

CALL TO ORDER:

Trustee Gorman calls to order the Village of East Dundee Committee of the Whole meeting at 4:12 p.m.

ROLL CALL:

Trustees Lynam, Selep and Gorman. Trustee Ruffulo and President Miller were absent.

Trustee Skillicorn arrived to the meeting at 4:25 p.m. and Trustee Wood arrived at 4:38 p.m.

Also in attendance: Village Administrator Bob Skurla, Public Works Director Jim Kelly, Deputy Village Administrator/Village Clerk Heather Maieritsch and Deputy Village Clerk/Administrative Asst. Katherine Holt.

PUBLIC COMMENT (Agenda items only): None

OLD BUSINESS: None

NEW BUSINESS:

C. Community Events Presentation

Downtown Marketing Director Karen Blair gave a presentation on her marketing strategy for 2014 to revitalize and enhance the community events and promotional ideas for East Dundee. She said downtown events create awareness all year long, bring the community together and drives economic activity to the downtown businesses. Current businesses are expanding and new businesses are expressing interest in locating to East Dundee. Some of the reasons for this are the Downtown Revitalization Plan, the Economic Development Plan and the pro-business support by the Village. Village Administrator Bob Skurla said that Blair has gotten all of the River Street business owners engaged through recent meetings she has been having on a regular basis. He said involving the stakeholders is really important. Blair said that both the community and the business owners need to come together for successful sustainability. She is collaborating with other municipalities and area organizations to create a master calendar of events to draw in more residents and surrounding communities to these events. She said that beginning this March, quarterly "Tuesday Talks" will be introduced where the residents and business owners can speak with the Village President and Trustees at the Visitor Center about any ideas or issues they may have. She touched on the various new events she is planning during the week days as well as a farmers market on Sundays that will honor the Kane County Farmers and consist of food vendors only. She explained her sponsorship package plan and the idea of creating a 501c3 with the assistance of MOTL Accounting. Skurla said there is an idea of creating a sinking fund so when the TIFs run out, this fund is available for economic development throughout the Village. Blair said she will advise the Village Board of any specific needs requested by business owners and the trustees have agreed to meet with residents to inform them of the need for community volunteerism and resources.

D. Village Newsletter

Karen Blair advised that she begins creating the Village newsletter four weeks prior to printing it. She would like to include individual pictures of the Trustees and President to put a face to the messages and articles submitted by that individual. Trustee Gorman suggested that the newsletter be mailed out with the water bills. He would like the residents and business owners to be aware of the news while it is happening. He also suggested adding articles explaining how the Village operates so that people have a better understanding. Trustee Wood proposed adding a "Did you know?" piece into the newsletter. The trustees will provide ideas and articles to Blair that they would like added to each newsletter.

A. Resolution Authorizing and Approving the Contract Between Doug Bergren of Main Street Consulting and the Village of East Dundee

Bob Skurla advised that Doug Bergren has requested his contract be renewed for an additional year. His contract remains the same and his only new request is for a \$500 monthly allowance towards his travel expenses. Bergren provided a list of past, present and future projects with his involvement. Some of the future projects include a new senior mid-rise, Insurance Auto Auction (IAA) and Adesa. The Board is in consensus to move forward.

B. Resolution Authorizing an Agreement for Planning Services Between the Village of East Dundee and Vandewalle & Associates, Inc.

Bob Skurla advised that this agreement is a continuation of their annual contract. The hourly rates will remain the same. He would like Vandewalle to oversee the green campus and the location of the transfer station which requires extensive public hearings. He would also like them to do a revamp of the sign code and to assist on new construction projects. The Board is in consensus to move forward.

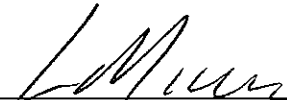
OTHER BUSINESS: None

Motion to adjourn the Committee of the Whole Meeting at 6:03 pm by Skillicorn/Wood.

Roll: Ayes – 5 – Trustees Gorman, Lynam, Selep, Skillicorn, and Wood. Nays – 0. Absent – 2 – Trustee Ruffulo and President Miller. Motion carries, meeting adjourns.

Respectfully Submitted,

Katherine Holt

By: 
Village President, Lael Miller

Attest: 
Deputy Village Clerk, Katherine Holt