

**MINUTES
CITY OF ST. CHARLES, IL
GOVERNMENT OPERATIONS COMMITTEE
MONDAY, APRIL 15, 2013**

1. Opening of Meeting

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

2. Roll Call

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

Members Absent:

Others Present: Brian Townsend, Chris Aiston, Peggy Forster, Chris Minick, Mark Koenen, Chief Lamkin, Kathy Livernois, Rita Tungare, and Acting Fire Chief Schelstreet

3. Omnibus Vote

Budget Revisions – March 2013.

Motion by Ald. Turner, second by Stellato to approve the omnibus vote as presented.

Voice vote: unanimous; Nays: None. Chair. Martin did not vote as Chair. **Motion carried.**

4. Inventory Control Division

- a. Recommendation to accept bid (unit costs) from Meyer Material for all types of ready mix.**

Mike Shortall: This first one is for Meyer Material which is a sole bidder for ready mix materials for the City. We recommend you accept this bid.

Motion by Ald. Carrignan second by Bessner to recommend accepting bid (unit costs) from Meyer Material for all types of ready mix.

Voice vote: unanimous; Nays: None. Chair. Martin did not vote as Chair. **Motion carried.**

- b. Recommendation to waive the bid procedure and accept low quotes for asphalt from Allied Asphalt for four (4) mixes, Superior Asphalt for two (2) mixes, and Builders for one (1) mix.**

Mike Shortall: This item is for asphalt for the City. In years past we have awarded this to multiple vendors as indicated here and we are doing this again. We have three different vendors that we would like to award different parts of that bid to as low bidders.

Motion by Ald. Krieger, second by Rogina to recommend to waive the bid procedure and accept low quotes for asphalt from Allied Asphalt for four (4) mixes, Superior Asphalt for two (2) mixes, and Builders for one (1) mix.

Voice vote: unanimous; Nays: None. Chair. Martin did not vote as Chair. **Motion carried.**

- c. **Recommendation to waive the bid procedure for 2013/14 switchgear and accept Federal Pacific's pricing for purchased switchgear.**

Mike Shorthall: This is for switchgear. Currently the Electric Department uses the brand Federal Pacific and are happy with it, it's reliable, and would like to continue to use them. We are asking you to accept this proposal?

Motion by Ald. Bessner, second by Krieger to recommend waiving the bid procedure for 2013/14 switchgear and accept Federal Pacific's pricing for purchased switchgear.

Voice vote: unanimous; Nays: None. Chair. Martin did not vote as Chair. **Motion carried.**

- d. **Recommendation to waive the bid procedure and accept the low quotation from HD Supply for types of aluminum and copper cable ordered on an as needed basis throughout FY13/14.**

Mike Shortall: We are asking you to allow us to use HD Supply which is the main supplier of our aluminum and copper cable. They have an agreement with Okonite which again the Electric Department is pleased with the quality of this wire and would like to continue to use that and continue to spot buy it without having to inquire for a bid.

Motion by Ald. Krieger, second by Bessner to recommend waiving the bid procedure and accept the low quotation from HD Supply for types of aluminum and copper cable ordered on an as needed basis throughout FY13/14.

Voice vote: unanimous; Nays: None. Chair. Martin did not vote as Chair. **Motion carried.**

- e. **Recommendation to waive the bid procedure and execute an agreement with Fountain Technologies, Ltd. for maintenance of 1st Street water features.**

Mike Shortall: This item is for the maintenance for the fountain on 1st Street. Fountain Technologies is the current vendor and has been for 2-3 years and have held their pricing. I would ask that we accept this pricing again.

Motion by Ald. Krieger, second by Bessner to recommend waiving the bid procedure and execute an agreement with Fountain Technologies, Ltd. for maintenance of 1st Street water features.

Voice vote: unanimous; Nays: None. Chair. Martin did not vote as Chair. **Motion carried.**

- f. Recommendation to waive the bid procedure for ordering gasoline and diesel fuel per order on an as needed basis.**

Mike Shortall: This item is for spot buying for the fuel for the City. We are looking to continue this process. We currently spot buy with 4 – 6 different vendors and this allows us to beat the Opus index and it's a good way to save the City money and would like to continue to do this.

Motion by Ald. Krieger, second by Bessner to recommend waiving the bid procedure for ordering gasoline and diesel fuel per order on an as needed basis.

Voice vote: unanimous; Nays: None. Chair. Martin did not vote as Chair. **Motion carried.**

- g. Recommendation to waive the bid procedure and allow spot buying of transformers on an as needed basis.**

Mike Shortall: We are looking for approval to continue to spot buy transformers as needed for the City stock and we solicited different quotes from different vendors. This has worked well for the City in the past and we recommend approval.

Motion by Ald. Krieger, second by Bessner to recommend waiving the bid procedure and allow spot buying of transformers on an as needed basis.

Voice vote: unanimous; Nays: None. Chair. Martin did not vote as Chair. **Motion carried.**

- h. Recommendation to purchase a new tow-behind Vermeer Stump Grinder and approve an Ordinance Authorizing the Sale of Items of Personal Property Owned by the City of St. Charles.**

Mike Shortall: We are asking for the approval to purchase a new stump grinder on behalf of the Public Works Department. Our current grinder is nine years old and getting tired. We ask permission to purchase a new one and dispose of the old one.

Motion by Ald. Krieger, second by Bessner to recommend purchasing a new tow-behind Vermeer Stump Grinder and approve an Ordinance Authorizing the Sale of Items of Personal Property Owned by the City of St. Charles.

Voice vote: unanimous; Nays: None. Chair. Martin did not vote as Chair. **Motion carried.**

- i. Recommendation to purchase a new 2013 Ford F-250 Pickup Truck with plow and approve an Ordinance Authorizing the Sale of Items of Personal Property Owned by the City of St. Charles.**

Mike Shortall: We seeking approval to purchase a new F-250 Pickup Truck with plow. This purchase will be from a local vendor, Zimmerman Ford. We compared prices against the State contract price and Zimmerman Ford beat that. We would also dispose of an F-350 that would be replaced by this new one.

Motion by Ald. Krieger, second by Bessner to recommend purchasing a new 2013 Ford F-250 Pickup Truck with plow and approve an Ordinance Authorizing the Sale of Items of Personal Property Owned by the City of St. Charles.

Voice vote: unanimous; Nays: None. Chair. Martin did not vote as Chair. **Motion carried.**

j. Recommendation to approve an Ordinance Authorizing the Sale of Items of Personal Property Owned by the City of St. Charles (various items).

Mike Shortall: We are asking for approval to dispose of city property which includes four retired squad cars and miscellaneous equipment.

Motion by Ald. Krieger, second by Bessner to recommend approval of an Ordinance Authorizing the Sale of Items of Personal Property Owned by the City of St. Charles (various items).

Voice vote: unanimous; Nays: None. Chair. Martin did not vote as Chair. **Motion carried.**

5. Finance Department

a. Recommendation to approve funding for the Downtown St. Charles Partnership for FY13/14.

Chris Minick: Each and every year the City allocates a portion of the proceeds from SSA 1B to support the activities of the Downtown St. Charles Partnership. SSA 1B was established for the purposes of the downtown revitalization and many of the programs, policies, and procedures that the Partnership goes through and provides on an annual basis fall into the auspices of SSA 1B. They do receive funding in excess of \$25K, they do need to come forward on an annual basis to make a presentation to tell us of their goals and objectives of the coming year, and present tonight is Lynne Schwartz, Executive Director.

Lynne Schwartz, Executive Director, Downtown St. Charles Partnership (2 East Main Street): I would like to thank you for the opportunity to present you with information about the Downtown St. Charles Partnership in consideration for our funding for FY 2013-14. Since July 2012, when we last received funding approval, the Downtown St. Charles Partnership has undergone a number of changes. These have had a positive impact on the direction and functioning of the DSCP. Within the past 9 months we have gone through reorganization, the process is complete, a new committee structure is in place, and the organization is running smoothly under the direction outlined in our Service Agreement last year. Our office moved to 2 East Main Street and we have settled in quickly, found new efficiencies, and hope to continue this arrangement with the City.

We also implemented programs and services which are part of the 18-month plan we presented in 2012. These were to be carried out during the remainder of 2012 and throughout 2013 and we have a number of those programs and services in place already. We've also taken steps to change our fiscal year to match the City, which will take effect May 1 of this year.

2012 Accomplishments – Business Development and Education

Two areas of focus for the Downtown St. Charles Partnership are Business Development and Business Education. In order to effectively provide these services, we feel it is important to connect and engage our business and property owners to allow for information sharing. During the past 9 months, we have engaged half of our downtown businesses through retention visits, training and education opportunities, and other DSCP events and programs. We have met with new businesses downtown to educate them as to tools and resources available to them. Many have attended DSCP events prior to opening and have made business connections through this process. We have conducted several short business owner surveys to find out about their marketing objectives and training needs. Our organization developed and launched a Business Newsletter in September. This is distributed every other Wednesday and provides information on programs, services, and marketing opportunities that are available through us. We give them information on downtown events and links to relevant articles and blogs to help support their efforts. When appropriate, we also have direct target through other communications to make sure they know about those programs and services. We have also implemented a number of educational opportunities.

We have partnered with *Retail Minded*, a publication written specifically for small, independent retailers of products and services. Each year businesses receive an electronic copy of the magazine four times per year. In addition, they receive a business tool eight times throughout the year. Some examples from this past year include a Store Self-Evaluation Process and Checklist, and Retail Resolutions and Ideas for maximizing point of sale opportunities. Since July we have hosted four Business Exchanges, with topics on Visual Merchandizing, Cash Flow Analysis, Leasing Trends and Tips, and Marketing on a Dime. Our fifth Business Exchange for this year will take place on May 22, 2013. Attendance at each event has met or exceeded our projections. We also have conducted small group and one-on-one training for downtown businesses. Based on feedback we received, our first topic was how to use Facebook for business. To date, we have assisted 12 businesses with everything from creating a Facebook page to more advance features, such as how to purchase and target Facebook ads. You may have noticed the signs hanging in some of the vacant storefronts. These designs highlight shopping, dining, entertainment, and recreation. They do not only advertise potential uses for the space that's available, but it creates visual interest in an open space. Through our Public Relations efforts, we have supported our downtown business constituents by writing and distributing press releases to announce openings, anniversaries, and business improvements. Since July 2012, our organization has approved three Awning Grants, for a total of \$3,400 in reimbursements.

2012 Accomplishments – Events

The Downtown St. Charles Partnership's role in downtown events has also expanded. Our organization now has a process in place for reviewing any proposed events new to downtown and have worked with the City to integrate this into their current application process. Our committee has begun providing recommendations on the merits of supporting the proposed events.

In September we organized our first annual Jazz Weekend, which was a success. Each business that participated indicated that they saw an increase in customers that weekend, and drew people into their business that had not been there before. We also organized the Fine Art Show in May 2012 and Holiday Homecoming this past November. Both events had a positive revenue stream. In addition, Holiday Homecoming had record attendance. We had full sleigh rides all day, 800 attendees at the free movie on Saturday, and we had 13,000 spectators for the parade – highest on record according to the St. Charles Police estimates. For the first time in many years, the DSCP organized the St. Patrick's Parade that took place on March 16. Even though we started late with this event we broke even financially and had 80 entries.

In addition to announcing significant business news, our office submitted press releases in support of our events as a part of our overall PR strategy. Since July, we have submitted 28 press releases to 18 unique local media outlets. This resulted in regular, positive exposure for downtown.

In the area of Marketing and Promotions, we spear-headed a Shop Local Campaign, in collaboration with the City, Chamber of Commerce, and Convention & Visitors Bureau. We developed a task force, developed messaging, promotional pieces, and a communications plan for the campaign. We rolled out three phases, each correlating with a downtown event – 1) August/Bike Race, 2) October/Scarecrow Fest, and 3) November/Holiday Homecoming. We recently produced a new video which showcases a variety of retail, dining, and entertainment options available downtown. This allowed us to tell our story in a fun and innovative way, giving us the ability to garner more viral activity among our target audiences. It also highlights free parking, walkability, and family-friendly atmosphere. In addition, three downtown businesses had their own videos created. We negotiated a greatly reduced rate and subsidized a portion of the cost to make it affordable. Our website continues to be updated regularly, with added downtown Events Calendar, a Shop Local Resource page, Community Partners page, DSCP and business videos, and Events pages.

Our What's Up Downtown E-newsletter has a more user-friendly format, and our Facebook audience continues to grow. These complement and support our business constituents marketing efforts. The DSCP has collaborated with the City's Economic Development Department on a number of projects this past nine months. Together with the City's Economic Development Department, we developed a comprehensive advertising campaign aimed at marketing downtown St. Charles as a destination for shopping, dining, and entertainment during the holiday season. This included radio ads

on 95.9 The River and 97.1 The Drive, as well as print, digital, and social media ads. We targeted a geographic area of 10 to 15 miles from downtown St. Charles based on information we received from the business surveys we conducted. We provided a cooperative radio advertising opportunity for eight businesses, providing radio exposure they might not otherwise be able to afford. In August, We collaborated on the Fox Island Square Block Party to promote those businesses during the Bike Race. We supported the Restaurant Week promotion organized by Economic Development through our marketing channels. The DSCP continued our Walkabout Program in conjunction with the City of St. Charles Public Works, conducting East and West side walkabouts and follow up meetings this past fall. The first Historic Marker was installed on the Municipal Building Plaza. This was a result of the Riverboat Grant The second two plaques are currently with the designer and will be installed this spring. Our Marketing and Promotions Committee began to look at how we currently brand downtown St. Charles. We discovered that we have a tremendous opportunity to develop a comprehensive and cohesive branding campaign for downtown, which I will talk more about in our 2013-14 objectives, but before we look at our coming year's objectives, I would like to introduce Chris Woelffer, our Treasurer, who will provide a financial overview.

Chris Woelffer, Treasurer, 2001 King Edwards Avenue, St. Charles: I've had the privilege to serve as the Treasurer these past two years on the Partnership and will give you a brief overview. Staff has done a very good job being fiscally responsible with the revenues that have been generated and managing the expenses for the partnership. For the past year, membership dues were right on target and budget. They were collected efficiently and as Lynn had mentioned the projects that also generate revenue for the partnership was managed very well. The Fine Arts Show, Holiday Homecoming, and this year now the St. Patrick's Day Parade all came in above budget as far as revenue and they managed the expenses very well. The expenses, going across the board, have been within line and actually better than budget. Again this shows another way the Partnership has been very efficient and fiscally frugal on how they manage their expenses. They are always looking for something new to do that will help save costs. The best part of the Partnership, that has been mentioned many times to the Council before, has been the amount of work that the volunteers do for the Partnership in giving back to the local community and that is an expense that you can't even begin to think about how much they're saving due to the amount of volunteering that is going on. So, across the board the Partnership and staff have managed expenses very well and have been entrusted with the SSA funds along with the membership funds to be able to use it to give back to the local community.

Lynne Schwartz: Fiscal Year 2013-2014 Goals and Objectives – We are pleased that many initiatives from our 18-month action plans are in process and running well. While we plan to continue these initiatives, each committee reassessed their action plans so that, going forward, we can enhance our existing programming and build on the momentum we have created during the past nine months. I would like to share some highlights with you now.

Marketing and Promotions – Action Plan Highlights

As I mentioned, we are looking to develop a branding campaign for downtown St. Charles which is an important initiative for 2013. What this does is allows us to use every opportunity to share with people why they should choose downtown St. Charles. This message applies to consumers as well as prospective business owners. We plan to take a strategic approach to creating a cohesive and consistent message about downtown across all communications, which will build on our existing vision for downtown by helping us define our current culture and involve the City and all of our stakeholders – this is key for this process. By managing perceptions and emphasizing the most desirable aspects of our commercial district's personality, we will be differentiating ourselves from our competitors. To do this we propose to follow a proven process supported by thought leadership in the marketing industry which will involve research, brand testing, communications planning, and brand activation. This will be a road map to guide all of our downtown marketing and messaging and by taking this proactive approach, we are positioning downtown for success.

This committee will also continue to collaborate with the City's Economic Development Department on marketing and advertising projects related to downtown. Due to the success of Jazz Weekend, we will not only repeat that event, but will also look to produce other micro-events through a program called Downtown Live! This program will essentially match up free entertainment with downtown businesses on specified days and times each week, with the purpose of driving people into the businesses, giving the public a reason to come and stay downtown; and create a lively, family-friendly atmosphere. We will also be updating our way-finding and marketing materials – Bike Maps, Kiosks, and Downtown Directories and will also continue to update and grow our website, Facebook and newsletter audiences.

In terms of our Business Development and Education Committee we will continue to communicate with our business and property owners downtown by scheduling regular retention visits. We have found this is a key way to take the pulse of the business community in finding out what their questions and concerns are and connect with each other. We will also meet with other new business owners as soon as possible to integrate them into the downtown business community and assist them in their efforts. With regards to our Business Newsletter, we would like to enhance that by offering Talking Points that owners can provide to frontline staff so they are also knowledgeable about downtown and share that with people. Our training will continue with topics being driven by feedback from our constituents. We will continue our Retail Minded Partner Program in providing relevant information and tools to business owners throughout the year. Our Business Exchange topics will continue to be centered around areas of interest as indicated by our business and property owners. That information will also drive topics offered through our small group training as we expand that program. We are going to be starting a new mentoring program which will offer another area of support and education to allow our business owners the best chance for success; and continue to support our property owners by providing vacant storefront window panels, when desired.

Another new initiative is a Mystery Shopper program, whereby businesses can self-nominate to participate to get an objective business evaluation through the eyes of a customer and we will continue to write press releases for our businesses.

In terms of events, we are going to continue our Events Evaluation process and tweak that. Since this a new process we will make modifications as necessary. We will also continue to produce the Fine Art Show, Jazz Weekend, Holiday Homecoming, and the St. Patrick's Parade, again, with a goal to run these events with a positive or neutral revenue stream.

Our Organization Committee will also be looking at ways to help the DSCP run most effectively and efficiently so we can best be a support for our constituents. As a volunteer-driven organization, we know that all of our volunteers are critical to continually providing support and services. This committee will look for ways to continue to recruit, engage, and recognize individuals who give back to the community through their work with our organization. We have also engaged our student board members and look to expand the involvement of our St. Charles students where appropriate. We understand that stakeholder communications are critical to our efforts so we will continue to assess our communications and develop an overall stakeholder communications plan as we move forward. As we do move forward in developing new initiatives we always ask ourselves if a program, service, or event will create additional traffic downtown, if it will create opportunities between businesses and customers, if it will provide knowledge and information that will strengthen our business community, if it will support our business and property owners in accomplishing their objectives, if it will market downtown St. Charles as a destination for shopping, dining, entertainment, and recreation, and enhance downtown in an esthetic historical perspective.

To further continue these efforts, the Downtown St. Charles Partnership is respectfully requesting funding in the amount of \$263,500 for Fiscal Year 13-14. Thank you for your time and consideration. I am happy to answer any questions you might have.

Ald. Krieger: Given the fact that this request is for \$263,500 I would like to make a motion to table this until the Government Operations Committee on June 3 to give the new Council members that will be coming on board the opportunity to examine this also

Ald. Carrignan: Can I request a continuance rather than tabling because we can't discuss this if we table it and I would like to make a couple of comments. So the motion would be to continue this until June 3 GOC meeting?

Ald. Krieger: Yes.

Ald. Stellato: I second that with the caveat, the budget has been approved so the funding for the SSA basically has been approved. Everything would be status quo – we just give the new Council the opportunity to review the agreement for the 30 days.

Chrmn. Martin: So motion by Ald. Krieger to continue and second by Stellato for discussion.

Ald. Carrignan: For the past seven years I probably have been the most vocal critic of the Downtown Partnership without a doubt; with the bottom of the relationship hitting somewhere last January 2012. What I've seen over the last 14 months proves to me that this organization can be a value to downtown. Since I've move to St. Charles in 1993 it's been the focal point for every Mayor from Fred Norris through Mayor DeWitte; and Mayor Elect Rogina has recognized how important our downtown area is and we need advocates here. I was looking at your brochure and I've come to realize what a wonderful downtown we have. My comment is that the Partnership has done more in the last 12 months then they have in the last seven years. I see vitality and you're bringing in some new activities. I look forward in collaborating with Mayor DeWitte and Mayor Elect Rogina with his vision for downtown and hope you are successful beyond belief. Good Luck.

Ald. Rogina: Earlier Chris Minick talked in the budget presentation about "Shop St. Charles Challenge." Is there a relationship between that and the DSCP or is it a different program?

Lynne: It's a different program although they did share that program with us as they were talking through it and asked us to give some observations into that program. I believe that would be a support of the program that we started.

Ald. Rogina: I've been vocal on that point and I think part of our success of the downtown and the broader community is an education to our citizens while they certainly have a right to shop wherever they want – some thought about dropping money into our local businesses' coffers makes it a good deal for all.

Voice vote: unanimous; Nays: None. Chair. Martin did not vote as Chair. **Motion carried.**

b. Monthly Update regarding City's Financial Results for February 2013 – Information Only.

Chris Minick: The February updates are enclosed in your packet. We went through a list of information earlier tonight. The situation as of the end of February is not materially different then it has been for the past 6-7 months. Given those types of parameters, I would be happy to answer any questions you may have or if you would like me to go through it in a little more detail I can do that too. Essentially we are in the same spot that we have been with regards to the General Fund.

Ald. Carrignan: We're going to finish with a surplus?

Chris: In the General Fund – yes.

Motion by Ald. Bessner, second by Turner to enter into Executive Session to discuss Collective Bargaining Agreements at 8:33 p.m.

Voice vote: unanimous; Nays: None; Chair. Martin did not vote as Chair. **Motion carried.**

8. Executive Session

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

Roll Call: Ayes: Stellato, Monken, Carrigan, Payleitner, Turner, Rogina, Krieger, Bessner, Lewis; Nays: None. Chrmn. Martin did not vote as Chair. **Motion carried.**

Motion by Ald. Stellato, second by Turner to return from Executive Session at 8:53 p.m.

9. Additional Items - None

10. Adjournment

Motion by Ald. Carrigan second by Monken to adjourn meeting at 8:53 p.m.

Voice vote: unanimous; Nays: None; Chair. Martin did not vote as Chair. **Motion carried.**

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