



MEMORANDUM

TO: Mayor and Trustees
FROM: Village Administrator Evan Walter and Staff
DATE: April 1, 2022
RE: Village Administrator's Weekly Report

The following is the Village Staff's weekly report of upcoming Village meetings, staff updates, and various reports. This memo is provided every Friday and distributed to Trustees, Staff, and posted on the Village web site. Any concerns or questions should be directed to the Village staff at (630) 654-8181.

Upcoming Public Meetings

- **Monday, April 4: Plan Commission – 7 PM; Police Station Training Room**
- **Wednesday, April 6: Economic Development – 6 PM; Board Room**
- **Monday, April 11: Board of Trustees – 7 PM; Board Room**
- **Tuesday, April 12: Police Pension Board – 7PM; Conference Room**
- **Wednesday, April 13: Board of Fire & Police – 7 PM; PD Conference Room**
- **Monday, April 18: Plan Commission – 7 PM; Police Station Training Room**
- **Monday, April 25: Board of Trustees – 7 PM; Board Room**
- **Monday, May 2: Plan Commission – 7 PM; Police Station Training Room**
- **Wednesday, May 4: Economic Development – 6 PM; Board Room**
- **Saturday, May 7: Run the Ridge 5K/1K – 8 AM; Downtown Burr Ridge**
- **Monday, May 9: Board of Trustees – 7 PM; Board Room**
- **Tuesday, May 10: Stormwater Committee – 7 PM; Public Works Building**
- **Wednesday, May 11: Board of Fire & Police – 7 PM; PD Conference Room**
- **Monday, May 16: Plan Commission – 7 PM; Police Station Training Room**
- **Saturday, May 21: Armed Forces Day Ceremony – 9 AM; Veterans Memorial**
- **Monday, May 23: Board of Trustees – 7 PM; Board Room**

Village Highlights and Updates

Senator Duckworth Visit: The Village was pleased to host Senator Tammy Duckworth at Elm School on Saturday, March 26. The Senator toured the Elm Street Culvert site in support of environmental and stormwater initiatives brought forward by ARPA. Thank you to Mayor Grasso and Trustees Franzese and Mital for their attendance and participation. Special thanks as well to numerous residents living on Elm Street who participated in welcoming the Senator.

Burr Ridge Named Tree City USA: The Village has once again been recognized as a Tree City USA for its commitment to urban forestry. See the attached letter from the Arbor Day Foundation. This year Arbor Day Week is from April 24 to April 30. The Village will hold a tree planting ceremony on Friday, April 29. Details will be shared once plans are finalized.

Run the Ridge 5K: Community Engagement Analyst Hannah Weyant is finalizing plans for the May 7 Run the Ridge 5K. The route has been changed from prior years, which gives participants a chance to see different sites of the Village. See the attached flyer for the schedule, route, and registration information. Whether you plan to run or walk, we hope to see you there.

Summer Employment at Public Works: The Burr Ridge Public Works Department is accepting applications for a summer seasonal worker and also an Engineering Intern. Both positions are for a duration of 3 – 4 months over the summer. More information and a link to file a job application can be found [here](#).

Village Administrator Leave: I will be taking several weeks off (April 4 – 25) to assist with and celebrate the birth of my third child with family, due in the second week of April. Please direct your inquiries to Julie Tejkowski or the appropriate department head during this time.

Reports and Briefings

❖ **Social Media Report:** Attached is the March Social Media and Email Report prepared by Kaleidoscope Management Group. It was a strong month of high-performing content and significant engagement across all digital channels. A few highlights:

- 14.35K Impressions on Facebook
- 3.05K Twitter Impressions
- An impressive 65.7% open rate and 4.6% click rate for the March Oak Leaf

❖ **IML Statehouse Briefing:** Attached is the Illinois Municipal League Statehouse Briefing dated March 28, 2022.

EBW:jat

cc: Department Heads



Mayor Gary Grasso
7660 County Line Rd
Burr Ridge, IL 60527

Dear Tree City USA Community Member,

On behalf of the Arbor Day Foundation, I congratulate Burr Ridge on earning recognition as a 2021 Tree City USA. We are so thrilled that Burr Ridge takes pride in creating a community that places unique value on the planting and caring of trees.

Burr Ridge is part of an incredible network of more than 3,600 Tree City USA's, with a combined total population of 155 million. The Tree City USA program is one of the Arbor Day Foundation's earliest programs. We are proud to partner with the U.S. Forest Service and the National Association of State Foresters to maintain this community.

Over the last few years, it has become increasingly clear of the value and importance that trees hold for our future. Cities and towns across the globe are facing challenges when it comes to air quality, water resources, personal health and well-being, and energy use. Burr Ridge shows its residents and peers that they are forward-thinking and eager to combat these issues. By showing your dedication to urban forestry, you demonstrate a commitment to a brighter, greener future.

We hope you are as excited as we are to share this accomplishment with your local media and your residents. Enclosed in this packet is a press release for you to distribute at your convenience.

State foresters will receive the Tree City USA recognition materials and coordinate on how to distribute them. We will forward information about your awards to your state forester's office to facilitate the presentation. Your community's Arbor Day ceremony would be the best time to mention the Tree City USA award.

Again, we are excited to celebrate your commitment to the people and trees of Burr Ridge and thank you for helping us plant, nurture and celebrate trees.

Best Regards,

A handwritten signature in black ink, appearing to read 'Dan Lambe'.

Dan Lambe
Arbor Day Foundation Chief Executive

FOR IMMEDIATE RELEASE

Contact:

Arbor Day Foundation

Lauren Weyers

lweyers@arborday.org

Arbor Day Foundation Recognizes Burr Ridge as a Tree City USA®
Burr Ridge earns the Tree City USA recognition for their commitment to urban forestry

LINCOLN, Nebraska (3/4/2022) – Burr Ridge was named a 2021 Tree City USA by the Arbor Day Foundation to honor its commitment to effective urban forest management.

Burr Ridge achieved Tree City USA recognition by meeting the program's four requirements: forming a tree board or department, creating a tree-care ordinance, having an annual community forestry budget of at least \$2 per capita, and an Arbor Day observance and proclamation. The Tree City USA program is sponsored by the Arbor Day Foundation, in partnership with the U.S. Forest Service and the National Association of State Foresters.

"Tree City USA communities benefit from the positive effects that an urban tree canopy has year after year," said Dan Lambe, chief executive of the Arbor Day Foundation. "The trees being planted and cared for by Burr Ridge ensure that generations to come will enjoy a better quality of life. Additionally, participation in this program helps cultivate a sense of stewardship and pride for the trees the community plants and cares for."

Planting trees in an urban space comes with a myriad of [benefits](#) past the recognition of this program. Urban tree plantings help reduce energy consumption by up to 25%, which will reduce general energy costs and help with the overall cooling of the city as well. In addition, members of the community benefit from properly placed trees as they increase property values from 7–20%. Trees also positively affect the local ecosystem by helping to clean water and create animal habitats to encourage biodiversity.

More information on the program is available at arborday.org/TreeCityUSA.

About the Arbor Day Foundation

Founded in 1972, the Arbor Day Foundation has grown to become the largest nonprofit membership organization dedicated to planting trees, with more than one million members, supporters and valued partners. Since 1972, almost 500 million Arbor Day Foundation trees have been planted in neighborhoods, communities, cities and forests throughout the world. Our vision is to lead toward a world where trees are used to solve issues critical to survival.

As one of the world's largest operating conservation foundations, the Arbor Day Foundation, through its members, partners and programs, educates and engages stakeholders and communities across the globe to involve themselves in its mission of planting, nurturing and celebrating trees. More information is available at arborday.org.



VILLAGE OF BURR RIDGE
PRESENTS



Family
Friendly!



New
Route!

RUN THE RIDGE 5K

RUN, WALK & ROLL 5K & 1K

BENEFITTING THE RAY GRAHAM ASSOCIATION HANSON CENTER

MAY 7 @ 8AM

REGISTER NOW

www.burr-ridge.gov

SCHEDULE

6:30 AM - ON SITE REGISTRATION

7:30 AM - PRE-RACE WARM UP

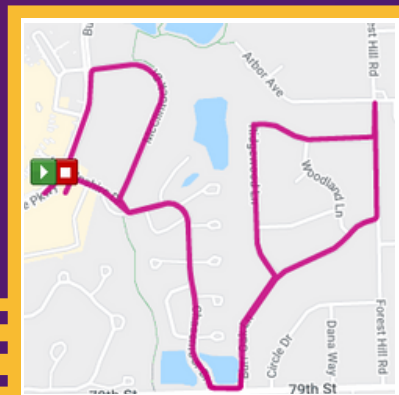
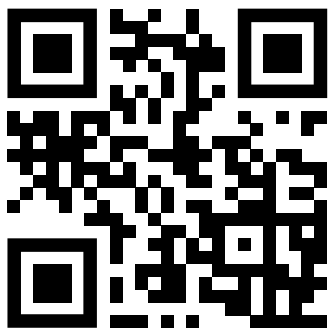
8:00 AM - 5K RUN/WALK BEGINS

9:00 AM - 1K RUN/WALK BEGINS

COUNTY LINE SQ.
SHOPPING CENTER

**SAVE \$\$\$
REGISTER
EARLY**

T-SHIRTS WILL BE GIVEN TO THE FIRST 300
REGISTRANTS. THERE WILL BE NO REFUNDS.



THANK YOU TO OUR PARTNERS



Ray Graham
Association®



HANSON CENTER
Therapeutic Horsemanship



**MARCH 2022
DIGITAL MARKETING REPORT
KALEIDOSCOPE MANAGEMENT GROUP**



I. Highlights

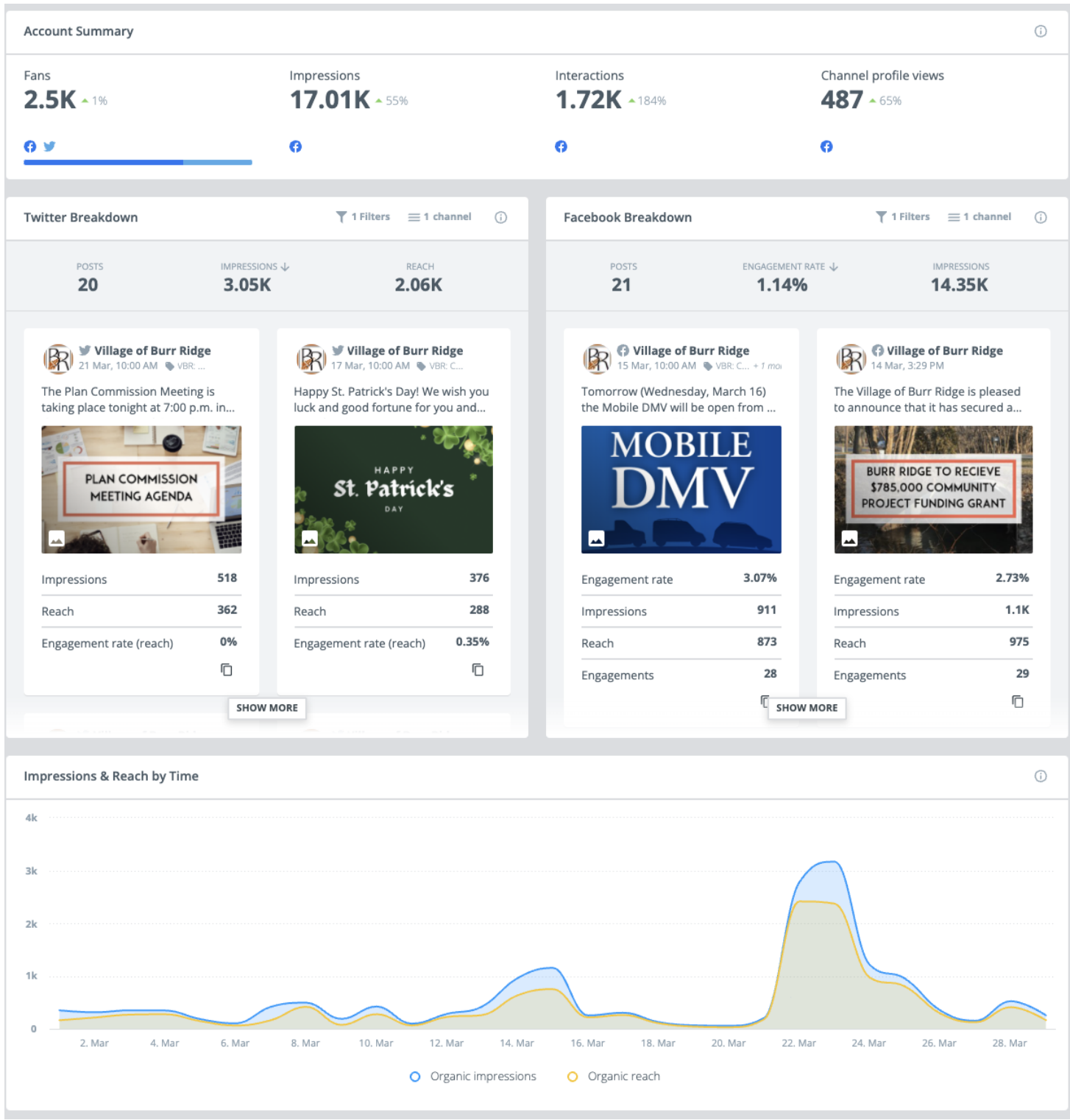
March began with excitement as we kicked off the month with high-performing content and significant engagement, announcing the return of the Annual Village of Burr Ridge Run the Ridge 5k. The momentum remained as we celebrated Women's History Month, Employee Appreciation and St. Patrick's Day. With an impressive 55% increase in impressions on Facebook, the Burr Ridge channels are showing continuous growth.

On Facebook, top performing posts such as the Mobile DMV announcement and the Community Project Funding Grant garnered 3% engagement rates and our audience was also very responsive to the Employee Appreciation post with a 2.14% engagement rate. As always, community updates and event notices are well received by Village followers and overall, the Burr Ridge Facebook posts alone amounted to a total of 14.35K Impressions.

On Twitter, our audience engaged most with content regarding mask mandate updates (3.51%), summer employment opportunities (1.96%). As a whole, the Village Twitter channel reached 2.06K users and had a total of 3.05K impressions with an average engagement rate of 4.2% over the month of March.

We continue to see that email and social media are effective platforms to reach our target audience and the Village of Burr Ridge channels are growing consistently. We look forward to continuing to build a well-rounded social strategy that not only provides meeting agendas and updates, but that supports and promotes community opportunities and meaningful two-way conversation and positions the Village as a go-to resource for the community.

II. Key Social Media Metrics [\(Sharable Link to View in Detail\)](#)



III. March Email Marketing Highlights

- March Oak Leaf - 3/3/2022
 - 65.7% Open Rate
 - 4.6% Click Rate
 - Top Clicks:
 1. Budget Report
 2. Mobile DMV
 3. Run the Ridge FB Event Page & Registration
- March ICYMI Oak Leaf - 3/17/2022
 - 62.7% Open Rate
 - 3.1% Click Rate
 - Top Clicks:
 1. Employment Page
 2. Run the Ridge Facebook Event Page
 3. Burr Ridge Jack Schaus Award Nominations


IV. Notable Comments:

Village of Burr Ridge
Published by Falcon.io • Yesterday at 10:00 AM • ...

Government Leader of the Year!

Police Chief John Madden received the Government Leader of the Year Award at the the DuPage Mayors and Managers Conference Annual Legislative luncheon. Chief Madden was recognized for his role in founding the Metropolitan Emergency Response and Investigations Team (MERIT). Members of the Village Board and staff were present to support Chief on this distinguished honor.

Thank you, Chief Madden, for your service to the community and DuPage County!



406 People reached 88 Engagements [Boost post](#)

9 Comments 2 Shares


John Manieri
Congratulations John! Well deserved!
Like Reply Hide [Send Message](#) 10h

Todd Davis
We are fortunate to have Chief Madden in Burr Ridge!
Like Reply Hide [Send Message](#) 16h

Michael Willison
Congratulations John! You deserve the award! The Village is lucky to have you as Chief!
Like Reply Hide [Send Message](#) 3h

Patricia Anastasia
Congratulations! We are so lucky to have Chief in Burr Ridge.
Like Reply Hide [Send Message](#) 1h

Nancy Norén Pisarek
Congratulations, Chief!
Like Reply Hide [Send Message](#) 12h

John Madden
Thank you! I am honored to receive the award.
[Like](#) [Reply](#) [Hide](#) [Send Message](#) 23h  2
↳ 1 Reply

Connie Trinkl Nocek
Congratulations!
Like Reply Hide [Send Message](#) 20h

Lisa Marie
Congratulations!
Like Reply Hide [Send Message](#) 17h

From: [IML Legislation](#)
Subject: Illinois Municipal League Statehouse Briefing - March 28, 2022
Date: Monday, March 28, 2022 12:58:08 PM



March 28, 2022

PLEASE READ THIS ENTIRE DOCUMENT

Legislative Update

Both chambers of the General Assembly will now be in session every day until the scheduled adjournment on April 8. **With only 12 days left of the Spring Legislative Session, there are several outstanding issues that the General Assembly must consider prior to adjourning, as well as items of municipal concern that could surface with little notice or opportunity for public input.**

Just this week, there are renewed conversations concerning a potential “property tax reform package” which may include provisions that are detrimental to Tax Increment Financing (TIF) as an economic development tool for municipal governments and the communities they serve.

Earlier this year, the Illinois Municipal League (IML) mobilized its membership to force a hard stop to harmful TIF legislation, SB 2298 (Sen. Gillespie, D-Arlington Heights), which would undermine the effectiveness of TIF.

Today, [IML Executive Director Brad Cole sent a letter to each member of the General Assembly \(available via this link\)](#), encouraging them to vote against any legislation introduced in the coming days that would threaten the effectiveness of TIF. On March 26, the [Daily Herald reported \(available via this link\)](#) on potential legislative efforts that may include provisions harmful to TIF.

IML asks municipal officials to call their legislators and ask them to oppose any last-minute legislative efforts that would diminish or reduce the effectiveness of TIF.

IML has compiled TIF resources, including our general fact sheet, position papers, correspondence and more on a dedicated webpage, available at iml.org/tif.

IML Advocacy on LGDF

The General Assembly still must approve a State Fiscal Year (SFY) 2023 budget prior to its adjournment. IML is again requesting that municipal officials call their State Representative and encourage them to support an increase in LGDF as part of the SFY 2023 budget. **IML is actively supporting HB 4169 (Rep. DeLuca-Chicago Heights) which increases LGDF from 6.06% of state income tax collections to 8% ([available via this link](#)).**

For an increase in LGDF to be part of the SFY 2023 budget, IML is asking municipal officials to call their State Representative (HB 4169 is currently in the House), to ask them to do the following:

1. Actively **support HB 4169** and an increase to LGDF from 6.06% to 8%
2. Sign-on as a **co-sponsor of HB 4169**
3. Agree to stand firm with other legislators and **not vote for a SFY 2023 budget unless it includes an increase to LGDF** as proposed in HB 4169

[IML's fact sheet on LGDF is available via this link.](#)

On March 27, the [Chicago Sun-Times published an editorial \(available via this link\)](#) encouraging the General Assembly to increase LGDF funding.

[IML has compiled LGDF information, including a fact sheet, historical rate information, press releases and more, on a dedicated webpage available at \[iml.org/lgdf\]\(http://iml.org/lgdf\).](#)

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Weekly Bills of Concern

In the House

- [HB 3057 – Violence Prevention Grants \(Support\)](#)

In the Senate

- [HB 4073 w/ SA 1 – Battery Charged Fence Alarms \(Neutral\)](#)
- [HB 4132 w/ SA 1 – Parking Tax Exemption \(Support, IML Initiative\)](#)
- [HB 4461 – Fire District-Disconnect Payments \(Neutral, Preemption Bill, Revenue Reduction Bill, Mandate Bill\)](#)
- [HB 4556 – Overdose Prevention-Supplies \(Support\)](#)

Municipal officials can register their position on legislation assigned to legislative committee hearings at my.ilga.gov ([available via this link](#)). All legislation, as well as IML's position on the bills we are tracking, is available on our website at iml.org/billtracking.

As an additional resource, IML Director of Legislative Affairs Mitchell Remmert [provided a legislative update video, which may be viewed on IML's Education Resources page, available via this link.](#)

Lift Assist Fees

As part of IML's 2022 *State Legislative Agenda*, IML is supporting [HB 5317 \(Rep. Hurley, D-Chicago\) available via this link](#), to allow non-home rule municipalities to implement lift assist fees on congregate care facilities. Municipalities across the state have seen increased calls to emergency services from these facilities for lift assistance. These calls transfer the liability for injuries from these facilities to municipal personnel and local taxpayers.

[IML's recently-published fact sheet on lift assist fees is available via this link.](#)

While IML is working to advance this proposal through the legislative process, municipalities should be aware of the Illinois Department of Public Health's existing rules on adequate staffing levels to meet the care needs of residents in these facilities. These rules allow a municipality to file a Healthcare Facilities Complaint if they feel a facility is not properly providing care to residents.

IML Letter Regarding Statement of Economic Interests Forms

On March 4, [IML Executive Director Brad Cole sent a letter \(available via this link\)](#) to the four legislative caucus leaders requesting that the General Assembly revisit and modify the changes that were made in 2021 to the Statement of Economic Interests form that many municipal officials are required to complete.

IML has heard from hundreds of municipal officials expressing serious concerns about how to accurately and adequately complete the new form. As a resource to our members, IML has developed a fact sheet to assist municipal officials in the completion of the Statement of Economic Interests form ([available via this link](#)).

If this is a problem you are experiencing, please **call** your local legislators and encourage them to take action on this issue.

IML Releases New Legislative Resources

On March 23, IML released the [2022 Proposed State Mandates Report \(available via this link\)](#) and [2022 Proposed Legislation Imposing Local Preemption Report \(available via this link\)](#). IML publishes these reports each year as a resource to its members and to state legislators. We encourage municipal officials to utilize these reports in their conversations with local legislators about the impact these types of proposals have on municipal operations.

The *2022 Proposed State Mandates Report* includes 129 bills introduced or considered this year that would impose an unfunded state mandate on municipal governments. This report, as well as reports from previous years, are available at iml.org/mandates.

The *2022 Proposed Legislation Imposing Local Preemption Report* includes 54 bills that would preempt municipal authority. This report, as well as reports from previous years, are available at iml.org/preemption.

These reports will be updated throughout the summer to reflect the final status of bills included within the reports.

IML Hosts Lobby Day Activities

On March 23, municipal officials from throughout the state were in attendance for IML's first in-person Lobby Day event since 2019. Lobby Day activities began with a Legislative Briefing attended by approximately 250 officials. Attendees heard presentations from Governor JB Pritzker, Lt. Governor Juliana Stratton, Illinois House Speaker Emanuel Chris Welch (D-Hillside), Illinois Senate President Don Harmon (D-Oak Park), Illinois Senate Minority Leader Dan McConchie (R-Hawthorne Woods) and House Cities and Villages Chairman Anthony DeLuca (D-Chicago Heights).

Later that evening, IML hosted a Legislative Reception at the Abraham Lincoln Presidential Museum. More than 300 municipal officials and legislators joined together for the event. Thank you to all who attended.

All of the resources provided to attendees are available to share and utilize at iml.org/lobbyday. Additional resources and materials are also available at iml.org/legislative.

Upcoming Election Deadlines for Referenda

Municipalities that intend to submit referenda to be voted on at the June 28, 2022, General Primary Election must meet the following deadlines:

- **Monday, April 11**, is the last day to adopt a resolution or ordinance for binding or advisory public questions, including for municipal councils or boards to adopt specifically authorized advisory public questions.
- **Thursday, April 21**, is the last day for the circuit clerk and the local election official to certify any binding public question or advisory referenda to the election authority having jurisdiction over the political subdivision.

The Illinois State Board of Elections' 2022 Election & Campaign Finance Calendar is [available via this link](#).

Contact Us

As always, IML staff will continue to monitor any prospective legislative developments and aggressively advocate on behalf of our membership. Should you have any questions, please contact our Legislative Department at (217) 525-1220 or IMLLegislation@iml.org. Thank you.

If you do not wish to receive information from the Illinois Municipal League via email, please reply to this email, include the words "Please remove from list" along with your name, municipality and email address included in the message. If you have updates to your contact information, please submit them similarly. Thank you.

Illinois Municipal League
500 East Capitol Avenue