



**Marketing Committee Meeting Minutes**  
**May 14, 2024 @ 1:00 pm**

- I. Call meeting to order – 1:07 pm
  
- II. Attendance
  - Rachel Bauer/Palos Heights
  - Tom Krauss/LWSRA
  - Don Villalobos/Oak Lawn
  - Laurie Murray/Pleasant Dale
  - Paula Marr/Worth
  - Kara Case/ Palos Height
  - Stacy Proper/Frankfort
  
- III. Topic of discussion
  - a. Survey Platforms

Oak Lawn: Uses Checkbox for surveys. Pay basic package and staff share username/password. Have used Survey Methods. Staff sends out surveys quarterly and do quarterly reviews on their programs. Input the data and list ways to make improvements if needed. Email it to our supervisor and meet to discuss the data as well as improvements.

Pleasant Dale: Uses a paid version of Survey Monkey. Sends out surveys when leagues end and are all in the same format. Ask if there is anything they would like to add. Periodically send out a survey for a contracted program or special event. If looking for certain information or interest in a program.

Worth: Right now doing paper surveys, but hoping to move to electronic once the budget is approved.

Frankfort: Send surveys to our leagues, day camps, and events using Survey Planet. Have used Survey Monkey, but it is very limited. Have used a paid version of Survey Hero for summer movies in the park poll and that cost is split with the Chamber and the Village.

b. Survey Distribution

Frankfort: Emails it through Activenet as a link. Also sends it through league software TeamSideline.

Pleasant Dale: Sends through email and adds personal note.

c. Other Surveys

Worth: Written survey asks for program ideas for your child, but not applicable to all ages.

Pleasant Dale: Post Covid sent postcards with QR codes asking the community what they would like to see but main focus was asking them about doing away with physical brochures.

Frankfort: Doing a new Community Recreation Center survey currently.

Oak Lawn: Sent out a survey for softball to ask teams if they would prefer a mid-low mix on the fields due to rainouts. Or any type of maintenance that would improve the league.

IV. Open discussion

Pleasant Dale: Learned that parents cannot respond to the survey with the same email if they have multiple children in the league. Will now create separate surveys for the different age divisions.

Oak Lawn: suggested adding at the end of the survey “if you would like us to follow up with you, please leave your contact information”. A good way to get information that they may be limited to giving on the survey.

V. Next meeting – September 2024

- a. Survey to gather topic ideas/meeting dates for the year will be sent in late August.

VI. Ajournment – 1:38 pm