administrative Coordinator Case presented an idea to the committee for an Ela Township photo contest. Residents will be asked to submit pictures from around the Township, and the Communications Committee will pick a winner monthly. The winner's picture will be used as the cover photo in one of our monthly E-Blast newsletters, and the picture will also be posted to

Facebook. The committee will discuss the details at the March Communications Committee meeting, with hopes of beginning the contest in April.

5. **Schedule Next Meeting**

March 30, 2021 immediately following the COW Meeting.

6. **Adjournment**

Supervisor Palmblad adjourned the February 23, 2021 Communications Committee meeting at