



Public Outreach Committee Agenda

August 31, 2022 at 5:45 PM

Public Outreach Committee

Jay Shatz, Chair
Dara Wood
Keely Paul

Staff Liason

Scot Lahrmer, Village Manager
Tammy Reasoner, Executive Assistant

MINUTES

1. Approval of minutes: February 9, 2022

TOPICS OF DISCUSSION

1. Review strategy for communicating Village services to residents

ADJOURNMENT

Public Outreach Committee Minutes

February 9, 2022

Attendance:

Jay Shatz, Chair
Natalie Wolf
Keely Paul
Tom Muething, Mayor

Scot Lahrmer, Village Manager
Rich Wallace, Police Fire Chief
Tammy Reasoner, Executive Assistant

The meeting was called to order by Chairperson Jay Shatz, at 4:00 p.m. The minutes from the May 20, 2021 meeting were reviewed and accepted.

The Police Levy Communication Plan was the agenda item. Village Manager Lahrmer distributed a Communications Strategy for consideration for the police levy, which will be on the ballot May 3, 2022.

Discussion occurred regarding the role of a Political Action Committee (PAC) versus the role of the Village to communicate the levy to our residents.

Chief Wallace talked about Chili with the Chief or an Open House to engage with residents and meeting our officers and command staff.

Messaging options were discussed and how the message would be distributed. The consensus was to continue telling the story about how the Village has cut costs, reduced the need for the levy by greater support from our General Fund and how the Village is moving in the right direction. The Committee was supportive of the communications plan and is prepared to move forward.

With no other business, the meeting was adjourned by the chair.

Jay Shatz, Chair