



**Marketing Committee Minutes  
November 21, 2023 @ 11:00 am**

- I. Call meeting to order – 11:07 am
- II. Attendance
  - a. Introduction of new members
    - Mike Gianatasio – Superintendent of Recreation/Homewood-Flossmoor Park District: Marketing falls under my umbrella. There have been discussions on seasonal brochures at my agency and want to get everyone's take on that.
    - Carol Bradke – Marketing Manager/Tinley Park Park District: Looking to see what everyone is doing with their brochures.
    - Kara Jelderks - Superintendent of Recreation/Mokena Park District: We have a Marketing Manager, but I do the brochure in-house.
    - Tom Krauss – Office Manager/LWSRA: For years I did the brochure and marketing and now we have a part-time person who shares those duties. The brochure is done in-house.
    - Chelsea Schulke – Office Manager/Pleasant Dale Park District: Need to overhaul our brochure process and looking for information and inspiration.
  - b. **Other members in attendance:**
    - Laurie Murray - Superintendent of Recreation/Pleasant Dale Park District: Brochure is done in-house and is online only.
    - Stacy Proper - Superintendent of Recreation/Frankfort Park District: Brochure is done in-house. We need to redesign our brochure. We have had the same layout for years. Looking to contract out the design work.
    - Jordan Desiderio – Marketing Supervisor/Crete Park District
- III. Topic of discussion
  - a. Seasonal Brochures
    - i. How many brochures does your agency do a year?
      - Tinley Park Park District: three – Winter/Spring, Summer, and Fall. We do them in-house.
      - Homewood-Flossmoor: five – one each season and a camp brochure. We do them in-house. I have worked with Park Districts in the past that work with contractors on design. I have worked with an excellent designer with 20 years of experience.
      - Frankfort: three – Winter/Spring, Summer, and Fall.
      - Mokena: three – Winter/Spring, Summer, and Fall.
      - Homewood-Flossmoor: Don't see a need for the brochure anymore and wondering if other Park Districts have that same mentality.

- Tinley Park Park District: Our patrons want the brochure. We would love to have it online only and eliminate the expense of printing and mailing. Online registration was at 80% for the fall. People can click on the program in the online brochure and register.
- Homewood-Flossmoor: We scaled down the brochure to an 8-page program listing with QR codes to drive them to the website. We have seen an increase in registrations. We do an online-only brochure and the biggest users of that brochure are the staff. We are trying to figure out the value of the brochure and printing and mailing anything out. The days of getting the brochure and hanging onto it are gone.
- Pleasant Dale: We did a survey and one of the questions asked was do you need a physical brochure and no one really checked that box. We do four brochures and they are all online. We do print a supplement copies as needed for our seniors. Most registration is done online. We don't have the quick links yet, but that is something we want to do.
- Tinley Park: The seniors are in to register on the first day of registration. The younger people will click a link in FB post. I started to do a senior supplement and they love it.
- Homewood-Flossmoor: We found that the seniors are the only ones who want the brochure. Looking at a senior newsletter or something created just for them because it is a smaller population.
- Frankfort: What is the cost to print the 8-page mailer? How many people is that sent to? Do you have an RFP on that 8-page mailer?
- Homewood-Flossmoor: I think to print and send is around \$6-\$8,000 and is delivered to 11,000 households. We do it 5 times per year. Is anyone else having those discussions about getting rid of the brochure?
- Tinley Park: We are but are not getting anywhere. We have cut our brochure by 16 pages by cutting program descriptions.
- Frankfort: We have discussed it. The seniors want it. We do have moms who will ask when brochures are getting mailed even when it's available online. The topic will be revisited when we begin to work on the budget.

## ii. QR Codes

- Mokena: What website do you use for QR codes? I use a couple of free sites and the QR codes expire.
- Tinley Park: I signed up for Bitley for the shortened URLs, but it has changed and you can only get 2 QR codes per month.
- Frankfort: We use QR Code Generator. It is free and they do not expire.
- Homewood-Flossmoor: Creative Suite
- LWSRA: QR Code Monkey is free. You can add your logo and customize it. We have used it with photos of our staff and it has their contact info. They do not expire.

## iii. Brochure timeline

- Pleasant Dale: What is your timeframe with your team when working on brochures? We do four brochures; Winter (Jan, Feb, & March), Spring, Summer,

and Fall (Sept, Oct, Nov, & Dec). Pre-pandemic we did a WS and would like to go back to doing three brochures.

- Tinley Park: We export the programs out of RecTrac and drop them in the design document. We do three rounds of edits. Send it to the printer and get a proof. For WS, start in September and finish in November.
- Mokena: Our timeline is two months. Staff put the program information into Word documents on the Public drive. I format it into Publisher, which is what I use to design it.
- Frankfort: Once one brochure is done, I give them the timeline for the next one to include instructor, designer, and printer deadlines. I coordinate the brochure content with our brochure designer. We get our first proof within 2 weeks. We get 3 proofs and the final copy before it goes to print. It is a 2-month process. Winter/Spring goes to the printer on Monday and we put it on the website that week. Copies are mailed after Christmas and registration will begin first week of January. Programs begin late January. Some January programs advertised in Fall.
- Homewood-Flossmoor: Spring was due yesterday. Resident registration will begin February 6 and non-resident one week after that. Programs start late February, early March. Winter programs are Dec, Jan, and Feb. Spring is March, April, and May.

#### iv. Brochure design

- Pleasant Dale: Online version in color and printed copy in b&w. We do the programs in the office and send it out to a person we work with. Mike can you give the name of the person you used?
- Homewood-Flossmoor: Her name is Kathy Bussert and her website is [www.designspringinc.com](http://www.designspringinc.com). She is reasonable and easy to work with. We give her everything in Word documents from RecTrac and she will lay it all out. If we didn't have pictures, she would use Stock images. I would have her redesign the brochure every two years. She would give us 10-15 different styles to pick from.
- Frankfort: We need a new design and our part-time marketing person doesn't have time to do it.
- Mokena: We redesign the brochure every two years.
- Pleasant Dale: We look at other Park District brochures for ideas.
- Crete: We went digital for the first time last year. I do the brochure and started from scratch. I use the same template but will make minor changes to keep it fresh. We want to switch over to give a magazine style. We do three brochures; Winter/Spring, Summer, and Fall. We send out two postcards; one for Summer and one for Fall.
- LWSRA: We look at what other Park Districts/SRAs are doing. It might be small adjustments, so we are not changing the whole thing every year. We change the cover every year and other subtle changes throughout the book like color tabs. We don't mail, but we do print 500 copies to have at our facility.

#### v. Program Descriptions

- Frankfort: Does anyone use any online they use to write or revamp program descriptions? We use Goblin Tools. It is free. Copy and paste your program description in the formalizer and there are different options; formal, fun, etc.

- Homewood-Flossmoor: We just did an internal training on how to write program descriptions. I can send the presentation. We worked with our marketing team on tips and tricks. We talked about using Google AI, but cautiously. Can be wonky.
- LWSRA: We use Open AI, the free version. We get programs with no description, so just type in “special needs cheerleading” and it will produce three paragraphs.

IV. Open discussion - none

V. Next meeting – Tuesday, December 19 @ 11:00 am  
a. Topic: Sponsorships

VI. Ajornment – 11:59 am