

**MINUTES OF THE MARKETING & SOCIAL MEDIA COMMITTEE  
OF THE MARKETING COMMITTEE  
OF THE PARK DISTRICT OF LA GRANGE, ILLINOIS  
536 EAST AVENUE, LA GRANGE, ILLINOIS**

**September 1, 2021**

**Commissioner Opyd called the meeting to order at 1:20 P.M.**

PRESENT: Commissioner Opyd,

ABSENT: None

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

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

**Agenda Items**

Review of Roles and Responsibilities

Kevin Miller presented a list of roles and responsibilities for the marketing team. During the discussion we identified several key needs going forward.

- Sponsorship coordination
- Branding work
- Website maintenance and up-keep
- Digital marketing including SEO
- Advertising/marketing

Fall Marketing Plan

The team also presented the fall 2021 marketing plan. Key events to address are:

- Trunk or Treat event
- Holiday events including Donuts with Santa
- Fall/Winter sports

### **Old Business**

The group discussed the blogs and social media updates for the District and are happy with the current direction and will continue to monitor and evaluate.

### **New Business**

#### 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 December 2021.

### **Announcements**

### **Adjournment**

Commissioner Opyd moved for adjournment at 2:50 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 December 17, 2021*