



MEMORANDUM

TO: Mayor and Trustees
FROM: Village Administrator Evan Walter and Staff
DATE: May 6, 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

- **Saturday, May 7: Run the Ridge 5K/1K – 8 AM; Downtown Burr Ridge**
- **Monday, May 9: Board of Trustees – 7 PM; Board Room**
- **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 – 9 AM; Veterans Memorial**
- **Monday, May 23: Board of Trustees – 7 PM; Board Room**
- **Monday, May 27: Plan Commission – 7 PM; Police Station Training Room**
- **Monday, May 30: Memorial Day – Village Offices Closed**
- **Wednesday, June 1: Economic Development Committee – 7PM; Board Room**
- **Thursday, June 2: Concerts on the Green (Fortunate Sons) – 7 PM; Village Green**
- **Monday, June 6: Plan Commission – 7 PM; Police Station Training Room**
- **Wednesday, June 8: Board of Fire & Police Commissions – 7PM; PD Conference Room**
- **Thursday, June 9: Concerts on the Green (Anthem) – 7PM; Village Green**
- **Monday, June 13: Board of Trustees – 7 PM; Board Room**
- **Wednesday, June 15: Mobile Secretary of State – 10AM to 2PM; Village Hall**
- **Thursday, June 16: Concerts on the Green (The Plant Band) – 7 PM; Village Green**

Village Highlights and Updates

Run the Ridge 5K/1K: Race day is tomorrow! Visit the [website](#) or see the attached flyer for the schedule and route information. Whether you plan to run, walk, roll, or just watch, we hope to see you at the starting line downtown!

Community Engagement Report: Attached is the April 2022 Social Media and Email report. April further proved that community events are a significant driver of high-performing content and audience engagement. A few notable highlights include a 115% increase in Facebook interactions, 3,000 Twitter Impressions, along with a very successful 65.6% open rate and 5.3% click rate for the April Oak Leaf. This is up about 11% from the beginning digital Oak Leaf in August 2021 – a terrific sign of progress that the community looks for and reads these newsletters. The annual Oak Leaf (both print and digital) will be mailed to all residents in June, with an additional Budget in Brief section included.

Chamber of Commerce Presentation: On Wednesday, Mayor Grasso and Village Administrator Walter presented a State of the Village to the Willowbrook/Burr Ridge Chamber of Commerce. Special thanks to Trustees Russ Smith, Anita Mital, and Al Paveza as well as a number of staff for their support in attendance at this terrific event. We are always proud to talk about the great progress going on in Burr Ridge!

Yolk Grand Opening: Yolk has opened! The grand opening, which was held on May 3rd, was attended by Mayor Grasso and his wife Janet. Yolk occupies a 4,500 sq. ft. space that seats 175 people inside and 45 people outside and offers a state-of-the-art walk-up coffee bar as well as upscale brunch items. Visit their [website](#) to learn more about what Yolk has to offer.

Armed Forces Day: This year's ceremony will be held on May 21, 2022 from 10:00am – 11:30am at the Burr Ridge Veterans Memorial in front of the Village Hall.

Reports and Briefings

❖ **IML Statehouse Briefing:** Attached is the Illinois Municipal League Statehouse Briefing dated May 2, 2022.

EBW:jat
ec: Department Heads





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

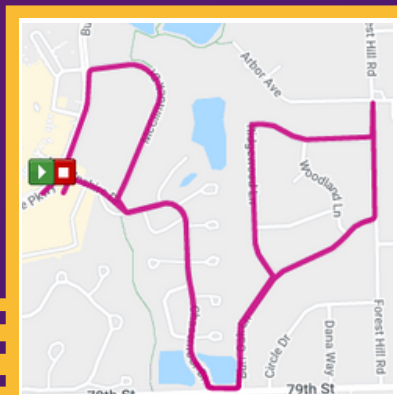
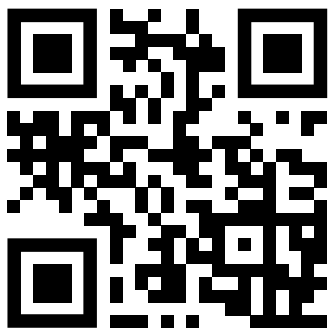
8:00 AM - 5K RUN/WALK BEGINS

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



APRIL 2022 DIGITAL MARKETING REPORT KALEIDOSCOPE MANAGEMENT GROUP



I. Highlights

In April, we focused our content to further highlight the Burr Ridge community and to target our key stakeholders. We noticed a large interest in these community forward posts between the Harvester Park Easter festivities, Earth Day and Arbor Day observances. The Village Facebook page alone showed an impressive **115% increase in interactions** and a **27% increase in impressions** due to this shift in content focus in April.

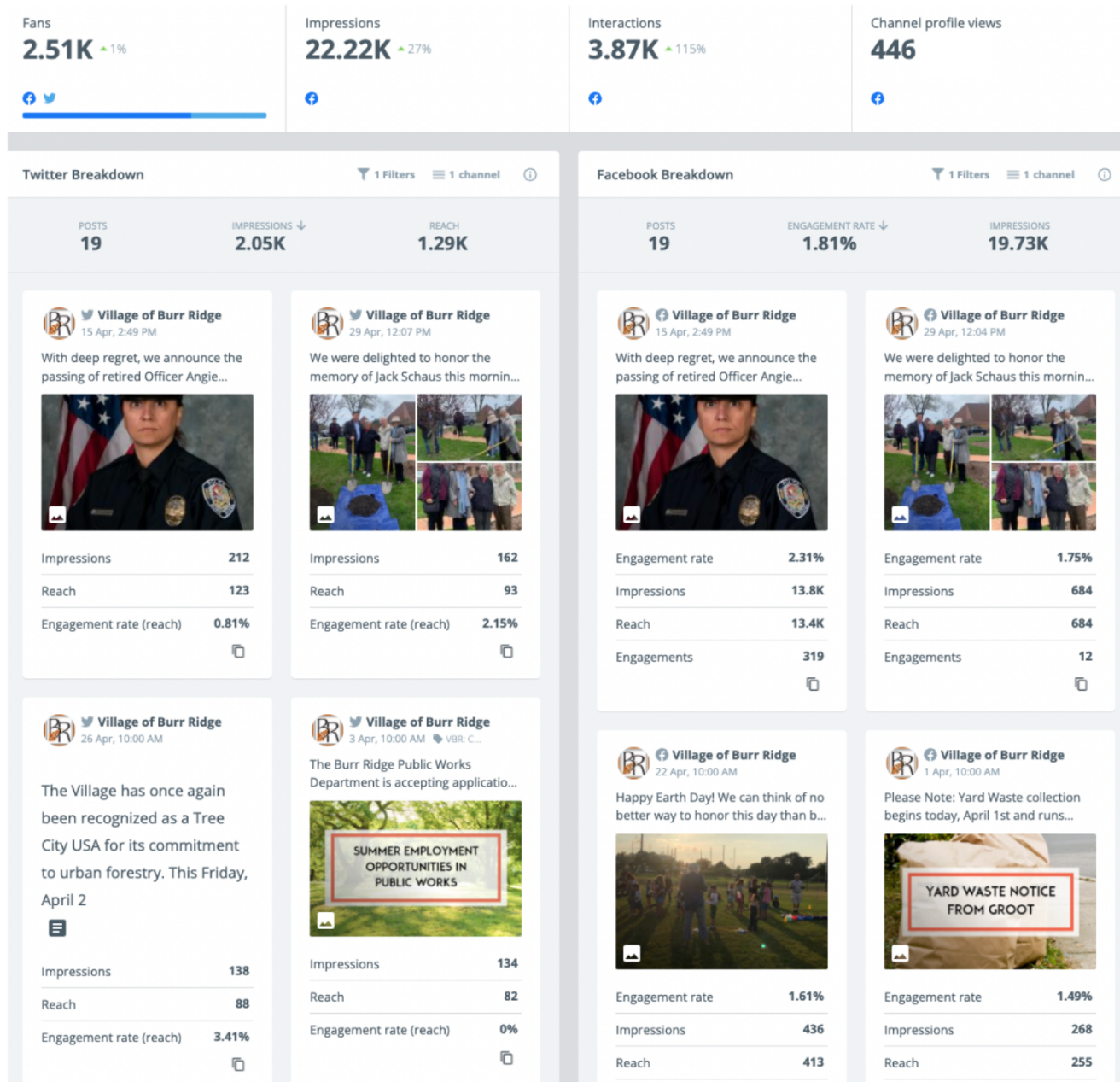
On Facebook, Burr Ridge residents responded with extreme warmth to the Village's social post notifying the community of the passing of retired officer Angie (Zucchero) Wilhelmi, with 75 comments and 49 shares. Facebook followers also engaged highly to posts of the Arbor Day Cermonial tree planting and the Village's Earth Day post giving a special mention to the Burr Ridge & Pleasant Dale Park Districts. As always, community updates and meeting notices are well received by Village followers and overall, the Burr Ridge Facebook posts resulted in an impressive 19.73K Impressions.

On Twitter, our audience engaged most with the Village's post of Burr Ridge's recognition as a Tree City USA (3.41% Engagement) and Arbor Day recap content (2.15% Engagement). As a whole, the Village Twitter channel reached 1.29K users and had a total of 3K impressions with 1.14K profile visits during the month of April.

April's metrics further enforce that the Village community looks to email and social media as a way to connect, engage and show support for Village strategic goals. We continue to utilize monthly results to bolster our digital strategy in order to provide meaningful content, opportunities and resources to the community.

Please find more detailed social metrics below.

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



III. April Email Marketing Highlights

- April Oak Leaf - 4/7/2022
 - 65.6% Open Rate
 - 5.3% Click Rate *(This is much higher than average and due to the continued interest in community events and updates.)*
 - Top Clicks:
 1. Burr Ridge Park District Easter Festivities
 2. Burr Ridge Employment Page
 3. Race Roster

- April ICYMI Oak Leaf - 4/21/2022
 - 61.4% Open Rate
 - 2.6% Click Rate
 - Top Clicks:
 1. Burr Ridge Employment Page
 2. Run the Ridge Facebook Event Page
 3. Race Roster Website

IV. Notable Comments:

Village of Burr Ridge
Published by Buffer · April 15 at 2:49 PM · 🌐

With deep regret, we announce the passing of retired Officer Angie (Zuchero) Wilhelmi. Officer Wilhelmi faithfully served the Burr Ridge Police Department and the citizens of Burr Ridge for twenty-five years. During her tenure, she served as a Patrol Officer, Detective, and Community Policing Officer. Officer Wilhelmi was instrumental in researching and developing the Department's DARE program, Citizen's Police Academy, and many other community outreach programs. We offer ou... [See more](#)



13,377 People reached 3,580 Engagements — Distribution score [Boost post](#)

👍👎💬 195

75 Comments 49 Shares

👍 195 75 Comments 49 Shares

Like Comment Share 🌐

Most relevant ▾

Roy Matthews
May she rest in eternal peace with her sisters and brothers 🙏

Like Reply Hide 2w

Fran Conforti Carioscia
She was amazing with the kids. True, one of a kind

Like Reply Hide 2w

Joyce McNamara Coughlin
A great lady and awesome DARE officer/teacher at Pleasantdale.

Like Reply Hide 1w

Janet Kersey Kowal
She was one of a kind, dearly loved by students, parents, and residents alike. She will be greatly missed by many. ❤️❤️❤️🙏🙏🙏

Like Reply Hide 2w

Tina Chagaris
So sorry for your loss. May her memory be eternal

Like Reply Hide 2w

Mark James
So sorry to hear this. RIP Angie

Like Reply Hide 2w

Ray Morrissey
Officer Angie. What a great lady. Burr Ridge was lucky to have her.. Gone way too soon.

Like Reply Hide 1w

Denise Poulos Elser
We have fond memories of Officer Angie. My condolences to her family

Like Reply Hide 1w

Darleen Thomas Horvath
Prayers for her family 🙏

Like Reply Hide 2w

Lisa Marie
What an incredible woman!

Like Reply Hide 2w

Tom Dachota
My prayers go out. She was in my Academy Class. She was a wonderful classmate 🙏🙏

Like Reply Hide 2w Edited

Al Jesionowski
I am saddened to hear the news of Angie's passing. We spoke after calls about schools/contacts where we taught DARE/Fire Safety. She will be sorely missed. RIP, Angie. You were a pleasure to know and be friends with.

Like Reply Hide 2w

Susann Nelson-Pedersen
She was the best. I have good memories of all she did in our community. God bless her. 🙏🙏🙏

Like Reply Hide 2w

John Price
She was the best police officer that ever served in Burr Ridge. She will be missed by many. RIP 🙏🙏

Like Reply Hide 2w

Carrie Navins
She was and will always be an amazing woman!

Like Reply Hide 2w

Jeanne Jurs
God be with her

Like Reply Hide 2w

Cindy McNaney-McKay
Such a wonderful person. Prayers to her family and friends.

Like Reply Hide 2w

Catherine Geisbush
Prayers for her family

Like Reply Hide 2w

Carole St Clair Grant
I am very sorry to hear this sad news. Officer Angie was a wonderful person and an excellent police officer. She earned her angel wings. 🙏

Like Reply Hide 2w

Mary Hess Patton
So sorry to hear this news -prayers for comfort and peace for Angie's family and friends. ...

Like Reply Hide 2w

Suzette Quintell
Absolutely one of the best. Godspeed Angie.

Like Reply Hide 2w

Richard Morton
Officer Angie was a superstar and I will miss knowing she is no longer with us.

Like Reply Hide 2w

Pat Lyons Liss
She was loved by all.

Like Reply Hide 2w

Victoria Manteck
RIP Officer Angie. She was an amazing police officer and was loved by all of us at the Burr Ridge Park.

Like Reply Hide 2w

Lavonne Crick Campbell
She was loved by the park district

Like Reply Hide 2w

↳ 1 Reply

Diane Klimek
So sorry to hear. She will be missed. ❤️❤️❤️

Like Reply Hide 2w

Larry Mendrala
Rip, and God bless...🙏

Like Reply Hide 2w

Salerno Darlene
Such a wonderful person and so dedicated to the community. RIP Officer Angie.

Like Reply Hide 2w

Janet West Friedrich
A great loss for her family and the Burr Ridge community.

Like Reply Hide 2w

Mike Grazian
One of the nicest person I've ever met we'll miss you Angie.

Like Reply Hide 2w

Peggy Tellone
RIP

Like Reply Hide 2w

Ed Leinweber
RIP

Like Reply Hide 2w

Grazia Patellaro



Like Reply Hide 2w

Ken Rudmin

Like Reply Hide 2w

Scuderi Romana

Like Reply Hide 1w

Tom Villa

Like Reply Hide 2w

From: [IML Legislation](#)
Subject: Illinois Municipal League Statehouse Briefing - May 2, 2022
Date: Monday, May 2, 2022 4:35:45 PM
Attachments: [image003.png](#)



May 2, 2022

This edition of the *Statehouse Briefing* highlights bills pending gubernatorial action, an update on lead service line replacement, a local economic recovery grant initiative from the Illinois Department of Commerce and Economic Opportunity (DCEO), an upcoming *Illinois Municipal Policy Journal* (IMPJ) webinar, a virtual local government workshop being hosted by the Illinois Department of Revenue (IDOR) and the Illinois Municipal League's (IML) request for applications to IML committees.

Bills Pending Gubernatorial Action

- [HB 4924 – Downstate Firefighter - Treasurer Bond \(Oppose\)](#)
- [HB 5447 – Downstate Police - Survivors Benefit \(Oppose\)](#)
- [SB 1233 – Blue-Ribbon Commission On Transportation \(Support\)](#)
- [SB 1571 – Foreign Fire Insurance Board \(Neutral\)](#)
- [SB 2952 – Chicago Laborers Board - Treasurer Designee \(Support\)](#)
- [SB 2990 – TIF - Village of Palatine \(Support\)](#)
- [SB 3019 – Child Sex Offenders - Carnivals and Fairs \(Support\)](#)
- [SB 3433 – Weeds - Buckthorn Removal \(Support\)](#)
- [SB 3939 – Cybersecurity Assistance and Training for Local Governments \(Support\)](#)

As an additional resource, the Illinois Municipal League (IML) has released its [2022 Legislation of Municipal Interest Approved by Both Chambers report \(available via this link\)](#), which details legislation IML tracked during the most recent Spring Legislative Session.

Lead Service Line Replacement Update

[Public Act 102-0613](#) created the Lead Service Line Replacement and Notification Act. A provision of this law also created the Lead Service Line Replacement Advisory Board to provide technical assistance to the Illinois Environmental Protection Agency (IEPA) in implementing the Act. [As a resource, IML's fact sheet on the law is available via this link.](#)

The Advisory Board includes 10 members who are mayors of the largest municipalities in the state, or their designee, two members who are mayors representing municipalities south of Sangamon County, or their designee, and IML Executive Director Brad Cole, as an IML representative.

On April 29, the Lead Service Line Replacement Advisory Board conducted its first meeting. The next meeting of the Board is scheduled for July 27, 2022. Additional information on the Advisory Board's activities, including agendas and meeting information, will be [posted to IEPA's website \(available via this link\)](#).

IEPA is in the process of developing administrative rules to implement the Act. These rules, once proposed, must be approved by the Joint Committee on Administrative Rules (JCAR).

Municipalities wishing to submit comments or proposed rules may do so now, by contacting Sanjay Sofat, IEPA Bureau of Water Chief at sanjay.sofat@illinois.gov. IML will monitor the rulemaking process and keep our members informed on the status of any proposed rules.

[More information on lead service line replacement is available on IEPA's website via this link.](#)

DCEO Announces Regional Planning to Spur Economic Recovery (RISE) Program

DCEO recently announced a \$3.5 million investment to accelerate local economic recovery initiatives. Through this initiative, DCEO is offering competitive grants to help local governments and economic development organizations create new regional or local plans to promote economic recovery from the COVID-19 pandemic. This program is funded by the federal American Rescue Plan Act (ARPA).

Applications will be accepted by DCEO through May 9. [More information on the RISE grant program is available via this link.](#)

IMPJ Webinar Regarding Green Bonds and Income-Based Fees

On May 6, the University of Illinois Springfield's (UIS) College of Public Affairs, in partnership with IML, is hosting a webinar as part of the *Illinois Municipal Policy Journal* (IMPJ) Webinar series. The one-hour webinar will discuss green bonds and income-based fees. [More information and registration is available via this link.](#)

[The Journal is available, free of charge \(excluding shipping and handling\),](#) via this link. An electronic version is also available at iml.org/journal.

IDOR Hosting Virtual Local Government Workshop

The Local Tax Allocation Division (LTAD) of the Illinois Department of Revenue (IDOR) will be holding its annual Local Government Workshop virtually on June 15 from 9:00 a.m. to 12:00 p.m. This year's workshop will focus on correspondence sent by IDOR and how local government officials should respond, reports that LTAD makes available and how local officials can access them and information that is available on IDOR's website to assist local officials. [Additional information is available via this link.](#)

To register, please email IDOR at REV.LocalTax@illinois.gov with your name, title, email address and phone number.

Governor Extends COVID-19 Disaster Proclamation Through May 28

On April 29, Governor JB Pritzker signed a new [Gubernatorial Disaster Proclamation \(available via this link\)](#) extending the statewide disaster declaration through May 28, 2022. Additionally, the Governor signed [Executive Order \(EO\) 2022-12 \(available via this link\)](#) extending some previous executive orders.

With the signing of a new disaster proclamation, public meetings may continue to be held remotely, in accordance with Public Act 101-0640, as long as certain requirements are met. [IML's fact sheet on the requirements for holding remote meetings during a disaster is available via this link.](#)

On April 20, the Governor issued [Executive Order 2022-11 \(available via this link\)](#), which revised [Executive Order 2022-06 \(available via this link\)](#), to align with a recent federal court ruling lifting masking requirements on public transportation issued through the U.S. Centers for Disease Control and Prevention (CDC). Municipalities retain the authority to establish their own mitigations, including masking requirements on public transportation.

IML is posting all of this information and more on our COVID-19 resources page available at iml.org/covid.

IML Seeking Applications for Committees

IML has several committees that bring together municipal officials from around the state to provide feedback to IML on a variety of issues that impact municipalities. IML committees include:

- Home Rule Attorneys
- Legislative
- Municipal Managers
- Public Works
- Resolutions

The Resolutions Committee is appointed by the IML Board of Directors at the Summer Board Meeting in July, and the remaining committees are appointed by the IML Board of Directors at the Winter Board Meeting in December.

If you are interested in serving on any of IML's committees, [please fill out and submit an IML Committee Application \(available via this link\)](#).

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.

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