

**MINUTES OF A COMMITTEE OF THE WHOLE MEETING
OSWEGO VILLAGE PRESIDENT AND BOARD OF TRUSTEES
OSWEGO VILLAGE HALL
100 PARKERS MILL, OSWEGO, ILLINOIS
March 21, 2017**

CALL TO ORDER

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

ROLL CALL

Physically Present: President Gail Johnson; Trustees Ryan Kauffman, Karin McCarthy-Lange, Pam Parr, Judy Sollinger and Joe West.

Absent: Trustee Luis Perez

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; Michele Brown, Community Relations Manager; Mark Horton, Finance Director; Jay Hoover, Building & Zoning Manager; Corinna Cole, Economic Development Director; Dave Silverman, Village Attorney; and Greg Jones, 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

F.2. Regional Positioning Presentation - Phase II

Community Relations Manager, Brown briefly discussed the status. Since the last Village Board presentation in December, there have been three different staff meetings, and six focus group meetings that were attended by more than 38 staff, resident, high school students, and business owners who provided insight into the proposed marketing strategy. Consensus was drawn from the various focus groups on the proposed marketing logo. The strategy focuses were:

- Attracting More Site Visits
- Enhancing Marketplace Visibility and Investor Awareness
- Facilitating Social and Professional Connections

After the focus groups met, the Village Staff and Board team met to vet the top three illustrations of the marketing logo and the suggestions of the focus groups. The team was able to narrow down and select the marketing logo that will be used for Oswego to be known as a “forward thinking community of emerging business owners and prospective residents who value social and environmental connections by leveraging those connections to elevate its overall marketplace profile.” The marketing logo will not replace the Village’s current corporate logo, but will first be introduced to the community as part of the overall marketing plan. The marketing logo will be used to set Oswego apart as a regional destination for entertainment attracting more visitors to enjoy the “Oswego Experience” which will help bring new businesses and residents to our community. Next steps include a specific marketing plan that fits within the Village Budget and an Identity Standards

Guide providing specific guidance on the content and use of the branding program. Bridget Lane from BDI, Cindy Bohde from Cindy Bohde Enterprises, Inc. and Carl Wohlt from wohltgroup, presented Phase II to the Board:

Phase II

- Preliminary marketing plan
- Staff meeting
- Staff meeting #2
- Focus groups
- Advisory workshop
- Village Board presentation

Project Review

- Stakeholder Guidance
 - Existing perceptions survey
 - Stakeholder interviews
 - Village staff/Trustee workgroup
 - Advisory committee representatives
 - Focus groups (30 participants, plus a high school class)
 - Village Board presentation

Bridget thanked the team for all their work.

Phase I Summary

- Attracting More Site Visits
- Enhancing Marketplace Visibility and Investor Awareness
- Facilitating Social and Professional Connections

Plan Elements: Branding Rollout Sequence

- Summer event programming
- Packaged winter programming
- Recreational & environmental programming
- Business & residential recruiting programming

Phase II Next Steps: Marketing Plan Development

- Create an effective marketing identity
 - Oswego identity vs. Oswego image
 - A logo is not a marketing program

Identity has changed due to social environment; river concept is added to the logo; Oswego becomes the river and an eagle was added; Emphasizing the word “GO”; creating a one-stop shop for activities; GoOswego.org was purchased by the Village; eagles are iconic symbols; no one else in the area uses the symbol. Various images of the Oswego name including an image of an eagle were presented.

- Develop marketing strategy
 - Preliminary Marketing Plan
 - ✓ Marketing plan
 - ✓ Creative
 - ✓ Implementation plan
 - ✓ Budget
 - Marketing Plan
 - ✓ Marketing supports the community promise; plan needs to support the promise

- ✓ Citizens as brand managers
- ✓ Key elements
 - Events website/social media
 - Dedicated events website (GoOswego)
 - Social media integrated platform
 - Rollout the identity for marketing efforts supporting business and living
 - Community engagements
 - Slide deck, social media
 - Targeted events
 - Initiative kick off
 - Return of the eagles event
 - Traditional media
 - METRA on train advertising (Burlington line)
 - Billboard; multiple options along Route 59 and 34
 - Media partners
 - Electronic advertising
 - Facebook
 - Potential websites
 - Public relations
 - Initial announcements; event promotion
 - Leverage of the eagle identity
 - Keep the eagles in the news
 - Messaging across all PR

Several images of potential marketing applications were presented.

Marketing Plan Budget Outline

GoOswego website development	\$15,000
-6 month maintenance @ \$500/mo.	3,000
Social media plan	2,500
-Management @ \$2,000/mo. for 3 months	6,000
METRA in-car advertising	15,000
-3 month package	
Billboards	17,500
-1 @ \$3,500/mo. for 5 months	
Facebook advertising	600
-\$100/mo. for 6 months	
Media Partner (newspaper or radio)	5,000
Events	2,900
AdWords and remarketing	
-AdWords @ \$2,000/mo. for 3 months	6,000
-Remarketing @ \$500/mo. for 3 months	1,500
<hr/> Total	<hr/> \$75,000

Board and staff discussion focused on whether billboards are an old notion; using a digital billboard so the messages can be changed; keeping the messages simple; billboards are an effective way to reach a lot of people; whether ads in the trains will be worth it; train ads may not work; ads would be

in 30 train cars; spending money the best way; only on Aurora and Naperville trains; platform advertising is preferred, but it is not allowed; focusing on the website and social media; looking at something other than METRA; social media platform is fully integrated; remarketing; AdWords is a Goggle driver pay as you go; events cost for \$2,900 is for an event to launch GO Oswego and a future eagle event; what happens after the initial 6 month soft launch; pointless to develop a marketing strategy when more money will be needed; social media and website will continue; cost is to figure out what works and then hand over to staff; advertising costs of \$60,000 are included in the Village's budget; test concepts with a soft launch to offer some measurables; only have two staff members to do the marketing; concerns with sustainability; recommend hiring a part-time person; making the eagle logo look more like an eagle; keeping the billboard option and removing the METRA option; can look at adding METRA next year; social media and website advertising starting right away; staff is delegating differently internally; final logo will be ready within a week; logo only for marketing, will not go on water towers; concerns with the eagle being associated with a bank or the federal government; logo is strong, fresh, modern, progressive. Cindy will forward data and stats regarding advertising to the Board. There was no further discussion.

F.1. Capital Improvement Plan Review and Discussion

Finance Director Horton presented the Capital Improvement Plan (CIP) to the Village Board. Staff identified the capital improvements that need to be completed within the next twenty years and created the CIP document. The CIP is a planning document created to allow staff and the Village Board to discuss the improvements and plan for their completion. The CIP is reviewed and updated annually with projects being prioritized and funding determined for project completion. The CIP is intended to be a working document and not meant to suggest everything in the document will be completed as scheduled. General accounting best practices suggest the CIP be adopted by the governing body.

Fiscal Year 2018-2022

The CIP has listed expenditures over the next five years in excess of \$82 million. The Village Board and staff will be reviewing the listed capital projects to determine priorities, project timing, the need for the project and identifying funding sources. Projects may be deferred or even eliminated if no funding can be found to pay for the project. Fiscal Year 2018 projects have been approved and included in the Fiscal Year 2018 Budget. Facilities expenditures are 83% of the capital projects for Fiscal Year 2018. The new police headquarters facility accounts for \$23 million of the total costs. The new facility is anticipated to be completed over the next two fiscal years. The Village issued debt of \$27 million in FY 2017 to provide the funding for the project. The local sales tax revenue will be used to pay the annual debt service on the debt issuances over the next 20 years. Roadway improvements plus the Annual Road Program account for \$2.2 million of the total Fiscal Year 2018 Capital Plan. During FY 2015, the Village completed a roadway pavement analysis which provided data to determine the quality of the pavement and underlying road structure. This analysis allows the Village to determine the year and costs of rehabilitation of the streets.

Fiscal Year 2023-2037

The majority of expenditures are for Vehicles/Equipment, Water & Sewer improvements and Roadway improvements. All of these will be reevaluated as the Village gets closer to the actual fiscal year and determine whether the capital item is still a viable project and a benefit to the Village and its residents. Funding is not shown for these fiscal years, at this time, as doing so might suggest the Village already has this funding on hand which is not the case. Long-term funding solutions need to be identified to pay for the capital improvements.

Capital Improvement 5-Year Plan by Fund

- Finance
 - ERP System
 - ✓ FY 2018= \$590,000

- Police
 - New Police facility
 - ✓ FY 2018= \$23,000,000
 - ✓ FY 2019= \$5,000,000
- Public Works
 - Annual Road Program
 - ✓ FY 2018= \$700,000
 - ✓ FY 2019= \$1,400,000
 - ✓ FY 2020= \$1,400,000
 - ✓ FY 2021= \$1,400,000
 - ✓ FY 2022= \$1,400,000
 - Wolf's Crossing
 - ✓ Phase 1
 - FY 2018= \$644,800
 - ✓ Section 1- Phase 2 & 3
 - FY 2019= \$954,000
 - FY 2020= \$324,000
 - FY 2021= \$12,874,000
 - ✓ Section 2- Phase 2 & 3
 - FY 2021= \$383,000
 - FY 2022= \$198,000
- Water & Sewer
 - Generators Wells 3 & 4
 - ✓ FY 2020= \$400,000
 - New main- Minkler Road
 - ✓ FY 2021= \$375,000
 - ✓ FY 2022= \$1,950,000
 - New main- Wolf Road
 - ✓ FY 2020= \$695,000
 - ✓ FY 2021= \$5,096,500
 - Water tower- Fox Chase; repair and repaint
 - ✓ FY 2019= \$625,000
 - Water tower- Hunt club; repair and repaint
 - ✓ FY 2021= \$825,000
 - Water tower demolition- Kendall Point
 - ✓ FY 2018= \$80,000
 - Water treatment facility
 - ✓ FY 2021= \$1,767,450
 - ✓ FY 2022= \$2,592,450
 - Water meter & reader replacement; 12,000 units
 - ✓ FY 2018= \$600,000
 - ✓ FY 2019= \$1,200,000
 - ✓ FY 2020= \$1,200,000
 - ✓ FY 2021= \$1,200,000
 - ✓ FY 2022= \$1,200,000
 - Tax Incremental Financing; downtown parking lot
 - ✓ FY 2018= \$300,000
 - Goodwin Drive Extension
 - ✓ FY2020= \$76,100
 - ✓ FY 2021= \$1,017,900

Board and staff discussion focused on whether the Village can rent the water tower at Kendall Point out for antenna use; KenCom not interested in using the tower; will still need to paint the tower if renting it out; painting would cost \$600,000; demo the tower; Village owns the land the tower sits on;

Goodwin Drive extension to be paid by developers; will bring the CIP back for Board adoption at the April 11th or April 18th meeting.

Water Meter Replacement

Oswego has approximately 11,600 commercial, industrial and residential water meter accounts with 1,500 water meter properties that require manual reads. The Village's water meter system consists of four components: 1) the water meter, 2) the transmitter, 3) the receiver, and 4) the software. The American Water Works Association (AWWA) recommends replacing the meter every 15 years. As water meters age, their accuracy declines resulting in non-revenue water loss. Some of the existing water meters in our system have been in service for 10-15 years and have reached the end of their useful lives. Modern meters do not have moving parts. Their accuracy is higher and sustainable.

The Village's current transmitter is no longer being manufactured. Not only did production of the current transmitter cease, but many of the current transmitters are not functioning properly on a regular basis, as the batteries in these units have reached the end of their service life. The manufacturer has also indicated that support for the collectors will be phased out after five years. In accordance with industry best practices and equipment obsolescence, staff recommended replacing the majority of the existing water meters and all outside readers over a five-year period. After the first year, staff recommends replacing 2,750 meters and outside readers per year. The Village would hire a contractor to manage the program and coordinate with property owners for installation.

Board and staff discussion focused on estimated cost, including labor is \$4.5 million over a five year period; meter would be "pinged" once per month and receive real time data to assist the Village and residents; looking at the program as part of the rate study; staying with the same company for the upgrade; no compatibility issues.

Village Administrator Di Santo noted the April agendas are scheduled for the 11th and 18th. Since the meetings are back-to-back, staff is considering canceling the April 18th meeting unless there is an issue. There is no Board meeting on April 4th. There was no further discussion.

CLOSED SESSION

There was no Closed Session held.

ADJOURNMENT

The Committee of the Whole meeting adjourned at 6:58 p.m.

Tina Touchette
Village Clerk