

**MINUTES
CITY OF ST. CHARLES
GOVERNMENT OPERATIONS COMMITTEE
MONDAY, FEBRUARY 4, 2019**

1. Call to Order

2. Roll Call

3. Omnibus Vote - None

Items with an asterisk (*) are considered to be routine matters and will be enacted by one motion. There will be no separate discussion on these items unless a council member/citizen so requests, in which event the item will be removed from the consent agenda and considered in normal sequence on the agenda.

4. Finance Department

- a.** Presentation of the Service Agreement and Funding for the History Museum in the amount of \$44,000 for FY 2019-2020.

Chris Minick explained that each year the City allocates funds out of the Hotel Motel Tax Revenue Stream to support the programs and operations of the St. Charles History Museum. The purpose of the presentation is to understand and ask questions about the programs and activities of the St. Charles History Museum. We will also be seeking feedback on the appropriate level of funding should be put into the budget draft.

Chris introduced Alison Costanzo, Executive Director of the St. Charles History Museum, 215 E Main Street. Alison gave a presentation on the activities of the History Museum during the last fiscal year and outlined their plans for the funding allocation for fiscal year 19/20. Some highlights of the presentation are as follows:

- The St. Charles History Museum is assisting the St. Charles Township with digitizing the cemetery and Township historical records.
- Last year the City increased funding for the museum allowing for more to be done. 2017/2018 saw an increase of 15.5%.
- Outreach efforts increased, developed a new local history program, expanded our membership program and found new ways to promote the gift shop.
- Over 12,000 visitors were served in 2018.
- 2017 saw the launch of our Three Part History Program that was specifically designed to teach local history. The program looks at how people came to and settled in St. Charles. It's a collaborative effort between the St. Charles Public Library Youth Services Department and the Museum.
- The membership promotional material was updated. The new material was presented at the museums first membership drive event that was held at Hotel Baker. The event garnered 50 new memberships.
- In 2017 the gift shop was branded as the Curious Fox Gift Shop. More than 90% of the inventory is locally produced in the Tri-Cities or the United States. Sales have increased by 39%.

- In 2018 an Instagram account was launched and we have almost 600 followers. Facebook saw an increase of 15.5%. The website saw an increase in the audience size by 38.8%, visits to the site increased by 23.3%, and page views increased by 18%.
- In 2018 the museum had over 15,000 volunteer hours. Total economic impact is over \$370,000. That number comes from the Independent Sector who is the leader in volunteerism. They set the rate that volunteerism is worth and it's currently \$24.59.
- Last year implemented a Project Based Collections and Exhibitions Manager position which is being funded by a very generous donor.
- In 2019 we are going to split the Curator and Marketing Coordinator position. We now have a Visitor Engagement Coordinator who is responsible for the front of the house.
- In the Fall of 2019 the Museum Staff and Board of Directors decided to create a new strategic plan. The first part is an online survey, next is a focus group and board retreat. This will help us determine what the community wants.
- There will be three new exhibitions launched in 2019.
- We are launching a Murder Mystery Night at Pheasant Run on April 12.
- We will be hosting a house walk in the Pottawatomie neighborhood.
- Working on rentals for museum space for birthday parties and showers that will increase our revenue, etc.
- Would like to propose a digital sign outside the museum at an approximate cost of \$40,000 - \$50,000.
- Would like to increase their funding request this year to \$44,000.

Ald. Payleitner said that she thought what Alison is doing is great and she particularly appreciates the 3rd Grade curriculum for teaching history to students.

Ald. Turner mentioned that he thought Alison did a great job with the money she was funded last year. Her request will be considered as we go through the budget.

Ald. Lewis mentioned that it was a great presentation and that Alison and her staff are very dedicated.

Ald. Turner mentioned that when Jo Krieger was on the Committee she wanted the museum funding taken off the hotel/motel tax. Did we make it a separate line item and fund it through the hotel/motel tax? Chris said that's what was done.

Allison asked if anyone has any feedback regarding the proposed sign.

Ald. Turner said that the sign will be used by more than just the museum and that Alison should approach the Downtown St. Charles Partnership, the Convention and Visitors Bureau, and see if they would help with the funding.

Ald. Payleitner noted that Alison will need to get in contact with the Community and

Economic Development Department before moving forward with the sign.

Alison said that these types of signs increase foot traffic between 15% - 25%.

Maureen asked about a sign at the museum possibly repeating messages that are on the Arcada marquee. Alison noted that the technology is a lot different and that the City would have the ability to add information to the sign.

Ald. Gaugel asked if they have reached out to any other companies that offer this type of sign. Alison said that Omega, who they have contacted, does a lot of business in the Chicagoland area. Ald. Gaugel said before we have them come out and do a demo they should reach out to other companies to make sure their price is competitive.

Ald. Lemke mentioned that they should consider how the sign would be installed to avoid vandalism.

Ald. Stellato said that he would not support this for just the museum's use, but if some other groups were to buy in it would be worth a discussion.

Motion by Ald. Lemke, second by Ald. Stellato to move to executive session to discuss property acquisition as permitted by 5 ILCS 120/2(c)(5) and Personnel as permitted by 5 ILCS 120/2(c)(1).

Roll Call: Ayes: Gaugel, Vitek, Bessner, Lewis, Stellato, Silkaitis, Payleitner, and Lemke; Nays: None. Vice Chairman Turner did not vote as Chair. **Motion Carried.**

5. **Executive Session**

- Personnel – 5 ILCS 120/2(c)(1)
- Pending Litigation – 5 ILCS 120/2(c)(11)
- Probable or Imminent Litigation – 5 ILCS 120/2(c)(11)
- Property Acquisition – 5 ILCS 120/2(c)(5)
- Collective Bargaining – 5 ILCS 120/2(c)(2)
- Review of Executive Session Minutes – 5 ILCS 120/2(c)(21)

Motion by Ald. Payleitner, second by Ald. Bessner to come out of executive session.

Voice Vote: Ayes: Unanimous; Nays: None. Chrmn. Bancroft did not vote as Chair. **Motion Carried.**

6. **Additional Items from Mayor, Council, Staff, or Citizens.**

7. **Adjournment**

Motion by Ald. Stellato, second by Ald. Payleitner to adjourn the meeting at 8:57 pm

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