

COMMITTEE REPORT

COMMITTEE: Development & Planning
CHAIRPERSON: Vince Hasken
DATE/TIME: July 7, 2004. 7:00 p.m.

PRESENT:

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

Others: Troy Brown, County Administrator
John Mazor, CVB Executive Director

MINUTES

1. Minutes

A motion was made to approve the minutes of May 24, 2004. The motion was seconded and passed.

2. Old Business

There was no old business for this committee.

3. New Business

Hasken advised the committee that due to the lateness of the meeting, these minutes will not be included in the board packets, but will be available on the website and distributed at the County Board meeting.

a) Extension of DNR Grant

The extension had to be applied for by June 30, 2004. County Board chairperson consulted with committee members by phone and decided to request the extension. Brown questioned if there is a descriptive file about the project. Staff at the City of Galena indicated to him that there may be some action on the project in the future.

b) CVB

i. Consideration of printing quotes for 50,000 copies of the Calendar of Events.

John Mazor reported that this item has already been approved with the County Administrator due to a deadline of June 30 set by the State of Illinois. Grant funds are going to pay for the project in part, and the grant had to be accepted by the end of the State's fiscal year. The accepted bid was the low bid from Union-Hoermann Press of \$6989.00.

ii. Consideration of 3rd round Local Promotion Grant applications. (Attached)

There were five different groups that were in consideration for the local area promotion grants in this round. Some of the applications resulted from the community outreach presentations by the CVB staff. Dane Jackson made a motion to approve the local promotion grant

awards as presented in the amount of \$5121.05 to be paid from line item 027-45161-906.11. Tim Petitgout seconded and the motion passed.

iii. Monthly report (Attached)

Mazor commented that his report is set up to reflect his program of management by objective and how his staff meets his expectations. He commented and explained in more detail on the various measures used.

iv. FY2005 Program Planning

Mazor discussed the outcomes of the CVB Board Retreat discussing events as they drive the destination. Educational opportunities for event planners were also discussed at the retreat. Mazor discussed the elements that go into the CVB's annual plan, including events, meetings, surveys, and marketing. These items and activities influence the budget planning process. Mazor answered questions for the committee regarding overnight stays.

v. CVB Structure

Mazor advised the committee that several years ago the County took on the responsibility for managing the County's tourism. He was hired by the County in 2001. The purpose of the discussion is to create a dialogue to better understand the challenges faced by the CVB and to explore the organizational structure that results in the best possible destination marketing program. (Attached). Mazor also referred to the DCI report (Attached) that the County solicited in 2001. He mentioned that the report addresses lack of cooperation in the past between the County Board, CVB Board, staff and tourism industry partners. His number one priority has been to overcome this issue. He feels that he has been successful because processes have been created within the system to overcome these objections. One process created was the annual Media Plan. Another example was the ability to contract for sponsorships with the Triathlon. Project-based budgeting has also been beneficial. Hasken commented on his own dissatisfaction with the DCI report. Mazor replied that the plan helped point the County Board in the right direction and move the program forward. He stated that the perception of the cooperation between groups is very fragile. Mazor discussed another excerpt from the DCI report that says compensation for the CVB staff should be based on performance. He wants them to be compared to other industry benchmarks. The 21 objectives that came from the DCI report were reviewed by a committee of six people, half from County Board and half from CVB Board, and made some modifications to the objectives and accepted them. One of the objectives that was not accepted was making the CVB an independent organization with its own policy-making board. That idea was set aside until some of the other objectives were resolved. Mazor, Hasken and Brown discussed the

fact that the Health Department has just completed a salary survey and Mazor indicated that he felt he was not allowed to conduct a salary survey and stated that the County turned down an opportunity to conduct a salary at the end of last year. Brown and Hasken indicated that the County was in the process of initiating another salary study. Mazor stated that this was not enough and that he is looking for a system that enhances the performance of the employees and rewards them for contributions, and not just a salary classification. Hasken and Mazor discussed the salary increase plan as approved by the County Board in December of 2003. The plan was supposed to have resulted in average 2% increases. Mazor argued that the schedule that was given to the department heads to use resulted in higher than 2% increases and put his department over a 2% gross increase in salaries. Brown reported that during the budget process department heads were made aware that salary increases could only be budgeted for a 2% increase. This topic was discussed in a department head meeting and with the Finance Committee. Schultz talked about the ad hoc Personnel Review Committee created to discuss the issues of performance evaluations and compensation. Brown reported that Mazor was a member of that committee but he only attended one of the last three meetings and the committee has finished their work and sent a recommendation to the Executive Committee. Mazor felt that the committee lost its original focus and acknowledged that they lack the professional expertise to create a system that is inherently fair. He questioned if the County would look at a third tier of employee, as opposed to a two-tier system of union or non-union. Mapes questioned how employees move through the salary range they are in. Mazor stated in answer to the question of why the CVB needs to be treated differently than any other department because most CVBs are organized as non-profits. He says that the public good can be accomplished while still working within a procurement system or employment structure that makes a CVB more effective. He noted that a strong relationship between the destination marketing and the funding source would be a benefit of the change in structure. Difficulties under the current system result from: 1) the purchasing policy and the bidding process and the lack of ability to negotiate, 2) filling staff positions, 3) evaluation system, 4) a claims process that doesn't allow for vendors that require 15 days net, and 5) access to legal representation.

c) Economic Development

i. CEDS report

Brown reported that Merri Berlage has been attending their committee meetings.

ii. Economic Development Program and Position (Attached)

Brown noted that a memo and attachments were sent to the committee

previously. He stated that there are a couple of options for funding and reviewed the topics outlined in the packet. Hasken would like to see the job in a higher scale as a part-time position and has no problem financing it from the Economic Development Fund for a year or two. Mapes questioned if there was an interfund transfer from the Economic Development Fund to the General Fund to cover the expense of the salary. Brown said there wasn't a transfer, but he will double-check on it. Hasken asked if there could be a statement added regarding working with existing businesses and job retention. Brown will make that change in the job description as well. Mapes questioned the appointment and supervision by the County Administrator. Brown reported that that is the current setup for the position and he has the authority to hire and fire as outlined in the Employee Policy and Procedures manual. Brown will keep the committee involved in the hiring process. The committee determined that they would prefer to see a wage range offered; \$16.08-\$24.12 depending on experience and qualifications. Dane Jackson offered that a home office setup would be acceptable as an alternative to renting office space. Consensus of the committee is to maintain the same source funding as is possible once we have more information to work with. Hasken made a motion to recommend to the County Board that recruitment for the Economic Development position proceed as discussed. Jackson seconded and the motion passed.

4. Other

- a) **Building Permit charts**
No comments or questions.

There being no further business, the meeting adjourned.