



# Village of Hanover Park Administration

Municipal Building  
2121 Lake Street  
Hanover Park, IL 60133-4398

630-823-5600  
FAX 630-823-5786  
www.hpil.org

**PRESIDENT**  
RODNEY S. CRAIG

**VILLAGE CLERK**  
EIRA CORRAL

**TRUSTEES**  
WILLIAM CANNON  
JAMES KEMPER  
JON KUNKEL  
HERB PORTER  
RICK ROBERTS  
LISA TROUSDALE

**VILLAGE MANAGER**  
JULIANA A. MALLER

## **VILLAGE OF HANOVER PARK** **PUBLIC NOTICE OF** **SPECIAL VILLAGE BOARD WORKSHOP**

Public Notice is hereby given pursuant to the Open Meetings Act - Illinois Compiled Statutes, Chapter 5, Act 120, Section 1.01 (5 ILCS 120/1.01 et seq.) that the

### **Board of Trustees of the Village of Hanover Park**

SHALL MEET IN A SPECIAL WORKSHOP ON *Thursday, June 2, 2016 at 6:00 P.M.* AT THE

Municipal Building at 2121 Lake Street, Hanover Park, IL 60133, Room 214. The purpose of the meeting is to hold a special Workshop meeting of the Village Board.

### **Agenda Attached**

Posted on : \_\_\_\_\_  
(Date)

By \_\_\_\_\_  
Eira L. Corral, Village Clerk



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JULIANA A. MALLER

### VILLAGE OF HANOVER PARK

#### VILLAGE BOARD SPECIAL WORKSHOP MEETING Municipal Building: 2121 W. Lake Street Hanover Park, IL 60133

Thursday, June 2, 2016  
6:00 p.m.

#### AGENDA

1. CALL TO ORDER-ROLL CALL
2. ACCEPTANCE OF AGENDA
3. DISCUSSION ITEMS
  - a. Draft Communications Plan - Tools
4. ADJOURNMENT



TO: Village President and Board of Trustees

FROM: Juliana A. Maller, Village Manager

SUBJECT: Draft Communication’s Plan

**ACTION**

REQUESTED:  Approval  Concurrence  Discussion  Information

MEETING DATE: June 2, 2016 – Board Workshop

**Executive Summary**

Review of the draft Communication’s Plan.

**Discussion**

The Village of Hanover Park’s Strategic Plan identified a number of goals, objectives, and actions designed to improve internal and external communications. In an effort to accomplish this, the Village has begun development of a Communications Plan, which outlines the tools available to be used to keep the Village Board, municipal employees, residents, businesses, non-profit groups/organizations and the media informed about various items such as special events, ordinances, emergencies and emergency preparedness and other general Village information.

The purpose of this plan is to ensure that communications from the Village are well coordinated, effectively managed and responsive to the needs of the Village’s residents and businesses, Village Board, employees of the Village and the media. Following discussions with the Board, the next step will be to identify short-term and long-term communication goals and a work plan to accomplish them.

Also attached is a memo from Community and Economic Development Director Govind regarding previous discussions on the Hi-Lighter, as requested by the Board.

**Recommended Action**

Review the draft Communication Plan and provide feedback to staff.

**Attachments:** Draft Communication’s Plan  
Hi-Lighter Staff Memos and Survey Results  
Shop Local Mailing Sample

<b>Budgeted Item:</b>	<input type="checkbox"/> Yes	<input type="checkbox"/> No	N/A
<b>Budgeted Amount:</b>	\$N/A		
<b>Actual Cost:</b>	\$		
<b>Account Number:</b>			

Agreement Name: \_\_\_\_\_

Executed By: \_\_\_\_\_

## **Village of Hanover Park Communications Plan**

### *Introduction, Village Mission and Vision*

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The Village of Hanover Park's Strategic Plan identified a number of goals, objectives, and actions designed to improve internal and external communications. In an effort to accomplish this, the Village has developed this Communications Plan to outline the tools available to educate the Village Board, municipal employees, residents, businesses, non-profit groups/organizations and media about various items such as special events, ordinances, emergencies and emergency preparedness and other general Village information.

The purpose of this plan is to ensure that communications from the Village are well coordinated, effectively managed and responsive to the needs of the Village's resident and businesses, Village Board, employees of the Village and the media.

The Village's Mission is to provide responsive and effective municipal services toward the goal of maintaining a good quality of life for residents and businesses within the community.

*Our visions are to be recognized as a community that:*

1. Is a great place to live, work and do business
2. Offers convenience through technologies
3. Is fiscally responsible and transparent

### *Situation Analysis*

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Communications are currently a shared responsibility among departments (items such as press releases, Facebook posts, eNewsletters, eAlerts, and our Hi-Lighter newsletter). Other items such as our Barrington Road sign, Village website, Village cable channel require input from all departments in order to ensure information is provided to the public in a timely manner.

This plan will help assist the departments involved with disseminating information to do so effectively and efficiently.

## Strategic Plan Goals and Actions Related to Communications

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### **Goal: Community Image and Identity**

*Objective: Evaluate Adding Public Information Officer Position*

Actions:

- ✓ Determine/Analyze PIO Needs
- ✓ Identify current and desired job duties based on evaluation report
- ✓ Identify budget and associated costs of the position
- Hire or train for PIO position

*Objective: Develop a Marketing and Branding Strategy for the Village*

Actions:

- Conduct an in-house marketing and brands needs analysis
- If appropriate, prepare scope for an RFP to hire a consultant to complete a comprehensive branding and marketing strategy.
- Hire a consultant
- Conduct a process to engage the community as part of the branding process.
- Review Mission and Vision statements to ensure consistency with marketing and branding
- Prepare a “Talking Points” fact sheet about Hanover Park
- Budget for implementation of the study and recommendations

### **Goal: Effective Governance**

*Objective: Create an internal communication plan – including expectations*

Actions:

- ✓ Identify scope of communication plan
- ✓ Identify audience and communication tools
- Develop the written plan

## Our Audiences

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- Residents
- Businesses
- Village Board
- Municipal employees
- Media
- Non-profit groups/organizations

## Communication Methods

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### **Internal**

- **Email**

*Emails are occasionally sent to residents who have contacted elected officials or municipals employees in such a manner to ask questions or receive information.*

- **Text Messages**  
*Text messages are sent out to Elected Officials and staff to notify them of emergency information and situations occurring within the Village.*
- **Village Website**  
*[www.hpil.org](http://www.hpil.org) contains several pages of general information about the Village. Departments have been assigned specific pages that they are responsible for updating and maintaining. The Village Manager's Office approves all changes and postings to the website.*
- **SharePoint**  
*An in-house website that is updated by each of the departments that have information listed.*
- **Press Releases**  
*Press Releases are sent out via e-mail to various media contacts. Press releases are sent out to promote special events and /or to inform the public about incidents that have occurred within the Village, announcements from the Village, or other various news and events.*
- **Strategic Plan**  
*Developed by elected officials and department heads, the Strategic Plan reviews existing strengths, weaknesses, opportunities and threats and establishes goals necessary to address the identified issues.*
- **Manager's Weekly Update**  
*Completed on a weekly basis and sent to elected officials and department heads, this document contains important information and updates that have occurred throughout that week.*
- **Department Head and Departmental Meetings**  
*The Village Manager and department heads meet weekly to review a set agenda, which includes discussion on upcoming Board meetings, employee openings and concerns, and discuss issues in each departments head's areas that are of interest and concern.*
- **Board Meetings & Board Workshops**  
*Regular Board meetings are scheduled to keep the Board informed and obtain approval on various purchases and projects within the Village. For items needing additional discussion, Board Workshops are scheduled on an as-needed basis.*
- **Communications Group**  
*A "Communications Group" has been formed and meets on a monthly basis. It consists of administrative assistants and other representatives from each department within the Village. The purpose of the group is to keep everyone up-to-date on various topics and events happening within the Village, which may cross-over into multiple departments.*
- **New World Super User Group**  
*A New World Super User Group has been formed to help identify strengths and weaknesses in the New World system, and identify ways to improve processes.*

**External**

- **Village Website**  
*[www.hpil.org](http://www.hpil.org) contains several pages of general information about the Village. Departments have been assigned specific pages that they are responsible for updating and maintaining. The Village Manager's Office approves all changes and postings to the website.*
- **Hi-Lighter Newsletter**  
*Published six times per year, this newsletter is sent to all Village homes and businesses. It is designed in-house and is printed by an outside vendor.*
- **eNewsletters**  
*eNewsletters are sent out by the Village Manager's Office via e-mail to subscribers on a weekly basis. The purpose is to notify subscribers of Village news, special events and other information approved by the Editorial Board. Topics for the newsletter are submitted by other Village departments, as well as outside groups and organizations.*
- **eAlerts (Fire, Public Works, and Police)**  
*eAlerts are sent out via e-mail to persons signed up to receive these types of communications. eAlerts are typically for one-time events. Their purpose is to notify the public about public safety or emergencies such as boil orders, weather bulletins, or news of an urgent nature.*
- **Press Releases**  
*Press Releases are sent out via e-mail to various media contacts. Press releases are sent out to promote special events and /or to inform the public about incidents that have occurred within the Village, announcements from the Village, or other various news and events.*
- **Email**  
*Emails are occasionally sent to residents who have contacted elected officials or municipal employees in such a manner to ask questions or receive information.*
- **Barrington Road Sign**  
*The Barrington Road sign is updated weekly, or more frequently if needed, to notify the public about important information such as upcoming special events, community events and information, and other general messages regarding Village services or information.*
- **Water Bills**  
*Sent out bi-monthly to Cook and DuPage County, water bills have a section in which the Village can place a message up to ten (10) lines. Starting in September, 2016, the bills will be sent out monthly.*
- **Water Quality Report**  
*Sent out annually, this report reviews the quality of Hanover Park's water.*
- **Government Access Channel 17**  
*Available to both Comcast and AT&T subscribers, the Government Access Channel 17 contains several slides with general information about the Village and our special events. It also contains other community events and information as deemed relevant and approved by the Editorial Board.*

- **Facebook Page**  
*The Village's Facebook page is utilized to keep everyone up-to-date on the latest news and information going on in the Village of Hanover Park. The goal is to post at least one item per day to the page.*
- **Coffee with the Board**  
*Coffee with the Board events are held semi-annually. One is held in the Police Department Community Room, and the other travels to different locations. The Village Board and Department Heads attend this event to address questions and concerns from the community.*
- **Public Meetings and Open Houses**  
*Various public meetings and open houses are held throughout the year, which the public is invited to.*
- **New Resident Guide**  
*A guide developed to inform new residents about important information related to the Village of Hanover Park. The guide is available in both printed version and electronically. This guide is updated by the Village Manager's Office as needed.*
- **Nixle Alerts**  
*The police department currently uses Nixle, which is a community information service that allows residents, or employees who work within the village, to receive geographically relevant information. This service is free to all persons, including village employees, and is available to anyone with a cell phone or smartphone. The Police Department uses Nixle to send alerts via text message and email. While the majority of Nixle alerts pertain to road closures or traffic delays due to accidents, the Police Department also utilizes Nixle for other events such as power outages and weather related emergencies.*
- **Transparency**  
*The Village Maintains a "transparency" page on the Village website. This page follows the guidelines of the Illinois Policy Institute.*
- **Google Alerts**  
*Staff members have signed up for Google alerts related to Hanover Park, and reviews them and forwards relevant information to the Village Board.*
- **Board Agenda Packets**  
*Prepared by the Manager's Office, the Board Agenda packet is sent out bi-weekly on the Friday prior to the Village Board meeting.*

Staff will forward items of interest and concern directly to both elected officials and department heads, as appropriate, via one of our above options, in the timeliest manner in order to ensure that they are informed of the status or occurrence of Village events.

Line of Communication: Information will be provided by the Village Manager to elected officials, staff and public as appropriate. Department heads may also provide information with a copy to the Village Manager.

Elected officials will provide information that they become aware of to the Village Manager if it is believed that the Village Manager or department head may not be aware of such Village related information. Village Manager will follow-up with elected official as appropriate.



**TO:** Juliana Maller, Village Manager

**FROM:** Shubhra Govind, Community & Economic Development Director

**SUBJECT:** HiLighter – Print vs Electronic only

**DATE:** May 25, 2016

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At the March 17, 2016 Village Board meeting, discussion was raised regarding printing the HiLighter newsletter versus only producing it electronically. Attached are the survey results from 2012, when this topic was previously discussed.

Surveys were conducted in a couple different ways – electronic – via Survey Monkey and also through the HiLighter printed version. At that time, of the 246 surveys received, 98% responses indicate they all read the HiLighter regularly, and a majority prefer receiving the printed copy via mail.

In order to reduce costs, there are several steps we have taken since that discussion:

- ✓ Negotiated print pricing and reduced the number of pages from 16 to 12, reducing the cost significantly (from \$3741 per issue to \$2382 per issue, with one 16 pager at \$2586.)
- ✓ Recovering some of the print cost via the “Shop Local” campaign, which not only benefits local businesses bring more foot traffic but we also recover funds from the coupons to pay for the print cost. (\$500 to \$1000, twice a year.)
- ✓ We have negotiated a good price from the printer, who has agreed to not raise costs for the past few years, and for the next few.
- ✓ We have combined the printing of the annual water report to be included in the HiLighter, saving about \$2000.

When this topic was brought up for discussion again a little over a year ago, we conducted another informal survey of residents and discovered the following:

- ✓ Many of our seniors and other residents rely on the HiLighter and prefer the hard copy for news, and that they will not go on the Village website to read the newsletter.
- ✓ People’s inboxes are constantly bombarded with emails, and are likely to be overlooked or deleted than read.
- ✓ Most find it more convenient to read the hard copy than purposefully going to a municipal website to find and read the newsletter.
- ✓ We get calls from residents if the delivery of the newsletter is delayed or missed.

Additionally, we take copies of the HiLighter as a marketing tool, which prospective developers and businesses look at even as we are meeting with them. We have always received positive feedback and this opportunity to highlight the town will be lost as it would be unlikely that these developers would go to our website to check out our newsletter.



**TO:** Juliana Maller, Village Manager  
**FROM:** Shubhra Govind, Community & Economic Development Director  
**SUBJECT:** Hi-Lighter Newsletter – evaluation of print vs electronic options  
**DATE:** February 18, 2014

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The Hi-Lighter newsletter has always been a good tool for communicating with our residents. The Hi-Lighter helps the Village with two of its major goals identified in the Strategic Planning Process: Economic Development and Communication with residents/businesses.

For the purpose of Economic Development, here is how the Village uses the Hi-Lighter:

- List of new businesses opened;
- Spot Light on a new local business;
- Information about construction activity (showing investment/development around town)
- **New: Shop Local Program:** We plan on initiating this program which will include coupons from local businesses. Coupons will not only generate revenue for businesses by bringing new customers, but also increase sales tax revenue for the Village, and provide a benefit to our residents. This will also generate revenue that can contribute towards the printing cost of the newsletter. Businesses will participate at the cost of \$50 for a coupon space. With 12 coupons per page, each page will generate a revenue of \$600 to go towards the printing costs.

For the purpose of using this as a communication tool:

- Calendar of events: We will now be including information not only about the Village's events but also from other not-for-profit organizations located within the Village to provide comprehensive information to our residents.
- Publish information about new rules/requirements
- Publish information from various departments about important information that needs to be conveyed to residents seasonally, annually and for special events.

**Printed vs. Electronic-only Costs:** Based on a survey performed in March 2012, 98% of responders read the Hi-Lighter regularly, and a majority prefers receiving it in printed form. The 16-page version of the newsletter has been reduced to 12-pages, and effective August 1, 2013, the Village contracts with Hagg Press, Inc. for 6/12 page issues a year at a yearly cost of \$13,890 versus 6/16 page issues with The Strathmore Company at a yearly cost of \$22,146. **Savings of \$8,256.00.** Additionally, as mentioned above, including coupons for our "Shop Local" program, at a reasonable cost to businesses, will also help supplement printing costs.

Following is a cost breakdown:

- Currently the Village professionally prints 11,800 copies of the Village Newsletter
- On average 11,600 copies are bulk mailed and 200 copies are kept in-house
- The Village runs 6 issues per year of a 12 page (Contract includes one 16 pg issue/year without additional cost).

Cost to mail 11,600 copies at the new postage bulk rate of 0.156 (effective Jan. 26, 2014):

$$11600 \times 0.156 \times 6 = \$10,857.60$$

If less than 220 copies are mailed out, the cost is for first class mail – about \$1.32

$$220 \times 1.32 \times 6 = \$1742.40$$

If 10% residents signed up to receive hard copies, bulk rate postage could be used, for the cost of:

$$1160 \times 0.156 \times 6 = \$1085.76$$

Please Note: Currently, our printer takes care of the mailing. However, if only selected residents receive the mailing, and not every postal customer, the printer will not be able to mail the newsletter. It will need to be printed and mailed in-house. (Please note that additional labor is needed to add tabs to the printed copies, fold and seal, as stapled copies are not allowed in mail.) This means additional costs need to be included for:

- ✓ Staff Time: Create Labels/Run Copies/Prepare Mailing
  - For 220 copies: 4 hours x \$25 x 6 = \$100 x 6 = \$600
  - For 1160 copies: 12 hours x \$25 x 6 = \$300 (assuming some economy of scale) x 6= \$1800
- ✓ Resources: Copier/Toner/Paper/Mailing Labels:
  - Paper:
    - 220 x 6 double-sided sheets x 6 issues = 7920 sheets (about 16 reams of paper) = \$5/ream x 16 = \$80
    - 1160 x 6 double-sided sheets x 6 issues = 41760 sheets (about 83.5 reams of paper) = \$5/ream x 83.5 = \$417.50
  - Toner: If in color (as currently printed) will be very expensive. If black and white, less aesthetic.
  - Mailing labels: 220x6 = 1320 labels Cost: \$25    1160x6 = 6960 labels Cost: \$120

Total cost: Mailing + paper + labels + staff time (not including toner costs, which could be high)

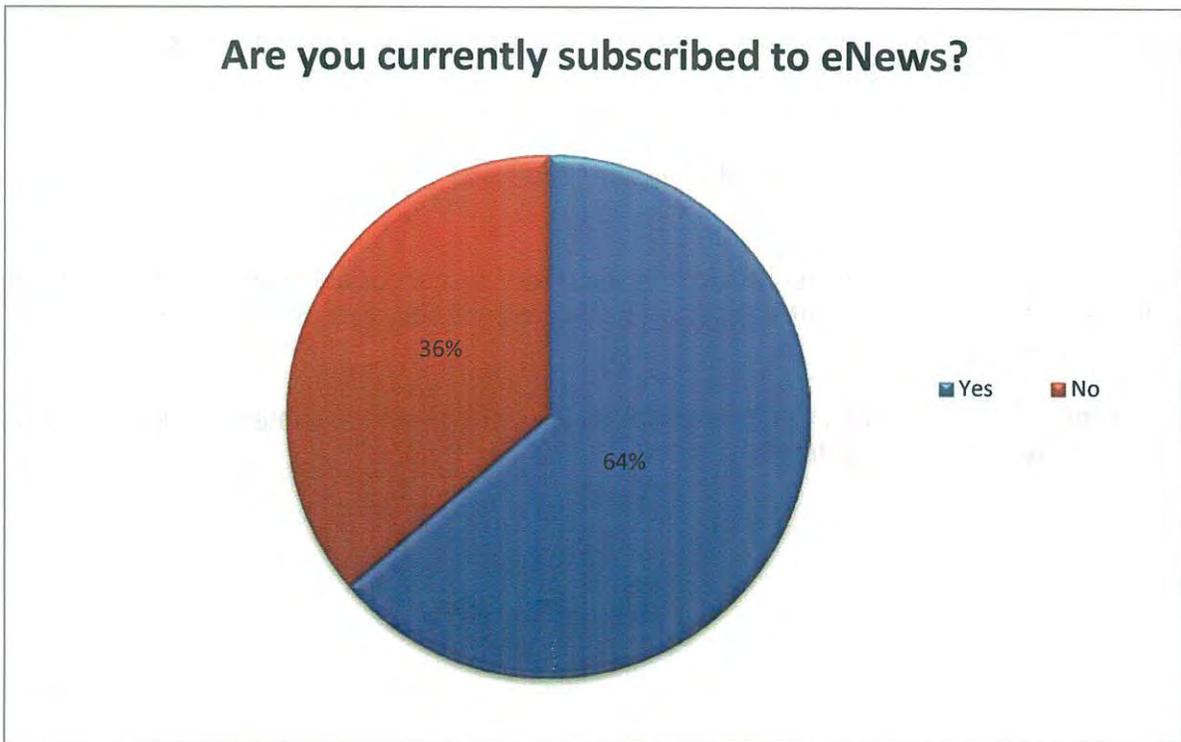
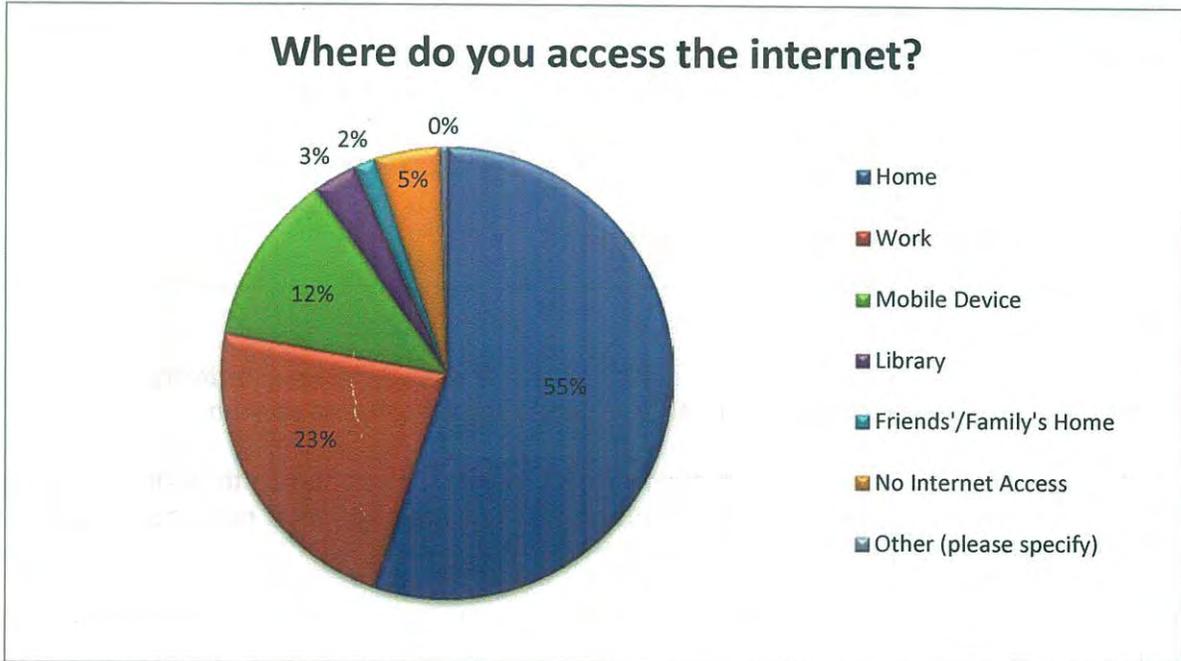
- For 220: 1742 + 80 + 25+ 600 = **\$2447**
- For 1160: 1085 + 1800 + 120 + 417.50 = **\$3422.50**

Cost Reductions Measures to continue printed version of HiLighter:

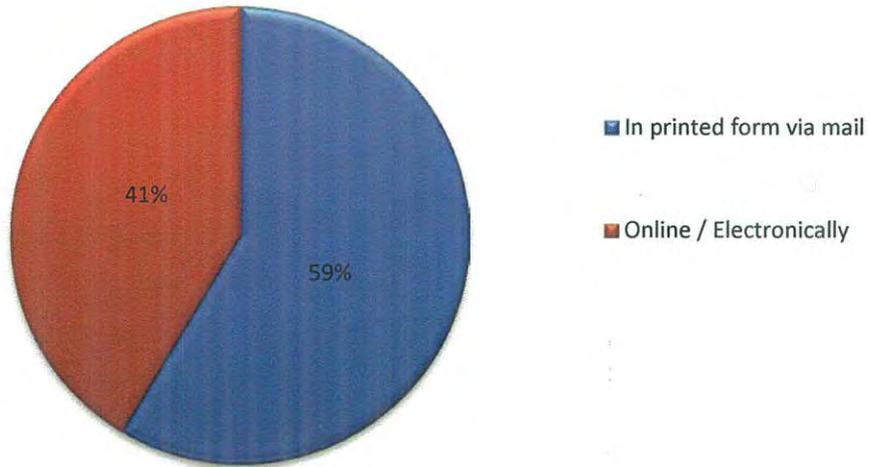
1. Reduce number of issues from 6 to 4 issues per year
2. Shop Local Coupons in 2 issues, 2 pages/issue: \$1200/issue x 2 = \$2400 reduced
3. Water Report: Include water report in HiLighter instead of separate mailing: \$1800 currently budgeted for water report mailing can be applied towards HiLighter printing
4. **Even if 6 issues are printed, total cost reduction: \$10,857.60 – 2400 – 1800 = \$6657.60**

## Hi-Lighter Survey Results

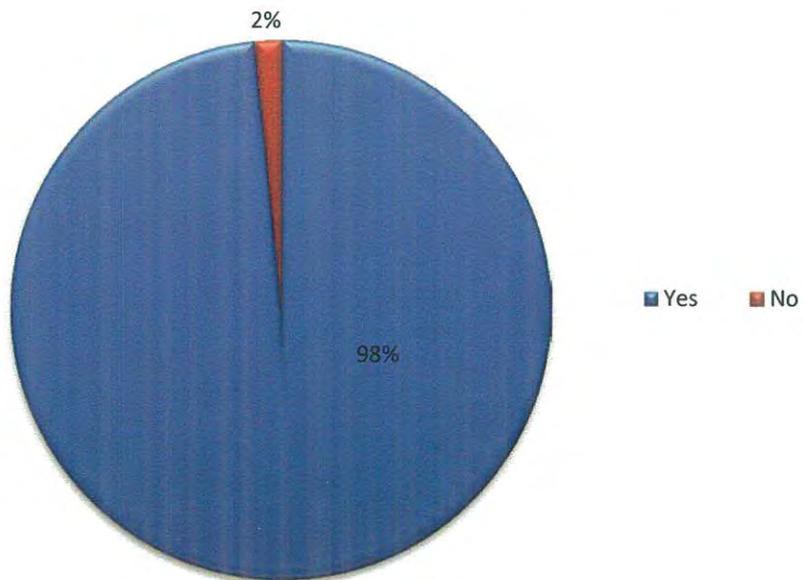
Total Responses: 246



### How do you prefer to receive the Hi-Lighter?



### Do you read the Hi-Lighter on a regular basis?



February 15, 2016

**Re: Local business coupons in Village *HiLighter* newsletter – Cost \$50**  
**Deadline: Friday, March 21, 2016**

Dear Hanover Park Business Owner or Manager:

The Village started a “*ShopHanOverPark*” campaign in January of 2014 for the May/June issue and it was hugely successful. So if you were unable to participate or would like to do so again we offer you another opportunity to take part for the May/June 2016 issue of the Village newsletter.

Just imagine your coupon being viewed by approximately 11,800 residences and businesses in Hanover Park who receive this newsletter. This is a great opportunity to boost sales and awareness for your business.

**The cost to participate is \$50. All coupons will be identical in size. The information required is your business’s name, address, phone number, website, and the coupon offer. All coupons must be valid through 12/31/2016.** The Village seeks actual financial coupons such as dollar amount or percentage off rather than non-financial coupons, (free consultations, etc.), and inclusion in the newsletter is subject to approval. On the back of this page is a SAMPLE of what these “coupons” will look like.

Businesses are encouraged to include their logos, which must be emailed in JPEG, TIFF or BMP format (minimum size of 2” x 2” in high resolution at 300 dpi or higher suitable for printing). Logos in PDF or Word formats will not be accepted. Logos embedded in other documents cannot be used. **All coupons/ads will be in FULL COLOR.**

To participate, please call the Community & Economic Development Department at (630) 823-5780 or send an email to [communitydevelopment@hpil.org](mailto:communitydevelopment@hpil.org) by **Friday, March 21, 2016**. Payment can be made either in cash or check (to Village of Hanover Park – please note it is for coupon). We will begin accepting your information right away. Please contact us with any other questions regarding this coupon insert.

Yours truly,



Shubhra Govind, AICP  
Director of Community & Economic Development



2015 Mayor's Choice Business of the Year

7406 Jensen Boulevard  
Hanover Park, IL  
630.830.8899

Bungalow Joes  
(Hanover Park Location Only)

Receive Half Off a  
"Large 4 ingredient Pizza"  
(\$16.00 Value)

Valid only with coupon.  
Expires December 31, 2016



A & A Music Academy  
27W281 Devon Ave  
Hanover Park IL  
630.837.7484

A & A Music Academy  
Buy 3 Get One FREE  
New Students Only  
Private music lessons  
(Piano, Guitar, Violin & Band)  
Valid only with coupon.  
Expires December 31, 2016

32 Years as your Neighborhood  
Music Academy



1951 Ontarioville Road  
Hanover Park, IL  
630.483.2100

Prairie Station  
Pub and Grill

Buy one sandwich and get 2nd  
sandwich 50% off of equal or lesser  
value.

Must present coupon  
at time of service  
Valid only with coupon.  
Expires December 31, 2016

HANOVER PARK  
COMMUNITY BANK™  
A WINTRUST COMMUNITY BANK

Member FDIC.  
Equal Housing Lender.  
6800 Barrington Road  
Hanover Park, IL  
630.837.2700

Hanover Park  
Community Bank  
Receive \$100 when you open a Total  
Access Checking Account and sign up for  
E-Statements & Direct Deposit.

(See personal banker for offer details.)  
Valid only with coupon.  
Expires December 31, 2016



7401 Jensen Blvd.  
Hanover Park, IL  
224.374.1372

Road Ready Gas Station

(1) Free Gallon of Milk with a  
\$10.00 purchase of Gas.

Must present coupon  
at time of service  
Valid only with coupon.  
Expires December 31, 2016

Mini Steps  
early childhood learning

5600 Arlington Drive E.  
Hanover Park, IL  
630.837.6307

Mini Steps  
early childhood learning

This coupon is good for Free 1/2 off  
registration fees.  
Up to a \$87.00 value.  
Valid only with coupon.  
Expires December 31, 2016

[www.ministepschildcare.com](http://www.ministepschildcare.com)



1130 Lake Street  
Hanover Park, IL  
630.213.1006

Time Out West Sports Pub  
(Hanover Park Location Only)  
20% off your total purchase  
(excluding tax, tip and alcoholic beverages.)  
(Up to \$20.00 Value)

Valid only with this coupon.  
Expires December 31, 2016

Check us out on Facebook.



FIRST EAGLE  
BANK

Member FDIC  
1040 East Lake Street  
Hanover Park, IL  
630.893.3800

First Eagle Bank  
Earn 1.00% APY on a First Eagle  
Money Market Account through  
December 31, 2016.  
Minimum to obtain the APY (annual  
percentage yield) is \$2,500.00.  
Fees may reduce earnings.  
Valid only with coupon.  
Expires December 31, 2016  
[www.febank.com](http://www.febank.com)



1178 E. Lake Street  
Hanover Park, IL  
630.965.3830

Royal Clippers Barbershop

\$5.00 off any haircut\*

Valid only with this coupon.  
Expires December 31, 2016

[www.royalclippersbarbershop.com](http://www.royalclippersbarbershop.com)



Star Dental  
6602 Barrington Road  
Hanover Park, IL  
630.855.4291

Star Dental

New Patient Special  
\$49.00  
Cleaning, Exam & X-Rays  
(in the absence of  
periodontal disease)

Valid only with coupon.

Expires December 31, 2016