



Marketing Committee Minutes  
October 17, 2023 @ 11:00 am

- I. Call meeting to order: 11:06am
- II. Attendance
  - a. Introduction of new members:

Rachel Bauer – Superintendent of Recreation/Palos Heights: Each program Manager is responsible for their own marketing and I do the overall bigger events.

Jordan Desiderio – Marketing Supervisor/Crete: In charge of marketing for the district.

Don Villalobos – Athletic Supervisor/Oak Lawn: Runs leagues, fitness, and adult athletics. Looking for marketing ideas for those areas. Works with the Marketing department to find ways to promote the programs.

**Others in attendance:**

Kara Case/Palos Heights

Jennifer Mensik/Channahon

Abigail Anderson/Channahon

Laurie Murray/Pleasant Dale

Stacy Proper/Frankfort
- III. Topics of discussion
  - a. NRPA Conference – any good marketing sessions or takeaways?

Laurie and Stacy attended.

Attended a session “Social Media: It’s Not One Size Fits All.” It discussed setting goals, different platforms, the best information to post on each platform, when to post, and tools and apps to generate content.

Another session was “Lights, Camera, Action: Creating Digital Content”. It discussed how to prepare your video by being prepared, creating a story, writing a script, editing software, camera options, and lighting options.

Will share both PowerPoint presentations with the group.
  - b. All things Social Media
    - i. What platforms does your agency use?

Everyone uses Facebook and Instagram and some Twitter.

**Channahon:** Abigail mentioned Threads which is the Meta version of Twitter. Came out a couple of months ago. We are going to try it.

**Frankfort:** Has more success with Facebook and Instagram. Looking to get rid of Twitter/X. We use Hootsuite to manage our social media posts, so we share the same post on all three platforms. The Rec staff post pictures on Facebook only because that is what we use most. Need to get better about using Instagram.

**Pleasant Dale:** Has more followers on Facebook, but more activity on Instagram. When posting a story, I see people register for events. Post pictures on Instagram that go to Facebook and we get more likes on Instagram.

**Palos Heights:** Rachel/Has more Facebook followers, but is getting more likes and followers from Instagram. We post on both platforms using Buffer. Kara/Have to post them individually on Buffer. We post event pictures on Instagram and it goes to Facebook. Also mail hard copy flyers for those who are not on social media, such as the seniors to make sure we are hitting everyone.

ii. How do you market your social media sites to gain more followers?

**Palos Heights:** Kara/When the brochure comes out, we send postcards with brochure QR code as well as our social media sites with “follow us on” to gain more followers. Rachel/Has seen agencies post contests to gain more followers.

**Pleasant Dale:** We add “follow us on” to emails we send out. After events, we let participants know to look for pictures on Instagram and Facebook.

**Frankfort:** Has different contests (Scarecrow and holiday pet photos) that generate more likes on Facebook. Encourage participants in the contest to share with family and friends to draw them to our site. We have “follow us on” with social media icons on all of our marketing materials. For events, we put flyers in goodie bags that say “pictures will be posted on Facebook on x date and to follow us”. We also send emails with that information.

**Channahon:** Jennifer/Have joint events with other government entities and we will share information from them and vice versa. Some of their followers will start following us. Abigail/Most popular posts are the public relations posts. Sharing information that is not just program content. People like to see what we are doing. We see an uptick in followers when the brochure comes out and with our bigger events. Active in the local “Talk of the Town” page and moms groups.

iii. Post successes – what produces the most engagement

**Channahon:** Abigail/Employee of the month every month. Generates a lot of interaction. Updates on park projects and renovations. Tell those stories through pictures or short videos and direct them to our website for more information.

**Crete:** Started a new campaign called “Friday Introductions” and post a full-time employee every Friday to give our community a bigger look into who is at the Park District. Receive a lot of engagement. Moved into “Park Introductions” with video of staff going over the history and facts of our parks. For our Grinch breakfast, we took a Grinch doll and posted it around local businesses. Posted on Facebook and if you find him, talk to the business, and they will give an envelope with coupons for the Grinch breakfast.

**Pleasant Dale:** Vernon Hills does a lot of great videos.

**Oak Lawn:** Does anyone do any incentives for liking/sharing flyers/events?

**Palos Heights:** Rachel/In Mokena I started a Facebook page for the Oaks and had a contest to “Like” our page and get entered into a raffle. It worked well to get people to follow us. In Palos, I did a Facebook live at one of our events and had over 300 views.

**Frankfort:** When new splash park opened we had a promo to “Like” our page or share our splash park post, you would receive discounted admission or free admission. We

have done Facebook live videos at our events – Daddy/Daughter Dance, Mother/Son Dance, and 4th of July fireworks.

**Channahon:** Abigail/We have been discussing a contest on who gets to be the first person to go down our new slide at the water park.

iv. Trends

**Frankfort:** Anyone use TikTok? No one is using it at this time

**Palos Heights:** Does anyone use YouTube?

**Channahon:** Abigail/Yes when we have videos, but not as much as we could.

**Oak Lawn:** You can have kids do the TikTok videos and record them for your events. You can do challenges with a group of kids and it is engaging with the audience.

**Channahon:** Abigail/it is a challenge to get the Rec staff on video.

v. Creating events

**Pleasant Dale:** Learned you need to create the event well in advance to gain interest.

**Channahon:** Abigail/nearby events that are similar will appear as suggested events and that helps us. We create events 6-8 weeks in advance. The bigger ones we create when the brochure comes out.

**Frankfort:** Do you create events for free events, paid events or both? With paid events we have limited spots and 500 people interested. Always worry people will show up that are not registered.

**Channahon:** Abigail/Advertise both. There is a ticketed option and you can add a link to your registration. Added it in the description too. If the event is sold out, I add that to the photo header.

vi. Advertising

**Frankfort:** We advertise on Facebook for our craft shows, garage sales, and events that need help.

**Channahon:** Abigail/Go to the Meta business suite and you can advertise on Facebook and Instagram through there. There is also an option to run an ad on Messenger, but haven't looked into it.

IV. Open discussion

**Pleasant Dale:** Does anyone know of any low-cost classes to do the basics on Facebook and Instagram?

**Channahon:** Abigail/Facebook has its own school and you can receive a certificate. You can access it on your desktop under more tools and go to the Professional dashboard then Meta business help center.

**Jennifer:** Do any districts have a Foundation? Does your foundation fundraise for anything other than the Park District?

**Frankfort:** We have a foundation that raises funds for the Park District only.

**Palos Heights:** Rachel/In Mokena the Foundation bylaws stated they could only give back to the Park District.

**Channahon:** Jennifer/Our bylaws don't state that so we are coming up with a memorandum of understanding that will specify it.

V. Next meeting – Tuesday, November 21 @ 11:00 am

a. Topic: Seasonal brochures

VI. Adjournment – 12:03 pm