



Village of Hampshire
Public Relations Committee Meeting
Thursday, January 27, 2022 - 6:30 PM
Hampshire Village Hall – 234 S. State Street

MINUTES

1. Called to Order at 6:34pm
2. Roll Call to establish quorum - present are: Heather Fodor, Aaron Kelly, Lionel Mott. Quorum established. Also in attendance: Jay Hedges, Mike Reid, Trustee Pollastrini, Mr Scott Isaacs, Mr Frank Lustan
3. Approval of Minutes from 7 December 2021 – motion to approve by Trustee Mott, second by Trustee Kelly. Motion approved 3-0.
4. The committee entertained a presentation from Mr Scott Isaacs and Mr Frank Lustan from Tyler Tech. They introduced their product “My Civic” for the committee to preview in our search for a digital tool to communicate with residents in real time. They presented many useful features their product offers.
5. Canadian Pacific Railroad acquisition – Mr Hedges asked that the committee devise communication to residents regarding the upcoming rail changes. Committee decided that communication should be a factual social media post, followed up with an article in the upcoming newsletter. The goal is to get information to residents so they have the facts and have time to ask questions and/or comment on the official comment site.
6. Old Business – Motion to table old business was made by Trustee Kelly, seconded by Trustee Mott. Motion passed 3-0.
7. Budget Requests – Committee moved to support a request to the full board to consider funding these priorities from the PR committee. Committee will need to present rationale for this request to Budget Committee and to the full board.

Newsletter publication and mailing	6 times per year at \$1500 per issue	\$ 9,000
Community events		\$ 1,000
Intern for PR and Marketing		\$12,000
TOTAL		\$22,000

8. Newsletter topics – The committee brainstormed a list of important topics to be included in the March edition of the newsletter. The list included:
 - a. The CP merger
 - b. Community calendar
 - c. New businesses in town (including the Rep offices and Iron Wok)
 - d. A special call-out to HFPD and HPD as well as a memorium regarding the explosion on Jan 21

- e. COVID testing sites, vaccination sites, and N95 mask availability
- f. “Did you know?” section: Spring cleanup should wait until daytime temps are in the 50’s for a solid week to help the pollinators who might have sheltered in the stems over the winter.

9. Announcements – none

10. Motion to adjourn from Trustee Mott, seconded by Trustee Kelly. Motion passed 3-0. Meeting adjourned at 8:37 pm.

Respectfully submitted,

Heather Fodor, chair

Attendance: By Public Act 101-0640, all public meetings and public hearings for essential governmental services may be held by video or tele conference during a public health disaster, provided there is an accommodation for the public to participate, and submit questions and comments prior to meeting. If you would like to attend this meeting by Video or Tele Conference, you must e-mail the Village Clerk with your request no later than noon (12 PM) two days prior to the meeting, and a link to participate will be sent to your e-mail address the day of the meeting, including all exhibits and other documents (the packet) to be considered at the meeting.

Recording: Please note that all meetings held by videoconference will be recorded, and the recordings will be made public. While State Law does not required consent, by requesting an invitation, joining the meeting by link or streaming, all participants acknowledge and consent to their image and voice being recorded and made available for public viewing.

Accommodations: The Village of Hampshire, in compliance with the Americans With Disabilities Act, requests that persons with disabilities, who require certain accommodations to allow them to observe and/or participate in the meeting(s) or have questions about the accessibility of the meeting(s) or facilities, contact the Village at 847-683-2181 to allow the Village to make reasonable accommodations for these persons.