

MINUTES
February 27, 2018
Committee of the Whole
City of Batavia

Please **NOTE:** These minutes are not a word-for-word transcription of the statements made at the meeting, nor intended to be a comprehensive review of all discussions. They are intended to make an official record of the actions taken by the Committee/City Council, and to include some description of discussion points as understood by the minute-taker. They may not reference some of the individual attendee's comments, nor the complete comments if referenced.

Chair Brown called the meeting to order at 7:30pm.

1. Roll Call

Members Present: Chair Brown; Ald. Russotto, Atac, Stark, Wolff, Salvati, O'Brien, Callahan, Meitzler, Malay, Uher, Cerone, and McFadden

Members Absent: Alderman Chanzit

Also Present: Mayor Schielke (arrived at 8:22pm); Laura Newman, City Administrator; Scott Buening, Director of Community Development; Gary Holm, Director of Public Works; Chris Cudworth, Communications Coordinator; Chris Aiston, Economic Development Consultant; Anthony Isom, Administrative Assistant to the City Administrator; and Jennifer Austin-Smith, Recording Secretary

2. Approve Minutes For January 30 and February 6, 2018

Motion: To approve the minutes for January 30 and February 6, 2018

Maker: Meitzler

Second: Salvati

Voice Vote: 13 Ayes, 0 Nays, 1 Absent
Motion carried.

3. Items to be Removed/Added/Changed

There were no items to be removed, added or changed.

4. Matters from the Public (For Items NOT on Agenda)

There were no matters from the public at this time.

5. Consent Agenda

(The Consent Agenda is made up of items recommended by city staff that requires recommendation to the full City Council by the COW. This agenda is placed as a separate item on the COW agenda. The items on the Consent Agenda are usually minor items, already budgeted, standard non-policy activities or outgrowths of earlier meetings and are voted on as a "package" in the interest of saving time on non-controversial issues. However, any council member may, by simple request, have an item removed and placed on the "regular" agenda.)

Motion: To approve the consent agenda as presented
Maker: Stark
Second: Malay
Voice Vote: 13 Ayes, 0 Nays, 1 Absent
Motion carried.

6. Resolution 18-08-R: Authorization to Purchase a Combination Sewer Truck from E.J. Equipment for \$310,041.00 (Scott Haines/Jeremy Barkei 2/21/18) CS

Holm reported that the Combination Sewer Truck is the most used and one of the most expensive vehicles. Holm stated that it is recommended that the City Council waive formal bidding. Holm noted that this item was budgeted for. Wolff commented that this vehicle lasted a lot longer than the last vehicle the City owned.

Motion: To recommend approval of Resolution 18-08-R: Authorization to Purchase a Combination Sewer Truck from E.J. Equipment for \$310,041.00
Maker: O'Brien
Second: Uher
Voice Vote: 13 Ayes, 0 Nays, 1 Absent
Motion carried.

7. Resolution 18-18-R: Authorizing Purchase of Water Meters (Jeremy Barkei 2/21/18) CS

O'Brien reported that this would be the same style meter purchased in the past. Holm stated that the City is in a multi-year meter replacement program and we want to make sure that the meters are consistent and they are about 60% complete with the program. Public Works replaced about one thousand meters last year and estimate that they have about four years left in the program. Staff is recommending waiving formal bidding and authorizing the purchase of Badger meters through Midwest meters for an amount not to exceed \$200,000 which is what the yearly budget would allow. O'Brien asked if there was some monitoring system for finding leaks. Holm answered that there is a high low water report that alerts the City to any spikes in usage whether it is higher or lower in a certain month.

Motion: To recommend approval of Resolution 18-18-R: Authorizing Purchase of Water Meters
Maker: Malay
Second: Uher
Voice Vote: 13 Ayes, 0 Nays, 1 Absent
Motion carried.

8. Presentation: Branding Project by Sparc, Inc GS

Atac stated that this yearlong process was brought about by the City's Branding Committee and Sparc to come up with branding recommendations. Cudworth stated that what is important in today's market is not only the instant visual appeal but also to enable us to reach out and extend this brand imaging to work in the areas of economic development and how to help us attract and bring new businesses here. Also we need to market to our internal audience, the stakeholders in the community and communicating our values locally, regionally and even nationally. He stated

that what we are excited to present to you tonight is a cultivation of that work. Cudworth introduced Sparc, Inc. to present on the brand and identity presentation.

Richard Cassis presented the Sparc, Inc. PowerPoint to the Committee. The COW was informed that the PowerPoint would later be emailed to the COW members. The brand and identity presentation included the following information:

- Community Research
 - Quantitative Results
 - Qualitative Results
 - How They View Current Identities
- Batavia Brand Architecture
- The proposed brand
- How the brand could be utilized in marketing, lapel pins, holiday cards, signage, and textiles

The Committee discussed the proposed branding and expressed their opinions on the proposed brand and identity. Several Committee members expressed that they needed more time to consider what was proposed before making a final decision. Some Committee members asked Sparc, Inc. to consider other options for the branding such as the following:

- Include the river
- Include Fermi Lab as a good neighbor
- Change the color of the 'windmill' icon
- The desire to have more choices or options to choose from
- Powered by neighbors tagline not supported by all
- Add a capital B to the proposed font for 'batavia'
- The font is a little casual

Cassis shared that the font was chosen to reference the river with the waves being represented in the lower part of the font itself. McFadden noted that a big pitfall with a brand is to set up a brand promise that you cannot deliver on and he feels this sets up a brand promise for anyone who came to town. McFadden noted that you would never get group consensus on a logo or tagline with a group this size.

Chair Brown welcomed those in the audience to address the Committee.

Dani, Water Street Studios, stated that she didn't like the tag line at first but now she likes it. What makes Water Street special is that we are inclusive and she is working with Geneva, St. Charles and Aurora to break down the barriers of not working with each other. We should be inclusive rather than shutting out those other communities by saying Batavia is different and Batavia operates on its own. She is hoping that the tag line might help in breaking down barriers because it translates much more than the person living next to you. The saying is very transferable and accessible to the younger generation. The thing that makes Batavia unique is that we are inclusive and that separates us and embracing that is really important.

Atac concluded that the Committee would like time to consider this proposal. Sparc, Inc. was asked to bring back some other options for the Committee to consider for the COW meeting on March 6th.

9. Discussion: Strategic Plan Review: Mission, Vision, Values, SWOT Analysis and Major Topics (GS)

Newman reported that at a previous meeting they decided on a process for the current Strategic Plan and as an initial matter we were going to review the mission, vision, values and SWOT analysis (strength, weaknesses, opportunities and threats). There are currently six different major topics under which we had our objectives and we need to consider whether those are the right objectives or not. Since that meeting, Newman sent out a survey to all of the aldermen to respond and give remarks about the mission, vision, values and SWOT analysis. Newman sent the responses out via email and handed out a hard copy of the of the responses titled “City Council Survey of Values, Vision and Mission.” Newman stated that whatever direction the Committee decides she would prepare something for the COW to review that is a reflection of the comments so that we have a working document.

The values statement was discussed. Atac stated that based on the comments received the values statement should become a hybrid. There was no objection from the Committee. The vision and mission statement were discussed. Newman reported that it was suggested that ‘fiscal responsibility’ be added to our mission statement. Adding ‘working with residents in our community to work toward what our vision of our future’ was suggested to be added to the vision statement. Comments from the Committee regarding the vision and mission statements were to make them less generic, more forward thinking, and to include the river.

The Committee discussed the common themes of the SWOT responses. The City’s electric was mentioned as both a strength and a weakness. After an overview of the SWOT responses Newman asked if there was anything further to add. The responses were as follows:

- Having a vision for our river and to address that in this process
- Weakness is issues on the development side, with technological advances there are other ways we could approach the permitting processes we have and things that we do to utilize the staff that we have without having to increase staff to make the processes better
- Communication is a work in progress and is an area we could improve on, technology also could be improved on
- Communication strategy could be viewed as a threat because of the manner and speed in which wrong information could get disseminated so quickly

Newman had the six major categories for the objectives displayed on easels for the COW to view. The major categories were:

- Service Delivery and Financial Stability
- Environmental Identity
- Housing
- Community Connectivity
- Business Development and Retention
- Downtown Development

Due to the late hour the activity planned for discussion on the major categories was tabled for later.

Mayor Schielke commented that we need to set some parameters for business development to protect the Randall Road corridor so that it could be reserved for business development that generates revenue to the City. He explained that such revenue has helped the City drop the property tax and the ability to hire more policemen and firemen for service to the City. He shared that he was told that the Kane County Coroner was interested in moving the County morgue out to the Avenue Motors site. Mayor stated that we need to protect the revenue source that has been the secret to our success. O'Brien concurred.

Atac asked if Chris Aiston could talk about trends in development and what are the opportunities in his perspective. Newman stated that she would ask Chris Aiston to put this information into his annual report next week.

10. Project Status

Newman reported on the following:

- This Thursday Shodeen will be coming in for the design review meeting for One Washington Place
- March 1st Public Works will be holding a meeting to discuss upcoming construction in Ward One and Area Three storm sewer separation construction project in Council Chambers
 - Ward One starts at 6:30pm and Area Three at starts at 7:30pm
 - This meeting is being advertised on Facebook and on the City's website.
 - Brown asked that the meeting be advertised on the fire station sign as well.
 - Holm noted that a mailing about this meeting was sent to residents near the construction along Giese.
- Chris LaFleur was named firefighter of the year by the Batavia Fire Department

11. Other

There were no others to discuss at this time.

12. Adjournment

There being no other business to discuss, Chair Brown asked for a motion to adjourn the meeting at 9:54pm; Made by O'Brien; Seconded by Salvati. Motion carried.

Minutes respectfully submitted by Jennifer Austin-Smith