



Minutes of the Barrington Hills Village Communications Committee Meeting

February 8, 2010

**5:30 p.m.
Training Room
VILLAGE HALL
112 Algonquin Road**

FINAL

1. Organizational

1.1 Call to Order

Chairman Linda Fox called the meeting to order on February 8, 2010 at 5:39 p.m. in the Barrington Hills Village Hall.

1.2 Roll Call

Communications Committee

Present

Linda Fox, Chairman
Barbara Kemp, Vice Chairman
Pamela Cools, Recording Secretary
(departed at 9:10 p.m.)
Laura Ekstrom

Victoria Kelly
Debbie Stone
Mike Zachar

Village Representatives

Fritz Gohl, Trustee

Sarah Kenney, Planning & Zoning
Coordinator

1.3 Approval of Minutes

Approved January minutes as amended. Motion by Mike Zachar, and seconded by Barbara Kemp.

Approved 5-0-2 (Fox and Ekstrom abstained).

2. Reports from the Village

Fritz Gohl

- Trustee Gohl raised the question of whether or not we should continue to include Barrington Area Council of Governments (BACOG), Citizens For Conservation (CFC) & Barrington Area Conservation Trust (BACTrust) articles in the newsletter. Chairman Fox and Pamela Cools explained that the committee has already reduced the number of organizations which are included. Our policy is to limit feature articles to groups which are specifically mentioned in our Comprehensive Plan. Pamela stressed the fact the Comprehensive Plan acknowledges the importance of these three groups in maintaining our unique community character and way of life. Linda added that the survey results indicate that residents have a high level of interest and participation in these groups.
- Fritz also mentioned that he will be working with Linda and Pamela to address President Abboud's concerns about providing more detailed police department cost information in the newsletter and on the website.

Sarah Kenney

- Sarah offered her recommendations for resident information regarding feeding of wildlife. The Illinois Department of Natural Resources (IDNR) specifically forbids feeding of deer. Members might also get fact and tip sheets from regional conservation groups.

3. Old Business

3.1 Committee E-mail Accounts – Sarah Kenney

- Sarah is continuing to work with the Village President to make sure that everyone involved in the village government is using their official .gov e-mail addresses. Sarah recommended if someone is still sending e-mail from their personal accounts, we should reply from our .gov account to their .gov account. (In cases where compliance is unsure and action items are being addressed, it still is permissible to send mail to both addresses to expedite communication.)
- The village has updated our G-mail based accounts to Google premier edition, which give us more storage and more tools. Sarah will be keeping us informed of notable features.

3.2 Twitter Review – Pamela Cools

- Pamela presented a summary report for Twitter activity in January. She reminded the members that a Twitter widget for the home page is available free of charge from Twitter, and RSS feeds are also available.
- Pamela suggested that we amend our official Twitter policy to specifically allow us to follow other BACOG communities. Victoria Kelly made the motion and Pamela seconded it. Motion approved 7-0-0.

3.3 Census – Victoria Kelly

- Vicki announced that Census reminder postcards will be mailed to all residents and are being printed. Graphics and colors used will be the same as the actual Census forms.
- Although a Quintessential Barrington article is no longer planned, faith-based groups within the village are being contacted to include Census information in their bulletins. Schools also need to be approached, either through the Board of Education or the PTOs.
- A census icon, linking to detailed Census information, will be added to the portal page for a short period of time. The icon may be animated to attract more attention.
- Although the next newsletter won't be published until June, Vicki still plans on including another article in that issue, explaining the door-to-door canvassing that will still be taking place at that time. The possibility of using CTY for a one-time Census reminder was also raised, but it is unclear if this fits into the established parameters for CTY.

3.4 Newsletter – Pamela Cools

- The February 2010 issue went to the printer on January 22 and was delivered to homes by February 3. There was a slight delay in production due to mechanical problems. Addresses were inkjetted directly onto the newsletters. Fritz mentioned that a number of newsletters were returned as undeliverable. Bob Kosin should be notified and determine what the nature of the delivery problem was.
- The newsletter included a solicitation for residents to change their newsletters from postal delivery to e-mail. Members were asked for other ideas how to promote e-delivery to residents. Pamela spoke to Dolores about the new database, but staff will have to determine the process.
- The next issue is planned for June 1st, with May 1st as the submission deadline.
- Earlier, Pamela expressed some general difficulty with new .gov emails during this issue's editing process -- both with trustees and committee members. Hopefully, this was mainly due to the timing coinciding with the transition to .gov addresses from personal addresses.

3.5 New Resident Brochure – Debbie Stone/Laura Ekstrom

- Debbie presented a summary of the committees' suggestions for the general goals and composition of the brochure. Two basic positions emerged – either the project should mainly be aimed at new residents who have just purchased homes or properties within the village, or the project should be more of a broader marketing piece to attract potential residents and be distributed primarily to realtors.
- Extensive discussion ensued, and disparate opinions emerged as to what content could or should be included in a potential marketing brochure. The members were in agreement that at a minimum the brochure should help people understand what our community is all about.
- Vicki made a motion to table the marketing aspect of the brochure, and to concentrate on presenting basic resident information, using the Comprehensive Plan as the guide. Pamela seconded the motion. Approved 7-0-0.
- Debbie will begin to put together a preliminary draft for the next meeting.

3.6 Website Integration Update

- Barbara presented a progress update (attached) on the website integration project.
- Phase I (portal) is complete, and Phase II mapping has begun regarding which of the three sites (Gov, Info or Police) will take ownership of the different features and topics.
- Also, pages and links are being developed for the Census and the new village well-monitoring program.
- The next WIP meeting is scheduled for Wednesday February 17 from 6-8 p.m.

3.7 Survey

- Mike Zachar presented his draft summary report of the survey results. Members discussed the findings and their implications on the committees' various communication initiatives.
- Pamela suggested that Mike also insert the response percentages for each choice on the original survey document for easier reading.
- One of the most striking findings of the survey was the residents' overwhelming preference for so-called "push" forms of disseminating village information – that is having information sent to them, rather than seeking it out. Residents also expressed a high degree of satisfaction with the CTY notification system.
- The committee may begin to explore more e-mail communications to residents in between newsletters, in order to drive traffic to the website(s).
- Chairman Fox encouraged Mike to consider presenting the survey findings to the Village Board at an upcoming meeting.

4. New Business -- none

5. Adjournment

Given there was no new business, Linda Fox entertained a motion for dismissal at 9:15 p.m. **The next meeting is on Monday, March 15, 2010.** Motion to adjourn made by Vicki Kelly and seconded by Debbie Stone.

Approved 6-0-0.

Meeting Adjourned

Respectfully submitted,

Pamela A. Cools
Recording Secretary

Attachment: WIP report 02/08/10