

SSPRPA Marketing Committee

DATE & TIME: Wednesday, September 23rd @ 11 am

ZOOM

Topics of Discussion

1. Marketing Calendars
2. Budgets

Attendance

- Jordan Desiderio - LWSRA
- Emma Kreitz - LWSRA
- Angela Webster - New Lenox Community Park District
- Laurie Murray - Pleasant Dale Park District
- Angela Marquez - Tinley Park Park District
- Evilyn Randle - Village of Park Forest
- Cherie S - Bourbonnais Township Park District
- Courtney - Burbank Park District
- Austin Dace - Crete Park District
- Kimmy youngman - Village of Palos Park
- Katie Wagner - Oak Lawn Park District
- Stacy Proper - Frankfort Park District
- Sarah Pitcher - Midlothian Park District

Topic 1: Marketing Plans/Calendars

- Asking rec where they are in enrollment, meetings with rec staff, when to push programs/events, tracking sheets, pushing registration number, surveys after events, ask villages to advertise, a-frames, events on social media/paid ads, facebook groups, sending flyers to school districts/PTA's, banners in parks, print books or digital, postcards or condensed versions for seniors.

Topic 2: Budgets

- Budgets come out of specific programs/events, budgets for promo items, stickers for promo's, fidget toys for promo items,

Other Discussions:

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Meeting end: 11:45 am