

VILLAGE OF MACHESNEY PARK
Journal of Proceedings ~ Regular Meeting, September 21, 2020

The meeting was called to order at 6:00 p.m. by Mayor Steve Johnson. *He indicated that Village Hall will be closed to the public during Committee and Board Meetings to prevent unnecessary contact and possible exposure to COVID-19.*

He also reported that all Village Committee and Board meetings will be broadcast live on the Village of Machesney Park YouTube channel for citizens to watch at the scheduled meeting times. Please visit <https://machesneypark.org/meetings> for additional information on how to access the meetings or to fill out a request form to make a Public Comment. Submissions received by 4:00pm on the day of the meeting will be read during the Public Comment portion of the meeting. You may also listen to the recorded meetings at a later time by visiting the above webpage. Questions regarding this process may be emailed to clerk@machesneypark.org. Trustee Joe Seipts gave the Invocation, which was followed by the Pledge of Allegiance led by Trustee Erick Beck.

Present: Mayor Steve Johnson, Trustees Joe Seipts, Jake Schmidt, James Kidd, Aaron Wilson, Terri Bailey, and Erick Beck

Present: Village Clerk Lori Mitchell
Village Treasurer Deborah Alms
Village Attorney Tom Green
Acting Village Administrator/Comm. Dev. Dir. James Richter II
Public Works Superintendent Chad Hunter
Village Engineer Chris Dopkins (via Zoom)

The Journal of Proceedings for the Regular Board Meeting from September 8, 2020 were approved per typewritten copy submitted by the Clerk on a motion by Trustee Seipts and seconded by Trustee Schmidt. Motion approved. On roll call: 6 ayes (Trustees Seipts, Schmidt, Kidd, Wilson, Bailey and Beck), 0 nays, 0 absent

Village Treasurer Deborah Alms *presented the Treasurer's Report as of August 29, 2020, which reflected a total of all funds to be \$18,297,737.72.* A motion was made by Trustee Wilson and seconded by Trustee Seipts to accept the Treasurer's Report. Motion approved. On roll call: 6 ayes (Trustees Seipts, Schmidt, Kidd, Wilson, Bailey and Beck), 0 nays, 0 absent

Clerk Mitchell reported that Mayor Johnson will be conducting a Flu Shot Clinic here at Village Hall on Wednesday, September 23 from 9-11 a.m., here in the Board Room. Many insurance companies pay for the shots, so bring your insurance card.

She also indicated that Acting Village Administrator James Richter II would introduce members of the RACVB who will address the Board this evening. Mr. Richter introduced John Groh, President and CEO of RACVB and Nick Povalitis, VP of Marketing and Sports Development who addressed the Board with an update of information about RACVB.

Mr. Groh spoke about the RACVB's role as a destination management organization that drives the quality of life and economic growth for our residents through tourism marketing and destination development and that Machesney Park's annual investment in their organization is \$5,000. Further, he spoke about their partnership benefits and reported that they were working with Mr. Richter and Mayor Johnson for future planning. He also reported that for every \$1 RACVB spends on tourism marketing, \$9 of direct tourism economic impact is generated.

Mr. Povalitis reviewed the bookings in Machesney Park that were impacting the economic impact to the region. Some of those previously included the 2019 Illinois Special Olympics Fall Games at Harlem High School which generated \$122,377 in economic impact to the region, the 2020 AAU Rockin' Rockford Volleyball event at Harlem High School and UW Health Sports Factory generated \$467,066 in tourism economic impact; 2021 AAU Rockin' Rockford Volleyball event at Harlem High School and UW Health Sports Factory is projected to generate \$609,840 in tourism economic impact, and the 2021 Illinois State Middle School Basketball Championships in March of 2021 is expected to generate \$849,733 in tourism economic impact. He also indicated that the Significant Bookings Total is expected to generate \$2,049,016 in Economic Impact for the Region.

1. Minutes Approved

2. Treasurer's Report

3. Communications

RACVB Report

Mr. Povalitis also reported about the impact of GoRockford.com listings, e-blasts and social channels along with visitor guides and maps highlighting.

Mr. Groh addressed future partnership potential for Machesney Park in FY 2020.

Trustee Kidd asked how many events were generated by gorockford.com in 2019-2020. Mr. Povalitis indicated he could research and respond to this question. Further, Tr. Kidd asked why does gorockford.com appear to be less effective than the other sites like Trip Advisor, etc. Mr. Groh reported that RACVB does realize that other search engines focus on the food industry and will pop up first. He said that they could look into adding restaurants to the “Things to Do” page which might bring in a higher response than the current “Events” page of the site. In addition, Tr. Kidd asked what percentage of the \$122,000 generated by the Special Olympics was Machesney Park’s. Mr. Groh said that because visitors do not see community lines, it is difficult to determine what portion if Machesney Park, or Loves Park or Rockford. He did say that common practice shows that most attendees shop and eat close to the event they are attending.

Trustee Schmidt asked about the Significant Bookings Page of the presentation, he asked what RACVB’s involvement was in securing those events and what was the reasoning behind selecting Harlem High School over other venues in the region. Mr. Povalitis indicated that Harlem was selected as a viable option because of the competitive rate structure that was offered at Harlem and the relationship that they have been building with the AD during the last few years. He also addressed the AAU Rockin Rockford rationale as well the Illinois Special Olympics events. He pointed to their relationship with the AD at Harlem and in response to Jake’s second question, Nick indicated that he feels those events would not have occurred in Machesney Park without the involvement of RACVB. He further reported about how they determine which events to highlight on their website. In addition, Tr. Schmidt asked how they determine which businesses and attractions to highlight on the website. Nick said it is normally a local restaurant, hospitality entity or event that might have a regional following...locally owned, locally based businesses... one example was Pig Minds.

Finally, Trustee Kidd asked that outside of Pig Minds, who else do they intend to market within Machesney Park. Mr. Groh reported that Harlem Community Center and Harlem High School are great sports venues to market along with local restaurants such as By the Dozen Bakery which has a great reputation in the region as well as Beef-a-Roo and others.

AVA Richter thanked the RAVCB for their report and he and Mayor Johnson would stay in touch with the organization.

Trustee Wilson presented the warrant in the amount of \$742,847.17 and moved for its passage; seconded by Trustee Seipts. Motion approved. On roll call: 6 ayes (Trustees Seipts, Schmidt, Kidd, Wilson, Bailey and Beck), 0 nays, 0 absent

ADMINISTRATIVE REPORTS

Mayor Johnson reported about the ribbon cutting at Rock Valley Credit Union promoting their new personal teller machine. It will be a great resource for our community.

Further, Mayor Steve Johnson called for a motion to appoint Trustee Jake Schmidt to serve on the Liquor Commission. Motion was made by Trustee Wilson and seconded by Trustee Seipts. Motion approved. On roll call: 7 ayes (Trustees Seipts, Schmidt, Kidd, Wilson, Bailey, Beck and Mayor Johnson), 0 nays, 0 absent

Attorney Tom Green had no report this evening.

Finance and HR Manager Michelle Johannsen left no report this evening.

Acting Village Administrator/Community Development Director James Richter II had no report this evening.

- 4. Warrant/Approved
- 5. Administrative Reports
- 6. Mayor’s Report
- 7. Attorney’s Report
- 8. Finance/HR Manager
- 9. Acting Village Adm.

Public Works Superintendent Chad Hunter had no report this evening.

Village Engineer Chris Dopkins gave his report as follows:

Hawksview Improvements – The contractor has removed 80% of the pavement and 40% of the curb is out. They poured back 40% of the curb today. The third of five curb pours is scheduled for next Thursday. The project is on pace to finish at the end of October as planned.

2020 Pavement Maintenance Program - The contractor has been out removing curb and gutter in order to prep for paving operations.. Elm Avenue work will start this week. Milling operations are currently scheduled to start of Wednesday. Paving is tentatively scheduled for next week and will extend into the subsequent week as well. As this project moves along, it should be completed as anticipated.

Public Safety Supervisor, Lt. Tammie Stanley gave the August Police Report left no report this evening.

COMMITTEE AND TRUSTEE REPORTS

District #1 Trustee Seipts, Public Improvements and Safety Chair reported that the Public Improvement and Safety Committee met this evening and reviewed two resolutions that will go to the October 5 Board Meeting with positive recommendations.

District #2 Trustee Schmidt, Administration and Finance Vice-Chair had no report this evening.

District #3 Trustee Kidd, Public Improvements and Safety Vice-Chair reported that he had received a text message from a concerned citizen and further spoke about trying to get a stop sign at Centaur and Terrang Trail two years ago. Then last weekend there was an accident at another similar intersection in which a home was destroyed by a vehicle that failed to stop. He said it is important to mark these intersections to prevent further hazards.

District #4 Trustee Wilson, Administration and Finance Chair, reported the A&F Committee met this evening and reviewed one resolution that will go to the October 5 Board Meeting with a positive recommendation.

District #5 Trustee Bailey, Planning and Economic Development Chair, had no report this evening.

District #6 Trustee Beck, Planning and Economic Development Vice-Chair, had no report this evening.

CONSENT AGENDA - Mayor Johnson noted that the next item is the Consent Agenda. He asked Staff to introduce all items to be considered under the Consent Agenda.

Acting Village Administrator James Richter II, presented the items under Item X. Consent Agenda as follows:

- A. Ordinance 38-20, Confirming Participation in the Local Coronavirus Urgent Remediation Support (CURE) Program, **Final** Reading
- B. Ordinance 37-20, Authorizing a Variance for Accessory Building Height at 623 Otto Road, **First** Reading
- C. Resolution 47-R-20, Approving a Class “B” Liquor License, for 11225 N. Second Street, known as 2nd Street BP, Inc.,
- D. Resolution 48-R-20, Approving Group Health Insurance Coverage Renewal with Blue Cross Blue Shield of Illinois
- E. Resolution 49-R-20, Authorizing an Amendment to the RDA with Spider Company for 10253 N. Second Street

Mayor Johnson asked if there were any items to be removed from the Consent Agenda to be considered separately. No items were pulled from the Consent Agenda. The Consent Agenda was accepted as presented.

10. Public Works Supt.

11. Village Engineer

12. Pub Safety Supervisor

13. Committee Reports

14. District #1 Report

16. District #2 Report

17. District #3 Report

18. District #4 Report

19. District #5 Report

20. District #6 Report

21. Consent Agenda

Ord 38-20/Fin/Pass
Ord 37-20/Fir/Pass
Res 47-R-20/Pass
Res 48-R-20/Pass
Res 49-R-20/Pass

Mayor Johnson called for a motion to approve all items under the Consent Agenda. The motion was made by Trustee Wilson and seconded by Trustee Bailey. The motion was approved by roll call vote: 7 ayes (Trustees Seipts, Schmidt, Kidd, Wilson, Bailey, Beck and Mayor Johnson), 0 nays, 0 absent

UNFINISHED BUSINESS: There was no Unfinished Business

NEW BUSINESS: There was no New Business

PUBLIC COMMENT

There were no call-ins for public comment and there was no one in the waiting room.

CLOSED SESSION: None

Trustee Wilson moved to adjourn; seconded by Trustee Seipts.. The motion was approved by roll call vote: 7 ayes (Trustees Seipts, Schmidt, Kidd, Wilson, Bailey, Beck and Mayor Johnson), 0 nays, 0 absent - Meeting adjourned at 6:35 p.m.

APPROVED:

Lori J. Mitchell, MMC
Village Clerk

BOARD MEETING – FIRST AND THIRD MONDAY AT 6:00 PM EXCEPT WHEN A HOLIDAY FALLS ON A BOARD MEETING MONDAY, THE MEETING IS RESCHEDULED FOR THE TUESDAY AFTER THAT HOLIDAY.

Administration and Finance Committee – First and Third Monday @ 5:45 PM prior to a regularly scheduled Board Meeting.

Planning and Economic Development Comm.- First Monday of each month at 5:30 PM

Public Improvements and Safety Comm. - Third Monday of each month at 5:30 PM

Planning and Zoning Commission – Fourth Monday of each month at 6:00 PM

These minutes are not official unless signed and sealed by the Village Clerk.

22. Unfinished Business

23. New Business:

24. Public Comment

25. Closed Session

26. Adjourn