

COMMITTEE REPORT

COMMITTEE: County Development & Planning
CHAIRPERSON: Vince Hasken
DATE/TIME: August 26, 2002 7:00 P.M.

PRESENT: Berlage Lyons Schubert
 Bielenda Montelius Sisler
 Breckenridge Potter Stoffregen
 Carroll Powers Toepfer
 Creighton Rosenthal Zillig
 Hasken Rutherford

Others: Duane Olivier, County Administrator
 John Mazor, CVB Executive Director
 Janet Anderson, Economic Development/Planning Director
 Linda Delvaux, Zoning Officer

1. **Approval of Minutes.** The Committee reviewed minutes for the Committee meetings on July 22, 2002. On a motion by Matt Rosenthal, 2nd by Sally Toepfer, the minutes were approved.

2. **CVB matters.**
 - a. **FY03 Strategic Plan & Budget Timeline.** John Mazor reviewed the FY03 Strategic Plan & Budget Timeline (attached).
 - b. **Partnership Program Review.** John Mazor presented an overview of the Partnership Program. This matter was one of the subjects of the tourism planning retreat last spring when it was determined that the CVB should move away from the current Partnership Program. John presented a “basic services” program to transition away from the current program whereby in-county tourism industry businesses would receive certain basic services without charge and out-of-county non-lodging tourism industry business would be charged \$200 for the same level of service. John also presented a new categorization of tourism business for use in CVB publications. On a motion by Merri Berlage, 2nd by Sally Toepfer, the Committee approved recommending that the CVB move to the recommended Basic Services Plan. With regard to categorization, it was the consensus of the Committee that the CVB Executive Director determine the industry categories and keep the Committee informed. If the Committee has concerns about the categorization, it will ask for follow-up review by the Executive Director.
 - c. **Supplemental FY02 Communications Plan.** John Mazor presented a Supplemental FY02 Communications Plan for leisure travel marketing (attached).
 - d. **Audit of Communications Materials by TDSM.** John Mazor presented An Audit of the Communications Materials for the Galena & Jo Daviess County Convention and Visitors Bureau (attached). This report contains a thorough analysis of current CVB materials along with extensive recommendations (beginning on Page 29) for improving such materials. The recommendations will be considered in the future review and revision of such materials.
 - e. **Visitor Services Program Review.** John Mazor presented a Visitor Services Program Review (attached). His report reviews the history, current staffing, and

costs of the Old Train Depot Visitors and the Old Market House Visitor Information Centers (VIC) and makes certain recommendations regarding staffing and VIC operations. Following the Executive Session held later in the meeting, on a motion by Merri Berlage, 2nd by Matt Rosenthal, the Committee supported the Director's recommendation to employ a full-time "visitors services manager" to supervise the VIC staff (provided through Furst Staffing Services) and oversee the visitor services program. The Director will provide a complete position description and salary level for the position for approval by the County Board.

- f. **OmniAristotle Destination Packaging.** John Mazor briefly reviewed a service provided by OmniAristotle for creating and marketing destination tour and leisure travel packages (attached). An investment in this type of packing service could provide significant benefits for the tourism industry in the County. On a motion by Sally Toepfer, 2nd by Larry Lyons, the Committee approved a recommendation to purchase the OmniAristotle service for a one year trial period after which a decision will be made to continue base on the results of the one year trial.
 - g. **Galena/Jo Daviess County Convention & Visitors Bureau Monthly Report.** (attached)
3. **Economic Development matters.**
- a. **Loan Program.** Janet Anderson presented a draft of a Revolving Loan Fund Agreement (attached) for use in future revolving loan commitments and updated the Committee on the status of the loan to Eric Wheelright for the purchase of the Hoskin's Lumber Company.
 - b. **Statistical Reports.** Janet Anderson presented several statistical reports regarding population by community, community wage comparisons, and sales tax receipts. This and other statistical information will be used in future economic development programming planning.
 - c. **Small Rental Property Program Grant.** The Northwestern Illinois Community Action Agency (NICAA) is requesting approval to apply for 2nd year funding of a countywide "small rental property program" grant on behalf of the County. NICAA applied for and the County received a \$157,000 grant for the current federal fiscal year and entered into an agreement with NICAA to manage grant implementation. The 2nd year grant is proposed to be the same as the first year grant including an agreement with NICAA for program management. On a motion by Merri Berlage, 2nd by Matt Rosenthal, the Committee approved a recommendation to authorize NICAA to apply for a Small Rental Property Program Grant on behalf of the County in an amount similar to the current year's grant.
 - d. **Comprehensive Economic Development Strategy (CEDS) Committee.** The Minutes of the August 7, 2002 meeting of the CEDS Committee were distributed (attached) along with a tentative agenda for the Committee's next meeting on September 5, 2002.
 - e. **Business Forum.** An Overview and Tentative Agenda of a "business forum" (attached) scheduled for Thursday, October 9, 2002 was reviewed by the Committee.
4. **FY2003 Budget review.**
- a. **Zoning & Building Code Administration.** The Committee reviewed a proposed FY2003 budget for Zoning and Building Code Administration (attached). On a

motion by Merri Berlage, 2nd by Larry Lyons, the Committee approved the propose budget as submitted.

- b. **Economic Development/Planning.** The Committee reviewed a proposed FY2003 budget for Economic Development/Planning (attached). It discussed the appropriateness of including the Solid Waste Agency funding in this proposed budget and continued funding for the U.S. 20 4-Lane Association. The Committee felt that is would be more appropriate to put the Solid Waste Agency funding in the Social & Environmental budget and the there should be continuing funding in the budget for the U.S. 20 4-Lane Association. However, actual funding of the 4-Lane Association should not be approved until a review of the Associations work and results has taken place. On a motion by Larry Lyons, 2nd by Joanne Bielenda, the Committee approved the proposed budget as submitted subject to moving the Solid Waste Agency funding to the Social & Environmental budget and including \$5,000 in continued funding for the U.S. 20 4-Lane Association.
 - c. **Economic Development Investment Fund.** The Committee reviewed a proposed FY2003 budget for the Economic Development Investment Fund (attached). On a motion by Larry Lyons, 2nd by Joanne Bielenda, the Committee approved the propose budget as submitted.
5. **Freeport/Stephenson Enterprise Zone.** The Committee discussed the status of two Enterprise Zone projects in the City of Freeport and Stephenson County and asked Janet Anderson to apprise them of the status.
 6. **Eagles Landing-Savanna Enterprise Zone.** The Committee discussed the Enterprise Zone and asked Janet Anderson to apprise them of its status.
 7. **Executive Session.** On a motion by Merri Berlage, 2nd by Joann Bielenda, the Committee went into Executive Session.

The Committee returned to its regular meeting and took the action included in 2.e. Visitor Services Center Review involving the employment of a “visitor services manager”.

There being no further business, the meeting adjourned.