

**MINUTES OF A COMMITTEE OF THE WHOLE MEETING
OSWEGO VILLAGE PRESIDENT AND BOARD OF TRUSTEES
OSWEGO VILLAGE HALL
100 PARKERS MILL, OSWEGO, ILLINOIS
June 5, 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 6:08 p.m.), Pam Parr, Luis Perez, Judy Sollinger and Joe West.

Absent: Trustee Karin McCarthy-Lange

Staff Present: Dan Di Santo, Village Administrator; Christina Burns, AVA/HR Director; Tina Touchette, Village Clerk; Jeff Burgner, Police Chief; Jennifer Hughes, Public Works Director; Rod Zenner, Community Development Director; Corinna Cole, Economic Development Director; Jay Hoover, B&Z Manager; Jenette Sturges, Community Engagement Coordinator- Marketing; and Dave 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 6:01 p.m. There was no one who requested to speak; the Public Forum was closed at 6:01 p.m.

OLD BUSINESS

There was no Old Business.

NEW BUSINESS

F.2. Wine on the Fox Financial Summary 2018

Director Cole presented the financial summary regarding Wine on the Fox. Wine on the Fox was a great mix of the Village's annual tradition and some new ideas. This year, staff took on a hybrid model:

- 6 Illinois wineries attended
- 1 Illinois winery acted as a distributor
- Local brewery acted as a distributor
- Contracted with Breakthru Beverage to source wine from Indiana, California, France, Italy, New Zealand and Australia, Chile and Spain
- Diverse showing of 123 wines and 2 varieties of craft beer
- Integrated Wine on the Fox with the Village's marketing objectives
- People around the Chicago land area look to Wine on the Fox as the first wine festival of the season
- Many attendees enjoy Wine on the Fox for its proximity to Mother's Day
- Staff drafted a comprehensive marketing plan to get the GoOswego brand out to interested audiences of women aged 30 and over
- Staff worked with Entercomm, a radio and communications company, to craft a targeted campaign which
 - Directly emailed to 50,000 wine-loving subscribers
 - Advertised extensively; 17 commercials on US 99 FM, a country station which has the biggest female listenership in the targeted audience

- Staff hired a graphic designer to design a fresh logo that meshed well with the Village's brand standards; the curve of the reflection in the wine glass is almost the exact curvature of the river adjacent to the Reserve at Hudson crossing
- Staff designed the programs, advertising, and marketing collateral to meet the Village's brand standards and appeal to the target demographic
- Staff worked extensively with other community partners, particularly those that appealed to the target demographic; a coupon for Arranmore was included in the wine glass
- AACVB worked extensively to promote Wine on the Fox to a wide audience
- The event wasn't exclusively about bringing an outside audience; wanted to serve the local community too
 - Staff piloted the Mother's Day Boutique with several area vendors
 - Staff reached out to area restaurants to participate in the event
 - Genoa's revamped their look to match with the aesthetic
 - Staff organized a secondary stage for local youth acts and worked with the Fox River Academy to provide performers in between the larger acts
 - Staff recruited volunteers throughout the community including members of local nonprofits; nonprofits could provide volunteer hours and based on the number of hours the organizations provided, the Village donated a certain amount to their organization or to the food pantry

The weather and the event's tradition played an enormous role in the success of the event. Staff's efforts in marketing the event, the bringing of many new ideas, and the spending of many hours arranging the event were huge contributors. Thanks to all of the volunteers for all of the help and patience with staff. Staff was professional, dedicated and cheerful throughout the event.

Numbers

- Attendance- approximately 6,000
- 164.5 hours from participating community groups resulting in a pay out towards the organizations of \$1,095.57
- Net profit- \$34,8053.04; originally it was \$27,960.70, but the sales tax was waived for the event
 - 84% increase over 2016
 - 579% increase in profit from 2017

The profit will go back to producing events and reducing, or eliminating tax payer dollars funding the Village's events. It will also go towards furthering the tourism brand recognition and helping to connect with the community.

Board and staff discussion focused on it being a phenomenal event; appreciate that overtime hours were accounted for; how helpful the AACVB was; AACVB suggested, on social media, for patrons at the food truck festival in Aurora to go to Wine on the Fox after; don't have numbers on click-throughs; could capture zip code information next time; some patrons came from far north; staff will work with Finance to capture zip code information; every labor hour accounted for; whether there were inefficiencies; will work on better volunteer recruitment; taking care of volunteers better; better inventory system for the bottles; better staging; staff gathered feedback from social media; new tier system was confusing; may go back to \$1.00 tastings only; patrons like having information on the wines; great use of incorporating local vendors; took chance and delivered; thank you for the event. There was no further discussion.

F.1. National Pollution Discharge Elimination Program Annual Update

Director Hughes addressed the Board regarding the requirements of the Village's permit to discharge stormwater. The Village needs to ensure that the water the Village withdraws is safe for consumption. The Village adopted Subdivision and Development Control Regulations and an Illicit Discharge Detection and Elimination ordinance to provide mechanisms to support the objective. The Illinois Environmental Protection Agency, with authority delegated from USEPA, permits stormwater

ADJOURNMENT

The Committee of the Whole meeting adjourned at 7:09 p.m.

Tina Touchette
Village Clerk