

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.**