



**AGENDA ITEM EXECUTIVE SUMMARY**

Agenda Item number: 3.b

Title: Active River Project Update – Information Only  
Presenter: Chris Adesso

Meeting: Government Services Committee Date: October 23, 2017

Proposed Cost: \$ N/A Budgeted Amount: \$ N/A Not Budgeted:

**Executive Summary** *(if not budgeted please explain):*

The Active River Task Force wishes to provide the Council Committee updates on the status of topics pertaining to the Active River Project/Concept. The Task Force offers the attached information to the Committee. A member of the Task Force will be available at each of the Government Services Committee meetings to respond to any questions or comments that the Council Committee may have.

**Attachments** *(please list):*

\* September 18, 2017 – Task Force Meeting Minutes

**Recommendation/Suggested Action** *(briefly explain):*

None – For information only.

**MINUTES  
ACTIVE RIVER TASK FORCE MEETING  
ST. CHARLES  
JOHN RABCHUK, CHAIRMAN  
SEPTEMBER 18, 2017**

**Members Present:** Chair. John Rabchuk, Chris Adesso, Trish Beckjord, Rick Brems,  
Holly Cabel

**Members Absent:** Chris Bong, Jim Enck, Monica Meyers, John Wessel

**Others Present:** Phil Held, Ed Werneke, Tony Zehnder, Isabel Soderlind

**1. Call Meeting to Order**

The meeting was convened by John Rabchuk at 8:03 a.m.

**2. Minutes Review and Approval**

Motion was made to accept and place on file the minutes of the August 21, 2017 Active River Task Force meeting minutes.

Motion by Trish Beckjord second by Chris Adesso, to accept and place the minutes on file.

Voice vote: Ayes: unanimous; Nays – None Absent: C. Bong, J. Enck, M. Meyers, J. Wessel

Motion carried at 8:05 a.m.

**3. Planning For Delegation to Greenville, South Carolina**

**A. Members Attending the Delegation:**

John Rabchuk gave a brief update on the delegation members attending the Greenville site. In addition to City of St. Charles and St. Charles Park District personnel, Craig Larsen, President of the Chamber of Commerce will be joining the group as another civic/business leader. Tom Anderson however will be unable to attend. (See August 21, 2017 meeting minutes for a detailed list of all those attending the delegation.)

**B. Site Visit**

The site visit is scheduled for October 4-5, 2017. The delegation will arrive to Greenville on the evening of Wednesday, October 4. There will be a three hour meeting on Thursday morning, October 5, with Greenville's city staff, park district and civic/business leaders. Mayor Knox White will give a guided tour of Falls Park immediately following the meeting.

Discussion with Greenville will include the following:

- How the project was funded?
- Who owns and maintains the project? Is it a newly created entity versus City or Park District?
- What has been the economic impact to the city?
- How was the financing of the project supported?
- Who is in charge of operations and maintenance and how is this funded?

The Active River Project task force members discussed organizing a conference call with another similar river project after the Greenville site visit. All agreed the Columbus, Georgia, river project and Uptown Columbus, Inc. would be a worthy source of information. Columbus' project was similar in size, very creative and involved various entities in their project. They may offer alternative options and thoughts to consider.

John Rabchuk mentioned he had already given Chris Minick & Cathy Camm the contact information to other similar river projects around the country; they would be contacting them.

Previous Active River Project meeting minutes have included web links to the Greenville site. John mentioned that he has received some very positive comments from various people that have viewed the sites.

- Ted-Talk from Mayor White concerning Falls Park project  
<https://youtu.be/2L8HPajQ730>
- See new Greenville City website  
<https://gis.greenville.gov/downtownreborn/index.html>

Rick Brems was just there a month ago and mentioned the city and the project is very impressive.

#### **4. Marketing, Publicity and Community Outreach**

##### **A. Update and Presentation of New River Corridor and Active River Websites**

Phil Held, Tony Zehnder and Rick Brems have met several times with John Arends from Arends Inc. regarding the new websites. There are two websites being developed (1) for the River Corridor Foundation (RCF); and (2) for the Active River Project. The City is covering the \$2,300 cost for the Active River Project website.

The new RCF website is very colorful and interactive. Users will be able to click on a variety of images that will open a frame with more detailed information regarding the activity, event or component. Rick Brems hopes to give a preview of the website at the next Active River Project meeting.

In addition, the River Corridor Foundation has been discussing hiring a drone pilot to get current pictures and aerial video footage of the river with the expectation that these can be added to the website. The concept of a 2 ½ minute aerial video montage with still pictures would capture the current topographical status of the river, activities that currently draw the community to the river and highlight the potential designs and activities the Active River Project is proposing.

A library of footage would also be included in the Active River Project website regarding various components of the river: ecology, wetlands, flora, recreation, etc.

Several drone pilots were interviewed and quotes for aerial videos were received from three of the vendors. Quotes ranged from \$1,300 up to \$3,000 depending on the scope of work, i.e. raw footage versus creating a video montage and a library of footage. Robert Rydin, from Robert Rydin Photography, had the lowest quote. He is a very accomplished and artistic drone pilot that has exhibited his projects at high end art fairs around the area. In addition, Robert expressed an interest in being a long-term partner in this project.

The River Corridor will discuss and vote on approving the cost of hiring a drone pilot to take aerial video footage and complete a 2 ½ minute video.

Rick mentioned there have been many discussions the last two weeks regarding the video. Discussions have included the following:

- What is the intention of the video footage and what should it include?
- What should be emphasized or promoted on the website and in the video?
- What items would emphasize the branding “Destination St. Charles”?
- Do we include St. Charles events that may not be involved directly to the river or the Active River Project, e.g., Scarecrow Fest?
- Include proposed designs of the project, e.g., concept design work of the park, island, and some of the proposed activities, etc. that may be included in the project.
- Is the video a promotion of St. Charles or should it focus on the Active River Project?
- If it is a marketing film for the city, should others also contribute to the cost of this project?
- View existing versus proposed; e.g., walking paths and bike paths with computer generated imaginary.
- View elements of what St. Charles “is” versus “what it can be”.
- Begin to collect a library of “before” and “after” pictures.

## **B. Presentation to St. Charles Exchange Club**

Several Active River Project presentations have been given this past month. Rick Brems gave a presentation to the Chamber of Commerce. John conducted one for the St. Charles Exchange Club and another one for the Pottawatomie Garden Club.

## **C. Press Releases**

John Rabchuk distributed a draft of a press release regarding the water quality testing program by the local high school students. This effort was organized by the River Corridor Foundation. The high school students recently took their first samples and they also supplied some pictures.

Discussion ensued on whether the press release should be released through the RCF or through the umbrella of the Active River Project. It was determined the River Corridor Foundation initiated the program with the high school students; therefore the press release should be released under the RCF umbrella.

John Rabchuk will make the corrections on the draft and it will be distributed through Karen Muehlfelt from the River Corridor Foundation. The River Corridor will post it on Facebook and a copy will be sent to Arends, Inc. the website developer.

## **5. Member Organization Updates**

### **A. St. Charles Park District Updates**

#### **i. Shoreline Restoration and Stabilization Project**

The St. Charles Park District will be requesting the approval of a contract for the Pottawatomie Golf Course Shoreline Restoration and Stabilization project in October. This will be a costly ongoing project, with many phases, but necessary to remedy this erosion issue. In 2018, the Park District will discuss the implementation of the phases for this project.

#### **ii. Boy Scout Island Project**

Additional funds will also be discussed for Boy Scout Island. The Boy Scout Island parking lot will be completed this year, but additional funds will be requested in 2018 to fix the boat launch at Boy Scout Island.

Discussions with Union Pacific are still ongoing.

### **B. City of St. Charles Upcoming Budgeted Projects**

At this time, the City is only in its fifth month of the current budget year. So far Chris Adesso has not heard of any projects related to Active River Project for next year. Budget discussions will start in November/December and go into early January. The finalized budget for FY18/19 will not be approved until mid-April or early May.

Chris added he will be re-budgeting for the Key Sculpture next year if they are unable to complete the project this fiscal year.

### **C. River Corridor Foundation**

John Rabchuk received a book published in 1962 from the State of Illinois Public Works Department titled, *Survey Report for Development of Fox River Ottawa to McHenry*. The book was donated by the project manager working on the Fox Chase development years ago in St. Charles. He is currently 94 years old and a current member of the Exchange Club. The book will be donated to the Historical Society if anyone is interested in any historical information regarding the Fox River.

## **6. Update on Potential Corporate/Philanthropic Funding Sources**

### **A. Dunham Foundation Meeting Update**

John Rabchuk attended the Dunham Foundation meeting on Wednesday, September 6, 2017. There were approximately 40 to 50 non-for-profit organizations represented at the meeting. The Foundation introduced a different

mode of raising funds explaining how the event works and how to promote your group.

November 28 is known as “National Day of Giving”. Non-profit organizations can participate and raise funds by registering for donations at #ILGIVE, [www.ilgive.com](http://www.ilgive.com). The Dunham Foundation will be publicizing and promoting this event and they will match the donations (up to a certain amount) to specific organizations that meet their criteria. It is an easy and accessible way for everyone to donate without having to hold an actual event. This may be a fundraising method the Active River Project may be interested in participating in the future.

People donating can go to the website and search for a specific cause and/or geographical location. The software will list non-profit organizations that meet those field requirements. Last year the site raised \$12,000,000.

John Rabchuk raised the question, “Should the Active River Project make that switch sometime in the future and encourage donations just to support the Active River Project instead of hosting an event to raise the funds?” It is something to consider.

Over the years, the Dunham Foundation has donated over \$3,000,000 to River Edge Park in Aurora. They have encouraged the Active River Project to apply for a \$250,000 grant due in February, with another grant giving in June. The Active River Project has been invited for another follow up meeting in October.

Holly Cabel left the meeting at 8:57 a.m.

**B. Update on Other Potential Corporate Funding Source**

No updates at this time.

**7. Other**

**A. Administrative Support for the Active River Project**

Chris Adesso mentioned the Active River Project has been utilizing the City administrative staff exclusively for the last five months. Originally, the task was shared both by the City of St. Charles and the St. Charles Park District. Due to the administrative time this requires, Chris Adesso proposed this group go back to “self” minute taking unless the Park District has someone that can share the load with this task again?

The group determined to discuss this at the next meeting as a separate agenda item.

**8. Adjourn**

The next meeting is scheduled for October 16th at 8:00 a.m. at the Baker Community Center. Motion to adjourn by Trish Beckjord, 2nd by Tony Zehnder.

Voice vote: Ayes: unanimous; Nays – None Absent: C. Bong, J. Enck, M. Meyers, J. Wessel

Meeting was adjourned at 9:05 a.m.