

Item #7B:
Village Trustee Kritzmire
Village Newsletter & Communications

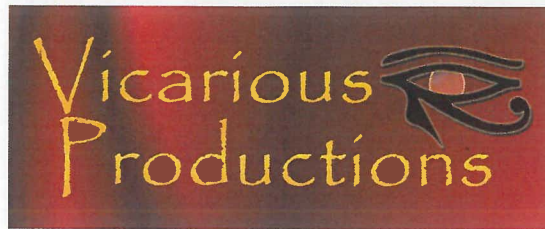


COMMUNICATIONS PLANNING

Village of Long Grove

JUNE 21, 2017

Vicarious Productions, Inc. 247 N. Brockway Street, Palatine, Illinois 60067



Village of Long Grove Communications Plan

June 21, 2017

REVISED: Project Timelines

Village of Long Grove e-newsletter: First edition Thursday, July 13, 2017

Content planning/meetings with points of contact	Until Monday, July 10
All final content to VP, Inc.	5pm Monday, July 10
Approval of final draft	5pm Wednesday, July 12

Proposed Sections/Articles/Content: (all subject matter is tentative, easily revised/changed)

- 1st Article New Communications – what to expect and when (preview of communication plan).
- 2nd Article Comprehensive Plan Update work with Mike S and Jim H
- 3rd Article Roadwork, and/or upcoming projects that affect residents.
- 4th Article Thank you to those who provided feedback to toll authority, update on latest info.
- 5th Article Upcoming Events

Village of Long Grove print newsletter: First edition September/October 2017

Content/planning/meetings with points of contact	Until Tuesday, August 1
All final articles/content to VP, Inc	Wednesday, August 2
Approval of final draft	Tuesday, August 15
Final approved draft to printer/printer	Wednesday, August 16

Proposed Sections/Articles/Content: (all of the below are subject to revision/change, these are initial ideas to expand upon/localize to Long Grove)

Cover Story [feature story with graphic] New communications efforts.

Letter from Village President, pictures of all elected officials with contact information

Upcoming Events (entertainment-related, Village meeting schedule on back page)

Route 53 Update – latest information available.

Covered Bridge Update (we will see where things are at by early August)

Comprehensive Plan Update

School District Spotlight?

Park District Spotlight?

New and Expanding Businesses

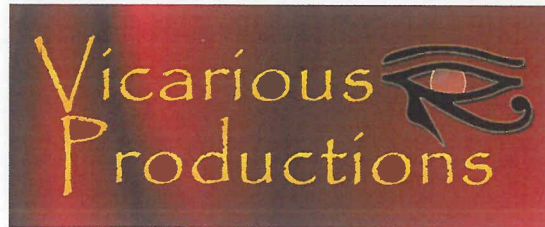
Page Dedicated to Business (website link to longgrove.org and other business where applicable)

Other?

Back Page to list all upcoming Village meetings, contact emails/phone numbers, Village departments.

Mail out will be to all businesses and residents in Long Grove (approx. 3,921 addresses).

Delivery is estimated between September 5-8, 2017.



Village of Long Grove Communications Plan

June 21, 2017

- VP, Inc. will develop two templates for the Village e-newsletter by Monday, June 26
- VP, Inc. will develop two templates to consider by Friday, June 30

Secondary Communications Plan Goals (once the newsletter project deadlines are handled)

1. Determine content priority for the first Village President/Village News byline article. Need to set meeting with Village President, Communications Liaison, other interested parties to determine what the first topic will be for reach out. Target Date: Mid-July.
2. Facebook Page Set-Up VP, Inc. will need the Village mission statement/about us, etc. desired by the Village to include in the page, in addition to pictures that can be featured, Village logo in a vector format, and an initial set of topics.
3. Development of Communications Plan: Ongoing – target date for completion July 15, 2017 or sooner.
4. Press Release Send Out – target date TBD. This will announce the Village's recent decision to increase public awareness through print newsletter, e-newsletter, social media.

Respectfully submitted,

Melanie

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