



MARKETING AND COMMUNICATIONS COMMITTEE MEETING
7 p.m.
Tuesday, January 15, 2013

AGENDA

1. Call to Order
2. Roll Call
3. Approval of Meeting Minutes . July 31, 2012
4. Matters from the Public
5. Discussion of Results of Brochure Print Bid
6. Discussion of Web Space/Transparency/Update
7. Other Business
8. Adjourn

TO BE HELD AT 999 GREEN BAY ROAD

DRAFT

**GLENCOE PARK DISTRICT
999 Green Bay Road
Glencoe, Illinois 60022**

**MARKETING AND COMMUNICATIONS COMMITTEE
7 p.m.
Tuesday, July 31, 2012**

Roll Call. The meeting was called to order at 7:25 p.m. Present were Committee members Hilary Lee (Chair), Bob Kimble, and Andre Lerman. Also present were President Max Retsky and Vice President Trent Cornell. Staff present included Interim Executive Director/Secretary Steve Nagle, Director of Finance/Human Resources Carol Mensinger, and Director of Recreation Cheryl DeClerck.

Also in attendance was Irv Leavitt, Pioneer Press reporter.

Matters from the Public There was no one present wishing to address the Committee.

Other Business Commissioner Kimble moved to approve the minutes of the January 16, 2012 meeting. Commissioner Lerman seconded the motion. The result of a roll call vote follows:

AYES: Lerman, Kimble
NAYS: None
ABSTAIN: Lee

Adjourn With no further business, the meeting adjourned at 7:27 p.m. on a motion from Commissioner Lee and a second from Commissioner Kimble.

Respectfully submitted,

Steven T. Nagle
Secretary



To: Marketing and Communications Committee
(Hilary Lee, Bob Kimble, Trent Cornell)

Date: January 11, 2013

From: Sandra LoCascio, Manager of Marketing and Communications

cc: Board of Park Commissioners
Commissioner Designees Steve Gaines and Seth Palatnik
Steve Nagle, Interim Executive Director

SUBJECT: MARKETING AND COMMUNICATIONS COMMITTEE

Discussion of Results of Brochure Print Bid

On January 9, 2013, bids for Glencoe Park District's FY 2013-2014 printing needs were opened and recorded at 2:00 p.m. Five printers submitted bids for consideration. We requested an additional year two bid for FY 2014-2015 (to be continued at the Park District's discretion), in an effort to solidify a longer-term relationship with a printer.

FY 2013-2014 BID SUMMARY

<i>Company</i>	<i>City, State</i>	<i>Bid Amount</i>	<i>Comments</i>
Creekside Printing	Elgin, IL	\$17,266.00 \$17,611.00 (year 2)	Our printer in 2012; great experience
Haag Press	Elgin, IL	\$17,654.00 \$17,654.00 (year 2)	Samples included but no reference list
John Swift Co.	Buffalo Grove, IL	\$22,627.00 \$22,627.00 (year 2)	
Mignone Communications, Inc.	Huntington, IN	\$26,420.00 \$27,210.00 (year 2)	
Paulson Press	Elk Grove Village, IL	\$19,550.00 \$19,550.00 (year 2)	

Staff Recommendation

It is recommended that the Committee recommend to the Board to award the FY 2013-2014 Printing Bid to Creekside Printing for the cost of \$17,226.00 and FY 2014-2015 cost of \$17,611, based on its qualified bid, outstanding references, continued high caliber of performance. and similar work with 11 other Illinois Park Districts. Staff has worked with Creekside for the past four years and has had an excellent experience. They have consistently hit delivery deadlines, many times with shortened notice.

Discussion of Web Space/Transparency/Update

As board packets and audio files continue to expand, staff has identified technical issues with file size and website storage capacity. We have exceeded the amount of space currently allocated to us in our hosting agreement. The current plan charges \$75 per month. Should we be asked to move into the next category, the price would jump to \$125 per month, granting more storage capacity, more user accounts, and more domain names. As an alternate option, we could choose to add on more space for \$5/GB per month.

We currently do not have a defined policy for the duration of our posted documents. To compare procedures, I spoke with Margie Ziegler in the Village Manager's office at the Village of Glencoe. She said the Village posts agendas, some packet material, minutes, and financial reports to their website in PDF format. (They previously posted resolutions and ordinances as well, but those documents have not been kept up to date.) Their documents date back to 2006, which was the inception of their website. They do not have a policy for posting material and will continue to post until they run out of storage space. Their documents are primarily black and white text, and therefore are much smaller in size than the Park District's documents. They use Adobe Acrobat Pro to reduce the file size, which we also utilize.

Staff Recommendation

1. Post Audio Files on YouTube

To reduce storage space used, staff is recommending that we begin to post audio clips on YouTube and link them on our website. This will allow for less space usage on our web host's server, and also make the audio available and searchable in another realm of the Internet.

2. Remove Older Documents from Website

Staff is also recommending we remove older items from the website and stipulate that they are available by request. The board can determine official time duration; however, I have made some suggestions below. [Please note: these suggestions follow and exceed the duration specified in the Illinois Policy Institute's Web Posting Requirements for notices, agendas and minutes].

- 1. Meeting Notices/Agendas/Minutes/Audio:** post for 12 months
- 2. Resolutions/Ordinances:** post past 2 years
- 3. Bid Requests/Awards:** post for no more than 3 months after project/bid completion
- 4. Facility Reports:** post for current fiscal year
- 5. Financial Documents:** post past five years

3. ELC & Children's Circle Companion Microsites (\$4,800 each): Neither of our preschool programs has a great deal of representation on the Internet, therefore we can create standalone companion websites with separate domains to increase our exposure. The sites would include minor design variations and integrated calendars. The microsite will have the ability to reuse content from the www.glencoeParkDistrict.com (parent) website as needed as well as maintain its own unique content and pages.

4. Intranet (cost not yet determined): One option to consider for the future is an Intranet feature, which would give GPD employees access to personnel manuals and other documents through a login.

Recommendations

Funds are available in the marketing budget to complete item #1 and #2 within the current fiscal year. Color changes for each season would be a subtle way to freshen the look of the site more frequently. Additionally, the web application update would improve user access to CMS management.

Item #3 should be considered for next fiscal year. Children's Circle and ELC are two of our strongest programs, and with their own microsites, they can be fully accessible online to new parents searching for Glencoe preschools.

Item #4 is something that can be considered for the future if the Board and staff feel it is something worthwhile to explore. Accuraty has a variety of Intranet features available, such as job listings, instant messaging, video conferencing, events calendar, messaging/forums, advanced forms, etc.