

COMMITTEE REPORT

COMMITTEE: Development & Planning
CHAIRPERSON: Vince Hasken
DATE/TIME: Thursday, January 29, 2004. 7:00 p.m.

PRESENT:

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

Others: Janet Anderson, Linda Delvaux, John Mazor

MINUTES

1. Minutes

Dane Jackson made a motion to approve the minutes of December 22, 2003 and January 13, 2004. Joanne Bielenda seconded and the motion passed.

2. Old Business

There was no old business.

3. Economic Development-Janet Anderson

a. NEW INFORMATION

A brief overview was given as to the current new business interest for East Dubuque, Hanover, Galena and Stockton, from sport drink production to a new restaurant.

b. PROGRESS REPORT

A brick and block manufacturing company that had its sights on Warren was unable to follow through with their enterprise. A new company is moving closer to their new Hanover location, and a seed and feed store will soon set up its business in Stockton.

Janet requested, from the planning and development members, their input as to what information they would like to hear about regarding projects and individuals in which she is involved understanding that much of the information has been requested by client to remain confidential until the business is in place or at least until it is definite that he/she is going to pursue his or her ideas. It was recommended by the committee that Janet relate all information where possible.

During the meeting Merri and Linda requested that Janet encourage her clients to call zoning and ordinance as to their project intentions for proper usage of land. Janet confirmed that she does and has verbally and on paper encouraged each client to contact the prospective community and County zoning and ordinance departments.

4. CVB

a. Review of CVB Industry Standards

The committee was presented with a comparison of key financial measures. Key ratios for the Galena/Jo Daviess County CVB were compared to the national averages for CVBs in the same budget category. The key measures include:

	GJDC CVB	National Averages
Media Advertising	25.3%	15.2%
Personnel Costs	30.6%	38.8%
Total Marketing	52.4%	43.6%
Total Admin	17.0%	17.6%

When compared to like kind bureaus, the Galena/Jo Daviess County CVB spends more on marketing as a percentage of budgets than the national average.

- b. Consideration of Supplemental Marketing Appropriation. (Attached)**
 After reviewing the estimated fund balance for the bureau and discussing the performance of the prior fiscal year, the committee was presented with a proposal for a supplemental marketing initiative. Part #1 of the initiative, similar to one conducted the prior year, would insert 1,285,000 “mini-mags” into 5 major city newspapers including: Chicago, Des Moines, Quad Cities, Minneapolis and Madison. Part #2 of the efforts would insert 500,000 “mini-mags” into the Tribune at a future date to be announced. Also discussed was the reallocation of approved FY03 expenditures for projects that will not be completed until FY04. This item will be sent forward to the Finance Committee. Additionally, the committee will recommend carrying forward \$4,446 of unallocated Local Promotion Grant dollars from FY03 that would be expensed for the Local Promotion Grant program in FY04. On a motion from Joanne Bielenda, 2nd by Dane Jackson the committee recommends amending the FY04 CVB budget to include \$137,237 for the printing and publishing of 1,285,000 “mini-mags” in June and 500,000 “mini-mags” at a date to be determined; plus \$4,446 for the 2004 Local Promotion Grant program. Motion carried.
- c. Performance-based Compensation Plan** John Mazor reviewed the objectives of creating a performance-based compensation system. The goal is to align the CVB’s program objectives and measures with compensation. A performance based plan would accomplish the following: 1) Inherently fair in that it pays for contributions and performances, 2) Relates to industry and local competitive benchmarks, and 3) Motivational in that it rewards contributions and performance. Overviews of proposals by two contracts were presented. The issue is scheduled for discussion at the next Executive Committee meeting.

5. Building & Zoning

- a. Intergovernmental agreement with City of Galena**

The committee was informed of a meeting between Suzanne Hollingworth, Galena Zoning Administrator, Phil Jensen, City of Galena’s Attorney, Glen Weber, States Attorney and Linda Delvaux, County

Zoning Officer on Tuesday January 14th, to discuss the possibility of an intergovernmental agreement between the city of Galena and the County on zoning issues. The States Attorney is in the process of reviewing State Statutes currently and will meet again with the County Zoning Officer. The review will then be brought to the Planning & Development Committee.

b. Guest Accommodations licensing

The committee was given an update on the licensing process for Guest Accommodations. Discussion was held and it was noted that every year the process runs a little smoother than the year before.

c. Year-end Building Permit information

The committee reviewed the 2003 End of the Year Building Permit Report. (Attached.) It was noted that a majority of the new homes were built in the two Planned Residential Districts in the County. Discussion was held on site permits, when and where they are required.

6. Other Items

a. Building permit charts (Attached)

b. 2003 Rotary Roundtable on Economic Development

Janet reported that she had participated in the 2003 Rotary Roundtable. It went well, had a good turnout, great questions were asked and suggestions were offered. After the roundtable, Rotary member John Cooke gave each panelist 40 questions to be answered. Janet responded to all and returned them. John is thinking of having another event to determine where we are now, one year later.

Meeting adjourned at 9:30 p.m. on a motion from Merri Berlage, seconded by Joanne Bielenda.