



Marketing Committee Minutes

October 15, 2025

11:00 am

I. Call meeting to order

II. Introduction

a. Name, Agency, Title, Role in Marketing at your agency

- Stacy Proper/Frankfort Park District – Superintendent of Recreation: have a part-time marketing staff member, so the Rec department helps create flyers, e-blasts, and social media posts. Small team. Work closely with the marketing staff on seasonal brochures.
- Paula Marr/Worth Park District – Sponsorship & Marketing Coordinator: been with the Park District for 15 years, 12 as a Commissioner, and worked for SWSRA. Working with the team on sponsorships and learning the different ways they do things.
- Martha Zubaty/Worth Park District – Recreation Program Manager: manages their Instagram account, aiming to increase engagement and add creativity in their content. Our receptionist, Cindy, creates most of the flyers. Small team and everyone helps with marketing.
- Laurie Murray/Pleasant Dale Park District - Superintendent of Recreation: Small team and do not have marketing/sponsorship staff. Staff does their own flyers. I manage social media . In charge of the brochure and bringing it in house using Canva.
- Jordan Desiderio/LWSRA – Marketing Supervisor: been with LWSRA for a month; first full-time Marketing Supervisor. Used to be with Crete Park District.
- Erica Kreitz/LWSRA – Inclusion & Outreach Supervisor: we tag team our marketing and outreach.
- Katie Wagner/Park District of LaGrange – Marketing Specialist: department of one. Do all the social media and sponsorships. Brought the brochure in-house and use Adobe. Use Calemo platform, which

makes it easy to view the programs and register. Also helpful to track data.

III. Topics of discussion

a. Strategies for marketing as a small team, managing internal marketing requests, content calendar creation

- Frankfort: Do not have a formal process. Staff submit flyer requests to the PR Coordinator by email or create themselves. Our PR Coordinator will send an email bi-weekly for information to send out on e-blasts, once a month for school newsletter, and request a one month calendar of programs/events to be advertised on social media.
- Worth Park District: Looking to have a more formal process for marketing requests by having forms and documentation to request flyers and get information online. We are a small team so we have been able to email requests. I created an excel spreadsheet that has all programs and events, the date of when the flyers need to be done and send it to the receptionist, her supervisor, and the Superintendent of Recreation. Gives time to make the flyers.
- PD of LaGrange: There was a paper form for marketing requests when I started. I took the paper form and put it into Microsoft Forms. I receive the forms, get emailed requests, or I look at what needs to be advertised.
- LWSRA: (Jordan) when I was at Crete we used Microsoft Teams and it had the Planner app to manage marketing requests. I set up a marketing request calendar, allowing the Rec team to submit requests via different buckets, assign tasks to me, and set deadlines. Notifications kept me aware of new tasks, and linking Planner to Outlook helped track timelines for events and sponsorships. At LWSRA we use Canva or chats on Teams.
- Pleasant Dale: We do not have a formal request because we all do our own. We have a shared file where everyone adds their flyers. I keep a calendar of when programs are running and pick the things that need to go out.

IV. Open discussion

a. Does anyone have a timeline/formula of when they market specific programs?

- Frankfort: Events a month before. Try to create FB events for free events when the brochure comes out. Leagues, 2 – 3 months, programs 2-3 weeks. Some of our programs have registration deadlines and /or late fee.
- Worth: We get a lot of late registrations, so trying to figure out the best time to advertise. Trips fill up quickly. We don't have registration deadlines.

- LWSRA: Events 2 – 3 month out and programs 1 month out for social media and flyers.
 - PD of LaGrange: When brochure is released, add big special events to the calendar and create FB events. As it gets closer, FB ads, posting on social media, and newsletters.
- b. Other topics discussed were email marketing and website design. Topics will be added to future meet to discuss more in depth.
 - c. Paula Marr presenting at IPRA Conference on Thursday, January 29 from 12 – 2 pm called Heroic Improv.
 - d. IPRA C&M Section workshop Social Media Strategies for Teams of All Sizes on October 21 in Oak Brook.

V. Next meeting – Wednesday, November 12 @ 11 am

- a. Topics: Promo items – bring samples of your swag! Sponsorships –types of sponsorships, creating a packet, recruiting sponsors.

VI. Adjournment