

**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**

DECEMBER 9, 2011

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

The meeting started at 10:05am. The meeting ended at 11:41am.

Please note our Committee's 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) SD 102 meeting:

We discussed last night's School Board 102 meeting and their vote on BASE.

Executive Director Bissias and Commissioner Kelpsas discussed with Mr. Wilkinson last night's School Board meeting where the BASE program was voted 3-0-1 (1 abstention by Trustee Joyce Fitch) to be transferred to the Park District of La Grange

II) Final Approval Received:

We approved the final version of the Media Advisory and started its distribution.

This Committee appreciates the support of Board President Penicook with her recommendations and her final approval of our first-ever Media Advisory!!! Thank you!

III) Agreed on Standards of Distribution:

We agreed a standard on how to distribute our Committee's products.

PDLG staff under direction of the Executive Director will ensure that all distributions of this Committee's products (both Media Advisories and News Releases) will be sent by e-mail as attachments and the very same text pasted in to the e-mail format, providing choice to the recipient on how to utilize the information.

IV) Preparation for PDLG Board Meeting:

We agreed to recommend distribution of info the School District 102 website

Our committee accessed the SD 102 website FAQ's for BASE and exactly copied its text as of 11:00am CT and converted this text to a MS Word document for distribution at the PDLG Board Meeting on Monday.

The committee added a footer to reference the link and noted when the linked text was copied.

The committee added a note in the left-margin to access Exhibits A, B & C at the SD 102 website.

Additionally, our committee accessed the SD 102 website definition of BASE and exactly copied its text as of 11:41am and converted this text to a MS Word document for distribution at the PDLG Board Meeting on Monday.

V) Analyzed Upcoming P/R Potential:

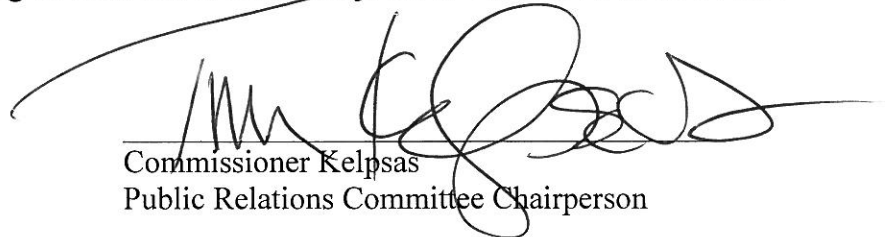
We reviewed and analyzed the BASE transition process and the PDLG Mission Statement

We attempted to identify areas where our constituency may have better clarity about BASE, the program, and why the Park District is a good landing place for the BASE program.

PDLG Mission Statement: (as of this date)

To provide quality recreation programs, facilities, and parks that enhance the health, happiness and quality of life of Park District residents.

V) We agreed our next meeting at 9am on Wednesday, Dec. 14th, 2011 at 536 East Avenue.



Commissioner Kelpas
Public Relations Committee Chairperson



Dean Bissias, Secretary

Approved 12/12/2011