



Agenda
Village of Arlington Heights
Senior Citizens' Commission
Health & Human Services Conference Room, 33 S. AH Rd, 60005
Communications Sub-Committee
August 2, 2023
6:00 PM

I. CALL TO ORDER

- A. Pledge of Allegiance

II. ROLL CALL

III. APPROVAL OF MINUTES

- A. June 13, 2023 Minutes

IV. REPORTS

- A. Chairperson
- B. Senior Center Manager

V. OLD BUSINESS

VI. NEW BUSINESS

VII. OTHER BUSINESS

- A. Announcements/Correspondence

VIII. PUBLIC COMMENT

IX. ADJOURNMENT

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**Senior Citizens' Commission
8/2/2023**

Item: Minutes

Department: HHS

ATTACHMENTS:

Description

June 13, 2023 Minutes

Type

Minutes

Minutes
Village of Arlington Heights
Senior Citizens' Commission Communications Sub Committee
Health Office Conference Room
33 S. Arlington Heights Road, 60005
June 13, 2023
6 PM

I. CALL TO ORDER

Pledge of Allegiance

II. ROLL CALL

Present	Also Present	Absent
Sue Viecelli,	Tracey Colagrossi,	Roberta White
Chairperson	Liaison	
Tim Carter		

III. APPROVAL OF MINUTES

A. Minutes from May 10, 2023

**CHAIRPERSON MADE A MOTION TO APPROVE THE MINUTES AS PRESENTED
AND WAS SECONDED BY COMMISSIONER CARTER.**

IV. REPORTS

A. Chairperson's Report

A big picture question, is the Senior Citizen's Commission doing what it needs to be doing? Liaison Colagrossi advised that yes, the Commission is doing the work on Age-Friendly and perhaps more active than other commissions in the Village.

B. Manager's Report

Rebranding the Senior Center- Manager Colagrossi connected with the Northern Illinois University Center for Governmental Studies. We are waiting to hear back from there regarding cost.

Manager Colagrossi presented the timeline for the marketing plan for the Survey Launch for AARP. The time line:

June-August Build partnerships, collaborate with community organizations, senior Centers, retirement communities and local business to gain support in promoting the survey. Promotional article in the newsletter

Mid-September-Establish Media relations, contact local media outlets to discuss the survey's significance and generate media coverage, press release and media kits.

Early October-social media campaign; leverage social media platforms to raise awareness about the survey and encourage followers to participate and share link. Get mailing list for postcard distribution

Mid-October to November 15; Post cards sent, survey launch, data collections period, social media, press release, regular update

Late November-Early December; Survey closed. Data analysis conducted, Thank you Campaign.

January 2024- Commission to analyze the findings, compare results from 2019, create next steps.

Chairperson Viecegli asked if Manager Colagrossi could put the timeline in a visual format for the Commission to best understand. She also added that a goal of 1,000 respondents would be good target.

Postcards with the link or QR Code to complete the survey along with talking points of Age-Friendly Survey. How to create excitement around the survey itself around social media was discussed. The Village Logo is posted on the survey.

An incentive to filling out the survey was discussed. This will have to be revisited. Reaching out to the contacts in the neighboring senior living communities to promote the survey will take place. Or have Commissioners go to the various sites to collect data and coordinate with the residential communities.

Commissioner's Corner will highlight the progress of the survey in Sept/Oct; and updates in Nov/Dec issue.

Posters and marketing materials can be done in house to save on costs. Commissioner Carter asked if an email list could be purchased to target the population. Any postage promotion should be done in early October as mail service is slow and unreliable.

If the expense is in excess of the budget, the manager will inquire with the nonprofit corporation of the senior center to share the expense. Tracey will need to inquire to get the link.

V. OLD BUSINESS

No old business was discussed.

VI. NEW BUSINESS

No new business was discussed.

VII. OTHER BUSINESS

No other business was discussed.

VIII. ADJOURNMENT

**CHAIRPERSON VIECELLI MADE A MOTION TO ADJOURN THE MEETING AND
COMMISSIONER CARTER SECONDED THE MOTION. THE MEETING
ADJOURNED AT 6:30 PM.**