

MINUTES
March 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 7:00pm.

1. Roll Call

Members Present: Chair Brown; Ald. Russotto, Atac (entered at 7:01pm), Stark, Chanzit, Wolff (entered at 7:03pm), Salvati, Callahan, Meitzler, Uher, and Cerone

Members Absent: Alderman O'Brien, Malay, and McFadden

Also Present: Mayor Schielke; Laura Newman, City Administrator; Chris Cudworth, Communications Coordinator; Anthony Isom, Administrative Assistant to the City Administrator; Chris Aiston, Economic Development Consultant; and Jennifer Austin-Smith, Recording Secretary

2. Approval of Minutes March 6, 2018 and March 13, 2018

Motion: To approve the COW minutes from March 6, 2018 and March 13, 2018

Maker: Stark

Second: Cerone

Voice Vote: 9 Ayes, 0 Nays, 5 Absent
Motion carried.

3. Items to be Removed/Added/Changed

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

* Alderman Atac entered the meeting at 7:01pm

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

There were no matters from the public at this time.

* Alderman Wolff entered the meeting at 7:03pm

5. Presentation: Branding Project by Sparc GS

Cudworth summarized the memo and introduced members of Sparc to present to the Committee. Sparc presented a PowerPoint presentation featuring adjustments based on feedback received from the Committee. The new proposed logo with various color schemes and font with a capital

'B' in Batavia along with a capital 'P' in Powered was presented to the Committee. The Committee discussed the process, brand architecture, and individual opinions on the design.

Chair Brown asked if the consultant's contract was completed at this time and if any additional work would cost the City more money. Newman stated that the consultants have delivered on all of the aspects that were part of the original RFP. Chair Brown asserted that the potential cost should be considered for whatever we choose to do in the future. Sparc stated that they came in slightly under budget, at about \$1500-1800 under budget. He stated that the brand architecture and implementation are still part of the scope. They have not begun that process yet until there is sign off on it. He stated that their goal is to make sure that this will take the City in the right direction.

Stark stated that there has been little support for the tag line 'powered by neighbors' and wondered if the steering committee would be in favor of revising the tag line since they have already committed to what was presented tonight. Newman suggested that going forward the COW become the steering committee because it cuts to the chase and the work that the other body is doing is not achieving consensus at the Committee level. Stark stated that maybe moving forward this is the best way to go, give it to the actual stakeholders that have to present it to the residents that they represent.

Chair Brown welcomed the public to comment on this matter. Andy Kenny addressed the Committee. He shared that he has been following this process closely since it was presented. He is surprised by the lack of options. Coming in with only one direction and one tag line does not offer a breadth of work to choose from. As someone in the design community seeing this work it feels very isolated in a way. He would like the COW to keep pushing for exploration. Having only one option is very tough. His design colleagues have reviewed this as well and the consensus is that options need to be considered. We have a rich history. We need onto hold that historical piece but there could be a lot more exploration.

Sylvia Keppel, 1420 Becker Avenue, expressed her surprise that Sparc did not have a website when first hired by the City. She explained that for a company that prides itself on branding they should have a fantastic website. Now they have a recent website and not much on the website. She asked for more examples of branding they did other than 'St. Cloud greater' that were long lasting. Newman noted that the proposal provided to the City had a great deal of information and examples of other work. Keppel stated that it is not out there for other people to view. Keppel stated that there are a lot of people who like our branding that we have now, the logo and our tagline. Keppel summarized comments she received from other residents from the website titled 'Nextdoor.' Keppel stated that there were three recurring elements: there is an attachment to the current logo and tagline, there is a concern over the cost of this project and the subsequent changes to vehicles, water towers and monuments, and there is so much local talent with a real feel for the town and we should pull from that local talent instead of bringing in people from the outside.

Keppel continued that she spoke with the Park District who did a fantastic job with their rebranding and website redesign. The Park District did this by pooling together people who worked there and they spent about \$5,000 for their logo and \$19,000 on website redesign. This

fantastic rebranding came about because the people who worked on it really knew what the Park District was about. That would be a great advantage for us by gathering local talent. She agrees that this would be a really good marketing campaign with a lot of potential. Her daughter agreed that this would be a very great marketing campaign but was unsure of what neighbors are being referred to, Aurora, Geneva? That was her first reaction to this and she knows that she is not alone. Keppel encouraged the COW to take what is provided at this moment and work with it and go out to the community and find out what they have to offer before spending more money on this. She is sure that the community could provide more ideas and refinement.

Keppel quoted Edward Cook who stated, "I chuckle at the use of the word rebranding. I was born and raised out west where cattle were often branded. Sometimes a branding iron could be used to change a brand, but you know what, it remained the same cow and that's no bull. There has been some very nice changes downtown, the overly expensive arch not included. The river walk and new museum expansion and street beautification will all help our image. Geneva has been able to turn their town into a destination because they have the street configuration to have many nice restaurants and places to shop. Batavia, because of its downtown manufacturing history, does not offer a similar opportunity. However, wouldn't it be nice that instead of a huge apartment complex there were nice shopping destinations along Wilson and State Street. I would want to be an alderman, they carry a huge responsibility and for the most part they have done an admirable job. This rebranding issue is questionable. Entering Batavia on Route 31 is a pleasure and shows Batavia as a beautiful town. However, entering Batavia from north or south is not as pleasurable. No signs or rebranding is going to change that image. It's going to be the same cow. Change is good but as a community noted for high taxes, taxpayer money needs to be watched and better spent. One alderman stated that \$50,000 spent on research and design for what doesn't appear to be a popular item was budgeted but where does the money come from in the City's budget."

Newman asked for direction by the Committee. Atac suggested continuing the strategic planning process and then revisiting the branding.

Motion: To revisit the strategic planning process and once that is completed come back to the branding project
Maker: Callahan
Second: Stark
Voice Vote: 11 Ayes, 0 Nays, 3 Absent
Motion carried.

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

Newman noted that a survey went out but not everyone has responded as of yet. She reported that she would ideally like to have all aldermen attend the meeting to discuss the strategic plan. She is proposing three meetings and allotting three hours per meeting in which all could be adjourned early. She would find the three dates and schedule those meetings. At the meetings the establishment of metrics will be decided on as well as reviewing the strategic plan. She has a goal of completing this process by the end of July.

7. Project Status

Newman reported on the following:

- Offices will be closed on Friday, March 30th
- Sierra Trading Post is up and Running
- Dollar Tree opening on March 29th
- Permit application was received to renovate the former Family Christian book store into to a Dominos Pizza
- Plan Commission on April 4th will have a variance for signs at the Windmill Creek development
- Pal Joey's is moving into the former Golden Corral
- Old greenhouse property on Walnut Street has proposed townhomes for the site
- Community development is extremely busy with development reviews and inquiries for many development projects
- Chris Aiston has developed a business retention survey and getting feedback from MainStreet and Chamber of Commerce
- Staff conducted a formal business retention visit and plant tour of Moline Bearing
- Chris Aiston, Economic Development consultant, attended the Spring Retail and Real Estate Forum and Public Private Partnership Retail Program
- Plato's Closet and New Uses are leaving the shopping center.

8. Other

Callahan suggested that the City conduct a City survey. The following was discussed:

- a. Last survey was completed in 2010
- b. What are the community and residents concerned about for the SWOT analysis
- c. Utilize the multiple years results from survey's done before
- d. Publicize the new survey as much as possible
- e. Utilize data for strategic planning process

Stark asked for more choices when items are brought to the COW for decision. She explained that in the past the COW was offered several choices rather than only one choice for consideration. She does not want to appear as if we are rubber-stamping our decisions.

Motion: To institute a 7pm start time for COW meetings

Maker: Callahan

Second: Salvati

Discussion was held on the motion. Russotto asked if the intent is to end the meetings at 10:00pm. Chair Brown stated that is the intent but if there is something urgent that needs to be handled the meeting may last longer, which would be up to the Chair's discretion.

Roll Call Vote: **Aye:** Callahan, Meitzler, Uher, Cerone, Russotto, Atac, Stark, Chanzit, Wolff, Salvati, Brown

Nay: None

11-0 Vote, 3 Absent, Motion carried.

9. Executive Session:
a. Sale of Real Estate

Motion: To enter into Executive Session for sale of real estate
Maker: Uher
Second: Stark
Voice Vote: 11 Ayes, 0 Nays, 3 Absent
Motion carried.

The COW entered into executive session at 9:21pm and exited executive session at 9:37pm.

10. Adjournment

There being no other business to discuss, Chair Brown asked for a motion to adjourn the meeting at 9:37pm; Made by Salvati; Seconded by Uher. Motion carried.

Minutes respectfully submitted by Jennifer Austin-Smith