

Village of Shorewood 2020 Annual Report

**VILLAGE OF SHOREWOOD
DEPARTMENT / COMMITTEE ANNUAL REPORT**

Instructions: To help inform the Village Board on the annual operations, services and activities being performed by all areas of the Village, the Village Manager is asking each department and citizen committee to complete the following report. Please contact the Village Manager’s Office if you have any questions about the report.

Name of Department / Committee: Marketing and Communications Advisory Committee

Name of Department Head / Committee Chair: Gina Shaffer, Chair

Other Department Managers / Committee Members:

Phil Gruber, Laura Peracchio, Joe Zizzo, Bill Brody, Katelin Watson (School District Liaison), Tyler Burkart (Village Liaison), Steph Salvia (BID Liaison), Jessica Carpenter (Trustee Liaison)

Identify your most significant department / committee services and activities performed in the past year.

1. Reviewed and consulted the Senior Resource Center on their proposed marketing plan.
2. Began coordination of the next phase of Shorewood Short Videos
3. Reviewed Shorewood Today revenue in pandemic environment
4. Created a marketing plan template for Village staff, committees, and community groups to utilize.

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Identify your department / committee proposed initiatives that you hope to perform or implement in future years. Initiatives are significant subjects such as service delivery changes, capital items, programs, or studies that require Village resources and time to execute. Each initiative listed should link to one of the six vision statements in [Vision 2025](#) on pages 6-8. Include the vision number(s) in the “Relationship to Vision 2025” column corresponding with the vision statement(s) that best relates to the initiative along with a brief explanation. For each initiative, please complete the “Request Execution of New Village Initiative” form to complete this section. For citizen committees, please utilize your staff liaison to complete this form.

Department / Committee Initiative(s)	Relationship to Vision 2025
1. Finalize proposal for public monitors to be used in local restaurants and businesses	(1,6) A well-governed community with leaders and citizens who value broad civic participation and maintain a long-range, disciplined view of the future
2. Continue marketing consulting sessions - Reach out to volunteer committees and community groups to see if they need guidance and assistance on marketing / communication efforts	(6) A well-governed community with leaders and citizens who value broad civic participation and maintain a long-range, disciplined view of the future
3. Produce a webpage and list of electronic resources for realtors, prospective residents, and other community members to learn general information about the Village	(1,6) A well-governed community with leaders and citizens who value broad civic participation and maintain a long-range, disciplined view of the future
4. Continue to update and add to the Shorewood Short Video Series	(1,6) A well-governed community with leaders and citizens who value broad civic participation and maintain a long-range, disciplined view of the future



Shorewood