

## COMMITTEE REPORT

**COMMITTEE:** Development & Planning  
**CHAIRPERSON:** Ron Mapes  
**DATE/TIME:** November 28, 2005. 7:00 p.m.

**PRESENT:**

Baranski  
 Berlage

Bielenda  
 Hasken

Mapes  
 Stoffregen

Others: Pat Leitzen-Fye, Betsy Eaton, Linda Delvaux

### MINUTES

Ron Mapes called the meeting to order at 7:00 p.m.

**1. Minutes**

Beth Baranski made a motion to approve the committee minutes of October 24, 2005. Terry Stoffregen seconded and the motion passed.

**2. Old Business**

- a) Scenic Byways. Baranski reported that a meeting was held and the committee discussed the upcoming deadline for the application. Since there is no property selected, the committee doesn't think they should apply. It has been recommended that the Tourism Attraction Program Grant be obtained first, before applying for the Scenic Byways grant. There will probably be a meeting of interested parties scheduled for January. The committee discussed other space needs for the County and how this project could fit into the overall plan. Baranski discussed the various funding opportunities and that some of the state funds can be used as matching money for the federal programs. She recommends meeting in Springfield with the agencies involved. The committee would like to get consensus from the full County Board as to how the Scenic Byways committee should proceed.
- b) Board planning and goals. Terry Stoffregen stated that the County Board needs to support the expansion of facilities. Baranski stated that she noticed various points in the Maximus study such as break rooms, private offices, and annexes. Vince Hasken stated that the first step should be evaluation of the efficiency of the services currently being provided. Mapes stated that this committee should talk about goals for the departments that report to this committee. Mapes discussed setting a goal to create an office for Economic Development. Baranski reviewed the measures of success that were determined at the County Board retreat for development and planning. Hasken mentioned updating the policy for the Revolving Loan Fund program. This will be discussed again next month.

**3. New Business – none**

**4. Staff Reports**

- a) CVB

- i. Addendum to Letter of Understanding for Old Train Depot with Galena Area Chamber of Commerce. Betsy Eaton reported that the Chamber of Commerce would like to amend the letter of understanding for the Old Train Depot to allow the Chamber to place an ATM machine in the Visitors' Center. She and Judy Gratton met with Mark Prindle, a representative from the Chamber of Commerce and discussed the issue at length. Eaton has also received correspondence from Galena State Bank regarding the machine. Installation of the machine will not affect the costs for the CVB and there is space for it. Hasken made a motion to recommend amending the letter of understanding as presented to include the ATM machine for the Chamber of Commerce. Baranski seconded and the motion passed.
- ii. 2006 Media schedule. Eaton stated that this is similar to the media plan that is presented each year. The CVB Advisory Board and a visitor survey gave input for this plan. This work will be done through TDSM. Baranski made a motion to recommend approval of the TDSM media plan for \$349,386 as presented. Stoffregen seconded and the motion passed.
- iii. Galena video project. Eaton advised the committee that the video project is separate from the media plan. Footage for this project has been shot throughout the year to capture all the seasons of Galena and Jo Daviess County. Fifteen hundred copies will be produced on DVD and used for promotion, streaming on the website, and meeting planning. The current video has not been updated for fifteen years. Some of the expense was budgeted and paid for in the current year and the remainder has been budgeted for FY2006. Hasken made a motion to recommend approval of completion of the video project at a cost not to exceed \$56,500 to be paid from 027-45161-702-10. Baranski seconded and the motion passed.
- iv. Local promotion grant program. Eaton stated that when the motion was made to accept the guidelines at the September 26<sup>th</sup> committee meeting, the words "new product development" were used for "recurring events". The five-year limit was meant to apply to recurring events. Baranski made a motion that the Local Promotion Grant Program guidelines be accepted with the change that a 5-year limit is established for "recurring events." Hasken seconded and the motion passed.
- v. Baranski mentioned that the CVB Advisory Board has had difficulty achieving a quorum at their recent meetings. Eaton stated that there have been some new appointments to the Advisory Board and she hopes that will change. She reviewed the attendance records and there were some people that only attended three meetings all year. The situation was being addressed in the update to the bylaws, but some of the committee members who were working on it are no longer on the

Board. The committee discussed the number of members required for a quorum.

- b) Building & Zoning
  - i. Secretary position description
  - ii. Administrative Assistant position description. Linda Delvaux stated that she recommends this position description is given a labor grade 6 because it is consistent with the other Administrative Assistant positions on the County's approved position classification plan. She needs someone with the authority to sign off on things in the absence of the Zoning Administrator. Baranski made a motion to forward the Secretary and Administrative Assistant position descriptions to the Executive Committee. Stoffregen seconded and the motion passed.
- c) Economic Development
  - i. It was reported that the Highway 20 route has been approved and a group is going to Springfield to promote it to the legislators. Highway 20 is a top priority in the state now, but there is currently no funding for the project. It was stressed that we must work to maintain the project's status as a top priority so that if funds become available, the work can be done.
  - ii. Discussion of electronic and print marketing materials. Pat Leitzen-Fye gave a presentation on economic development marketing materials, including brochures, banners and web-ring development. She would like to use some of the money left in the 2005 budget for promotion. The committee discussed funds left in the budget and how they can be used. The group discussed and prefers developing the website rather than a web-ring. Baranski made a motion to approve the development and printing of 5000 tri-fold brochures from Reid and Associates at a cost not to exceed \$3000 to be paid from the line items discussed in the 2005 budget. Hasken seconded and the motion passed.
  - iii. Other Economic Development items. There will be a meeting regarding Royster Clark with Merri Berlage, Finance Committee Chair Yerda Potter, the States Attorney and Bob Skurla to set up the fees. There could be some significant fees generated from their participation in the Enterprise Zone. They are still waiting for confirmation from the state about the Enterprise Zone application.

5. Other Business – none

6. Citizens' Comments – none

7. Board Member Concerns

Baranski expressed concern that Schapville area projects are being given a LESA score as if they are in an incorporated municipality with a contiguous growth area, even though it is an unincorporated area in the County. Hasken noted that some communities' contiguous growth areas are overly large and

Baranski asked what the next step is for the Greenway Planning grant, and whether or not this Committee should look at the application to see what is involved. Stoffregen thought Merri Berlage would set up another committee to work on the application.

Discussion of the hotel/motel tax collection timeframe will be placed on the next agenda for discussion.

Meeting adjourned at 9:15 p.m. following a motion by Hasken and seconded by Stoffregen.