

Minutes of the Barrington Hills Communications Committee Meeting

August 16, 2010

5:30 p.m.

Training Room

VILLAGE HALL

112 Algonquin Road

Final – Approved September 20, 2010

1. Organizational

1.1 Call to Order

Chairman Linda Fox called the meeting to order on August 16, 2010 at 5:39 p.m. in the Barrington Hills Village Hall.

1.2 Roll Call

Communications Committee

Present

Linda Fox, Chairman
Pamela Cools, Recording
Secretary
Barbara Kemp, Vice Chairman
Mike Zachar

Absent

Laura Ekstrom
Victoria Kelly
Debbie Stone

Village Representatives

Sarah Kenney Alice Runvik for BH Police Dept.

2. Approval of Minutes

Deferred approval of July minutes until next month due to lack of attendance of members present at previous meeting.

3. Reports from the Village

Sarah Kenney

- Chairman Linda Fox & Sarah Kenney presented Mrs. Wendy Paulson with a framed photograph in recognition of her personal contributions to Spring Creek Forest Preserve having been designated as an Illinois Important Bird Area by Audubon Chicago. Mrs. Paulson described the restoration work which has defied the national trends of declining grasslands. Local volunteers have been working to eradicate non-native woody invasive plants, work that has resulted in the return of many rare ground-nesting birds.
- BACOG will be sponsoring a discounted water quality testing program for private wells in September. Kits will be available at the Village Hall.

- Lake County conducted a round table conference about the use of social media by municipalities.

Alice Runvik

- Alice announced that the Police Department will be conducting another "Click It or Ticket Campaign" to encourage seat belt use.
- The Police Bike Patrol unit has been on the streets, so far for education purposes only. No tickets have been issued yet, and feedback from cyclists has been positive.

4. Old Business

4.1 Twitter Review – Pamela Cools

- Pamela presented the Twitter summary report for the month of July.
- There were 37 tweets issued-- 14 administrative: village meeting announcements/cancellations/agendas, and 23 other: conservation, health, IDOT, Census, organizations, and counties. We were following 27 users and had 127 followers. No users were blocked for inappropriate content. We began following Illinois Attorney General's Office, BACOG News and McHenry County Conservation District.

4.2 Newsletter – Pamela Cools

- Requests for article submissions for the September issue were sent out earlier this month to the Board of Trustees and the usual organizations.
- Articles are planned on building permit trends, finances, the police bike patrol, and what to do during a power outage. In addition, an article about the IBA designation will be included.

4.3 New Resident Brochure – Debbie Stone

- Chairman Linda Fox announced that due to other commitments, Debbie will be resigning from the committee. Members were unanimous in their praise for Debbie's hard work, and for the large impact she made in just one year.
- The brochure is complete and will be included in the newsletter, posted on the website, and will be distributed at the Police Open House at the end of this month.

4.4 Website Integration Update – Barbara Kemp

- The project is on hold for the time being, as the team waits to hear the Police Department's level of commitment to the project. They will be attempting to meet with Chief Michael Murphy.
- Barbara also stated that it has also been difficult to coordinate schedules with Bob Kosin to discuss other logistics of the project.
- Committee members also made note of the recently released study of municipal websites by a government watchdog group. Barrington Hills' website was rated best in Barrington Township, but no municipality in the Township received a passing grade according to

their criteria. The study almost completely looked at content which is included on .gov and not on .info.

5. New Business

5.1 Policy – Calendar Items

- The committee began discussing policy categories for items to be posted to the Calendar, similar to the policy which exists for Twitter. Members will come up with their own suggestions for categories and should send to Barbara for compilation. Evaluation of Calendar criteria will continue at next month's meeting.
- Preliminary consensus was reached on including events sponsored by organizations specifically mentioned in the Comprehensive Plan, and not-for-profit groups.

5.2 Police Open House Participation

- The Committee will have a booth at the Open House on Sunday August 29th. There will be a computer to demonstrate both the website portal and Twitter. In addition, the Resident Brochure will be distributed.
- Pamela presented the final label design for the Coneflower Seed Packet give-away which she and Debbie Stone developed. The seed project came in at \$83.87, well under the approved amount. Members worked during the meeting to complete packaging the seeds. Debbie also printed two posters of the seed packet labels for display at the booth.
- Members volunteered for one-hour shifts at the Open House.

6. Adjournment

Given there was no other business, Linda Fox entertained a motion for dismissal at 7:20 p.m. **The next meeting is on Monday, September 20, 2010.** Motion to adjourn made by Mike Zachar and seconded by Pamela Cools.

Approved 4-0-0.

Meeting Adjourned

Respectfully submitted,

Pamela A. Cools
Recording Secretary