



**Marketing Committee Meeting Minutes**  
**March 19, 2024 @ 11:00 am**

- I. Call meeting to order – 11:04 am
- II. Attendance
  - Kara Case/Palos Heights
  - Rachel Bauer/Palos Heights
  - Laurie Murray/Pleasant Dale
  - Kara Jelderks/Mokena
  - Stacy Proper/Frankfort
- III. Topic of discussion
  - a. Google Analytics and reporting
    - Discussion was had on analytics and where to find the data using Google Analytics, Meta Business Suite, agency website.
    - Frankfort shared an example of an analytic report their PR Coordinator submits to the Board monthly which includes website metrics, brochure downloads and clicks, e-newsletter subscriber totals and clicks, social media followers, posts, impressions, etc, and a month-to-month comparison of social media followers for the year.
    - Table topic to discuss further at another meeting.
  - b. Email marketing platforms

Palos: RecTrac has Rec Connect and staff will start sending emails out monthly.

Frankfort: staff use Activenet to send emails to target populations. Constant Contact for e-newsletters and are sent bi-weekly.

Mokena: CivicRec does that too. Sometimes the emails are delayed.

Pleasant Dale: Rec Desk does the same thing and everyone's information is in the system. We use Constant Contact and you have to constantly update it. Send 1-2 emails per week depending on what's going on.
- IV. Open discussion

Frankfort: Has anyone used Constant Contact for the other services they provide?

- SMS marketing
- Social Media
- Surveys
- Ads
- Sign-up forms

Discussion – no one uses Constant Contact for anything other than emails.

V. Next meeting – Tuesday, April 16 @ 11:00 am

Topics:

- a. Benefits of technology
- b. Artificial Intelligence

VI. Adjournment – 11:26 am