

COMMITTEE REPORT

COMMITTEE: Development & Planning
CHAIRPERSON: Vince Hasken
DATE/TIME: August 23, 2004. 7:00 p.m.

PRESENT:

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

Others: Troy Brown, County Administrator
Linda Delvaux, Zoning Officer
Betsy Eaton, CVB Interim Executive Director
Marsha Cordle, CVB Director of Sales
Patricia & Jim Goldthorpe
Lara LeGrand
Mike Murphy
Sharon Fallbacher

MINUTES

1. Minutes

Dane Jackson made a motion to approve the minutes of July 26, 2004. The motion was seconded and passed.

2. Old Business

- a. Update on Economic Development Coordinator Search. The County Administrator reported that the date for initial receipt of applications was August 15. Eighteen applications have been received. The content of applications was wide and varied, with some possibilities. This week he will be reviewing them and qualifying them based on the applicant's education and experience. Appropriate letters will be sent to all the applicants. There are at least two or three that appear to have significant experience in economic development and the appropriate education and training for the position.
- b. Update on CVB Executive Director Search. The County Administrator reported that sixteen applications have been received and the majority of them have relevant education and experience. A proposal from the Mercer Group has been received for professional services in conducting a search. Berlage asked the committee if they would like to employ a search firm. Hasken reported that he would like the County to try to conduct the search themselves. Brown recommended letting some time pass to see what other applications are received and score them. The search materials from 2001, including questions and systems used, are still in the office and can be used as a resource. Hasken would like to see scoring sheets on the applications received so far and see what competence level they have. Berlage reported that the committee should consist of two County Board members, two CVB Advisory Board members, one industry member and

one non-industry member. Berlage asked if the structure issue should be dealt with before hiring a director. Schultz recommended appointing the six people to the search committee right away and Berlage stated that she plans to make those appointments at the next County Board meeting. The committee discussed the direction given at the last meeting regarding determining problems with the current CVB structure and it led into a discussion of the DCI report. Jackson understood that someone needed to bring a proposal forward to the committee before they could consider changing the structure. Hasken wanted to review problems that the CVB is experiencing and other committee members are under the impression that structure is a part of the problem. Hasken also stated that changing the structure is going to be a lengthy process and doesn't want to wait to hire a director until the process is over.

- c. Update on Event Coordinator Position. Brown reported that he met with Betsy Eaton regarding the status of the hiring process. She reported to the committee that she has preliminary interviews scheduled with three candidates this week. She has a backup list if nothing comes of these initial appointments. Berlage asked what the plan is for Tracy Furlong's upcoming maternity leave in November. Eaton reported that they are trying to get everything done before her leave, including training of the new Event Coordinator. She may have to look at some options for additional support for the time of Furlong's absence.

3. New Business

a. Building & Zoning – Linda Delvaux

- i. Proposed amendment for Chapter 11 of the building regulations. Delvaux reported that the County is operating under a 1994 Uniform Building Code. An ISO Insurance Review is conducted every four years and it was brought to her attention that the Code must be updated to the new 2003 International Codes in order to keep lower insurance rates for people in the County. Berlage asked if this will affect any other ordinances that are in place. Delvaux reported that the Chapter 11 is the only one affected; not the Zoning or Guest Accommodations Ordinances. By keeping the Code updated, it helps the people in the County keep their insurance rates lower. Brown asked if the update to the Code will increase the time her office needs to expend on this subject. She replied that it won't put any more of a burden on her office; they will still be checking the same things. The 2003 International Code is a conglomeration of old codes that contractors and builders find easier to use. Her building inspector has been comparing the 2003 Code and has not found anything out of line. Schultz made a motion to recommend that the County Board make the proposed amendments to Chapter 11, Building Regulations section 11-6 Adoption of Technical Codes. Tim Petitgout seconded and the motion passed.

On another matter, Schultz questioned if there are enough ordinance books for the Building Code Review Committee and if there is money in the budget to provide books for the whole committee. Delvaux stated that according to code we have to have three copies. There is a possibility in the next budget year to purchase a couple more copies. Schultz would like her to do that.

- ii. Windmill Farm Study. Hasken would like the Zoning Ordinance Review Committee to review this topic as a part of the revisions to the ordinance. Delvaux has been working on a model ordinance to amend the zoning ordinance for this topic. It is not quite ready to come to the committee, but she is willing to share her work so far. Right now, a windmill farm project would have to apply for a special use permit through the Zoning Board of Appeals. She was contacted by an interested party about a year ago, but has not heard anything from this group since. Brown has been told that the group is still working on site selection and has been told that they want to do cost-sharing on a study through the state's Energy Commission. Delvaux reported that the commission does provide incentives and cost-sharing to keep these types of projects going but they have held off this year because of the financial status of the State. Schultz commented that the Zoning Review Committee has been incorporating wind energy systems into their Use Standards.

b. CVB – Betsy Eaton

- i. Review 2005 Triathlon Sponsorship Agreement and Management Agreement. Eaton reported that the agreements are basically the same as the previous year. Ron Mapes made a motion to approve the 2005 Galena Triathlon & Duathlon Event Management Agreement and the Sponsorship Agreement. Joanne Bielenda seconded and the motion passed.
- ii. CVB Structure. Hasken would like to have more information about the problems that exist, before considering a complete change of structure. Jackson reported that the Advisory Board wants to become a separate non-profit and it is his feeling that is what the discussion should cover. He would like to know if it is possible and how it would be done. Mapes would like to see some research on both sides of the issue of restructuring the CVB. He feels that some issues can be worked out but wants to see a model set-up first and how they work. He also wants to see more work done on economic development to bring revenue and jobs into the County. Betsy Eaton reported that she has spoken with Bill Geist, a consultant, and he is very eager to come and work with the County on the restructuring of the CVB. He has excellent credentials and recently worked with the Oshkosh and Janesville CVBs. She said that nationally there are about 6% of the CVBs are run as a part of county government. Eaton wanted the committee members to read the excerpts she provided of the DCI

report and she would like a 3rd party to come in and say that this could be run more efficiently. She stated that she feels that the structure should be established before bringing in a new executive director and that Mr. Geist is ready to start right now and doesn't feel it will take as long as the committee thinks. Bielenda agrees with Eaton and feels that the structure should be determined before beginning with a new director. Berlage doesn't feel that a consultant needs to be hired because they already have the DCI report and their recommendations and it is their job to implement it and keep it moving. Brown stated that if the County Board determines they want to restructure that Eaton's proposal is the logical next step. The ideas are in the DCI report at a concept level, but setting up an independent system and organizing a not-for-profit under a contract basis is more complicated and needs someone with direct experience to complete. Input from the States Attorney's Office is also needed. Berlage visualizes a similar relationship as the County has with the Health Department. Hasken would like to survey the municipalities in the County and ask them how they would like to have the CVB operated. Patricia Goldthorpe addressed the committee as a past chairperson of the CVB Advisory Board and a member of the Tourism Planning Committee. She stated that at the time the County Board approved the 21 points of the report that there was an understanding that this report would be placed in a 3-5 year timeline to achieve its goals. The CVB and County Board held a 2-day retreat to put these objectives into a timeline. At the time she was on the CVB Board there was a report of the pros and cons of a non-profit organization. She also recommended asking DCI to set up the not-for-profit. She told the committee that the Board has already voted upon and approved this structural idea. Schultz reminded the audience that there are several new board members on this committee that are not familiar with the background of this issue. He stressed that a legal review will take some time and feels that it could possibly take until spring or summer until a not-for-profit could be set up. Berlage stated that legal advice is one of the frustrations of the current CVB structure. Eaton stated that she thinks these are not stumbling blocks to changing the structure and that they are things that can be overcome. Jim Goldthorpe told the committee that Carroll, Whiteside, Lee and Ogle Counties have a regional CVB. It took them 4 months and 13 days to establish their not-for-profit corporation and begin operating. They did not hire an expert, but used recommendations from the IACVB. He would rather stay with an interim director and hire a director after the structure is in place. Schultz asked how the Blackhawk Waterways CVB handled collection of the hotel/motel taxes. Goldthorpe replied that the counties collected the tax and kept their percentage of the fees and turned the rest over to the CVB. They had three communities that kept their own hotel/motel tax from the county, but then contracted back in with Blackhawk Waterways. The

members of that board included industry people, one county board representative and one from the community at large. Patricia Goldthorpe and Merri Berlage stated that there should be reports available in the office in the courthouse, as well as at the CVB. Berlage questioned Goldthorpe on the accountability of the staff to the board of directors. Lara LeGrand told the committee that the members of the Advisory Board feel a general sense of frustration. They give time to the Board and don't feel like they have any input on what goes on in the tourism community. She thinks that their board will be more committed to making sure the CVB is run stably than someone who does not have that commitment to tourism. She remembers the excitement when the DCI report was put together and felt that Jo Daviess County was going to be a forward-thinking community. She feels that the staff hits a stumbling block with the County Board. She thinks that all the changes and improvements have been due to the staff and an executive director that was able to deal with the County Board in a calm and neutral voice. She thinks that a new executive director will also hit a stumbling block when a substantial change might go forward. She is concerned about the stability of the work environment. Mapes responded that everything the former executive director asked for, he received. She feels that because of the importance of tourism in this County that it deserves more than being treated as just another County department. She told the committee that tourism runs in a very fast-paced environment, different than the slow process of government. Mike Murphy told the committee that if the CVB has a board without authority over the director creates an environment of complacency. He would like to see the change of structure before hiring a director and instead of paying a firm to conduct a search that they hire a consultant to set up the structure instead. By the time it would come forward for States Attorney's review, it would be a rubber stamp issue. Bielenda stressed that the committee really needs to listen to the people that are in the industry for their expert opinions. Eaton encourages the committee to recognize this opportunity to move forward as it being suggested and take the advice of an expert. Otherwise this same conversation will take place again in the future. The funding discussed would be coming from the CVB budget.

Berlage made a motion to set up a workshop for the County Board and the Advisory Board to work on the subject of CVB structure and come up with some direction. Bielenda seconded and the motion passed.

Eaton asked to give the Community Outreach program that she did in the spring to the County Board to let them know what it is that the CVB does. Hasken recommended that she give that presentation at the Workshop.

c. Economic Development

- i. CEDS report.** Berlage reported there was a meeting scheduled that no one showed up for. She has spoken with the chairperson, Don Fouts and he is very frustrated. Delvaux reported that she is waiting for numbers from Bill Wolter and haven't received them yet. The committee does not appear to have any direction. Berlage will send the committee members an encouraging letter.
- ii. Other items.** Petitgout questioned if anything is happening with the Royster-Clark project. The committee discussed various things they have heard and questioned if the feasibility study has been completed.

Highland Community College has opened a location in the school in Elizabeth and Berlage is encouraged by the reuse of that facility.

4. Citizen's Comments

Sharon Fallbacher had some comments about the number of years she has spent in Galena owning a bed and breakfast.

Patricia Goldthorpe questioned the procedure to review CVB structure. She asked that if the CVB Advisory Board had a recommendation, to whom should it be presented? Hasken said that it should go before this committee for a recommendation to the County Board, and it has never been brought forward. Jackson clarified that "how" to change the structure has never been brought forward to the committee.

Members of the audience questioned the status of the search for the CVB Executive Director and Berlage reported that the committee to review resumes will be appointed at the next board meeting.

Those present discussed the dates and location for the Workshop and suggested September 21, 2004.

Meeting adjourned following a motion by Berlage and seconded by Jackson.