



AGENDA  
Senior Citizens Commission Communications Subcommittee  
Buechner Room  
Arlington Heights Village Hall  
33 S. Arlington Heights Rd., AH 60005  
May 18, 2026  
6:00 PM

- I. CALL TO ORDER
  - A. Pledge of Allegiance
- II. ROLL CALL OF MEMBERS
- III. APPROVAL OF MINUTES
  - A. April 16, 2026 Meeting 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

*The Village of Arlington Heights is committed to digital accessibility for all users. 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 — located at 33 S. Arlington Heights Road, Arlington Heights, IL 60005 — at 847-368-5760 or [ADA@vah.com](mailto:ADA@vah.com).*

**Minutes**  
**Village of Arlington Heights**  
**Senior Citizens Commission**  
**Commissions Room-33 S Arlington Heights Road, A.H. 60005**  
**Commissions Sub-Committee**  
**April 13, 2026**  
**6 PM**

**I. CALL TO ORDER**

Chairperson Viecelli began the meeting with the Pledge of Allegiance.

**II. ROLL CALL**

Present	Also Present	Absent
Fred Vogt		
Gary Wood	Tracey Colagrossi, Liaison	Tim Carter
Corinne Drew		
Sue Viecelli, Chair		
George Motto		
Ellyn Zimmerman		

**III. APPROVAL OF MINUTES**

Minutes of March 16, 2026

**CHAIRPERSON VIECELLI REQUESTED A MOTION TO APPROVE THE MEETING MINUTES OF MARCH 16, 2026. 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

Communications Metrics

- Facebook following is approaching 700 followers
- Engagement tracking includes:
- Email “heat map” analytics via Constant Contact
- Full report to be distributed following the meeting

Age-Friendly Presentation Updates

Draft PowerPoint presentation previously distributed to members

- Limited feedback received; revisions remain in progress
- Scheduled presentations:
- Board of Health – April 27

- Commission for Citizens with Disabilities – June

#### Discussion:

Members emphasized the importance of defining a clear objective and call to action for each presentation

#### Presentations should:

- Encourage collaboration across commissions
- Solicit feedback and ideas
- Avoid duplication of efforts

#### Messaging & Branding Discussion

- Ongoing discussion regarding clarity of “Age-Friendly” messaging
- Consideration of alternative framing (e.g., “livable communities for all”)

#### Potential outreach tools discussed:

- Public banners
- Community bulletin boards (Village Hall, library, local businesses)

#### Inter-Commission Collaboration

Subcommittee discussed tailoring presentations to align with each commission’s scope

#### Key engagement questions to include:

- How commissions communicate with older adults
- Opportunities to support Age-Friendly initiatives
- Identification of shared goals and partnership opportunities

#### ADA Accessibility Requirements

##### New federal guidance requires:

- Alternative text descriptions for social media images
- Accessible formatting for digital communications
- Implementation begins April 24
- Additional staff workload anticipated for compliance

#### Communications Operations

Monthly communication plan will be reviewed moving forward

Increased frequency of social media posting recommended

##### Current metrics:

- 100% increase in views over 30 days
- Continued growth in audience engagement

#### Additional Business

- Senior Expo will include vendors demonstrating communication technologies (e.g., subsidized phones)
- Schaumburg Township identified as a resource for assistive equipment demonstrations
- Members discussed importance of consistent reporting of communication metrics

**V. OLD BUSINESS**

No old business was discussed.

**VI. NEW BUSINESS**

Social media metrics will be added to the Liaison report monthly.

**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 ZIMMERMAN MADE A MOTION AND WAS SECONDED BY  
COMMISSIONER DREW. ALL WERE IN FAVOR AND THE MEETING  
CONCLUDED AT 6:48 PM.**