



Crete Park District
Marketing Committee Minutes
February 4, 2026

The Marketing Committee Meeting was called to order at 6:05 pm on February 4, 2026 at the Administrative Center, 737 W. Exchange Street, Crete, Illinois.

Pledge of Allegiance

Commissioners Present: June Shy

Others Present: Janel Geary, Superintendent of Recreation, Angela Webster, Marketing Supervisor.

Department Direction and Strategic Plan Alignment

Direction:

- Purpose of the marketing department is to increase awareness, participation and community pride in Crete Park District programs, events, facilities and partnerships while supporting district goals and mission in a fiscally responsible way.
- Primary focus:
 - Program and Event Promotion
 - Community Engagement and Trust
 - Brand Consistency and Visibility
 - Revenue Support through registrations, rentals and sponsorships
 - Collaborations through local partnerships

Current Plans

- Social media
 - Safety Sundays
 - Employee Spotlights
 - Maintenance work highlights
- Program and Media Collection (photos and videos)
- Welcome to Crete Postcards
- Community Engagement

Communication

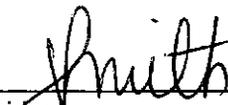
- Marketing Meetings every other week
- Monthly Community Marketing Meetings
- SSPPA Marketing Committee Meetings/General Meetings.
- **Presentation of Financial Reports**

The meeting was adjourned at 6:35 pm.

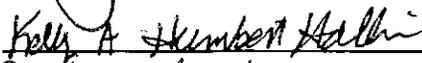
Submitted by;

Janel Geary, CPRP

Superintendent of Recreation



President



Secretary

2/18/26

Date Approved