

**Minutes of the
Public Relations Committee Meeting
Of
January 31, 2013**

Attendees:

Mayor John Hucker

Jon Kindseth – Administrative Services Director

Tracy Miracle – Administrative Coordinator

Trustee Regina Miller - Chairperson

Trustee Don Jensen - Member

Trustee Richard Gust - Member

Ken Marabella - Consultant

Roll call was taken and the meeting brought to order at 6:02 p.m.

Chairperson Miller opened the meeting by asking for a Motion to approve the minutes from the December 12, 2012 Public Relations Committee Meeting. Member Jensen motioned to approve. Member Gust seconded the motion.

Chairperson Miller welcomed Diane Cleaver from Cleaver consulting. Diane presented three different versions for the new website. Several options were discussed including the following: every page should have contact info, facebook and twitter links, one tool bar instead of two. Notifications could be below, with a sidebar to include other information. Contact information should be located on the bottom of each page. It was suggested for a different picture to be on each page and may want to include faded background with pictures as shown on the Lake Bluff website. The color scheme of option one was a favorite, which included forest green and tan colors. Jon suggested placing the Village logo in the middle, on top of the page with pictures on either side as well as changing one of the main links from "Explore Beach Park" to "Visitors". Diane suggests a Village Hall picture along with some sort of graphic on top of the webpage. Trustee Jensen stated that ease of navigation is important. Diane will come up with two options, combining the suggestions from the Committee and submit them to Tracy by Tuesday. Diane stated that content will conform to mobile phones and be displayed vertically. Tracy and Diane will coordinate training to take place by the third week of February.

Jon passed out a timeline of how residents will be notified that Electrical Aggregation will be on the April 9, 2013 ballot. There will be an FAQ on the Village website, informational handouts, and press releases. There will also be notifications in the Spring newsletter, on the Village utility bill, and Village Hall sign. Jon will have a large display in the lobby that will include our Village webpage address for FAQ's. Joint negotiations with other communities would take place after the referendum vote, if we choose to go that route.

Meeting was adjourned at 7:03pm

Next Public Relations Committee Meeting: TBD