

**McHenry County Regional Planning Commission**  
**COMMUNICATION SUBCOMMITTEE**  
**MEETING SUMMARY**  
**September 27, 2007**

**CALL TO ORDER/ ROLL CALL:** Chairman Dreher called the meeting to order at 8:30 a.m. Members present: Dennis Dreher, Bill Swenson, and RB Thompson. Members absent: Jim Coughlin and John Jung. Staff present: SuzAnne Ehardt, Maryanne Wanaski, Marc McLaughlin, Matt Hansel. Public Present: None

**MINUTES:** None approved

**PUBLIC PARTICIPATION:** None

**DISCUSSION ITEMS:** The meeting started with a discussion of the upcoming meetings with municipalities and townships. John Jung and Charlie Eldredge informed McHenry County Council of Governments the night before about the upcoming dates. Chairman Dreher would like to see some type of public relations regarding the municipal meetings. Staff informed him that the Northwest Herald has been invited to participate. Chairman Dreher would like to build a "communication and intergovernmental" policy, once the plan is adopted. Keeping a planning partnership with participating municipalities, would have a positive outcome.

The listserv is being maxed out on GroupWise; Matt Hansel is looking for outside alternatives to host the listserv. In order to have articles published in the Northwest Herald, the Communications Subcommittee will create feature stories and submit them to the paper. Chairman Dreher also thinks that creating a story on the 2030 Plan, Land First, and the Groundwater Task Force, since they are all underway at the same time, would be good publicity. Another tactic for gaining exposure in the Northwest Herald is to take photos at large meetings and send them off to all the local papers with captions.

The meeting adjourned at 9:20 am

*Approved 11-29-2007*