



AGENDA

Senior Citizens Commission Communications Subcommittee
Commissions Room
Arlington Heights Village Hall
33 S. Arlington Heights Rd., AH 60005
July 20, 2026
6:00 PM

- I. CALL TO ORDER
 - A. Pledge of Allegiance
- II. ROLL CALL OF MEMBERS
- III. APPROVAL OF MINUTES
 - A. June 15, 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

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Minutes
Village of Arlington Heights
Senior Citizens Commission
Commissions Room-33 S Arlington Heights Road, A.H. 60005
Commissions Sub-Committee
June 15, 2026
6 PM

I. CALL TO ORDER

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

II. ROLL CALL

Present

Sue Viecegli

Tim Carter

Ellyn Zimmerman

Fred Vogt

Also Present

Tracey Colagrossi, Liaison

Absent

George Motto

Corinne Drew

III. APPROVAL OF MINUTES

Minutes of May 18, 2026

CHAIRPERSON VIECELLI REQUESTED A MOTION TO APPROVE THE MEETING MINUTES OF MAY 18, 2026. COMMISSIONER ZIMMERMAN MADE A MOTION AND SECONDED BY COMMISSIONER CARTER. ALL WERE IN FAVOR AND THE MINUTES OF MAY 18, 2026, WERE APPROVED.

IV. REPORTS

Chairperson

Chairperson Viecegli had nothing to report.

Liaison Report

Communications and Marketing Update

Staff provided updates on communication and outreach efforts:

- Facebook followers increased to approximately 718 followers.
- Recent social media analytics were reviewed.
- High-performing content included:
 - Kenneth Hood Award announcements
 - Senior Center menu posts
 - Program-related content

Email Marketing

Two Constant Contact email campaigns were distributed since the previous meeting:

1. Memorial Day Weekend Communication
 - Included holiday closures, National Senior Health & Fitness Day, and program information.

- Sent to approximately 8,614 subscribers.
- Open rate approximately 31%.

2. June Program Highlights

- Featured Blooms and Blossoms, Chinese Painting Demonstration, and other June activities.
- Sent to approximately 8,610 subscribers.
- Open rate approximately 31%.

The next email communication is scheduled for the week of June 16 and will feature:

- July/August newsletter
- Live Well, Age Well Expo
- Featured programs and events
- Upcoming entertainment offerings
- Committee members discussed making the marketing plan a standing monthly agenda item and reviewing completed activities, upcoming communications, and progress toward marketing objectives.

V. OLD BUSINESS

No old business was discussed.

VI. NEW BUSINESS

Live Well, Age Well Expo

Staff provided an update on the upcoming Live Well, Age Well Expo.

Commission members discussed:

- Staffing the Senior Citizens Commission table.
- Distributing bookmarks, magnets, transportation information, and Age-Friendly materials.
- Opportunities for commission member participation during the event.

Community Outreach Events

Staff reported on several outreach opportunities:

- **Fleetwood Mac Tribute Concert**
 - The Senior Center had planned to participate with Endeavor Health at the concert; however, the event was canceled due to weather. If rescheduled, participation will be reconsidered.
- **Vintage Car Show**
 - Scheduled for August 22, 2026.
 - Hosted by Arlington Heights Senior Center, Inc. as a fundraising event.
 - Opportunity for commission outreach and information sharing.
- **Pickleball Tournament**
 - Scheduled for September 17, 2026.
 - Committee discussed including Senior Center and Age-Friendly materials in participant swag bags rather than staffing a booth.
- **Alzheimer's Association Walk**
 - Scheduled for September 27, 2026, at Busse Woods.

- Staff discussed forming a Senior Center team.
- Committee members expressed interest in participation and promoting brain health initiatives connected to the Senior Center's dementia risk reduction efforts.
- **Farmers Market Outreach**
 - The committee discussed the possibility of participating in a future Arlington Heights Farmers Market as an Age-Friendly outreach opportunity.
 - Discussion included:
 - Timing participation later in the season when attendance and produce availability are higher.
 - Promoting upcoming Senior Center events and the electronic newsletter.
 - Utilizing postcards with QR codes linking directly to the Senior Center newsletter and website.

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 6:42 PM.