

**Resolution to Establish
Ad-Hoc Committee on Communications**

WHEREAS, The Board of Trustees is interested in enhancing communications between the Village government and the public, including improvements in the Village's website and communication strategies; therefore, be it

RESOLVED, that the Board of Trustees hereby establish the Ad-Hoc Committee on Communications to serve in an advisory capacity to the Board of Trustees; and be it further

RESOLVED, that the Committee will be composed of up to seven members appointed by the Board of Trustees; and be it further

RESOLVED, Committee members shall be appointed for a fixed term expiring December 1, 2019; and be it further

RESOLVED, that the Committee's charge is as follows:

- Review the Village website content, functionality, and user-friendliness, making suggestions for enhancements;
- Develop a plan to gain community usage, seeking widespread adoption and enhanced website functionality; and
- Drawing on expertise and best practices, provide strategies to improve Village communications. Prepare written recommendations to the Village Board identifying important community segments or audiences, linking appropriate communication methods and channels to identified segments, and suggesting prioritization of associated programmatic and investment needs within the context of existing fiscal constraints.

and may it be further

RESOLVED that the recommendations made by the Committee will be used to help inform Village communication strategies and activities, guide policy development, and influence budget discussions and resource appropriations; and may it be further

RESOLVED that the Board of Trustees asks those residents interested in serving on this advisory committee to submit their resumes for consideration, and may it be further ^[L]_[SEP]

RESOLVED that the Board of Trustees will make appointments to the Committee at its first regular meeting in January 2019.