



Public Outreach Committee Agenda

January 6, 2026 at 5:00 PM

Public Outreach Committee

Jay Shatz, Chair
Dara Wood
Keely Paul

Staff Liaison

Scot Lahrmer, Village Manager
Tammy Reasoner, Executive Assistant

MINUTES

TOPICS OF DISCUSSION

1. Approval of minutes: October 8, 2024
2. Review Social Media Statistics
3. Effectiveness of Amberley Green Resident Outreach

ADJOURNMENT

PUBLIC OUTREACH COMMITTEE MEETING OCTOBER 8, 2024 MINUTES

ATTENDANCE

Jay Shatz, Chair

Dara Wood

Keely Paul

Scot Lahrmer, Village Manager

Website Analytics

- The new website launched in June 2023 has received 53,000 views and 17,000 first-time users.
- Average session duration is 1.5 minutes, with 57% of users on desktop.
- Positive feedback on website usability and layout, with increased newsletter signups.

Video Production Services Contract Addendum

- The contract with ESP Media LLC was renewed for five years at \$900 per month.
- The contract will continue on a month-to-month basis after the renewal term.
- All other terms of the original contract remain unchanged.