

**MINUTES OF THE PUBLIC RELATIONS COMMITTEE
OF THE BOARD OF COMMISSIONERS
OF THE PARK DISTRICT OF LA GRANGE, ILLINOIS
HELD AT THE ADMINISTRATIVE OFFICES
536 EAST AVENUE, LA GRANGE, ILLINOIS**

NOVEMBER 21, 2011

PRESENT: Commissioner Kelpsas
STAFF PRESENT: Executive Director Dean Bissias
OTHERS PRESENT: Committee Member David Wilkinson

The meeting started at 9:05am. The meeting ended at 10:15am.

Distinction (repeated from Nov. 10th, 2011 minutes)

- **Marketing** Initiatives
...focus on driving attendance
- **Public Relations** Initiatives
...focus on conveying achievements to the constituency of PDLG

I) We prioritized agenda items for Executive Director Bissias so that his items could be executed at the start of the meeting.

II) We discussed the likely need for a News Release about the Park District's receptivity and future expectations for the B.A.S.E. program.

The committee comprehensively considered the Park District's possibility of operating the B.A.S.E. program.

III) We started our validation process, agreed at the 10/27/2011 meeting:
For B.A.S.E., should we determine & validate a News Release?

(process steps "are in quotes")

1. **"P/R Committee considers from various sources ideas for a press release."**

a. **B.A.S.E.**

The committee discussed the message that would convey achievements by the Park District.

- i. "No changes"
- ii. There's no "mold" that aids in comparisons with other programs
- iii. Non-B.A.S.E., La Grange tax-payers may have questions and a need for clarity

b. **B.A.S.E.**

The committee discussed previous messages conveyed in public
The committee reviewed the elements of the B.A.S.E. program and how it is being planned to run by the Park District.
The committee reviewed likely examples of successful Park District administration of other before-and-after school programs.

2. **“Committee analyzes idea to include the following:”**

a. “Topicality: e.g. Is it tax-time? Election time? New recreation program guide coming? Minor/major park overhaul?”

B.A.S.E. Not yet topical. The School District 102 has not yet made the formal offer for the Park District of La Grange to run the program.

b. “Timeliness: e.g. Upcoming Board Meeting? Is there a significant change in direction, policy, operations of some aspect of PDLG?”

B.A.S.E. Yes timely. The School District 102 has not yet made the formal offer for the Park District of La Grange to run the program.

c. “Newsworthiness: The Committee will weigh the news value and follow a standard of news values and impart messages that should be conveyed to the constituency.”

B.A.S.E. Yes newsworthy. The amount of attention and recent news story

3. **“Committee decides to recommend News Release or Media Advisory”**

B.A.S.E. No. The committee does not recommend a News Release.

B.A.S.E. Likely.

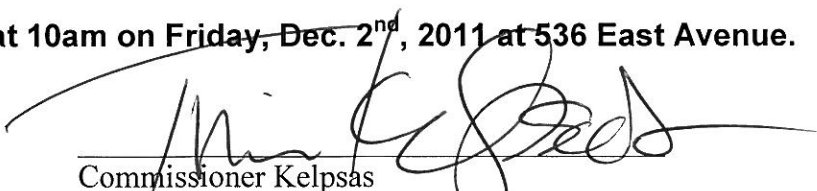
We are likely to recommend a Media Advisory prior to the Dec. 12th Board Meeting of the Park District of La Grange to highlight B.A.S.E. and the Park District.


4. **“Board President: approves recommendation”**

B.A.S.E. Not requested at this time.

IV) We agreed our committee would attend the School District 102 Parent Meeting on Thursday, December 1st at Park Jr. High (Exec. Director Bissias already is attending).

V) We agreed our next meeting at 10am on Friday, Dec. 2nd, 2011 at 536 East Avenue.


Commissioner Kelpsas
Public Relations Committee Chairperson


Dean Bissias, Secretary

Approved 12/12/2011