

**MINUTES OF A COMMITTEE OF THE WHOLE MEETING
OSWEGO VILLAGE PRESIDENT AND BOARD OF TRUSTEES
OSWEGO VILLAGE HALL
100 PARKERS MILL, OSWEGO, ILLINOIS
February 6, 2018**

CALL TO ORDER

President Gail E. Johnson called the meeting to order at 6:00 p.m.

ROLL CALL

Physically Present: President Gail Johnson and Trustees Ryan Kauffman (attended at 6:07 p.m.), Karin McCarthy-Lange, Pam Parr, Luis Perez and Judy Sollinger.

Absent: Trustee Joe West.

Staff Present: Dan Di Santo, Village Administrator; Christina Burns, AVA/HR Director; Tina Touchette, Village Clerk; Jennifer Hughes, Public Works Director; Jeff Burgner, Police Chief; Rod Zenner, Community Development Director; Corinna Cole, Economic Development Director; Jenette Sturges, Community Engagement Coordinator- Marketing; Jay Hoover, Building & Zoning Manager; Annie Callahan, Purchasing Manager; and David Silverman, Village Attorney.

CONSIDERATION OF AND POSSIBLE ACTIONS ON-ANY REQUESTS FOR ELECTRONIC PARTICIPATION IN MEETING

There was no one who participated electronically.

PUBLIC FORUM

Public Forum was opened at 6:00 p.m. There was no one who requested to speak; the Public Forum was closed at 6:00 p.m.

OLD BUSINESS

There was no Old Business.

NEW BUSINESS

1. Fox Valley Winery - Presentation and Request for Video Gaming License and Second Minor Amendment to the Preliminary/Final PUD

Clerk Touchette addressed the Board regarding the request for a video gaming license. Staff was approached by Mr. Faltz with a request for a modification to their Class "N" liquor license to allow them to apply for a video gaming license. Fox Valley Winery is looking to convert an existing office into a video gaming room which would hold five gaming terminals and one redemption machine. A pre-qualification application, interior layouts, conceptual photos and proposed entrance to the gaming room was included in the packet.

Director Zenner provided additional information affecting the PUD and annexation agreement. Fox Valley Winery requested approval of a Minor Amendment to the Preliminary and Final PUD to allow for changes to the approved hours of operation and permitted accessory uses on site. Minor amendments may be approved by the Village Board and do not require a public hearing before the Planning and Zoning Commission.

Hours of Operation

The following hours were approved under the Preliminary and Final PUD (Ordinance No. 06-129):

- 10:00 a.m. - 6:00 p.m. Monday through Thursday and Saturday
- 10:00 a.m. - 8:00 p.m. on Friday
- 12:00 noon - 6:00 p.m. on Sunday

- Special events may extend the hours of operation to 10:00pm

The petitioner is proposing new hours of operation to support their business and to offer additional opportunities for customers to utilize the winery's services. The following are the new proposed hours:

- Retail Sales, Wine Tasting, Special Events, Classes- 8:00am-11:00pm Daily
- Winery Production- 7:00am-6:00pm Monday through Saturday; closed Sunday

Permitted Uses

Fox Valley Winery was previously approved for the operation of a winery, retail sales, a wine tasting room, and banquet facilities for special events and private parties. They are permitted to sell wine, cider, and specialty beers by the glass or package, and manufacture and distribute wine, micro-brew beers, and cider for wholesale. The winery's manufacturing uses include the fermentation, production, bottling, packaging, distribution, and wholesale of wine and cider. They currently host various special events for private parties and receptions. Small private parties and events, with up to 30 or 50 people are held in the private room. Large events, up to 180 people are held in the combined space of the retail sales area, tasting room, and private party room.

Any modification in the operation shall require the review and approval of an amendment to the PUD, including any required public hearings. In this case, the petitioner is proposing minor changes to accessory uses on site, which may be considered as a Minor Amendment to the Preliminary and Final PUD. The proposed changes include:

- Video gaming room
 - Converting existing office space
 - Five gaming terminals
- Expanded food service
 - Most of the food served currently is catered
 - Expanding to offer small plates, salads, cheese plates, pizza and other small menu options
 - Will not offer a full menu or operate as a bar
 - Making changes to the existing tasting bar area and adjacent office
 - ✓ Portion of the office will be converted into a refrigeration and plating room
 - Food will be prepared and plated on the existing counter behind the tasting room bar
 - New food preparation area will be constructed
 - New dividing wall installed between the food preparation area and the tasting bar
- Educational classes
 - Currently hold 5-10 classes and special events per month
 - Proposing to offer additional classes on a regular basis
 - Classes ranging in size from 2-30 people
 - Focusing on food and wine pairings, special chef food demonstration and preparation, wine painting, healthy living and dietary choices, and education on wine, cider, and beer
 - Will continue to hold events for wine clubs, winery tours, tastings, private parties, and other special events

Any proposed changes to the building, site, or food service must meet all building and fire code requirements, Kendall County Health Department requirements, and any other applicable Village codes.

Phase 2 Future Improvements

The future building expansion will require a number of improvements to bring the property into compliance with the Village's Zoning Ordinance and other applicable regulations, including but not limited to landscaping, bufferyards, parking, roadways, and access drives. Additionally, the property

is currently served by a well and septic system. The winery would be required to service the property with public sewer and water should the utilities become available within 250 feet of the property. A future building expansion may also require connection to public utilities. Future changes to the site plan, building, or facility operations shall be subject to the conditions of the approved Annexation Agreement and Preliminary and Final PUD. Any proposed changes shall be subject to the review and approval process for an Amendment to the Preliminary and Final PUD, which may include a public hearing before the Planning and Zoning Commission and final approval by the Village Board.

Signage

The approved Annexation Agreement states that any proposed modifications to existing signage or new signage shall comply with the requirements of the Zoning Ordinance. The existing freestanding pole sign located on Route 34 has a height of 19 feet 6 inches, which does not comply with Village requirements. Staff recommended any changes to signage that may result from changes in the uses should meet all Zoning Ordinance regulations. Signage shall be reviewed under a separate sign permit process.

Parking Lot and Building Lighting

According to the winery, longer operating hours will require additional parking lot lighting and building entrance lighting to enhance safety and security on site. Any proposed building or parking lot lighting must comply with Village's code requirements. A separate photometric plan shall be reviewed and approved by the Village.

Liquor License

Any proposed changes to the existing liquor license shall be reviewed and approved by the Village Board. All operations shall comply with all Village and Illinois Liquor Control laws and ordinances.

Board and staff discussion focused on allowed restricted hours; same expansion process for Aldi's would be required by the winery; current sign not in compliance; winery originally opened in the County in 2003; winery production starts earlier than operating hours; retail is dependent on people being present; gaming demographic profile the same as for wine; women from the age of 28 to 78; not changing the ambiance; classes are an additional revenue stream; primary customer is single women; welcoming environment for wine and gaming; had three locations before the recession; struggle with video gaming; gaming will not save the business; gaming room can host 12-15 people; fluctuating revenue reports for gaming; west side and east side of Oswego are different; additional educational opportunities; liking the longer hours; wanting to make sure the winery is successful; winery working with Illinois Gaming Systems; safety concerns with women carrying large amounts of money; doing a study on better lighting and safety; limit of \$500 for a payout on the gaming machines; liking the food additions; prefer the gaming area in the enclosed room; making sure the Illinois Gaming Board will approve the location; needing additional gaming percentages and dollars; petitioner to provide percentages when the item is brought back to the Board. Staff was directed to move forward with the changes to the PUD, annexation agreement and video gaming. There was no further discussion.

F.2. Discussion Regarding the Benefits of Joining the AACVB and its Role Within the Larger Framework of the Village's Community Engagement Goals.

Director Cole addressed the Board regarding joining the AACVB. The Aurora Area Convention and Visitors Bureau (AACVB) was formed in 1987 as a private, nonprofit organization dedicated to marketing the greater Aurora area for tourism and hotel stays. Their membership is currently comprised of ten communities: Aurora, Batavia, Big Rock, Hinckley, Montgomery, North Aurora, Plano, Sandwich, Sugar Grove, and Yorkville. After the founding of the AACVB, the Village of Oswego became a member. On March 1, 1996, community leaders established the Oswego Economic Development Corporation (OEDC), a public/private partnership that promoted the business interests

of the Village of Oswego. In 2002, the Village of Oswego left the Aurora Convention and Visitors Bureau and on January 1, 2003 placed the tourism and visitors functions with the OEDC as the Oswego Visitors Center. In May of 2011, the Village Board voted to pull all funding from the OEDC and bring economic development and tourism functions in-house.

At the request of local Oswego hoteliers, the AACVB made a presentation during the January 5, 2016 Committee of the Whole meeting inviting Oswego to rejoin the AACVB. At the time, the Village declined the invitation and voiced concerns about the cost to join and the focus on promoting Aurora hotels and offerings. However, the AACVB has since modified its partner plans to better promote participating communities. Yorkville agreed to participate in the plan for the 2016/2017 season and has recently renewed their participation. This new program is called the “Municipal Marketing Partnership,” and allows 40% of qualifying member contributions to be used toward direct marketing of the member municipality. This includes individual marketing plans as well as direct advertising. Staff believes the new program addresses the cost concerns voiced in 2016 and better connects to the Village’s Go Oswego marketing campaign. The AACVB has reimagined its role and has focused greatly on attracting youth sports teams to its local sports venues and hotels. Only participating communities receive the hotel bookings. Therefore, Oswego hotels do not receive the full benefit of proximity to Stewart Sports Complex.

The Village of Oswego maintains an informal Tourism Advisory Panel of local stakeholders. This panel provides a forum for stakeholders to coordinate events, share information, and to generate ideas. If the Village is interested in rejoining, AACVB has asked that the Village join for the same term as their existing members; membership through December 15, 2022 with the ability to terminate as early as December 14, 2019. Staff recommended rejoining the AACVB under its Municipal Marketing Partnership and believes that participation in the program is complimentary with the Village’s 2016 Strategic Plan for Community Engagement and Economic Development.

Go Oswego Update & AACVB Discussion

Community Relations Strategic Planning Goals:

- Enhance connectivity
 - “Tug” or “feel” of Oswego
 - Connection to Village services
 - Mechanism to intermingle external and internal audiences
 - Bring external audiences here; “heads in beds”
- Continue positive public perception
 - Common language across external and internal audiences
 - Residents love their quality of life here
 - Experience Oswego in a specific setting
 - Interact with Oswego brand
- Improve regional position
- External audience
- Residents as brand ambassadors
- Additional content/attraction aligned with brand promise
- Visitors take that experience with them and tell others
- Well attended events

Next Steps:

- Go Oswego Phase II
- Village communications plan
- Improve and hold events
- Join AACVB

Go Oswego Phase I:

- BDI process
- Brand promise
- Brand standards
- Logo
- Social media campaign
- Traditional media
- Website

Go Oswego Phase II:

- Website phase II
 - Attractions, day and weekend trips, downtown, evolving content
- Expand/consolidate social media
- Print and digital campaigns
- Promotional items
- Place making initiatives
- Integration with Village communications
 - Redesign newsletter
 - Direct email marketing

AACVB Program:

- 90% of Oswego's 3% Hotel/Motel Tax
- 40% of Oswego's AACVB contribution is available for direct advertisement from Oswego
- Commences May 2018
- Concludes December 2019; staff will evaluate metrics and consider new contract
- Oswego has full creative sign-off on direct advertising content
- AACVB agrees to use Oswego's brand standards
- Oswego and AACVB will cross-brand and cross-link on websites

Year	Hotel/Motel Tax	AACVB's Portion	Oswego's Portion
2016	\$77,951	\$70,156	\$28,062
2017	\$75,441	\$67,897	\$27,159

AACVB's Value Proposition:

- Hotel booking opportunities
 - Youth sports
 - Hotel leads generated
- Preferential rates on print ads
 - Target magazines
 - Broader reach
- Cross branding with area attractions
 - Brings us together with Yorkville, Aurora, etc.
 - Both websites are cross-linked
- Creative control
 - Oswego signs off on ads
 - Focus on target demographic
- Generate interest
 - Print campaign; brand awareness across region
 - Digital campaign; funnels active customers

Cort Carlson, Executive Director for AACVB, was present to address the Board and answer questions.

Board and staff discussion focused on whether staff has success metrics for Go Oswego; staff has click-thru's; comparing Go Oswego to AACVB; rolling out Phase II of Go Oswego; can't determine who goes on the website and then attends events; building the website is more expensive than expanding; social media campaigns; tourism dollars; not getting opportunities through economic activity; less efficient being done in-house; previously, AACVB was too expensive and too focused on Aurora; tourism strategy has been special events; still wanting focus on special events; wanting collateral spending; AACVB has new municipal marketing initiative; AACVB would help the hotels; Yorkville went through the pilot program; they were impressed with the program; 19 month commitment for Oswego; money spend on Go Oswego would go to AACVB; only the communities that have hotels will contribute to AACVB if they are members; all member communities have seats on the Board; Oswego would get two seats on the Board; smaller communities do not receive as many ads; not feeling that the Village was getting what they were paying for; program has changed; needing more scope; mission and vision statement from AACVB; need to feel comfortable with giving 90%; driving heads in beds and people into the region; athletics and sports marketing; having a lot to do with Phase II of Go Oswego; expectations of taking control; ways of thinking of a destination; needing to protect Oswego's hotels; merging is a risk; still having control of the Village's brand; joining the AACVB will expand the brand.

Cort Carlson presented a Power Point to the Board:

Fiscal Year 2017

- Over 4,000,000 consumers reached via social media
- 200,000+ website page views
- 5,000,000 print ad impressions

Fiscal Year 2017 Sales Impact

- 21,486 potential room nights
- \$4.8 million- estimated economic impact
- \$3.9 million- realized economic impact since inception of sales initiative

Additional discussion focused on what part of the 4 million hits is Oswego; getting people into hotels; needing to get a breakdown of the \$3.9 million to see what each community is getting; whether the impact will be tracked; needing measurables such as number of hotel stays per community; difficult to pull the numbers out; regional impact.

Item to be continued under Staff Reports at the February 6, 2018 Regular Village Board meeting.

CLOSED SESSION

There was no Closed Session held.

ADJOURNMENT

The Committee of the Whole meeting adjourned at 7:04 p.m.

Tina Touchette
Village Clerk