

MINUTES
February 18, 2020
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 Wolff called the meeting to order at 7:00pm.

1. Roll Call

Members Present: Chair Wolff; Ald. Miller, Russotto, Beck, Knopp, Baerren, O'Brien, Callahan, Malay, Uher, and Cerone

Members Absent: Aldermen Chanzit, Meitzler, McFadden

Also Present: Laura Newman, City Administrator; Griffin Price, Communications Coordinator; Andrea Podraza, Senior Civil Engineer; Rahat Bari, City Engineer; and Jennifer Austin-Smith, Recording Secretary

2. Reminder: Please speak into the microphone for BATV recording

3. Approve Minutes for January 28, 2020

Motion: To approve minutes for January 28, 2020

Maker: O'Brien

Second: Knopp

Voice Vote: 11 Ayes, 0 Nays, 3 Absent
Motion carried.

4. Items to be Removed/Added/Changed

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

5. Matters From the Public (For Items NOT on the Agenda)

There were no matters from the public.

**6. Resolution 20-036-R: Authorizing Adoption of Complete Streets Policy (AMP 2/12/20)
CS**

Podraza overviewed the resolution with the Committee of the Whole (COW). O'Brien stated that he thinks we should look at every project on its own merits because every project is going to be different. He likes what is proposed here in this policy and it will open up the opportunities for us to do more streetscapes, which is a complete street. Complete streets are the goal. Everyone should be able to use and share the road with the automobiles no longer primary. We need to promote walkability and that should be the goal of the Council and future Councils to attain that. Podraza stated walkability promotes economic growth and development because more people are walking or biking through the community.

Motion: To recommend approval of Resolution 20-036-R: Authorizing Adoption of Complete Streets Policy
Maker: O'Brien
Second: Beck
Voice Vote: 11 Ayes, 0 Nays, 3 Absent
Motion carried.

7. Discussion: New Entryway Signage Design (GP 1/31/20) CD

The Committee viewed four designs for entryway signage. The consensus of the Committee was in favor of stone on the left hand side of the sign and a majority was in favor of the wave design of the signage while two aldermen were in favor of the left hand image 'flat top' design. Newman stated that she would get a quote on both manmade and natural materials. Staff will take the concepts back to the firm to make improvements based on what was discussed.

8. Annual Report Communications and Strategic Action Plan

Price presented to the COW the Communications Annual Report 2019. The International Community Survey sample draft was distributed, titled 'Timeline for the National Community Survey'.

Price discussed the following with the Committee:

- Electronic Media Analytics
 - Facebook and Twitter
 - Average E-newsletter Open Rate %
 - Website Sessions and Page views
 - Website Analytics
 - What's Planned for This Year?
 - Communication Focus Groups
 - National Community Survey
 - Citywide Photo Competition
 - Capital Improvement Project Campaigns
 - City of Batavia Logo Implementation
 - 2019 Promotional Materials
 - Communication Goals and Benchmarks
 - Electronic Media Total Followers

Strategic Action Plan Update

Newman overviewed the handout titled "2019 Annual Report on Strategic Action Plan" and "City of Batavia Strategic Action Plan 2019-2023". She noted that the homepage has the overview of the strategic action plan and any quarterly update.

9. Project Status

Newman reported on the following:

- The Park District will be participating in the Bike Share program. The library would like to have a bike rack at their location. MainStreet and other stakeholders will meet on

March 2nd to coordinate our efforts for the Bike Share Program. February 29th is the timeline to order bikes but we will be meeting on March 2nd. We want to coordinate with one another to maximize potential and we will order the bikes as soon as possible.

- February 25th is the scheduled meeting with MainStreet regarding boardwalk shops, such as placement and providing utilities to that project.

10. Other

Callahan asked if there would be any consideration for the tree sharing program that maybe we could do that for ones downtown where a resident could pay for half and dedicate a plaque memorial for that tree. O'Brien concurred and gave the example of Geneva IL. Volunteers in the community adopt planters and O'Brien suggested that the Batavia do the same. Newman stated that this could possibly be coordinated with Fox Valley Volunteers. Callahan stated that a partnership with the Batavia Plain Dirt Gardeners and the Batavia Environmental Commission could be considered. This kind of project instills community pride.

11. Adjournment

There being no other business to discuss, Chair Wolff asked for a motion to adjourn the meeting at 8:35pm; Made by O'Brien; Seconded by Callahan. Motion carried.