

**MEETING OF THE BOARD OF TRUSTEES OF THE
SOUTHLAKE MOSQUITO ABATEMENT DISTRICT
MINUTES
April 8, 2019**

1. **ROLL CALL**

The meeting was called to order at 7:30 p.m. by President Barbara Struthers. Trustees Roger Simonson , Dan Rubin, Susan Levy and Tony Bilotti were present. District Attorney Robert J. Masini, George Balis of Clarke, Ruth Del Re of Liberty Business Systems and Larry Feder were also in attendance.

2. **PUBLIC COMMENT**

No members of public present.

3. **REPORTS ON AMCA ANNUAL CONFERENCE FROM TRUSTEES**

The trustees thanked Trustee Rubin for the excellent report he had sent out prior to the meeting.

President Struthers requested a motion to change the Agenda order and go directly to items 5, 6, 7B. and 8A. because Trustee Levy has to leave early as does Ruth Del Re of Liberty who is in attendance to discuss social media options. Trustee Bilotti moved that the Board move Agenda items 5, 6 and 7B. and 8A. to the top of the Agenda. Trustee Rubin seconded the motion. All in favor. Motion passed.

5. **TREASURER'S REPORT**

The trustees reviewed the March 2019, treasurer's report. Trustee Levy stated that there was \$771,049.07 of cash in the savings and checking accounts and certificate of deposit at the end March. She also told the trustees she had a good phone conversation with Commissioner Paul Frank about her reappointment.

Following a brief discussion Trustee Bilotti moved to accept, as presented, the Treasurer's Report for March 2019. Seconded by Trustee Simonson. All in favor Motion passed.

6. **BILLS**

The Trustees considered the following bills:

1. Grach, Masini, Hazan & Gurysh, LLP - \$1,729.75 – Legal Services.
2. Liberty Business Systems - \$150.00 – Website Maintenance

3. Smith Accounting Services - \$100.00 –Accounting Services.
4. West Insurance Agency - \$500.00 – surety bond for Trustee Struthers.
5. Clarke Environmental Mosquito Management - \$65,536.00 – First Contract Installment.

Following a brief discussion Trustee Simonson moved that the bills be paid as presented. Seconded by Trustee Bilotti. Roll Call. Ayes: Simonson, Bilotti, Rubin, Levy and Struthers. Nays: None. Motion passed.

8. **NEW BUSINESS**

A. Discussion and adoption of Tentative Annual Budget and Appropriation Ordinance for 2019 and scheduling of public hearing on the Ordinance. – Attorney Masini distributed the proposed Tentative Annual Budget and appropriation Ordinance to the trustees. Trustee Levy pointed out that the amount appropriated was the same as many prior years, \$693,000. Attorney Masini reminded the trustees that over the past three years the Board has spent down a substantial amount of the District’s surplus. The effect of the tax cap will make it a long while before the surplus is built back up. Consequently, the Board should be aware of this fact in deciding on expenditures.

Following a brief discussion by the trustees, Trustee Levy moved that the Tentative Annual Budget and Appropriation Ordinance for 2019-2020 be adopted as presented with an appropriation of \$693,000. Seconded by Trustee Simonson. All in favor.

Attorney Masini reminded the trustees that the public hearing on the ordinance is scheduled for May 13 before the May meeting.

At this time Trustee Levy left the meeting.

7. **OLD BUSINESS**

B. Discussion and possible action on social media outlets for District information. – President Struthers began the social media discussion with Ms. Del Re. She commented that the trustees had taken away from the AMCA conference the potential benefit of getting the District’s message out on social media. Trustee Rubin said it would be good to have people connect with the District on social media and then move them to the District’s website for information on its work and to provide the public with steps that can be taken to reduce mosquito populations.

Ms. Del Re explained that the following questions needed to be considered when planning to create a social media presence.

1. What do you want to accomplish with a social media presence?
2. Who is your target market?
3. What information/materials do you want to share?
4. How often are you going to send out messages?
5. In what content form, for example, written, pictures or video, are you intending to use to communicate?

(Note – video content can be delicate because of the legal ownership of the content and the issues that could arise with reuse and publication).

6. When is the best time to get certain information/content communicated to your identified market?
7. What is the best social media platform to use to accomplish your goals?

During the lengthy discussion, it became apparent that the trustees were concerned about the amount of time a truly active social media presence could take. Both Highland Park and Deerfield have employees who have the responsibility to handle social media matters, as does Clarke. The District cannot go in this direction. They will check with the individuals at the municipalities to see how much time is spent on responding. The trustees agreed that an “information out presence” would be the best approach.

Ms. Del Re pointed out that the District needed an e-mail account in order to be on a social media site such as Twitter and Facebook. She can easily set up an account for the District.

Trustee Rubin thinks that while it is a great idea to have a social media site to get more information out and create greater exposure for the District’s public health messages, they must be careful not to put too many messages out so that people ignore it. He believes that the trustees need to create a list of “trigger events”: so that the content messages are communicated at the correct time in the season. He also said that the trustees need a “point person” to decide on what materials/content should be disseminated and to direct Ms. Del Re as to when to put it out.

Ms. Del Re suggest that the Board might initially create a presence on Facebook and Twitter. Messages should go out about one time per week on Facebook and two to three times per week on Twitter. She said the cost to get something up and running so the Board can have an initial reading of what is involved with a social media presence is approximately \$75.00 per site and \$250.00 monthly to start based upon the estimated time involved.

Trustees Rubin and Bilotti said it would be important to keep watch on the number of people attracted to the site to measure its effectiveness.

There was also a discussion of what the District should use as its Twitter “Handle”. It was decided to use the full District name.

Following the discussion, Trustee Rubin moved that the Board hire Liberty Business Systems to undertake a Phase 1 project to establish two social media accounts for the District at a cost not to exceed \$500.00. Trustee Bilotti seconded the motion. Roll. Call. Ayes: Rubin, Bilotti, Simonson and Struthers. Nays: None. Absent: Trustee Levy. Motion Passed.

Mr. Feder had left the meeting at 8:30 p.m. Ms. Del Re left the meeting at 8:40 p.m. following the Board’s adoption of the foregoing motion.

4. **MINUTES**

The Trustees reviewed the minutes of the March 11, 2019 regular meeting. Motion by Trustee Simonson and seconded by Trustee Rubin to approve the minutes of the March 11, 2019 regular meeting. All in favor. Motion passed.

7. **OLD BUSINESS**

A. **Discussion and possible action on purchase of educational materials and methods of distribution for 2019.** – The trustees discussed the information needed so that the proper number of publications could be obtained for the distribution of public education materials to the schools and Park District. The trustees decided they wanted to purchase the Fight the Bite book this year. President Struthers will place the order. Trustee Simonson moved that the Board authorize the payment of \$50 to each of two high school students to assist the trustees with distribution of materials at the Riverwoods Plant Sale on May 18. Trustee Bilotti seconded the motion. Roll. Call. Ayes: Rubin, Bilotti, Simonson and Struthers. Nays: None. Absent: Trustee Levy. Motion Passed.

Mr. Balis advised the trustees that Clarke will be transitioning its notifications function to a Web Portal and no longer using a phone call. Over the next few weeks everyone on the Call List will be contacted and asked whether they want notice by text or e-mail. As necessary, Clarke will use up to 3 telephone calls and 2 post card notices.

The trustees also had a brief discussion concerning the posting of the monthly Treasurer’s Report to the District web site. It was decided that for the present the District will post the Annual Financial Report. All other information that is legally available may be obtained via an FOIA request.

9. **ADJOURNMENT.**

Trustee Simonson moved that the meeting be adjourned. Seconded by Trustee Rubin. All in favor. The meeting adjourned at 9:05 p.m.

Respectfully submitted,

Roger Simonson, Secretary of Southlake
Mosquito Abatement District