

**MINUTES
CITY OF ST. CHARLES, IL
GOVERNMENT OPERATIONS COMMITTEE
MONDAY, JUNE 3, 2013**

1. Opening of Meeting

The meeting was convened by Chair. Turner at 8:00 p.m.

2. Roll Call

Members Present: Chair. Turner, Ald. Stellato, Monken, Carrignan, Payleitner, Martin, Krieger, Bessner, and Lewis

3. Omnibus Vote

Recommendation to approve Funds Transfer Resolutions authorizing budgeted transfers for debt service payments and miscellaneous transfers.

Motion by Ald. Stellato, second by Silkaitis to recommend approval of Funds Transfer Resolutions authorizing budgeted transfers for debt service payments and miscellaneous transfers.

Voice Vote: Unanimous; Nays: None; Chrnm. Turner did not vote as Chairman. **Motion Carried.**

4. Police Department

- a. **Recommendation to approve a Resolution Authorizing the Mayor and City Clerk to Execute an Intergovernmental Agreement with the County of Kane for Animal Control Services.**

Chief Lamkin: For several months now Metro West Council has had an Animal Control Task Force that has been working with the County to come up with a new agreement. The existing extension we had with the last agreement expired the end of April. The County agreed to extend this. Most notably there was a decision made at the County level to reduce the fees. In part that was driven to encourage more participation for the local municipalities to use these services more; so there is a significant reduction with this agreement. It's good for a year and has some one-year extensions built into it. In FY12/13 the City spent \$2,600.00. This contract has been working okay for the City.

Ald. Krieger: If I have a raccoon or something of that nature in my yard, do I call the City or County?

Chief Lamkin: If it's in your yard and appears to be sick, rabid, we have put the animal down ourselves because there is nothing that can be done for it. If it's just a raccoon in your yard, the County does not address wild animals. That would have to be refer to some private contractor.

Ald. Krieger: What about a cat or dog?

Chief Lamkin: If it's a dog that is a stray, that can be picked up. If it's a feral cat there is not a lot of assistance with feral cats. If it's a cat that appears that it has a home, the County is willing to accept it within some boundaries of the contract.

Ald. Krieger: Would I be charged?

Chief Lamkin: If you call Animal Control, before they will come out they will call the Police Department to see if we're in agreement to accepting the charge; then if we authorize the charge we are billed for it; however in the event that the owner should come to the County and claim their animal, then they are billed for it. Depends on how it ends up.

Motion by Ald. Stellato, second by Silkaitis to recommend approval of a Resolution Authorizing the Mayor and City Clerk to Execute an Intergovernmental Agreement with the County of Kane for Animal Control Services.

Voice Vote: Unanimous; Nays: None; Chrmn. Turner did not vote as Chairman. **Motion Carried.**

5. Public Works Department

a. Recommendation to amend the Intergovernmental Agreement with School District 303 regarding a Red Gate Road/St. Charles North High School intersection improvements.

Mark Koenen: We discussed the intersection of Red Gate Road and St. Charles North High School at a number of meetings over the last year. Most recently I was here adding a traffic signal at that location. We have a contract that has been awarded and that construction is being pursued as we speak. We also entered into an agreement with D303 to share in the construction cost, and at that time, the D303 contribution was \$250K. Through more detail conversation over the last 30 days there have been concerns about that value and terms of contribution towards it. Mr. Townsend and representatives of the school district most recently met and that matter has been resolved and has been considered by a committee of the school district and that value has been shifted where the school district will participate only in the right-turn lane (eastbound) and would pay for engineering as well construction. The value of that is \$125K. The City of St. Charles will pay the balance. I recommend that we approve the updated agreement and direct staff to prepare that document for your consideration at the next Council meeting.

Ald. Payleitner: Previously the warrants for installing the traffic signal did not exist. Is that still the case?

Mark: Correct.

Ald. Stellato: We've been down this road before. We went first and said we would pay for something, we took the school district at their word, and found out through the newspaper that

didn't happen. What's to stop this from happening again if we agree to some lower number and they do not approve this at their Board level?

Mark: My understanding is was approved by Committee of the Whole and it was advanced with recommendation for approval. I expect them to operate like our body does and that recommendation would be accepted by the same body of individuals.

Ald. Krieger: I'm glad to know that the school district only values life at \$125K. Having said that I would move for approval but in any further agreements we should have the money in hand before we sign the papers. I don't trust them.

Ald. Stellato: I'll second that for purpose of discussion.

Ald. Silkaitis: I am disappointed that they didn't pay half of it since the school is generating most of the traffic. But in consideration of that \$125K for the safety of the children it is paramount and I'll vote yes on this.

Ald. Payleitner: Please correct me. The reason the school district wants us to pay for this light is because they feel it's a result of the bridge? They feel it should have been tied in with the expense of the bridge because it is a bridge issue.

Mark: That's what I understand.

Ald. Payleitner: That is not the case, correct? That's my way to work and there may be eight of us crossing the bridge, five turn right (north) on Rt. 31 and the rest go straight through on Red Gate. None of them turning left into the high school. Traffic for the high school comes from those coming northbound, turning right onto Red Gate and backed up to Lutheran Church coming from the west. Nowhere do I see that an issue coming from the bridge. Now if they want to put in the turn lane, I think that will solve their issue; it's their property, their turn lane. With that in mind I disagree we should be paying for a signal at this point. It isn't warranted by our standards.

Ald. Lewis: It seems that the school traffic is controlled by the 4-way stop. The people there know about it and use it on their honor system for years. I was originally not in favor of moving forward on this but have changed my mind because I believe the issue is going to come at times when there isn't school in session. I travel out that way often. Coming from west to east it's very difficult to see that stop sign when you're on Red Gate. You're not expecting it. I know it's there so I am expecting it and I have a hard time finding it. I see the issue coming when school is out of session and two people are coming out of River's Edge and someone is coming down Red Gate not expecting a 4-way stop, but these people are and are taking their turn. I see that as more of the issue than I do during school hours.

Ald. Payleitner: Is the stop sign warranted at that intersection?

Chief Lamkin: Because we had made the decision that we were going to be putting the stop light in, there is an exception in the warrant that allows to put the stop sign in advance of that. So for the present time since we determined we were going to put a stop light in there, it is warranted under those conditions.

Ald. Payleitner: Right, but not by means of traffic?

Chief Lamkin: No.

Brian Townsend: I have been the primary point of contact with the school district on this issue and I can speak for Dr. Schlomann when I say there has been some disappointment in the amount of time it has taken in the process that we've gone to get to this point. It's important to recognize that the traffic projections that we have for the future do indicate that a traffic signal would be warranted at this intersection at some point. We don't know exactly when that would occur but it's not a question of "if" it's a question of "when". The purpose of moving forward now is twofold. One was the intergovernmental cooperation that we would partake in by jointly funding the signal, the engineering, and the construction. Secondly was to address a perceived safety issue that exists there and Chief Lamkin would also state that there is an issue in the traffic that is going to North High School. They treat this intersection as a 4-way stop when they're entering at the beginning of the day and leaving at the end of the day. He has put officers out there for a period of weeks after the bridge had opened in an attempt to try and break that pattern and it was unsuccessful. I believe at this point it is prudent for us to move forward. If we elect not to proceed with the traffic signal at this point in time and wait for the warrants to be met then the entire expenditure will be put on the City at that point and I can assure you that the project will be much more costly than it is today. We have the resources to move forward and do this. We have some assurance from the school district that they are willing to participate at the \$125K level, and I believe that we should move forward with the project for the benefit of not just the City, not just the school district, but for the community as a whole. I think it's important for you to consider these comments in your deliberations before you take the vote this evening.

Ald. Lemke: Was there a 2-way stop sign that was being ignored or were people expecting it to be a 4-way although it was two? I missed that part of it.

Mark: The traffic along Red Gate Road in the past did not have a stop sign for east/west movement. There were stops on both the north and south approach exiting from the high school and the subdivision. What was happening at the beginning of the school day people were doing a courtesy stop because traffic was coming from all four approaches. The habit was not able to be broken. A police officer was manually directing traffic at the intersection but when the officer went away it went directly back to this courtesy stop which is inconsistent which one would normally find at an intersection. That implies the need for the 4-way traffic signal.

Ald. Lemke: So at least people recognize this is a 4-way stop and at different times of the day some don't expect what others are doing because it is not signed as such.

Ald. Lewis: That was my point that other hours of the day I see it to be more of an issue.

Ald. Payleitner: So by other hours of the day we are saying this 4-way stop sign is needed for 150 days of the year for 20 minutes at the beginning of the day and 20 minutes at the end of the day?

Brian: That's a factual statement today. We are not sure about the future.

Chrmn. Turner: This also came up a couple of years ago with the bridge discussion with the neighborhood and from a warrant standpoint we knew it was not feasible, but I thought the safety of students was really paramount at this point because there had been some incidences. Obviously it was driver's error, but whatever we can do to make people more aware of the traffic rules.

Ald. Payleitner: Let me be clear that my argument is in that I don't feel we are \$250K responsible for it. I think the school district is halfway responsible. I'm not saying it doesn't need to be there. I think it is warranted during school days during school hours; therefore it has nothing to do with the bridge right now. At this point the school district is at least halfway responsible for it.

Chrmn. Turner: I can agree with you but as Brian said at some point down the road we are going to have to put this light in and we're going to have to pay for it all on our own.

Ald. Lemke: When we talked about an estimate of \$170K, we would put this estimate out to bid with the engineer's estimate in mind?

Mark: Correct, we have done that. We've already awarded a contract and the award was based on having the signal in place before the start of the school year this coming fall. So that work is being pursued as we speak.

Ald. Stellato: That last comment Mark was my concern. We had an agreement in place, I understand it was a handshake, but where I come from that means a lot. I'm disappointed in the fact that somebody didn't hold up their end of the bargain. I'll support the light and vote yes, but I'm disappointed.

Ald. Bessner: I agree with that. I think it would be prudent to put a light in at some particular point, but it concerns me how we deal with them in the future.

Ald. Lewis: I think we are all on that same page.

Ald. Lemke: Is it fair to ask whether the project was bid near, above or below the estimated cost in the memo?

Mark: When the bids came in they were higher than that and we have worked with that contractor to shave the construction down so it would be within construction cost dollars. That's how we got to that number.

Chrmn. Turner: This has been moved and seconded.

Roll Call: Ayes: Stellato, Silkaitis, Lemke, Martin, Krieger, Bessner, Lewis; Nays: Payleitner. Chrmn. Turner did not vote as Chairman. **Motion carried.**

6. Finance Department

a. Recommendation to approve an Ordinance Ascertainning Prevailing Wages in the City of St. Charles for Kane and DuPage Counties.

Chris Minick: Each year we have a requirement to determine the prevailing wage rate for various labors, mechanics, and others that are employed by contractors in the business of completing public works contracts on behalf of the City of St. Charles. The City utilizes the amounts for these prevailing wages as determined by the Illinois Department of Labor and the City monitors compliance by requiring each of our contractors to submit a copy of their certified payroll records attesting to the fact that they then subscribe to these individual prevailing wage rates. Staff recommends approval of this ordinance. This is a matter that we handle each and every year.

Chrmn. Turner: Is this a state requirement?

Chris: It is a state mandate and we utilize the Department of Labor amounts because they are the ones charged with enforcing this.

Motion by Ald. Stellato, second by Krieger recommending approval of an Ordinance Ascertainning Prevailing Wages in the City of St. Charles for Kane and DuPage Counties.

Voice Vote: Unanimous; Nays: None; Chrmn. Turner did not vote as Chairman. **Motion Carried.**

b. Recommendation to approve funding for the Downtown St. Charles Partnership (DSCP) for FY13/14.

Chris Minick: Back on April 15 Lynne Schwartz, Executive Director of the Downtown St. Charles Partnership (DSCP) made the annual presentation requesting funding for the DSCP for FY13/14. At the direction of the Committee at that particular time, they were asked to continue the matter until the new City Council and Committee members were seated; so we are coming back before you tonight to present the item again for some further discussion. The DSCP has requested funding in the amount of \$263,500. This is a slight reduction in the amount of funding that was granted 2012/13. The current allocation of \$263,500 is budgeted.

Lynne Schwartz, Executive Director, Downtown St. Charles Partnership: I will give you a brief recap of the presentation back in April. Since July 2012 our organization has undergone a number of changes including an reorganization, office relocation, and change in our fiscal year.

During these past 11 months our main focus has been in connecting and engaging our business owners to create a cohesive and strong downtown business community. Every downtown business owner has received regular communications from us regarding resources, invitations for support; including a newly created bi-weekly business newsletter, retail minded magazine and business skills that are delivered monthly, invitations to our four business exchanges, opportunities to participate in our small group training on Facebook for businesses, business surveys to help us determine how to best actively reach their target market through the use of our marketing dollars, and cooperative advertising opportunities. We have made many visits to both new and existing businesses and will continue this practice. We focus our public relation efforts on delivering positive consistent messaging about downtown amenities including shopping, dining, entertainment, and recreation. This has been carried out through holiday advertising campaigns and a collaborative effort with our organization and City of St. Charles' Economic Development Department. We also implemented a shop local campaign aimed at our local visitors and partnered with the City, CVB, and Chamber of Commerce. We produced a downtown video highlighting Downtown St. Charles and have submitted regular press releases communicating positive news related to downtown St. Charles. We also made positive contributions to improve the aesthetics of downtown with our vacant storefront panels, our awning grant program, the installation of the first historic marker with two more being installed in the near future, and we continue our walkabouts in conjunction with the City.

We've had successful events that have all had mutual or positive revenue streams. In addition to the Fine Arts Show and the Holiday Homecoming, we've added two new events: Jazz Weekend and the St. Patrick's Day Parade. We are also working with other event organizers that are interested in planning events downtown.

As we move ahead this fiscal year, we plan to continue the programs and services that are currently in place. We also have some initiatives planned. We'll be developing a branding campaign for Downtown St. Charles which will become the basis of all of our messaging about our downtown district. This will build on our existing vision for downtown by helping us define our current culture and will involve all of our stakeholder groups. The end result of this will be a cohesive and consistent message about downtown St. Charles and will allow us to differentiate ourselves from our competitors and put us in the best position for success for our downtown.

We'll also be implementing STC Live which is a series of micro events that pairs free live entertainment with our local businesses. This will take place on Wednesday and Friday evenings starting next week and will create an opportunity for people to come downtown and give them a reason to stay downtown if they are here for other reasons. We'll also be implementing a mystery shopper program – businesses will be able to self-select for this program and we have teamed up with a nationally known expert who will shop businesses and then provide an assessment.

We are fortunate to have a dedicated volunteer base of business owners, property owners, and residents; approximately 200 people strong who all share their talent and expertise for the good of downtown. We look forward on building on to the momentum we have created this past year.

Chrmn. Turner: We've talked about your actual participation of businesses is 36%. On the surface that doesn't look like a high number but you have told us about participation of businesses that are not part of that 36% - would you elaborate on that?

Lynne: This last year we did not focus on getting people as members, we're not a membership organization per se. Our mission is to support all of our downtown community and property owners. Our focus is not to get these people to be members or investors but rather to engage the business community and get them up to speed with all the new changes to our programs. Some do not have money to invest into our organization at this time but they actively participate in our organization, programs, and committees.

Chrmn. Turner: I would like to see the amount of businesses from the different types of businesses that have participated and how many times they have participated in your events – member or not. It looks on the surface that 2/3 of the people aren't involve but that's not the case. I would like something to document that because this is a good chunk of tax money and I don't want people looking strictly at this 36%; so going forward next year I would like to see a different set of figures of how many people actually participate (members on not) in your downtown community.

Ald. Lewis: Do you see the membership being phased out?

Lynne: No, it's not being phased out, it's additional or a choice; we are different from the Chamber of Commerce that is membership driven. We are here to support our downtown businesses and property owners through this tax. The money we receive through our investors/members continue to come in on a regular basis.

Ald. Krieger: I would suspect that the economy has something to do with this. It might be more reasonable for someone to go out and volunteer for an organization rather than pay for a membership.

Motion by Ald. Stellato, second by Krieger to recommend approval of funding for the Downtown St. Charles Partnership (DSCP) for FY13/14.

Roll Call: Ayes: Stellato, Silkkaitis, Payleitner, Lemke, Martin, Krieger, Bessner, Lewis; Nays: None. Chrmn. Turner did not vote as Chairman. **Motion carried.**

- c. **Recommendation to approve funding for the Convention and Visitor's Bureau and approve a Resolution Authorizing the Mayor to Execute the Agreement for FY13/14.**

Ald. Stellato: I am now the liaison for CVB for the Council. I have a procedural question. Am I allowed to vote on this or do I abstain from this?

Atty. McGuirk: I don't see this as a conflict, you can vote on this.

Chris Minick: Each year we allocate a portion of the hotel revenue to the Convention & Visitor's Bureau. Representatives from the CVB will make a presentation to update the committee on their activities and how the money is spent for FY12/13 and also to request an allocation for the next fiscal year. For FY13/14 the allocation requested is \$526,500. This amount has been held consistent since 2009/2010 when all external funded agencies saw their funding reduced by 10% in response to the economic downturn that was going on in at the point in time. The amount of \$526,500 is budgeted.

Amy Egolf, Executive Director, Convention & Visitors, Bureau, 311 N 2nd Street: For the past 30 years the City has produced funding for our bureau as an investment in the economic health of St. Charles. Amy introduced the Board of Directors.

Every time a visitor spends a night in our hotel, 11% of the guest room's rate is added to their bill. 5% of that comes back to the City of St. Charles, 6% goes to the State of Illinois. Through our partnership with the Illinois Office of Tourism our bureau receives a portion of state hotel taxes as well. Because of that our fiscal year mirrors the State of Illinois and begins on July 1 and concludes on June 30. We are currently in the midst of our fourth quarter of fiscal year 2013.

In fiscal year 2012 our bureau activities resulted in return of investment of \$16.66 for each of the \$730,121.00 we received from both local and state hotel tax dollars. YTD 2013 we have a return of investment of \$11.60 for each one of our dollars with fourth quarter results still to come.

The direct spending of return of investment figures that we provided tonight are based on three based bureau touch stones. Estimated spending of Scarecrow Fest attendees outside of Fox Valley area, estimated spending from individuals who contact us for information and convert into actual visits, estimated revenue from lead business to our hotels that we have sent to them.

Our rollover investments don't include any rollover of those direct spending dollars. Industry professionals estimate that each dollar of direct spending actually rolls over four times in a community and they rollover when a tourism entity purchases services from local suppliers and when tourism employees spend their wages on their own households throughout the community. We don't include one dime of the estimated spending by Fox Valley attendees at Scarecrow Fest. We don't include spending of the 32,000 attendees from 195 groups that our bureau touched in the past 2 years with our services. We don't include any conversion of the 653,505 unique visitors to our websites. We don't calculate dollars spent by visitors who are lured to shop, dine or enjoy our attractions or with a group of attendees who were enticed to stay an extra day or come back for a leisure getaway because of our marketing materials. We aren't able to track businesses and planners who learn about St. Charles from our sales team and who chose to contact one of our hotels or meeting venues directly. Finally, as of now, we haven't tracked any of the promotional value from the significant media exposure the bureau generates, including the precedent coverage Scarecrow Fest received last September on NBC's Today Show.

Between July 1, 2011 and March 31, 2013 our bureau has distributed 114 leads reflecting more than 31,000 potential room nights to our hotels. We've mailed more than 54,000 packets of

information. We launched our new “Faces and Places” on visitstcharles.com website plus other sites as well.

Highlights for our next year’s programs of work include installation of jackrabbit reservation system which will enable visitors who come to our website to find the best rates available and to book real time reservations at our hotels directly from our website. This will help to keep them from going to those discount sites. We are going to do some more social media and digital advertising initiatives. We’re holding monthly management seminars sponsored by our Hospitality and Marketing Association so that both our staff and hotels can stay abreast of the rapidly changing hospitality trends. We are going to be working with our partners in Chicagoland Fox Valley marketing cooperative initiative and those partners are St. Charles, Geneva Chamber of Commerce, Aurora and Elgin area CVBs with the four of us coming together with a new look, still maintaining our individual identities, as well as to leverage our dollars for more exposure for our better buck.

Scarecrow 2013 – we’ve hired a new event company this year and we’re bringing our scarecrows back to the west side. We are going to have three additional entertainment zones throughout the footprint to encourage that foot traffic to be more even. Ravenswood has introduced to us the concept of a marketplace to the City’s east side. This marketplace will be filled with vendors offering merchandise such as jewelry, clothing, and books; and provide our own stores to be able to cross promote and let people know who come to the marketplace that their retail stores have similar merchandise. Our bureau follows the model of all bureaus all over the world. We use visitor hotel tax to lure new visitors to our destination so that they will generate more hotel tax. We recognize that each of you is faced with making certain that every hotel tax dollar is used wisely to the enhancement of the City of St. Charles.

Ald. Bessner: Could tell us about Ravenswood Events?

Amy: They are a Chicagoland event company and specialize in more unique festivals and we felt once we interviewed with them that they understood the uniqueness of Scarecrow and that’s why we chose them.

Chrmn. Turner: Where is this vintage market going east?

Amy: It will be behind the Municipal Center. We are not going to have a music venue there this year. We feel this is a good way to direct people up to Century Corners and down to Main Street.

Motion by Ald. Martin, second by Krieger to recommend approval of funding for the Convention and Visitor’s Bureau and approve a Resolution Authorizing the Mayor to Execute the Agreement for FY13/14.

Roll Call: Ayes: Stellato, Silkkaitis, Payleitner, Lemke, Martin, Krieger, Bessner, Lewis; Nays: None. Chrmn. Turner did not vote as Chairman. **Motion carried.**

7. Executive Session

- Personnel
- Pending Litigation
- Probable or Imminent Litigation
- Property Acquisition
- Collective Bargaining
- Review of Minutes of Executive Sessions

Motion by Ald. Stellato, second by Silkaitis to enter into Executive Session to discuss Personnel at 8:31 p.m.

Roll Call: Ayes: Stellato, Silkaitis, Payleitner, Lemke, Martin, Krieger, Bessner, Lewis; Nays: None. Chrmn. Turner did not vote as Chairman. **Motion carried.**

Motion by Ald. Stellato, second by Silkaitis to return from Executive Session at 9:05 p.m.

Roll Call: Ayes: Stellato, Silkaitis, Payleitner, Lemke, Martin, Krieger, Bessner, Lewis; Nays: None. Chrmn. Turner did not vote as Chairman. **Motion carried.**

8. Additional Items

None.

9. Adjournment

Motion by Ald. Krieger, second by Silkaitis to adjourn meeting at 9:07 p.m.

Voice Vote: Unanimous; Nays: None. Chrmn. Turner did not vote as Chairman. **Motion Carried.**