



**BOARD OF PARK COMMISSIONERS
THURSDAY, JULY 20, 2017 – 6:00 P.M.
MARKETING COMMITTEE MEETING**

**SKATIUM SCOOTER PARTY ROOM
WEBER LEISURE CENTER**

AGENDA

- I. CALL MEETING TO ORDER – ROLL CALL
- II. PLEDGE OF ALLEGIANCE
- III. REVIEW OF EXISTING MARKETING PROGRAMS
 - A. PUBLICATIONS & DIRECT MARKETING
 - B. WEB SITE & NEW WEB SITE DEVELOPMENT
 - C. SOCIAL MEDIA
 - D. GRASSROOTS: FLIERS, POSTERS, VIDEO MONITORS, ETC.
 - E. PRINT & ONLINE ADVERTISING
- IV. REVIEW 2017-2018 MARKETING GOALS
- V. COMMISSIONER COMMENTS
- VI. ADJOURNMENT

Vision Statement

The Skokie Park District envisions a community where all of its residents enjoy a high quality of life through leisure time pursuits, beautiful open spaces, and first rate facilities.

Mission Statement

The Skokie Park District will realize its vision through teamwork, community partnerships, sound fiscal management, and creativity in every area of its operation.

Core Values

The Skokie Park District will fulfill its mission through:

●Commitment● Integrity● Innovation● Service ●Openness ●Environmental Stewardship