

**VILLAGE OF SHOREWOOD HILLS**  
**COMMUNICATIONS AD HOC COMMITTEE**  
**Meeting Minutes - DRAFT**  
**June 11, 2025 – 5:00 pm**  
**Location: Village Hall – 810 Shorewood Blvd.**  
*Hybrid Optional via Zoom*

**1. Call to Order:**

Committee Co-Chair Shabnam Lotfi called the meeting to order at 5:11 pm.

**2. Roll Call:**

Members Present: Co-Chair Shabnam Lotfi, Co-Chair Kate Ullsvik, Ron Campo, Ashby Fox, Laura Stephenson, and Tim Vanderjeuge

Members Absent: Dana Hellgren (excused)

Also in Attendance: Clerk-Treasurer Julie Fitzgerald

**3. Note Compliance with Open Meeting Laws:**

Fitzgerald stated the meeting had been properly posted and noticed.

**4. Public Comments:** None.

**5. Introduction of Committee Members:**

Committee members introduced themselves with a brief personal background and why they are interested in serving on this committee.

**6. Discussion and Alignment of Committee Purpose:**

Ullsvik shared an overview of the purpose of the Committee as presented in the meeting packet. Committee members discussed perceived communication issues that they have heard from residents. Vanderjeuge suggested reviewing communication tools being used by the Village to see what is available and how it is currently being used. Members requested that Fitzgerald provide the Committee with the number of Nixle subscribers for the Village's notifications.

**7. Discussion of Committee Next Steps:**

Committee members discussed the best methods to get information and input from residents. Suggestions included producing a simple survey, addressing the topic at the next Board Townhall Meeting, and using basic word-of-mouth communication with fellow residents. Stephenson volunteered to develop a survey for the Committee to review and discuss at the next meeting. Members were encouraged to look for examples of how other similar-sized communities reach out to residents and bring the information to the next meeting as well.

**8. Future Agenda Items:** N/A

**9. Next Meeting Date:** The Committee determined that they would not be setting a monthly meeting day/time but would set future dates at each meeting. The next scheduled meeting for the Communications Ad Hoc Committee is on Wednesday, August 6, 2025, at 5:00 pm.

**10. Adjourn:**

**M/S Vanderjeuge/Stephenson to adjourn. Motion carried.**

The Communications Ad Hoc Committee adjourned at 6:38 pm.

Respectfully submitted,

*Julie Fitzgerald*  
*Village Clerk/Treasurer*

DRAFT

# Village of Shorewood Hills

## Communication Survey

The VOSH Ad Hoc Communications Committee wants your feedback to help improve communication within the Village. Results will be reviewed by the committee and used to make recommendations to the Village Board.

\* Indicates required question

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1. What is your affiliation with the Village of Shorewood Hills? \*

*Check all that apply.*

- I live in the Village (Resident)
- I work for the Village (Staff)
- I work for or own a business in the Village (Business Staff/Owner)
- I do business with the Village (Patron)
- Other: \_\_\_\_\_

2. If you are a resident, how long have you lived in the Village? (in years)

\_\_\_\_\_

### Communication Channel Use

This section asks you about the channels through which you get information **ABOUT** the Village (e.g., the meetings, occurrences, issues, updates, events).

3. Below are various places where you can get information about Village business and events. For each communication medium, please note if you are currently using it, would like to use it, or don't know what it is.

*Check all that apply.*

	I CURRENTLY use	I would LIKE to use	What is this?
<b>Village Website</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Friends/Neighbors</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Village Bulletin</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Village Emails</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Village Texts</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Village Social Media (Facebook)</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Community Social Media (e.g., Facebook, NextDoor, Instagram)</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Meeting Notes (e.g., Board of Trustee or Committee)</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Village Trustee Meetings</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Village Town Halls</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Other Village events</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4. Which of the following communication channels is your **PRIMARY** way to get information about the Village? \*

*Mark only one oval.*

- Village Website
- Friends/Neighbors
- Village Newsletter
- Village Emails
- Village Texts
- Village Social Media (Facebook)
- Community Social Media (e.g., Facebook, NextDoor, Instagram)
- Village Trustee Meetings
- Village Town Halls
- Meeting Notes
- Other: \_\_\_\_\_

### Communication Channel Ratings

This section asks you to rate various channels on usefulness and ease of use.

5. Please rate each communication channel in terms of **usefulness** to you.

*Mark only one oval per row.*

	Extremely useful	Somewhat useful	Not very useful	Not at all useful	I don't know
<b>Website</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Newsletter</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Emails</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Trustee Meetings</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Meeting Notes</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Texts</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Social Media (Village Facebook page)</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. Please rate each communication channel in terms of **ease of use or participation** for you.

*Mark only one oval per row.*

	Extremely easy	Somewhat easy	Somewhat difficult	Extremely difficult	I can't rate this
<b>Website</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Newsletter</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Emails</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Trustee Meetings</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Meeting Notes</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Texts</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Social Media (Village Facebook page)</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Committee Meetings</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### Giving Your Feedback

Now we would like you to think about instances where you want to give your opinion, thoughts, ideas, or wants to Village staff or Village Trustees.

7. When you want to **give feedback** to the Village (e.g., Trustees, staff) about things \* that are important to you, what communication methods would you like to use?

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8. What would you like the Ad Hoc Communications Committee to improve? \*

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9. Below are themes we have identified as important for the Ad Hoc Communications Committee to address. Please rank them in order of importance to you. One means it is **MOST** important to you and four means it is **LEAST** important to you.

*Mark only one oval per row.*

	First	Second	Third	Fourth
<b>Clear ways for residents to get information about what is happening in the Village</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Clear ways for residents to give feedback to Village Trustees and staff</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Enter another theme here</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Enter another theme here2</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10. Would you like a member of the Ad Hoc Communications Committee to contact you to discuss anything further? \*

*Mark only one oval.*

Yes    *Skip to question 11*

No    *Skip to question 15*

### Contact Information

11. Name

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12. Phone number

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13. Email

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14. Would you prefer we contact you via phone, text, or email?

*Mark only one oval.*

Email

Phone call

Text

### Assessing the Board of Trustees Communication

Now we would like for you to think specifically about the Village Board of Trustees and rate their communication with you.

15. Please rate each statement based on how true you think it is.

*Mark only one oval per row.*

	Almost always NOT true	Often NOT true	Sometimes TRUE/Sometimes NOT TURE	Often TRUE	Almost always TRUE
<b>The Village Board keeps me informed about important issues and changes.</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>The Village Board makes its expectations clear.</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>I can ask a Trustee member any reasonable question and get a straight answer.</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Trustee members are approachable, easy to talk with.</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>The Village Board's actions match its words.</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. Any additional comments or questions?

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## Village of Shorewood Hills

- Overview
- Message Center
- Groups
- Collect Contacts
- Tipping
- Nixle 360
- Reporting**

### Group Totals

Group Name	Group Subscriptions							
		Total Subscribers	SMS Subscribers	Email Subscribers	Voice Subscribers			
	◀	07/23	07/24	07/25	07/26	07/27	07/28	07/29
Administration		5	5	5	5	5	5	5
DPW		5	5	5	5	5	5	5
Nixle Wire		952	951	950	950	950	950	950
Non-Sworn		1	1	1	1	1	1	1
Police Department		1	1	1	1	1	1	1
Sworn		15	15	15	15	15	15	15
VOSH Staff		0	0	0	0	0	0	0