

**MINUTES OF THE REGULAR MEETING  
OF THE MARKETING COMMITTEE  
OF THE PARK DISTRICT OF LA GRANGE, ILLINOIS  
536 EAST AVENUE, LA GRANGE, ILLINOIS**

**December 17, 2021**

**Commissioner Opyd called the meeting to order at 1:01 P.M.**

PRESENT: Commissioner Opyd,

ABSENT: None

STAFF PRESENT: Executive Director Jenny Bechtold  
Superintendent of Recreation Kevin Miller  
Theresa Chapman  
Andrea Weismantel

OTHERS PRESENT: None

President Opyd welcomed everyone to the meeting and asked for any announcements or changes to the agenda.

**Communications, Presentations & Declarations**

*Public Comments/Participation*

None

**Consent Agenda**

- **Approval of the minutes of meeting dated 9/1/2021**

Motion to approve the minutes dated 9/1/2021 made by Jenny Bechtold and seconded by Kevin Miller.

AYES: Jenny Bechtold, Kevin Miller, Theresa Chapman, Andrea  
Weismantel

NAYES: N/A

ABSENT: N/A

**Review of Marketing Status**

- A review of the marketing information shows that posts with pictures can more clicks
- We also felt that posts that include pictures of people that may help patrons see "themselves" get more engagement

**Newsletter**

- We are continuing to work with the staff to get newsletter content on a regular basis.
- We discussed potential assigning a weekly piece of content in rotating fashion for departments. This might mean each department would produce one piece of content each month, but it would give everyone a rhythm to work to.
- Theresa has shared some email performance data that indicates moving the e-blasts to Tuesdays instead of Friday had a positive impact on our open rates.

**Web Traffic**

- Kevin presented the 3-month traffic trends
- There were some efforts to introduce some SEO optimizations for specific tools.
- The team has acquired a new tool to help automate social media management and would like some additional training. Brian would be able to work with the team to give them some basic training with the new social media management tool.

**Meeting Schedule**

The group discussed setting a schedule for regular meetings and agreed we would plan quarterly meetings on the 3<sup>rd</sup> Thursday of the month. Our next meeting will be held in February 2022.

**Action Items**

*none*

**Committee Business**

**New Business**

*none*

**Old Business**

None

**Marketing Committee Meeting – December 16, 2021**

**Public Comments**

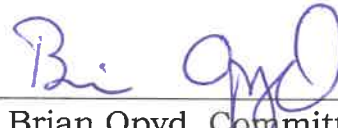
None

**Committee Comments**

None

**Adjournment**

Commissioner Opyd moved for adjournment at 1:48 P.M. The motion was seconded by Executive Director Bechtold and passed unanimously by Voice Vote.



Brian Opyd, Committee Chair



Jenny Bechtold, Board Secretary

*Approved February 24, 2022*