



AGENDA

Senior Citizens Commission Communications Subcommittee
Commissions Room
Arlington Heights Village Hall
33 S. Arlington Heights Rd., AH 60005
August 17, 2026
6:00 PM

- I. CALL TO ORDER
 - A. Pledge of Allegiance
- II. ROLL CALL OF MEMBERS
- III. APPROVAL OF MINUTES
 - A. July 22, 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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**Senior Citizens Commission
Communications Subcommittee Meeting Minutes
July 20, 2026
6:00 p.m.
Arlington Heights Village Hall
33 S Arlington Heights Road, Commission Room**

I. CALL TO ORDER

Chair Susan Viecegli called the meeting to order at 6:00 p.m.
The Pledge of Allegiance was recited.

II. ROLL CALL

Present:

Sue Viecegli, Chair
Corinne Drew
Fred Vogt
Ellyn Zimmerman
George Motto

Also Present:

Tracey Colagrossi, Liaison

Not Present:

Tim Carter
Gary Wood

III. APPROVAL OF MINUTES

The minutes of the previous Communications Subcommittee meeting were reviewed.
Corrections included:

Changing "Communications Commission Subcommittee" to Communications Subcommittee.

Correcting spelling and typographical errors, including the final line of the minutes.

CHAIRPERSON VIECELLI REQUESTED A MOTION TO APPROVE THE MEETING MINUTES FROM JUNE 22, 2026. COMMISSIONER ZIMMERMAN MADE THE MOTION AND WAS SECONDED BY COMMISSIONER DREW. ALL WERE IN FAVOR AND THE MINUTES OF JUNE 22, 2026, WERE APPROVED.

IV. REPORTS

Chairperson Viecegli had nothing to report.

Staff Report:

July Marketing Plan

- Staff reviewed the July communications strategy, which focuses on:
- Social wellness and inclusion.
- Intergenerational programming.
- Participation opportunities at the Senior Center.

Highlights include promoting the ongoing Teen Table Talks, where local students visit the Senior Center several mornings each week to engage with participants through conversation, technology assistance, and informal social interaction.

Marketing efforts will also feature:

- Photos of participants enjoying classes and social activities.

- Friendship Day (July 30).
- Holiday closure announcements.
- Recognition of the 2026 Kenneth Hood Award recipients.

Photography Policy

Members discussed photography practices at the Senior Center.

Staff explained that:

- Participants sign a photo release as part of the Senior Center registration/key tag process.
- Staff always advise participants when photographs are being taken and respect anyone who prefers not to be photographed.
- Photography is intended to highlight programs while maintaining participant comfort and privacy.

Attendance Tracking

Staff explained the Senior Center key tag system and participant check-in process.

The discussion included:

- The value of collecting accurate attendance data.
- How attendance information supports program evaluation, emergency preparedness, and future planning.
- Backup attendance systems used by instructors and partner agencies.

Members agreed that encouraging participants to check in provides more reliable participation data.

Communications & Outreach

Farmers Market Coupon Program

Staff reported on the successful promotion of the Illinois Senior Farmers Market Nutrition Program.

Highlights included:

- Distribution of all 100 available coupon booklets.
- Marketing through the website, e-blasts, and Facebook.
- Significant participation from first-time visitors and residents whose primary language is not English.
- Continued collaboration with the Arlington Heights Farmers Market to pursue future certification as an eligible Farmers Market Nutrition Program location.

August Marketing Plan

Upcoming August communications will focus on:

- Transportation resources.
- Balance and fall prevention.
- Vision and eye health.
- Arlington Heights Memorial Library's 100th anniversary celebration.
- National Book Lovers Day.
- National Vinyl Record Day.
- National Nonprofit Day.
- National Senior Citizens Day.
- Ice Cream Social promotion.

Members also discussed ideas for recognizing National Senior Citizens Day, including:

- Highlighting active older adults in the community.
- Sharing volunteer stories.

- Promoting the impact of the Senior Center and older adults throughout Arlington Heights.
- Providing social media content to the Village highlighting Senior Citizens Day.
- Staff welcomed additional ideas from committee members.

Communications Metrics

Staff reviewed current communications analytics.

Facebook

- Recent performance showed continued growth, including:
- Increased page views.
- Growth in followers.
- Higher engagement through reactions and interactions.
- Approximately 766 followers at the time of the meeting.

E-mail Marketing

Staff reviewed Constant Contact statistics, including:

- Growth in the email database.
- Open rates.
- Click-through rates.
- Bounce rates.
- Unsubscribe activity.

Staff explained how new email subscribers are added through:

- Website requests.
- Community events.
- Senior Center registration.
- Program Participation Data

Staff presented updated six-month comparisons between 2025 and 2026 demonstrating continued growth, including:

- Increased participant registrations.
- Growth in new participants.
- Higher attendance at Village programs.
- Increased overall participation across all partner agencies.
- Continued growth in volunteer involvement.

Members noted that these data will be valuable in supporting future renovation planning and demonstrating continued demand for Senior Center services.

Staff also expressed interest in developing more comprehensive demographic information by collaborating with partner agencies to better understand overall community participation while minimizing duplicate counts.

Future Data Requests

Members requested additional information that may be useful in future reports, including:

- Demographic trends.
- Utilization of individual program areas, such as the Fitness Center.
- Capacity and space utilization data to support future renovation discussions.

- Additional scientific measures of facility utilization.

Staff agreed to explore these opportunities as part of future reporting.

Discussion

Additional discussion included:

- The continued success of Gerry's Café pop-up service and future food service possibilities.
- Opportunities for additional food vendors or food trucks.
- Positive community feedback regarding the Senior Center, particularly from residents of neighboring communities who lack similar facilities.

V. OLD BUSINESS

Live Well, Age Well Expo

Staff briefly reported that the 2026 Live Well, Age Well Expo was highly successful, with approximately 250 lunches served and strong attendance throughout the event. A more detailed review will be presented at a future meeting.

VI. ADJOURNMENT

There being no further business, the meeting adjourned at approximately 6:46 p.m.

CHAIRPERSON VIECELLI REQUESTED A MOTION TO ADJOURN. COMMISSIONER VOGT MADE THE MOTION AND WAS SECONDED BY COMMISSIONER MOTTO. ALL WERE IN FAVOR AND THE MEETING CONCLUDED AT 6:45 PM.