

**MINUTES OF A COMMITTEE OF THE WHOLE MEETING
OSWEGO VILLAGE PRESIDENT AND BOARD OF TRUSTEES
OSWEGO VILLAGE HALL
100 PARKERS MILL, OSWEGO, ILLINOIS
October 6, 2020**

CALL TO ORDER

President Troy Parlier called the meeting to order at 6:01 p.m.

ROLL CALL

Board Members Physically Present: President Troy Parlier and Trustees James Marter II, Terry Olson, Pam Parr, Judy Sollinger and Brian Thomas.

Board Members Absent: Trustee Luis Perez

Staff Physically Present: Dan Di Santo, Village Administrator; Christina Burns, Asst. Village Administrator/HR Director; Tina Touchette, Village Clerk; Jeff Burgner, Police Chief; Mark Horton, Finance Director; Rod Zenner, Community Development Director; Jennifer Hughes, Public Works Director; Jenette Sturges, Community Engagement Coordinator- Marketing; Joe Renzetti, IT/GIS Director; Carri Parker, Purchasing Manager; Steve Raasch, Facilities Manager; Karl Ottosen, Village Attorney; and Ryan Morton, Village Attorney.

PUBLIC FORUM

Public Forum was opened at 6:04 p.m. There was no one who requested to speak; the Public Forum was closed at 6:04 p.m.

OLD BUSINESS

There was no old business.

NEW BUSINESS

G.1 Overnight On-Street Parking Discussion

Chief Burgner addressed the Board regarding overnight parking. At the September 15, 2020 Village Board meeting, Trustee Marter requested an overview of the overnight on street parking restriction ordinance, the history behind it to provide information on the current parking exemption process. In February 2004, members of the Village Board requested that the Public Safety Committee discuss the idea of restricting parking on Village streets during overnight hours. Staff supported the concept of restricting overnight on street parking to assist with crime prevention, clear site lines on roadways and snow plowing. In June 2004, the Homeowner Confederation was advised that a few of the new subdivisions were restricting overnight parking on streets. The Village sent out surveys asking for residents to indicate if they were in support or against an overnight parking restriction on streets. The following are the results of the survey:

<u>Original Town</u>		<u>Rest of the Village</u>	
Yes	132	Yes	1852
No	120	No	1087
Undecided	2	Undecided	13

At the time the results were shared, the Village Board had been supporting the parking restriction in all new subdivisions that were developed over the prior year. This included Southbury, Ashcroft, Blackberry Knolls and

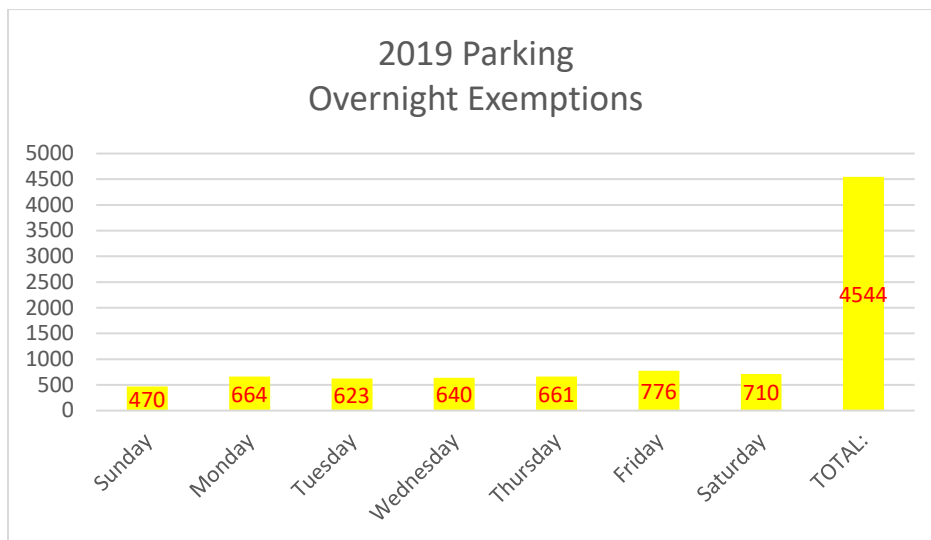
Churchill Club. On September 26, 2005, the Village Board passed an ordinance restricting overnight parking which went into effect on January 1, 2006.

Police Department

The police department has been managing the enforcement and processing of overnight parking exemptions. Overnight parking restrictions are not enforced on the following weekends:

- Easter: Friday – Monday
- Memorial Day Weekend: Friday – Monday
- July 1 – July 5
- Labor Day Weekend: Friday – Monday
- Thanksgiving Weekend: Wednesday – Monday
- December 22 – January 2
- PrairieFest: Friday – Monday

There is a provision in place that allows for overnight parking exemptions by individual residence. A resident has the ability to contact the police department and request an exemption for a vehicle to park on the street overnight. Each address can request up to 30 nights of exemptions over the course of a calendar year. In 2019, approximately 4,544 overnight parking exemption requests were processed from 1,514 unique addresses. This represents approximately 1.3% of the total exemptions allowed out of approximately 11,000 homes in the Village. The following is a breakdown of exemptions in 2019:



Overnight parking restriction in surrounding communities:

Community	Overnight Restriction	Restricted Times	Exemption Process
Montgomery	No	N/A	N/A
Aurora	Yes	3am - 5am	Various Options
Plainfield	Yes	1am - 6am	3/Month
Naperville	Yes	2am - 5am	Call Police Dept.
Plano	No	N/A	N/A

Village Code prohibits vehicles from being parked on Village streets between the hours of two o'clock (2:00) AM and six o'clock (6:00) AM on any day, except during an emergency. The end of the prohibition at 6:00 AM coincides

with the start of construction hours. This timing effectively prohibits construction vehicles from arriving at the site and parking on the street prior to the start of work. The construction hours section of Code prohibits idling of equipment before 6:00 AM. Village Code also prohibits parking on streets where there is one inch or more of snow for streets in the central business district, or two inches or more of snow everywhere else. This provision is in place to allow plows to clear the roadway from curb-to-curb while limiting potential damage to vehicles parking on the road. For snowfall at night, crews start clearing roads between 2:00 AM and 4:00 AM to clear the streets prior to the start of school.

Staff believes the current ordinance works well for the Village and it conditions residents to park on their driveways rather than on the street during non-restricted times which also assists with roadways being clear during snow removal. The overnight restriction also makes a clearer sight line when officers are patrolling neighborhoods during overnight hours.

Board and staff discussion focused on calling the police department every time exemptions are needed; overnight parking fine is \$55.00; consider permanent exemptions for Friday and Saturday nights; let residents park overnight without needing an exemption; exception when it comes to snowfall; emergency vehicles have issues getting through; would still like exemptions called in; Chief will check with fire department regarding safety concerns; don't see it being an issue with night versus day; have to be more cautious with children running around; whether vehicles with handicap stickers would be ticketed if parked on the street overnight; larger families struggle; most people won't change their habits; share information on higher levels of enforcement with timeframes; construction vehicles idling before 6 a.m.; overnight parking restriction has been in place for 14 years; not wanting to confuse residents; snow removal; not aware of leaf, brush and trash pick-up between 2am and 6am; some people won't move their vehicles during the day; why needing the change now; why fix something that's not broken; have things in current code that are 80 years old; why change the code for a handful of people; family structure has changed; car ownership has increased; Chief to speak with the fire department, provide data on tickets issued in 2019 and issues during the last six months; Administrator has received 2-3 calls complaining about overnight parking; Village President has received a mix of complaints and allowance; not all Village streets are the same; feedback from patrol officers; whether patrolling is more difficult in some areas; Chief will look into. There was no further discussion.

G.2 Non-Essential Expenditure Review: Aurora Area Convention and Visitor's Bureau

Asst. Administrator Burns addressed the Board regarding the contract with Aurora Area Convention and Visitor's Bureau (AACVB). The Village provides 90% of the 3% Hotel Motel Tax to the AACVB in exchange for being included in the AACVB's tourism and marketing efforts. This is estimated to be \$70,000 annually. Due to the impact of COVID-19 on the tourism industry, the Village has paid \$9,693.19 for January through July 2020. For calendar year 2019, the Village paid \$74,185.98. Considering the impact of COVID-19 on the Village, staff is reviewing all non-essential expenditures for FY21. The Village entered into an agreement for tourism promotion and marketing with the AACVB in 2018 with a term that expires December 15, 2022. In accordance with the contract, the Village must notify the AACVB by October 15 if it intends to terminate the contract for the following year. The AACVB provides convention and visitor's bureau services to the greater Aurora region, including booking sports tournaments at the Stewart Sports Complex, bus tours to regional attractions, and promoting the region as a destination. This includes promoting Oswego businesses, restaurants, and attractions, such as Fox Valley Winery and Emerson Creek Pottery & Tearoom. Oswego is represented on the AACVB Board by Best Western manager Anita Patel and Assistant Administrator Burns.

Cort Carlson, Executive Director for the AACVB presented the following:

Building a Resilient & Responsive Regional Destination

- Early response to COVID-19
 - Developed local site: AuroraAreaLoca.com
 - ✓ 1st in market to respond to COVID impact on businesses
 - ✓ Coverage in local media
 - ✓ Launched in mid-March; retired in June
 - ✓ Received over 2,000 site visits and 4,200 page views
 - ✓ Oswego represented the 3rd largest of viewers on the Aurora area site
 - 1st in market to promote local businesses offering carry-out and curbside pick-up

- Aurora area discounts program introduced and retooled locally
 - ✓ Consumer text and save program geared at visitors relaunched in Q1 2020
 - ✓ Recently rolled out to locals as well as travelers with a publicity and social media push
 - ✓ 3,500 unique “taps”
 - ✓ 5x consumer subscriber growth
- Destination marketing
 - ✓ Advertising campaign on 95.9 “The River” promoting regional visitation and local businesses
 - ✓ Social media targeting regional audience and some broader travel markets
 - ✓ Regional public relations; WBBM/CBS; Daily Herald; Chicago Tribune/Beacon News; Kane County Chronicle; West Suburban Living
- Early and frequent communication to business partners and stakeholders about availability of emergency grant and loan programs
- FY20 Q3 & 4- January-June 2020
 - ✓ 10 group sales leads sent to hotels representing a potential 6,000 room nights and economic impact of over \$800,000
 - ✓ 8 million digital impressions
 - ✓ 180,000 website page views
 - ✓ 3,000 visitor guide requests
- Updated their logo
- FY21
 - ✓ Experiencing strong month over month growth in website sessions, target market area and social engagement
 - ✓ 4th consecutive month of growth in key lodging performance measures from May-August (occupancy, average daily rate and revenue per available room)
 - ✓ All canceled or postponed athletic competitions scheduled for 2020 have booked or committed to booking in 2021

Board and staff discussion focused on Aurora is paying a quarter of what Oswego is; Aurora is capped; AACVB has an on-going discussion with Aurora; have no issues with continuing; have a balanced budget; state funds down 45%; local down 35%; not changing anything for this year; need to see alternate branding; need to see future revenue model; have stopped doing destination marketing; good response to public messaging; FY is 7/1-6/30; booking 2-3 years out for events; new logo; sending out thousands of visitor guides; have had time to work on new programs during COVID; FY21 have seen some good news. Cort thanked the Board for their support. There was no further discussion.

CLOSED SESSION

There was no closed session.

ADJOURNMENT

The meeting adjourned at 6:59 p.m.

Tina Touchette
Village Clerk