



AGENDA
Senior Citizens Commission
Commissions Room
Arlington Heights Village Hall, 33 S. Arlington Heights Rd., AH 60005
March 17, 2025
6:00 PM

- I. CALL TO ORDER
- II. ROLL CALL OF MEMBERS
- III. APPROVAL OF MINUTES
 - A. February 24, 2025, Minutes
- IV. REPORTS
 - A. Chairperson Report
 - B. Liaison Report
- V. OLD BUSINESS
- VI. NEW BUSINESS
- VII. OTHER BUSINESS
 - A. Announcements / Correspondence
- VIII. PUBLIC COMMENT

Anyone wishing to speak on a subject not on the Agenda may speak at this time. Please limit your comments to three minutes.

- IX. ADJOURNMENT

Persons with disabilities requiring auxiliary aids or services, such as an American Sign Language interpreter or written materials in accessible formats, should contact the Health & Human Services Department, at 33 S. Arlington Heights Road, Arlington Heights, IL 60005, healthmail@vah.com or 847/368-5760.

**Minutes
Village of Arlington Heights
Senior Citizens Commission
Commissions Room-33 S Arlington Heights Road, A.H. 60005
Commissions Sub-Committee
February 24, 2025
6 PM**

I. CALL TO ORDER

Chairperson Viecelli began the meeting with the Pledge of Allegiance.

II. ROLL CALL

Present

Tim Carter
Corinne Drew
Sue Viecelli, Chair
George Motto
Gary Wood
Fred Vogt
Ellyn Zimmerman

Also Present

Tracey Colagrossi, Liaison

Absent

III. APPROVAL OF MINUTES

Minutes of January 27, 2025

**CHAIRPERSON VIECELLI REQUESTED A MOTION TO APPROVE THE
MEETING MINUTES OF JANUARY 27, 2024. COMMISSIONER
MOTTO MADE A MOTION AND SECONDED BY COMMISSIONER
ZIMMERMAN. ALL WERE IN FAVOR AND THE MINUTES WERE
APPROVED.**

IV. REPORTS

Chairperson
Nothing to report.

Liaison Report

Liaison Colagrossi reviewed the draft of the 2025 Age-Friendly Marketing plan with the subcommittee. Many suggestions were made for content and consistency. A final draft will be reviewed at the March 17, 2025, meeting for approval to present to the rest of the commissioners.

V. OLD BUSINESS

The subcommittee discussed upcoming events to have an Age-Friendly presence from the commission. Quarterly "Roadshows", May Health and Fitness Day, June Expo, and farmers markets were suggested.

The discussion led to informational sheets that could be created for events such as Transportation, Affordable Housing and a general Age-Friendly sheet. The Liaison will create drafts for the subcommittee to review before distribution.

Social media metrics will be reported at every meeting. The Senior Center's social media page has 220 followers, 10,725 email subscribers and 396 home mailed newsletter subscribers.

VI. NEW BUSINESS

Commissioner Drew suggested that a calendar style marketing schedule would be helpful to visualize the marketing efforts for Age-Friendly.

VII. OTHER BUSINESS

Announcements/Correspondence

There were no announcements or correspondences.

VIII. PUBLIC COMMENT

There were no members of the public present for the meeting.

IX. ADJOURNMENT

CHAIRPERSON VIECELLI REQUESTED A MOTION TO ADJOURN.

COMMISSIONER DREW MADE A MOTION AND WAS SECONDED BY

**COMMISSIONER VOGT. ALL WERE IN FAVOR AND THE MEETING
CONCLUDED AT 6:41 PM.**

Village of Arlington Heights
Senior Citizens Commission



Marketing Plan



2025

Mission

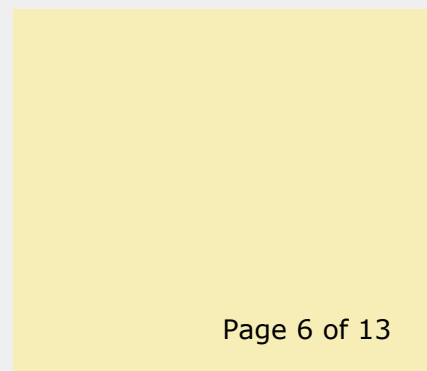
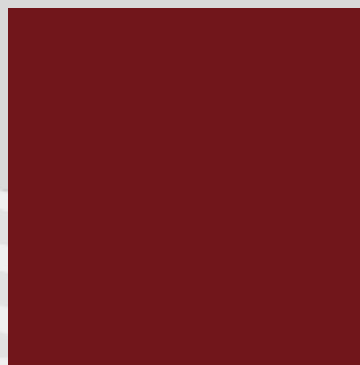
To provide leadership to advance an age-friendly community initiative based on the template developed by the World Health Organization and supported by AARP to ensure further that the Village of Arlington Heights is an excellent place to grow up and grow old.

Vision

- Our Village thrives
- when people of all ages actively participate in the community,
- have equitable access to opportunities,
- Everyone is treated with respect regardless of age or ability.

Values

- Respect
- Inclusion
- Enablement
- Equity and Diversity
- Generational Interdependence



Marketing Plan: Age-Friendly Arlington Heights 2025

Objective

To inform and engage residents, businesses, and local organizations about the Age-Friendly Arlington Heights initiative, highlighting its goals and encouraging community participation in making the village more inclusive and supportive for all ages.

Target Audiences

- Older Adults (55+)
- Families and caregivers with aging relatives
- Local businesses and service providers
- Community organizations and advocacy groups
- General Arlington Heights residents
- Village Government, local policymakers and government representatives



Key Messages

What is Age-Friendly Arlington Heights?

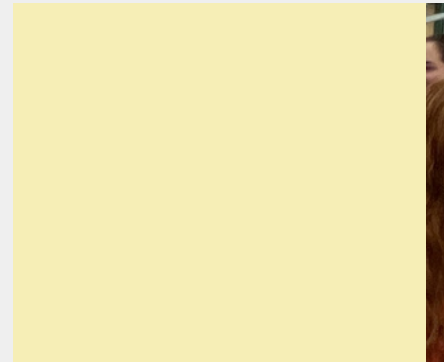
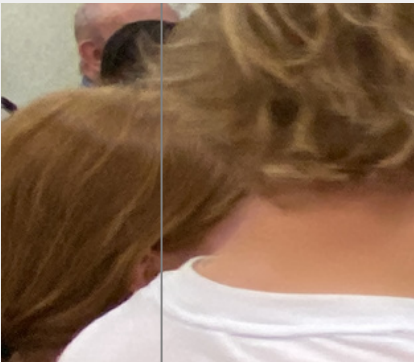
A community initiative aimed at enhancing quality of life by improving resources, accessibility, and inclusivity for all ages.

How Can You Help?

Attend Age-Friendly programs, provide feedback, volunteer, and advocate for age-friendly policies.

Why It Matters

We are building a community where everyone, regardless of age, can thrive, stay connected, and access the necessary resources.



Marketing Methods

1. Social Media Campaign

Platforms: Facebook, Constant Contact

Content Plan

- Bi-weekly posts highlighting age-friendly goals, local resources, and activities.
- Shareable infographics showcasing key statistics and tips for inclusivity. (Housing, Transportation).
- User-generated content: Encourage residents to share stories of inclusivity using a campaign hashtag (#AgeFriendlyAH).
- Boosted posts targeting different demographics to maximize reach.
- Q1, Q2, Q3, Q4

2. Newsletter (Live Well, Age Well)

Frequency: Every two months

Content Plan

- Updates on Age-Friendly initiative progress.
- Upcoming events and programs.
- Volunteer opportunities.
- Feature stories of Age-Friendly practices in action.
- Distribution: Email and printed versions are available at the Senior Center and library. Q1, Q2, Q3, Q4

3. Reports and Fact Sheets

Content Plan

- The annual "State of Age-Friendly Arlington Heights" report will include progress updates and future goals. Q4
- One-page fact sheets (Transportation, Housing Affordability) for easy distribution at events and meetings.
- Distribution: Online and at local events.

4. Community Meetings and Workshops

Purpose: Educate, gather feedback, and engage residents.

Format:

- Interactive workshops to identify barriers and solutions.
- Open forums with expert panels on all topics, i.e. housing, transportation, and health.
- Outreach events such as quarterly "Roadshows."
- Promotion: Advertised via all channels and through community partners. Q3, Q4

Implementation Timeline

Q1 2025

- Launch social media campaign and hashtag.
- Create One Page Fact Sheets.
- Participate in the Senior Center Roadshow Event.
- Talk to participants about Age-Friendly initiatives.
- Provide giveaways (bookmarks/magnets).

Q2 2025

- Continue with Social media promotion.
- Continue quarterly participation in Roadshows.

Q3 2025

- Complete and submit the Progress Report to AARP.
- Conduct mid-year community surveys to gather feedback.

Q4 2025

- Release a comprehensive report highlighting the year's successes.
- Promote reports with QR codes.
- Present findings at the Senior Center and other locations.

Q1 2026

- Establish a benchmark of awareness from 2025 efforts.



Metrics for Success

- Track and measure social media engagement likes, shares, comments, and hashtag usage for 2025 to establish benchmarks.
- Newsletter open rates on Constant Contact e-blasts and feedback received.
- Attendance at events and workshops.
- Increase in volunteer sign-ups and community participation.
- Survey results show improved awareness and perception of age-friendly initiatives.

Partnership Opportunities

- Collaborate with local schools and youth groups for intergenerational activities.
 - Continuing with the established relationships for Senior Center Programs: Kid Connections, Hersey High School, Vibe, SSCO, Camelot, Clearbrook, and Kirk School.
 - Expand on local school relationships through introductory meetings with school leadership and brainstorming for future endeavors.
- Partner with local businesses for sponsorships and promotions.
 - Age-Friendly Business Recognition?
- Engage faith-based and cultural organizations to broaden reach.
 - Distribute a one-page informational flyer in multiple languages in local churches and non-profit organizations.



Budget

Social media advertising:	\$300
Printing and distribution:	\$300
Event hosting:	\$250
Miscellaneous (e.g., workshops, materials):	<u>\$700</u>
	\$1,500

Conclusion

By utilizing diverse marketing channels and fostering strong community partnerships, the Age-Friendly Arlington Heights initiative can create a more inclusive and supportive environment, benefiting all residents and ensuring the Village is where everyone can age well.



