

**Minutes
Village of Arlington Heights
Senior Citizens' Commission
Kenneth Hood Committee Meeting
Arlington Heights Senior Center
Arlington Heights, IL 60005
Wednesday, April 1, 2026, at 3:30 pm**

I. Call to Order

Commissioner Vogt called the meeting to order

II. Roll Call

**Present
Gary Wood
George Motto
Fred Feldman
Sharon Adams
Fred Vogt**

**Also Present:
Tracey Colagrossi**

III. Approval of Minutes

The Commissioners reviewed the meeting minutes from June 30, 2025

COMMISSIONER VOGT REQUESTED A MOTION TO APPROVE THE MEETING MINUTES OF JUNE 30, 2025. COMMISSIONER ADAMS VOTED TO APPROVE AND WAS SECONDED BY COMMISSIONER WOOD. ALL WERE IN FAVOR AND THE MINUTES OF JUNE 30, 2025, WERE APPROVED.

IV. Reports

The committee reviewed the proposed 2026 Kenneth Hood Award guidelines.

Key Discussion Points:

- General agreement that last year's process was effective, though nomination volume (3 submissions) could be improved.
- Emphasis on increasing outreach and awareness to generate more nominations.

Marketing & Outreach Strategies

The committee discussed multiple strategies to increase visibility and participation:

- Expanded Outreach Efforts
- Request Village Trustees to announce the award at Board meetings
- Include a memo/letter in Board packets
- Increase visibility on:
 - Village website (more prominent placement)
 - Social media platforms
 - Local media outlets (e.g., Patch, Daily Herald)
 - Explore posting on local community platforms (e.g., neighborhood groups)
 - Community Partnerships Outreach to:
 - Churches and faith-based organizations
 - Township offices (Wheeling & Elk Grove)
- Other Village commissions (Disabilities, Housing, Youth)
- Utilize Health & Human Services liaison meetings for promotion

Branding & Naming Discussion

A significant discussion focused on improving clarity and recognition of the award.

- Approved Direction:
- Update name to emphasize volunteerism:
- “Kenneth Hood Senior Service Volunteer Award”
- Increase visibility of the word “Volunteer” (bold/emphasis in materials)
- Clarify that the award is:
- Administered by the Senior Citizens Commission
- Not limited to Senior Center participants

Nomination Process Improvements

Proposed Enhancements:

- Add option for anonymous nominations
- Simplify messaging:
- Emphasize that the application takes less than 5 minutes
- Ensure clarity on submission options:
- Paper form
- Online form
- QR code access
- Contact Information:
- Standardize phone number across all materials

Timeline & Deadlines

Final Decision:

- Nomination Deadline: June 1, 2026
- No extensions will be offered
- Key Timeline:
- Mailing begins: April 15, 2026
- Committee review: Mid-June
- Commission vote: July meeting
- Award announcement: July 31, 2026

Communications & Materials Updates

The committee reviewed draft materials and identified updates:

- Required Edits:
- Correct all dates to 2026
- Update deadline references to June 15
- Correct announcement date to July 31
- Ensure consistency across all documents
- Additional Enhancements:
- Include past award recipients (suggested as bullet points)
- Simplify messaging for clarity and impact
- Strengthen “call to action” language

Outreach Execution Plan

Pre-Mailing Preparation:

Volunteers will:

- Contact organizations to confirm current contact persons
- Update mailing/email lists accordingly
- Follow-Up Strategy:
- Email follow-up after mailing

- Optional phone outreach to key organizations

Additional Discussion Points

- Encourage nominations beyond Senior Center-affiliated individuals
- Reinforce eligibility criteria (must be volunteer based, not paid roles)
- Consider messaging that broadens nominee pool (including youth volunteers)

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. Public Comment

No members of the public attended.

IX. Adjournment

COMMISSIONER VOGT REQUESTED A MOTION TO ADJOURN.

**COMMISSIONER FELDMAN MADE THE MOTION AND WAS SECONDED BY
COMMISSIONER MOTTO. ALLWERE IN FAVOR AND THE MEETING
CONCLUDED AT 4:32 PM.**