



Board of Commissioners  
Marketing Committee Meeting Minutes  
February 5, 2025

Meeting Opened at 6:05pm.

Commissioner Attendees: Laura Stawicki.

Absent: Carrie Sharma

Other Attendees: Andy Biesterfeld (Interim Director), Jordan Desiderio (Marketing Supervisor)

#### Conference Follow-Up

- Overall conference this past year was a great experience. Lots of great ideas for social media campaigns and information on communicating marketing reports with the board
- Hoping to enter in the Agency Showcase next year. Starting to plan already.

#### E-Program Guide

- Currently doing 6 guides a year and looking to go back down to 3 guides by the end of this year.
- Looking to create a printed "sample" or "preview" of the e-guides to get more information to our community in their mail. Looking into having park pals sponsor the preview, giving them more exposure

#### Marketing Plan

- Currently creating a marketing plan. As the department continues to grow, a marketing plan will help build direction and focus, keep consistency, track performance and success, support decision making and more.

#### Logo Updates

- Currently getting new stickers/magnets made for the park district trucks as well as updating the panel located on the electric sign out front of 737

#### Marketing Reports

- I created a flyer that gives insights into different parts of the marketing department. I plan on creating something like this every month to give the board and keep in communication with the department.

#### New Sponsorship Options

- Working with Jamie on updating the media kit to better fit our community needs. The idea is to update the media kit every year. This year we will be going from 2 event sponsors to 3. We will be removing the quarter ad in our e-program guide ( didn't get any interest) and only offering half pages and full pages at an annual price. ( single issues didn't get any interest)

Meeting Adjourned at 6:45 pm.

Submitted by:  
Jordan Desiderio,  
Marketing Supervisor

Laura Staudt  
President

J. Smith  
Secretary

2-19-25  
Date Approved