

## COMMITTEE REPORT

**COMMITTEE:** Development & Planning  
**CHAIRPERSON:** Vince Hasken  
**DATE/TIME:** August 25, 2003. 7:00 p.m.

**PRESENT:**

<input checked="" type="checkbox"/> Alexander	<input checked="" type="checkbox"/> Hasken	<input checked="" type="checkbox"/> Schultz
<input type="checkbox"/> Berlage	<input checked="" type="checkbox"/> Jackson	
<input checked="" type="checkbox"/> Bielenda	<input checked="" type="checkbox"/> Mapes	

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

1. **Minutes.** The minutes for the meeting on July 28, 2003 were reviewed. On a motion by Marv Schultz, seconded by Joanne Bielenda, the minutes were approved.

2. **CVB**

a) **Consideration of printing quotes for the “Guide to Historical Sites & Attractions”**

The committee considered 3 quotes for the reprinting of 20,000 “Guide to Historical Sites & Attractions.” On a motion from Dick Alexander, seconded by Joanne Bielenda, the committee accepted a quote from Union-Hoermann Press of \$2,884 to print 20,000 guides. Motion carried.

b) **Consideration of Proposals for Web Site Design Services**

John Mazor outlined the process used to qualify proposals to design a new Web site for the CVB. A Request for Proposal (RFP), detailing expectation for the new site, was distributed in mid-July. Proposals were received from 10 different contractors and were qualified based on a number of criteria including cost, experience, understanding of RFP and ability to meet future needs. Using these criteria, the field was narrowed to 3 proposals. After receiving comments from a task force assembled to review the 3 proposals, Mazor recommended selecting the proposal from Distributed Website Corporation. (Attached.) On a motion from Dick Alexander, seconded by Ron Mapes, the committee recommends engaging Distributed Website Corporation to develop a new Web site, as outlined in the RFP, at a cost of \$28,965 with a plus/minus variance of 10%. Motion carried.

c) **FY04 Convention & Visitors Bureau Business Plan**

On behalf of the CVB staff and Advisory Board, John Mazor presented the outline for next year’s CVB programs. The CVB continues to emphasize five core areas: Leisure Travel Marketing, Event Planning and Management, Community Outreach and Education, Meeting and Convention Marketing and Visitor Services. The plan was used to develop the FY04 budget. (Attached.) On a motion by Dick Alexander, seconded by Dane Jackson, the committee supported the 2004 Convention & Visitors Bureau Business Plan. Motion carried.

After completing a review of the CVB Business Plan, the committee reviewed the proposed 2004 budget. (Attached.) The budget anticipates total revenues of over \$1.4 million with expenditures to modestly exceed revenues. The committee also reviewed CVB fund balance scenarios. On a motion from Dick Alexander, seconded by Dane Jackson, the committee recommended the budget for consideration by the Finance Committee.

**d) Basic Service Fee Increase**

Proposed changes to the CVB's Basic Service program were reviewed. The Basic Service program offers, free of charge to any Jo Daviess County visitor related business, opportunities for promotional listings in the Visitor's Planning Guide, Web site and racking at the Old Train Depot. Each Jo Daviess County business will continue to receive the first listing at no charge. A fee for additional listings for the same business would be assessed at \$250. In addition, businesses located outside of Jo Daviess County would be assessed at \$250. Lodging properties outside of Jo Daviess County are not eligible for the program. On a motion by Joanne Bielenda, seconded by Dane Jackson the committee supported increasing the Basic Service fee from \$200 to \$250 a year. Motion carried.

**3. Economic Development**

**a) FY04 budget review.**

Economic Development and Planning (in the General Fund) & Economic Development Investment Fund budgets. Janet Anderson reviewed both the proposed annual budget for Economic Development and Planning in the General Fund and the Economic Development Investment Fund budget. Both of these budgets support the County's economic development program. Although in many ways both budgets are the same as the current year's, the Economic Development and Planning budget has been reduced by proposing that certain expenditures be taken from the Economic Development Investment Fund instead of the General Fund.

Small Rental Properties Program Fund budget. Janet reviewed the revenue and expenditures of this program. The program is solely to rehabilitate rental properties that are owned by landlords who rent only to low income families. The criteria for low income are a clearly stated in the policy pamphlet. Illinois Housing Development Authority is the grantor and the County is the grantee. The County has a management agreement with the Northwestern Illinois Community Action Agency to administer the program.

On a motion by Dick Alexander, seconded by Joanne Bielenda, the Committee accepted the proposed Economic Development and Planning budget, the Economic Development Investment Fund budget, and the Small Rental Properties Program Fund budget.

**b) Economic Development update.**

In regard to new information, Janet spoke of the new project, the Cahokia dig, in

Hanover. She invited Senator Todd Sieben, State Representative Jim Sacia, Phil Millhouse, graduate student of the University of Illinois involved in the dig, Mayor Don Schaible, Carolyn Fisher of the CEDS Committee and Skip Schwerdtfeger, realtor for Old Northwest Land Company and Daryl Watson of the Galena/Jo Daviess County museum to group together in an effort to achieve the goals for this dig. Each has taken responsibility to strategically move forward on matters that will secure the property on which the dig is taking place in order to make this a tourist destination. Following plans are to create opportunities to fund an on-site museum to showcase the artifacts inclusive of a lecture hall and a simulated version of the social aspects as in the structures in which the Indians lived, the roads they traveled and the environment in which they worked in the period of 1200AD.

In regard to progress report, Vantage Town & Country Store is slated to build its store in Stockton, Illinois. This store will sell lawn & garden equipment, clothing and animal feed and care products. This business will employ approximately 9 full-time individuals and 10 part-time personnel.

**c) CEDS Committee Report (attachment)**

The attachment were the minutes as per the last CEDS Committee meeting of August 13, 2003.

**4. Building & Zoning.**

Linda Delvaux presented a proposed FY2004 budget for Zoning & Building Code Administration (Attached), including guest accommodations licensing. The proposed budget generally reflects the status quo, except for anticipated increases in employee benefit costs and the inclusion of an interfund transfer to the Highway Fund to cover costs incurred at the Highway Department building on behalf of zoning and building code administration, e.g. utilities, computer support, copy and fax machines, telephone system, etc. On a motion by Dick Alexander, seconded by Marv Schultz, the committee accepted the proposed FY2004 Zoning & Building Code Administration budget.

Marv Schultz commented that he thought the per diem authorized by the County Board for the Planning Commission/Zoning Board of Appeals should be reviewed at some future date. It is his feeling that members of the PC/ZBA committee considerable time to their work beyond one evening a month and should be better compensated for their effort. The Committee generally agreed that this should be done, but took no specific action at this time.

**5. Building permit charts** were distributed for informational purposes.

Meeting adjourned at 9:00 pm. The next regular meeting is scheduled for Monday, September 22.