

MCHEMRY COUNTY REGIONAL PLANNING COMMISSION
COMMUNICATIONS SUBCOMMITTEE
MEETING MINUTES
March 22, 2007

CALL TO ORDER/ROLL CALL: Chairman Dreher called the meeting to order at 8:18 a.m. Members present: Dennis Dreher, Bill Swenson, Jim Coughlin, RB Thompson. Invited members present: Jim McNutt. Staff present: SuzAnne Ehardt, Maryanne Wanaski, Matthew Hansel and Marc McLaughlin. Members absent: John Jung. Invited members absent: Jerry Davenport, Jeremy Shaw, Frank Harrison, and Craig Hubert.

MINUTES: Minutes from February 22, 2007 approved by consensus.

PUBLIC PARTICIPATION: None.

DISCUSSION ITEMS: The meeting began with a discussion concerning the need for coordination between the Communications Subcommittee and the Intergovernmental Coordination Subcommittee as well as all other subcommittees. Communications members stressed the importance and necessity that the RPC proactively reach out to local governments. After conferring about an initial "invitation to participate" letter, co-authored by Ken Koehler, Chairman of the McHenry County Board and Charlie Eldredge, Chairman of the RPC, there was absolute consensus not only with the concept of the first letter but also that the initial communication be followed-up with an invitation to sit down with the entire RPC membership. Mr. McNutt suggested that the proposed letter be sent after the April 17th elections so that newly elected officials receive the invitation to meet, are the ones asked to be active participants in the planning process and to ultimately, as representatives of their communities, partner in shaping the 2030 Plan.

Several other points of agreement were that, if necessary, additional RPC meetings might need to be scheduled, in lieu of subcommittee meetings, in order to talk with regional or neighboring communities in a relatively short period of time. Members liked the idea of the Intergovernmental Coordination Subcommittee sending out a list of "talking points" (gathered from other subcommittee issues) versus a data survey. Everyone present thought it a good idea to appeal for municipal staff participation at various subcommittee meetings, such as village engineers, park and recreation personnel and public works employees. It was decided to send the initial letter to village mayors/presidents and administrators/managers with copies to council/board members.

The Communications Subcommittee asked staff to email chairmen about their subcommittee profiles. It was mentioned that the RPC website will be demonstrated to the County Board on April 3rd.

Discussion took place on who should receive press releases. Staff was asked to compile a mailing list to include not only local newspapers but at-large interest groups, municipalities, townships, etc.

Lastly, discussion about talking to Kim Hankins took place. There was consensus to invite Mrs. Hankins to the next meeting to begin discussing preliminary PR ideas.

Motion to adjourn by consensus; meeting adjourned at 9:40 a.m.

Approved 4/26/2007