

## Adult / Senior Committee Meeting

4/15/2024

3:00pm

### **Attendance:**

- Devin Frendreis – Homewood- Flossmoor Park District
- Brenna Bowers – Mokena Community
- Dyana Metheny – Homewood-Flossmoor Park District
- Stacey F – Frankfort Park District
- Martha Zubaty – Worth Park District
- Reese Beck – Wilmington Park District
- Annie – Romeoville Recreation Department

### Marketing for Seniors

- H-F – Turns in marketing requests, partnering with Wiley's puts flyers into works directly with marketing, uses Facebook and Instagram.
- H-F – Takes photos as needed and will start to combine them for brochure and other print materials.
- Mokena- Marquee outside of the building, makes own flyers and then will submit to marketing for correct, has access to Facebook, posts at different locations throughout the building.
- Mokena- uses photos of real seniors rather than stock photos.
- Worth– Print brochure, flyers, no marquee, no Instagram, just a little bit of QR codes, no online registration.
- Worth- wants to take better pictures of the seniors on trips

### Sponsorship 101

- Know your community
- Know your price point for things that you need to purchase or need sponsorship for
- Seniors will always need

Financial or cash – This is the most common type of sponsorship where cash is exchanged for benefits, perks, or publicity.

In-kind – Similar to a financial or cash sponsorship, except goods or services are given instead of cash. It can come in the form of:

- A venue partner
- A prize sponsor
- A food sponsor

A digital sponsor (social media filters, apps, media wall, etc.)

Media event – Helps provide support for promoting your event. Event sponsorship can be a media outlet giving a free advertisement or they can give money to help fund your advertising.

Promotional partner – Similar to a media event sponsor, except in this case, it's an individual boosting your event through their own channels. For example, a social media influencer could be a promotional partner.

#### AARP-

Frankfort –Mobil Secretary of State (does do REAL IDS by appointment only) – Rules of the Road

Romeoville – hosts Rules of the Road

- Budget cuts from the state. So programs might not be running in **May / June / July / August**

Adult Programs:

Dyana – at H-F has a new lineup of Adult Programming. Check it out on [www.hfparks.com](http://www.hfparks.com)

- Margaritas and Zumba
- If you are interested in coming to see the program email Dyana

Bingo – Dirty Bingo – just like a white elephant. Please can steal prizes. Prizes can be stolen as many times as you play bingo.

Charcuterie Classes:

- The program has been very popular at Wilmington Park District!
- Makes sure that the price point is correct because it gets very expensive (meats and cheese prices on the rise)
- Renee – said that \$40.00 a person did not make a profit would need to push the program to be \$75.00 or so in order to make a profit

Dyana – is looking for someone to partner with her on an all-women's camping trip in September.

Contact her if you would like to be a part of the program.