



Marketing Committee Minutes
September 19, 2023 @ 11:00 am

- I. Call meeting to order: 11:05 am
- II. Introduction of those in attendance
 - a. Name, Agency, Title, Role in Marketing at your agency
 - i. Stacy Proper, Superintendent of Recreation @ Frankfort Park District: we have a part-time PR Coordinator. Put together a monthly calendar of programs to promote on social media. Coordinate brochure content for the PR Coordinator. Create some flyers and help with our website.
 - ii. Kara Case, Recreation Program Manager @ Palos Heights Parks & Recreation Department: responsible for own marketing at agency by creating flyers. Helps out with creating flyers and promoting everyone's programs. Also, manage Facebook and Instagram posts.
 - iii. Jennifer Mensik, Director of Marketing & Development @ Channahon Park District: Oversee Abigail Anderson. Work closely with our Foundation. In charge of brochure and different reporting.
 - iv. Abigail Anderson, Marketing & Communication Coordinator @ Channahon Park District: Do all social media and in-house marketing; flyers, digital display screens, and road signs.
 - v. Amy Maher, Marketing & PR Supervisor @ New Lenox Park District: responsible for designing program guide, social media, website, flyers, and all other marketing.
 - vi. Chris Dunne, Stoney Golf Course Manager @ Oak Lawn Park District
 - vii. Laurie Murray, Superintendent of Recreation @ Pleasant Dale Park District: we do not have an in-house marketing person, so we do our own flyers. Lead the social media accounts.
- III. Monthly Meeting topic ideas
 - a. Social Media – trends, best practices, and tips and tricks, survey platforms, Reach Media, photography, registration software, program brochures – mail or digital, sponsorships, email marketing platforms (Constant Contact), websites, apps, technology, reporting, and analytics.
- IV. Meeting day/time – 3rd Tuesday of the month @ 11:00 am
- V. Open discussion
 - a. NRPA Conference: Laurie and Stacy attending. Will bring back information from marketing-related sessions attended.
 - b. Questions: Email questions to the group to Stacy. A Google doc will be created and shared with the group so everyone can add and see the information.
- VI. Next meeting – Tuesday, October 17 @ 11:00 am
- VII. Adjournment: 11:30 am