

Minutes
Village of Arlington Heights
Senior Citizens Commission
Commissions Room-33 S Arlington Heights Road, A.H. 60005
Commissions Sub-Committee
May 18, 2026
6 PM

I. CALL TO ORDER

Chairperson Vogt began the meeting with the Pledge of Allegiance at 6 pm.

II. ROLL CALL

Present

Ellyn Zimmerman
Tim Carter
Fred Vogt
George Motto
Sue **Viecelli**
Corinne Drew

Also Present

Tracey Colagrossi, Liaison

Absent

III. APPROVAL OF MINUTES

Minutes of April 13, 2026

CHAIRPERSON Viecelli REQUESTED A MOTION TO APPROVE THE MEETING MINUTES OF APRIL 13, 2026. COMMISSIONER VOGT MADE A MOTION AND SECONDED BY COMMISSIONER DREW. ALL WERE IN FAVOR AND THE MINUTES OF APRIL 23, 2026, WERE APPROVED.

IV. REPORTS

Chairperson

Chairperson Viecelli t had nothing to report.

Liaison Report

Tracey Colagrossi presented communications and outreach metrics from April 16 through May 2026, including:

- Facebook engagement increased by 12.7%.
- The Senior Center Facebook page reached approximately 770 followers.
- The page gained 41 new followers during the reporting period.
- Content interactions totaled 356 engagements.

- E-blast open rates averaged 54.1%.
- Increased click activity was noted when the digital newsletter was distributed.
- Staff continue monitoring “heat map” analytics to better understand where recipients engage within e-blasts and newsletters.

Upcoming outreach and volunteer opportunities were reviewed:

- National Senior Health and Fitness Day – May 27, 2026
- Volunteer Recognition Event – June 9, 2026
- Live Well, Age Well Expo – June 18, 2026

V. OLD BUSINESS

Communication and Outreach Plan Review

The Subcommittee reviewed progress on the Communications Action Plan and discussed several initiatives:

- Translated brochures and outreach materials have been completed and distributed electronically to community organizations and faith-based groups.
- Website translation capabilities continue to be explored through the Village’s website vendor.
- Commissioners discussed the need for additional follow-up with organizations receiving outreach materials to determine whether information is being shared within their communities.
- Staff will explore utilizing volunteers to assist with follow-up calls and outreach tracking.

Community Outreach Efforts

The Subcommittee confirmed that outreach activities continue throughout the year, including participation in:

- Health fairs
- Community events
- National Senior Health and Fitness Day
- Regional outreach opportunities in surrounding communities
- Staff agreed to provide a future detailed report listing outreach events and locations.

Printed Materials Distribution

The Commission discussed distributing newsletters and materials to township offices and potentially expanding outreach to local clinics serving older adults.

Marketing and Awareness Strategies

Discussion included:

- Use of digital marquees and bulletin boards for Senior Center promotion
- Utilizing the Arlington Heights train station bulletin board for event promotion
- Increasing visibility of Senior Center tours and tracking tour participation outcomes
- Creating follow-up surveys for tour participants
- Expanding physical flyer distribution throughout the community

- Commissioners also discussed encouraging commissioners and volunteers to serve as “ambassadors” by sharing Senior Center materials through their churches, organizations, and community networks.
- Video and Digital Media Initiatives

Staff reported ongoing work on short promotional videos and multilingual captioning projects. Additional improvements and expanded footage are being explored.

Intergovernmental and Commission Communication

The Subcommittee discussed the importance of improving communication among Village boards and commissions.

Topics included:

- Shared community priorities such as accessibility, pedestrian infrastructure, handicap parking, mental health, transportation, and aging-related concerns
- The need for stronger coordination between commissions
- Possibilities for quarterly liaison meetings or inter-commission information sharing

Staff noted that the Village is currently evaluating strategies to strengthen board and commission communication as part of the Village business plan priorities.

VI. NEW BUSINESS

No new business was discussed.

VII. OTHER BUSINESS

No other business was discussed.

VIII. PUBLIC COMMENT

No members of the public were present.

IX. ADJOURNMENT

CHAIRPERSON Viecelli REQUESTED A MOTION TO AJDOURN. COMMISSIONER CARTER MADE THE MOTION AND WAS SECONDED BY COMMISSIONER ZIMMERMAN. THE MEEDING ADJOURNED AT 6:55 PM.