

Committee-of-the-Whole Minutes
February 21, 2017

Acting Mayor Veenbaas called the meeting to order at 7:30 pm.

COUNCIL IN ATTENDANCE: Aldermen Mike Cannon, Len Prejna, Laura Majikes, Robert Banger, Jr., John D’Astice, Tim Veenbaas

COUNCIL ABSENT: Brad Judd

Alderman Prejna arrived at 7:31pm

STAFF IN ATTENDANCE: City Manager Barry Krumstok, Deputy City Clerk Ginny Cotugno, Assistant to the City Manager Lori Ciezak, Community Development Director Valerie Dehner, Finance Director Melissa Gallagher, Fire Chief Scott Franzgrote, Police Chief John Nowacki, Public Works Director Fred Vogt, City Attorney Jim Macholl

1) Billboard for Arlington International Racecourse Property

Mr. Krumstok: Obviously thank you very much City Council. The first item that we do have is a request really more of gaging the Council. This is on Arlington Heights property, excuse me, Arlington International Race Course property in the City of Rolling Meadows. As many people around know that we have on the other side an overlay and distance. This side we don’t actually have any of those requirements, but we are bringing it back because it does have to go to the Plan Commission and we do need to make sure that you’re comfortable with what’s being said. Obviously from the General Manager of Arlington International Racecourse, Tony Petrillo, is actually here and he’s actually going to get up to have part of his conversation, but again they do need to go the Plan Commission, then after that they would be before the City Council for approval. We’re hoping that they would be making the April Plan Commission, then the last meeting in for 1st Reading would be the April meeting and then obviously a May meeting, but they’re hoping to get this double-sided digital billboard up and running pretty quickly, obviously in May if we get the good gage and they continue working on it. They are looking at a 20 x 60 which is another commitment. It’s a little bit farther from 53 than other billboards, but again all that tonight is for is for the racecourse to do their presentation, talk about what the sign is, what it would actually be used for. For the City Council to understand what’s being presented before it does go so they can hear if it’s going to be a positive outlook or a negative outlook and with that I will turn it over to Mr. Petrillo.

Mr. Tony Petrillo: Good evening Mr. Mayor and aldermen. Thank you for the opportunity to speak before you this evening and thank you to Barry. He’s been very helpful in helping us assemble some information that we presented to him the other day in order to give you the concept of what we would like to be able to do as far as installing a double-sided digital billboard. Tonight with me also is our Director of Operations, Kevin Clarke. He has been the

primary point of contact for us on this project. Barry stated that there were two questions that we would like to address this evening as what the sign is and what it would be used for. The sign is a dual-sided, 20x60 digital billboard. We hope to have it located on a very small sliver of parcel of property that we own that sits in Rolling Meadows and we would sit it back from the highway, but would sit it up at a height that would be visible from 53 anywhere from 95 to 105 feet depending on the site lines that would allow us to get visibility and maximum exposure from those traveling northbound and southbound on Rt. 53. We would use one, we would have six slates per minute, 10 seconds each slate, so we would use one for Arlington International Racecourse to promote our events on the racecourse year round. During the race season it might be used a little bit more heavily. In the off season when we have expos or other types of events, craft fairs, holiday fairs, we might use one slate or not a slate at all. We would sell the rest of the inventory that would produce revenue for us to pay the cost of installing the sign which is approximately 700,000 dollars. We would hope to get that back in 3 ½ to 4 years before we start turning revenue which we anticipate being around 120,000 dollars a year. Those slates we anticipate that they would sell between 2,000 and 2,500 dollars a week, with total revenue of about 300,000 and then after expenses we'd net about 120,000. We are always looking for additional sources of revenue. Over the last 7 years our revenues from wagering have decreased 48, I'm sorry, 38%. We've established ourselves as an entertainment destination, are reinventing ourselves as an entertainment destination. Since that time in 2009 about 70% of our revenues were driven from wagering on horse racing on our races. Today that's reversed. We drive about 70% of our revenues from other forms of entertainment. That might be events during racing, wine festivals, music festivals, some types of shows, music and motors. Different types of events that we run during the 22 week period that we operate the horse racing. The other portion of our revenues are driven by ride and drives that we rent our parking lots for and then holiday craft shows, trade shows, etc. during the off season, inside our building. So that is our primary purpose in doing that to drive some revenues back into the track, drive more foot traffic back into the track as well. So those are our primary purposes in doing this. I do want to be up front and honest. We did, or are pursuing a location inside Arlington Heights. They do not allow billboards currently so we would have to appear before them. We are on a tight deadline. If we use an Arlington Heights location, if you're familiar as you drive past the racecourse you see a kind of an egg shaped track that's used for training. If we don't have the billboard up prior to those horses arriving, we can't do construction. That site becomes an unusable site for us and then we would have to wait, but we do have, we are pretty much overdue on getting this project launched so we're looking to get a location. The Rolling Meadows location offers a very similar site line. The value dropped a little bit on the board, but we had allowed for some vacancy rates on that board meaning we would not be able to sell it for, as a primary location at 3500.00 a slate. It dropped to about 2500.00 a slate. The Rolling Meadows location doesn't pose that inconvenience to us. There are no horses that we have to worry about in constructing the billboard and we're under a lot of pressure I should say, not a lot of pressure, but we've allocated the money in 2016 and our corporation is looking to make use of that money so getting a billboard as quickly as possible is one of our goals. So that's why we thought Rolling Meadows would be a good location to go into and offer us still the opportunity without any encumbrances or time constraints that may be faced with the Arlington Heights location.

Acting Mayor Veenbaas: Very good. Then let's start off with any clarification questions for Mr. Petrillo on this. Yes, Ms. Majikes.

Alderman Majikes: So you're going in front of Arlington Heights first about doing it there? Am I getting that wrong?

Mr. Petrillo: No, we wouldn't, we're scheduled to appear before Arlington Heights on March 6th. Whether or not that goes through we have no idea. We know though that if they would, the City Council would vote there's still a very long permit process to go through because they have no ordinances, regulations, permitting process for this type of endeavor.

Alderman Majikes: Okay, thank you.

Acting Mayor Veenbaas: Any other clarification questions before we go to discussion and there are no sign in people to ask any questions. Any other discussion? Mr. Prejna

Alderman Prejna: Sorry, came in a few minutes late so I just want to make sure. Is there a, what's your time-line basically? I may have missed it when I came in? Your timeline coming to us here. When would you want this?

Mr. Petrillo: I believe that this would go before the Plan Commission in April and then come back to this body in May if it were to pass through or if you were to allow us to proceed this evening. As soon as we get some idea that this might be something you would be amiable to we would start working on the permit process right away and then we have all the construction documents ready for submittal. We'd just have to have a site survey that's done, but as soon as we would get the approval to move ahead and do construction, we would start to follow within a couple of weeks of stating that construction so hopefully by middle, end of May.

Alderman Prejna: And then what is the benefit to Meadows?

Mr. Petrillo: I don't know if Rolling Meadows has an established permit fee for each of these locations or if there's a tax placed on the sales of these, but we would be willing to share a portion of our slate with Rolling Meadows. For example I would say let's say we would use two slates and then provide one for Rolling Meadows to use a slate within the 3 minute period and then the 4th minute use Arlington International Racecourse slate, so we would occupy one slate in the 60 second rotation of 6 slates, so we would be able to from time to time share that slate with the City of Rolling Meadows.

Acting Mayor Veenbaas: Good question Mr. Prejna. Mr. Krumstok

Mr. Krumstok: There's actually two parts for that, but obviously there's the construction permit for the electronic sign and then obviously there's the annual inspection sign that we would be doing with that, so nominal on our side, but again as you just heard there is some benefit for us to doing some advertising of events.

Alderman Prejna: My only question as we go forward maybe you could give us what we refer to as a staff report on what you estimate potential revenue would be for the City.

Acting Mayor Veenbaas: Any other discussion on this? Mr. D'Astice

Alderman D'Astice: Mr. Krumstok, does this fall within our permitted sign areas along 53?

Mr. Krumstok: It's actually outside the overlay and our distance factor, so again this section where we're talking about has just fallen out of those areas. That's one reason why they're entitled to this because it just fell out. The other side of west of 53, that's where we have the overlay and sign, the dimensions now far the 700 feet. This we just missed with what we were trying to do because reality sometimes we forget that's even a Rolling Meadows road.

Alderman D'Astice: This is a road?

Mr. Krumstok: It's the road when you come out to Rohlwing you take a right hand turn into the racetrack. That's their property so the Mayflower and AT&T building that's back there, that's Rolling Meadows so that little corner, but that little road that they're talking about placing this and the schematic that you look at, that aerial that's in the design, that road is still part of Rolling Meadows. It's about 100 feet until you hit their gate, so again that road is really theirs.

Acting Mayor Veenbaas: Any other discussion? Mr. Cannon

Alderman Cannon: Can we talk about anything here?

Acting Mayor Veenbaas: Yes

Alderman Cannon: Okay, I'm going to throw a little curve ball at you that you're probably not expecting. An irritant that I've had with some of the property over there is on the east side of your property there is a sidewalk that year's ago Rolling Meadows actually installed, even though it's in Arlington Heights. This is on the eastern border of your property.

Mr. Petrillo: Yes

Alderman Cannon: For all these years we've been plowing that and Arlington Heights will not take that over so I guess this is a subset to this. If we approve this I would like you to consider taking over plowing that sidewalk yourself.

Mr. Petrillo: Is that on New Wilke Road that you speak of?

Alderman Cannon: Yes

Mr. Petrillo: That runs from our entrance near Northwest Highway down....

Alderman Cannon: A 10' wide sidewalk, cement sidewalk.

Mr. Petrillo: Yes

Alderman Cannon: We actually paid for that sidewalk and we've been paying the maintenance more or less so I guess as a trade off as part of this deal I would like to see you guys consider taking over that plowing.

Mr. Petrillo: Oh sure, that wouldn't be an issue. We do the train lot so we have all the equipment to be able to do that.

Alderman Cannon: Other than that I don't see, unless something comes up that I'm not, that we haven't talked about tonight, I would support this.

Acting Mayor Veenbaas: All good discussion. Any other questions or? For my two cents thank you for being here. Thank you for considering us and we would always like to be number one of course, but we're fine with where we are and we would certainly like to build a relationship with you with this sign now to do other things, so as you get more involved in Rolling Meadows and I had the discussion with you earlier that this would be something we strongly would like to have you work with us on and I'm pretty much for it. Any other discussion on this? Then if it's okay why don't we take a straw vote on who is in favor of this. Maybe just raise your hand. So it looks like a majority, unanimous at this point in time so that's good news. So please take the comments that we've given you under advisement as you work your way through the zoning group and the permits and all that stuff. We'll do whatever we can from our perspective on the Council to make sure it happens. Fair enough?

Mr. Petrillo: Absolutely, thank you all so much for your time. We appreciate it. I don't want to be rude. I'm happy to stay, but I've got to catch a flight in the morning and I'm not packed at all.

Acting Mayor Veenbaas: No, we're fine. You're first on the agenda so you get to leave first.

Mr. Petrillo: Thank you all. Have a great evening.

Acting Mayor Veenbaas: Thank you very much.

2) Planning/ZBA Discussion

Acting Mayor Veenbaas: The second agenda item is this Planning/ZBA discussion and I'll refer once again to Mr. Krumstok and then this is Item Number 2 and we actually have a sign in sheet person who wants to speak on this, but I'll start the conversation with you Mr. Krumstok.

Mr. Krumstok: Obviously I'll do the intro. Obviously the City Council has seen this before. It's been about a year and a little bit since we had this discussion in the past but you can see the new information that we're bringing between the Plan Commission and the Zoning Board. As Mayor

Veenbaas knows there's certain times that people who have been on the Zoning Board ask can I please be on another Board because we haven't met. Just for information purposes the Zoning Board met once in 2016 and that was May of 2016 on the one issue about fencing. If you look at the survey that was actually conducted you can see where other places have combined the commissions where they actually are and before I turn it over to Ms. Dehner the reminder is April we do have some of the reappointments coming up so it might be time to do it and also staff feels comfortable if the councils says okay we'd like to make the new Plan/Zoning Board as a larger Board and then as attrition happens bring it back down. We understand that, but we still think for efficiencies, for some of the other variables that staff deals with it really is a good proposal before you to actually combine the two and actually make some of the people who feel that they're a little underutilized part of the utilization of a committee/commission. With that I turn it over to Ms. Dehner.

Ms. Dehner: Mr. Krumstok has pretty well summarized exactly why we're here discussing this.

Acting Mayor Veenbaas: We're happy to have you explain it even more.

Ms. Dehner: Well, we have two commissions. One is the Plan Commission and one is the Zoning Board of Appeals. The Zoning Board of Appeals actually deals with variations such as location of porches, sun rooms, garages, sheds, that kind of thing. For the most part as you know Rolling Meadows is built out and these variations are relatively few and far between and as Mr. Krumstok mentioned we had one last year. The Plan Commission on the other hand does more of the major developments, planned unit developments, subdivisions, things like that and they meet fairly regularly. So, I've worked with, in the past, the Planning and Zoning. It is very efficient. All Zoning matters would go to the Planning and Zoning and as Mr. Krumstok indicated there are some appointments that are coming due. On the ZBA if we wanted to combine them we could make a pretty full commission that deals only with zoning issues.

Acting Mayor Veenbaas: Thank you very much. So we'll start off with any clarifications from any of the council. Mr. Cannon

Alderman Cannon: I just wanted to make sure I'm understanding. So Barry what you're saying is if we approve this we would increase the number back to 9 and then eventually get it back to 7. I'm just asking.

Mr. Krumstok: The plan would be obviously we would look at who is available. Who is actually going back for reappointment? So yes we might go up to the 9. If we see some tweaking that we need to do it might go up to 11 for a period of time, but then during attrition and over the years we would bring it back to the 7 that we actually had the discussion. So we understand it's going to be a little growth at this point in time, but we want everybody to feel comfortable with the overall combination.

Alderman Cannon: Thank you.

Acting Mayor Veenbaas: Any other clarification questions before we move into the discussion?
Mr. Prejna

Alderman Prejna: I don't know if Jim or Barry, do we, does the council have to rewrite an ordinance for this to happen? What would the procedure be regarding this?

Mr. Macholl: Yes, we would have to rewrite the ordinance.

Alderman Prejna: It's not any big issue to do that?

Mr. Macholl: No

Alderman Prejna: Because you're talking about fluctuating people.

Mr. Macholl: Right. We'll just create another ordinance.

Alderman Prejna: As long as our council and our Manager are okay with that I'm okay with it.

Acting Mayor Veenbaas: Any other clarifications? How about going into discussion? Any discussion on this issue? We do have a sign in, Mr. Jerry Hill wants to talk about Item Number 2. Thank you Valerie. Would you please come to the microphone please?

Mr. Jerome Hill: Thank you Mr. Mayor. As you may or may not know I was a past Chairman of the ZBA many years ago and as Barry and Valerie have both pointed out there's quite a difference between the two commissions. The most prominent difference being who decides the case. And while it is true that Rolling Meadows is pretty much built out in my estimation there might be need for as many variance requests as people remodel, move on, add porches, add patios, whatever. Especially when they're talking about moving it to easements and the like. All that I would like the discussion to entail is that the rights of the petitioners and the neighbors who are a big, big part of whether the ZBA approves a variance, they still have their day in court so to speak if it's merged with the Planning Commission. And the second, I was looking very closely at the discussion notes and I could not tell if the decision making ability now would also be merged, in other words the Planning Commission now goes to council. The ZBA decides on its own. So which is that going to be and if it is going to rest squarely on the council I think you want to take notes of your portions of your meetings that are open to the public that where they're may be some folks who really don't like what's coming out of the merged Planning Commission and that's all I ask for you to discuss tonight. Thank you.

Acting Mayor Veenbaas: Any further discussion on that point? Thank you Mr. Hill. Mr. Krumstok?

Mr. Krumstok: The only thing that I would remind anybody with the Planning Commission or the Zoning Board there's obviously with any petition there's the 30 days' notice to the neighbors and the residents. If the concern is what would happen with some of the authority, when we write the ordinance again Mr. Hill is absolutely correct. Planning Commission items are

recommendations to the City Council. Zoning Board is the authority over that. But we could also write when we do the ordinance talk about how that break up would actually be and again going back to the City Council on their item,, but notifications are done no matter which committee it is and we do stay with that 30 days' notice no matter what, which is kind of funny because just to deviate a little bit, the Arlington Heights billboard that we just mentioned the City was noticed on that one which I thought was pretty funny, but it came kind of late but I won't bring that up to Arlington.

Acting Mayor Veenbaas: That's fine. Any other discussion on this? Mr. Banger

Alderman Banger: My only comment would be thanks to Mr. Hill for bringing that up. If we're going to be discussing the fences that encroach or sheds that are over the easements, I would vote to preserve the way it's done now within that Committee just because I'll have flashbacks to the days when we used to have to approve signs going up for baseball recruiting. I just think we have better things to do than those sort of issues and they're better off within those committees so if we're going to rewrite this ordinance and combine these two groups, let's rewrite it so that the new single group has the final say on the issues that the Zoning Board of Appeals had beforehand.

Acting Mayor Veenbaas: So if I understand you correctly Mr. Banger you're trying to just clarify here what you'd like to see added to this discussion so that when it comes back to us it's something we give a yay to it. That we consider the things that Mr. Hill is saying as well.

Alderman Banger: Exactly, so exactly what I just said. If it moves out of committee, when the ordinance is rewritten things that would be going to this new group, the single group that we're going to be combining, correct, that would have gone to the ZBA before and at the new group and don't advance to the Council.

Acting Mayor Veenbaas: Got it. Can that be done?

Mr. Macholl: We can certainly do that.

Acting Mayor Veenbaas: Okay, then let's do that then assuming that we get the yays to do it I suppose. Any other discussion on it? No other discussion. Can we take the straw vote then Mr. Krumstok?

Mr. Krumstok: Yes and I guess it's a two part straw vote. The first one would be if the council feels comfortable making the combination allow staff to choose a number and if it needs to come down over the years it would come down. The second part is just what has been bought up about keeping the Planning and Zoning Board.

Acting Mayor Veenbaas: Okay, thank you for that clarification. So let's do two straw votes then. One straw vote being are we good with combining both groups. Let's take a show of hands on that. Is that okay? And that's unanimous so that's a good thing. The second clarification is putting in the verbiage that Mr. Hill included as well as Mr. Banger included and

include that Mr. Macholl as we write this thing up with you and Barry Krumstok. So show of hands on that. Is that good for everyone? That's a positive too. How about that? Or I should say how about them apples. Okay. Nothing else on this discussion then. Let's move on to Number 3.

3) Liquor License – Class “B” Hours

Acting Mayor Veenbaas: This is the Liquor License Class B Hours and again I'll refer to Mr. Krumstok who will give us an explanation.

Mr. Krumstok: This is actually one that came up. Obviously the current Liquor Commissioner and the past Liquor Commissioner.....

Acting Mayor Veenbaas: That would be me.

Mr. Krumstok: And a few residents have actually approached the City. There was a letter that was written to the Liquor Commissioner asking just for Class B and let me emphasize there are currently 9 Class B establishments. They range from Jewel Osco, Meijer's, Wal-Mart, and obviously a few others in there. A survey was actually conducted by the Police Department of Rolling Meadows, Arlington Heights, Palatine, Schaumburg, and Elk Grove. From that information and from the request staff does recommend that a change of the hours of operation, but we also part of our recommendation is for some consistency on our hours and that would be Monday through Sunday, obviously, but they would all be starting from 9:00am to midnight for each of these Class B establishments.

Acting Mayor Veenbaas: Very good. So let's start with clarification of the presentation here. Are there any clarification questions concerning this? I see none, so let's move forward to the discussion portion of it. Is there any discussion on this item? Mr. Cannon we'll start with you.

Alderman Cannon: I guess I would support this. I had a brief conversation with our Police Chief. He doesn't think there are any issues from a policing standpoint with this change in hours and I think we were told recently that our liquor licenses are relatively expensive compared to some of our neighbors so I guess I would like to try to give our guys and girls that own businesses in our town a fighting chance to get the business that's out there. So I would actually even ask for an amendment and make it a little bit stronger than what the staff was. From looking at our neighbors like where I live out in my area, I'm only two blocks away from Schaumburg. The little bit that I drink really wouldn't make a hell of a difference because I buy a six-pack about every four weeks, four months, whatever. So it doesn't really affect me, but I think if we want to put our guys and girls at an advantage or make sure they're not at a disadvantage I would suggest we move it to at least an 8:00am opening it looks like and I would suggest at least on the weekends at least to 1:00am for closing. Some of our neighbors are open much later than that even, but that would be a recommendation I would make.

Acting Mayor Veenbaas: Okay, any other discussion? Mr. Prejna

Alderman Prejna: The store that I was involved with was Armanetti's. They're a new store and he's the one who asked I believe was for a 1:00am license and I would support that. And Sunday's would be from 9am to 12am. That's the only thing I'd like to see left at 11 instead of 9am, but the rest of it I would support.

Acting Mayor Veenbaas: And did you say, just to clarify, you said for the Sunday you want it to 9am to 12am or 9am to 1am?

Alderman Prejna: It's presently 11am to 10pm. We could make it 11am to 12am

Acting Mayor Veenbaas: For Sunday

Alderman Prejna: Yes

Acting Mayor Veenbaas: Okay, any other discussion? Mr. D'Astice

Alderman D'Astice: Being in business and I'm looking at this, we are definitely at a competitive disadvantage here with these hours. I would agree with Mr. Cannon and go with 8am to 1:00am and you said 7 days a week for that Mike? I agree with that. I go with 8am to 1:00am 7 days a week. I think anything less than that is hurting our businesses.

Acting Mayor Veenbaas: Thank you for that. Any other discussion on this item? Ms. Majikes

Alderman Majikes: I'd like to see the hours consistent like that also just for the fact that people then realize that okay its Sunday, what is this hour? Oh but Saturday's are this hour, so if they all know it's consistently 8am to midnight or whatever it is. I definitely believe it should be earlier than 11am on Sundays, but you need consistency of hours so that the customers realize and not have to wonder what the hours are.

Acting Mayor Veenbaas: So Ms. Majikes, just to clarify, so you're staying with 8am to 1am.

Alderman Majikes: Yeah, I'm fine with that.

Acting Mayor Veenbaas: Okay, thank you. Any other discussion on it? Okay, so my understanding would be, there's three things going on here really. So we'll take three straw votes. We'll take one to change the hours, which appears that we are good. Let's start with that. Those in favor of changing the hours can we have a show of hands. Okay, that's unanimous, I figured. Then we'll break it down into two pieces then. There's one that would be from 8am to 1am for the hours for all seven days, correct? Number 1, and then the second proposal would be 8am to 1am for Monday – Saturday and then Sunday being 11am to 12am correct Mr. Prejna? Is that right? So the only day you're concerned about would be Sunday?

Alderman Prejna: It would be 8am to 1am the rest of the week?

Acting Mayor Veenbaas: It would be 8am to 1am on every day with the exception of Sunday which would be 11am to 12am.

Alderman Prejna: Yes

Acting Mayor Veenbaas: Okay, so let's start with the first one then. Let's show of hands for moving the day, for all seven days it says, for the 8am to 1am. Show of hands for that. Those in favor, okay that's pretty much a majority. Then the second proposal is the 8am to 1am Monday – Saturday with the exception of Sunday 11am to 12am. Show of hands on that? Okay, so not a majority on that one so right now the straw vote shows that we would like to make, to go forward with an 8am to 1am hours for 7 days a weeks. Okay? Thank you.

Alderman Prejna: Mr. Mayor a point of clarification please. Does this involve any change of license fees?

Mr. Krumstok: No it's not the license fees. It's only the hours.

Alderman Prejna: Sometimes when you change the hours you change the fees in some cities.

Acting Mayor Veenbaas: I don't think there was any proposal to change any fees at this point.

Mr. Krumstok: No, it was just the hours.

Acting Mayor Veenbaas: Thank you for the quick clarification. That's good.

4) Clean-Up Days for City in 2017 and then Annually

Acting Mayor Veenbaas: Alright, moving forward then Number 4 is cleanup days for the City in 2017 and then annually. Mr. Krumstok again would you like to start us out?

Mr. Krumstok: Sure thing. This is an item that a few municipalities actually do annually. We did one of these in 2013. I want to actually establish bringing this back to Rolling Meadows. For 2017 we would actually conduct two of these and then we would go annually after that point in time. Before anybody asks this is not to clean my office so. I would need like a week. The same thing is it's a great opportunity for municipalities to actually do the cleanup of their areas. Obviously we have a lot of paper and we have a lot of documents that we have to keep and typically what happens is we keep them here at City Hall for a period of time and then we need to move them off site, but we have to evaluate. We have to box them then we have to send them on their other way. Then we create a disposal list when it's appropriate and that usually takes the State to give us approval a bunch of years, I'm just kidding, but it takes usually four to six months for the disposal.

Ms. Cotugno: 60 days

Mr. Krumstok: Typically, but I'm being nice to the State, but the idea is also to clean up our areas too. Municipalities that do this traditionally do it on a holiday that they're still open and that's why President's Day is actually chosen because that is not a City holiday per se so we're actually here. As far as residents would be concerned we would actually notify them via the door obviously that says the City Hall is actually closed for business that day because I got to tell you most people even if they come in for President's Day the first question that they actually say to me is oh you guys are open? Yeah we are actually open. So it's used by a lot of municipalities. It's a way of cleaning up. It's another way for dealing with items. Obviously if there's a major issue we're going to address it. It's really majority for Finance, Community Development, Administration, Public Works can have their own cleanup if they really want to, but it also allows us to go through our boxes that off storage and make sure which ones we can actually dispose of and get rid of them and open up some needed space that we actually have. So again in the write up for 2017 the recommendation is Thursday, March 30th and the reason that I chose that is there's no adjudication, there's no major items that are actually scheduled for that Thursday at this point. That gives us about a month of notification and dealing that we actually have. It's not on a Monday or a Friday and then we would actually do another one on October 9th for Columbus Day for this year and then we would go annually starting in 2018 to President's Day that we would actually do these annual cleanups.

Acting Mayor Veenbaas: Okay, thank you. Let's start with any clarifications on what Mr. Krumstok just said. Any clarifications on what he just said? There is not. Let's open this up for discussion then. Anybody would like to make, have any comments concerning this proposal?
Mr. Banger

Alderman Banger: I'm luke warm about this, but only because it might be because I'm private sector employee. I always have been. I work in a warehouse and we're given 15 minutes at the end of each day to clean up our workstation and then I guess throughout the work week the expectations is everything in its place. A place for everything and everything in its place. This sounds a little different just because I suppose we're not required to hang onto paperwork, but it's just tough for me to swallow just because we're closing the City down for a day. I know if Alderman Judd was here he'd most likely comment that we want the residents to be able to get the use out of their....

Acting Mayor Veenbaas: Hey, hey, let's just leave that, he's not here tonight so.

Alderman Banger: And I kind of agree with that concept. If we're open for business I wouldn't want a sign to be on the door saying we're closed for business. Barry mentioned that if it's really important we can let somebody in. It's just I would imagine they'd turn if they saw the sign on the door and walk away so I can see where Barry's coming from looking for a day of just, I guess it's hard for me to wrap my head around that. If we could from an operational standpoint, if we could just and once again I'm private sector so we have busy days, we have slow days where we can actually do deep cleaning around the department. If the, I guess if the City has that sort of work flow I would recommend that rather than shutting down the City offices for a day. That's about all I have to say.

Acting Mayor Veenbaas: Thank you very much. Any other discussion on this issues? Mr. D'Astice

Alderman D'Astice: I'm not in favor of it

Acting Mayor Veenbaas: Okay, thank you. Short and sweet, the way I like it. I'm not too big on this either. The businesses I've been involved in I recognize that we have a lot of work to do, filing and things like that and I wish I could just shut my company down and not take orders and things like that, but I can't so I'm not too big on this either, but let's take a straw vote on this then if that's alright. Those in favor of what Mr. Krumstok is proposing please raise your hand. We've got one in favor and I suppose the rest I'll just go ahead, those against I suppose? So five against so that one didn't fly.

5) 2017 Economic Development and Council Calls

Acting Mayor Veenbaas: Moving on to last but not least Number 5, the Economic Development and Council Calls and Mr. Krumstok you're the man of the hour.

Mr. Krumstok: Obviously this is the last one we've been talking about so there is an attachment to this that talks about the 2016 new business list. The best way as I mentioned in the write up is communication is always the best thing for anything so this is just another outreach that we're utilizing. Obviously with the Economic Development Committee they are, they've actually started with the January new business list, but they divvied it up amongst themselves and I do appreciate Alderman Majikes for taking two of those and reaching out to those because staff has a different contact with them, but when a person from the Economic Development Committee, they might get additional feedback from that individual about their business or what do they need from the City. This recommendation before you is obviously when a year finishes we actually do the sort and we distribute to the City Council to make those same conversations and telephone calls. Another outreach and for some businesses they will be open obviously for a full year. Others will be shorter than that, but again it's another outreach. Anything that you want to tell the City that maybe we have not heard. Is there something we can help you with? Is there some outreach that we need to take care of or any of those kinds of pieces before you? Unfortunately, when you look at the search and the sort that was done in 2016 Ward 1 would have 4 telephone calls, Ward 2 would have 17, Ward 3 would have 2, Ward 4 would have 5, Ward 5 would have 2, and Ward 6 would have 40 telephone calls to make during the years, and then Ward 7 would have 6, but it is suggested this way it's actually the alderman of that Ward actually making that outreach and getting the feedback and giving that feedback back to staff so we can actually have some additional conversations and again this is continuing with additional communication but as the council knows there's a letter that goes actually once the new business actually sets up with staff to introduce and reach out and contact, that letter does go out. There are people that do communicate back to staff and then typically we have some turnaround with that too, but the other thing is obviously that we put in the final notes is starting in March Assistant to the City

Manager Lori Ciezak is actually going to be more involved with some of the owners with new businesses when they come in and some of the outreach and you've heard me say before where some of the contractors might not be giving the correct feedback or feedback at all at the owners. With the contact that Lori Ciezak will be making it will actually make sure that the owners are hearing some of those additional feedbacks and allowing some of the projects to work and the owner feeling more comfortable with communicating with us and it also has a second part of that communication wise and the reason for that is also when we have community events obviously she's highly involved in that. It would allow the owner to have a contact with potentially participating or participating in a different way and it's a great contact instead of always feeling uncomfortable talking to myself or others who might be on staff and it should be a good working relationship and hopefully those new businesses will feel comfortable in joining and participating in the City in different avenues too, but tonight's all up for telephone calls. The staff recommendation obviously you see before you is for each alderman to make the contacts, but it's just a recommendation. If you decide to divvy it up differently or you speak really nicely to an alderman maybe they will make your telephone calls for you. But we'll just sort of leave it out there as an open communication piece.

Acting Mayor Veenbaas: Thank you. Let's start with two parts again. We'll clarify what Mr. Krumstok just presented. Any questions for Mr. Krumstok on what he just said? Mr. Prejna

Alderman Prejna: So we would, each Ward would go out, or each alderman would go out and either make phone calls or knock on doors. Would there be a standard script. A standard information gathering piece so that when you go around and we try to put the matrix together of okay what are the concerns we have here? What are the problems we have here? What are the things that we could have done better? And I bring that up as someone who has gone to many, many ribbon cuttings in the City and after they get me on the side and then I begin to hear horror stories and they begin to tell me they're not happy with a lot of things and they really don't know if they even want to expand anymore in Meadows, so I'm more than willing. I'm knocking on doors and I'm as it is and I do talk to the companies in my Ward, but I'd like a little stronger clarification of what we hope to accomplish. Is it going to make the application process easier? Are people going to have a more positive attitude towards Meadows? As I've been walking through the City the last month and Economic Development is one of the hot topics especially for some homeowners who have informed me that when they go to try and even get a room addition or windows or something done and the contractor comes out and says you're in Rolling Meadows, they say I'm not going to deal with this.

Acting Mayor Veenbaas: So Mr. Prejna, I appreciate your comments. To clarify for Mr. Krumstok, so right now you're basically saying divide up with alderman. Get some feedback and that's pretty much where you're at with this proposal that you're bringing us tonight, correct?

Mr. Krumstok: It's a look back one year after, or roughly, but it is for feedback.

Acting Mayor Veenbaas: I appreciate that. So, now as we move into, and is there any more clarification about what Mr. Krumstok is mentioning. If not, let's move into the discussion

section and we also have a sign in for that, that's Mr. Hill and then we'll take everybody's discussion at the same time, but let's start with Mr. Hill and then we'll move to the rest of the council.

Mr. Hill: I'll be very brief. As I read this it makes a lot of sense to me that the businesses in this town recognize that they are as an important part of this community as our residents. And the fact of the matter is that during the day they make up the larger share of the population of Rolling Meadows. It's always important I think not only for new businesses but for all businesses to have constant contact not only with the City staff, but with aldermen because I do perceive that there probably is a different filter used as Mr. Prejna was just speaking about and Barry was talking about outreach and all the outreach and how that can be done and so I thought I'd also use this opportunity to I was hoping that this group and the Economic Development Committee could actually start having a discussion in the very near future of maybe having a Rolling Meadows Businesses Expo, similar to the concept of the Taste of the Town, but this is businesses. They come in and the residents can see what our businesses do. What their products and services are. Maybe there are people in Rolling Meadows who could be potential buyers and suppliers of those businesses and maybe even future employees at those businesses. So my point of my comments today is just that we must recognize that the businesses are a big life blood of this community and over communicate is better than under communicate. Thank you.

Acting Mayor Veenbaas: Thank you for your comments. Opening up to the council now, Mrs. Majikes

Alderman Majikes: A couple of things and I discussed, or I gave Barry my feedback. In EDC we discussed about, we broke up the list and a few of the members picked a couple businesses and yes I picked two. I think the list was like seven or eight businesses, something like that, but anyway and these were new businesses and I reached out to the two I had. One I'm having trouble getting a hold of the gentleman, but I will continue. The second one I spoke to the gentleman, we probably talked for 10, 15 minutes. Very nice conversation. No script, I just introduced myself. Told him welcome to the community. We're happy to have his business. What expectations does he have or what extra things could we do. He was very excited about getting involved and Lori and I then spoke about what he has already signed up for and looking to sign up with the City. So, very positive and I think it's a great idea to go back a year, at the end of the year, whatever and I'll help other aldermen. Mr. D'Astice obviously has quite a few in his Ward, and I'm more than happy to make extra phone calls. I don't mind doing it at all, in fact I enjoy it. In regards to Alderman Prejna's comments about the negativity, I'm sorry but I hear a lot of positive so I don't want people to think that we're really difficult to work with and stuff. We just want things to be done properly and I think that's important and I think it helps the businesses and it helps the residents and the value of their properties and stuff. So I think this is a wonderful thing to do and I think it should be done quite often throughout the year. Maybe every 6 months. Like I said I'm more than happy to take on extra businesses and help out the other Wards.

Acting Mayor Veenbaas: Thank you for those comments. Any other discussion? Mr. Cannon

Alderman Cannon: I too think it is a good idea. I think a couple of the ideas were just also presented to make this a better program are steps in the right direction. I think if we do settle with this program I think a script is almost in demand with some kind of a list to ask to make sure we're covering the things. I guess I would ask to even think about bringing it to an even higher level than this and maybe bring an outside group in to help us with this process and let me explain where I'm coming from. When a new person comes to town and they start their business here, expand it here, in my opinion they may be reluctant to tell us the good, the bad, and the ugly. It might be all positive. It doesn't necessarily need to be negative but I think sometimes they might be more reluctant to tell us because we're on the City's side so I guess that I would ask for people to think about possibly getting an outside group to come in and do the survey for us to get a little more honest assessment of issues. What we can build on and again like Mrs. Majikes said, it's not all negative. It could be very positive and we could build on the things that we're doing well and improve on things that we're not doing so well. My wife thinks I'm a perfect husband but she always mentions to me now and then that I could improve on just a few things here and there, so maybe we could use the same idea with this. Thank you.

Acting Mayor Veenbaas: So, if I can clarify what you just said, so you like the idea of the outreach.

Alderman Cannon: Yes

Acting Mayor Veenbaas: But you're suggesting almost an alternate proposal to have an outside group do this for us that's professional in this area. We wish we could all be like Laura. Maybe we're not all, she's got an incredible personality to do this. Maybe we all aren't as adaptable. Mrs. Majikes would be happy to help us. I know that, but so that's my understanding is that's what you'd like to propose maybe vs. what we already have proposed with the aldermen, correct?

Alderman Cannon: Maybe even possibly do it as a two-step. Maybe get another outside group to take another look at it.

Acting Mayor Veenbaas: Thank you. Any other discussion? We'll start with Mr. D'Astice and then we'll work our way back.

Alderman D'Astice: So, Ward 6, 40 calls. I'm in sales. I do 10 calls a day easy. 40 calls over the course of a year is nothing. My only question is if I'm working 8-6 every day, when do I get a chance to make my calls? I think it's a great idea and I have no problem making phone calls. I do a lot of them, but now I have to take time away from my job and what will my boss say? I like Mike's idea a lot. In fact I would expand on that and just say not just get an outside company to call on the new ones, but call on every business in the City at least once a year and listen to them. I have no problem calling and can I find time to make, I mean 40 phone calls over the course of 12 months, what is that not even one a week. I'm sure I could squeeze one phone call in a week on my lunch hour somewhere so I'll make my 40 without a problem, but I like Mike's idea that we get an independent, outside company in to call all these and to call the other ones and give them the actual script of what we're looking, what answers we're looking to get from

them so they can report back to us on an unbiased basis and say here's where you guys are excelling and here's where you could use some assistance. So I like the idea a ton. I would support that wholeheartedly even though it will cost us some money and I will make my 40 calls over the course of the year.

Acting Mayor Veenbaas: Fair enough. Other discussion? Ms. Majikes

Alderman Majikes: I'm not really excited about an outside group. For one I don't think it is necessary for us to spend whatever money, but the other thing is, and I'm sure we've all experienced this, I may be in Jewel one day and people will recognize me and say you're Alderman Majikes. I'd like to talk to you about and they have no problem telling me the pros and the cons and all you have to do is ask when you're talking to the businesses too is are you having any difficulties or is there something we can improve on or have you had any trouble dealing with anybody or anything in particular in the process, so I haven't had the problem of anybody being open about difficulties they had or something they're against. So I'm really not, I don't think people will hold back. The other thing is it meant a lot to the gentleman I just spoke to that I called him. Because when I introduced myself and everything and he was like I really appreciate that someone on City Council took the time to reach out to me. Not some group that is outside of our City. It's not part of our City. It just meant a lot to him that I took the extra few minutes and I'm sitting on the Council.

Acting Mayor Veenbaas: Fair enough. Any other discussion? Mr. Banger

Alderman Banger: I can see both sides of this. My preference I would almost agree with Alderman Cannon in terms of having an outside service doing this because they can brainstorm the questions for a script. They can have a detailed list of where to go with questions when they answer, they can have a matrix in other words and then they can summarize and analyze and give us just deliver some goods that have been shifted through rather than what I think would be just amalgamation of seven people calling and my, I'm a farm boy, conversation with anybody would be a lot different than anybody else I'm sure and it would be nice and chummy but probably just fairly how's the weather out there. So I don't know if all of us are equipped to have these sorts of conversations with City businesses so I would almost opt for going with third party. At the very least maybe looking into, and I agree with Alderman Majikes in terms of are we going to drop a load of dough on this? Could we find out how much something like that would cost and I'd be interested in getting that information before going that route? If it's prohibitably expensive then I guess I would default to what Alderman Majikes preference of just let's make the calls. I've only got two so I'm certainly not going to complain but my preference, my first preference would be going with Alderman Cannon's suggestion.

Acting Mayor Veenbaas: Fair enough. Mr. Prejna

Alderman Prejna: I see both sides of what we're attempting to do. If, to go forward I'm looking for something. What are we hoping to accomplish. If we go with an outside group do we give them certain marketing markers? I'm more than willing to make phone calls and work with Laura, but what information do we want to gather? I guess that would be my next step for what

we're going to do. In other words do we have a plan or do we just need someone to just come in one time who maybe works with another City and come back to us and say hey these are the things you need to do. That might help focus us on where to go. I just don't want to go out and let's go find somebody but talk to some of your fellow mayors around here and see what they're using.

Acting Mayor Veenbaas: Let me just make a comment on this too. In the world that I live with companies that I deal with there are outside groups to go to and they do marketing and marketing surveys. Things like that and I appreciate what Mrs. Majikes is saying because I too when I'm out, now more than ever, have a lot of people talking to me and that wouldn't stop. That wouldn't stop. The only thing that I saw in this proposal initially that is missing is Aldermen, okay, you're asking questions and you're going to have to put it down somewhere. It's going to have to end up going to Mr. Krumstok the way it is. Mr. Krumstok you're going to have to do something with 40 calls there, 6 here, this here, this here, and then...

Mr. Krumstok: That's correct.

Acting Mayor Veenbaas: That's a big job for you in addition to what you've already got going on. We all can do what we have to do, but so I don't think it's an issue of getting feedback to an alderman. I believe they will tell us. It's a matter of what we do with the information once we got it and how do we continue to enhance the good things that Rolling Meadows does and number two, let's work on improvement on the things that we hear that aren't as good as the things that we're very, very good at. So I see both sides. My preference is to get some action. I also, it seems like you hear more about the negative sometimes than the positive, but I hear both sides. I think with an independent group, and I'm aware of some, and I would be happy to take that as an assignment, that that's what they do for a living. You give them the list of not just the ones from one year like you were saying Mr. D'Astice, but the whole list of every business in Rolling Meadows and they would go through it and I know there's a cost and we wouldn't do anything until we knew how much it cost and we can narrow down the scope based on what it is. They do this for a living. They would hit the different bullet points of what we're trying to expect. How were you treated when you came? Were you welcomed? Did we help you with the permits? Did we not help you with the permits and if we had a problem with the permit how did it work? Did we help you with the signs or not? Whatever the issue was good and bad it would be coming back to the council to a meeting like this where you report it to us. And again I don't know what the cost is either, but I would be happy to investigate that and bring it back to the council, but again my preference is more to get an independent outside group to do a lot of this work and bring it back to us and then we can have conversations based on what the feedback is.

Mr. Krumstok.

Mr. Krumstok: Can I just make a compromise if everyone is willing to do it? I guess what I would actually say is allow staff to work during 2017 to vet and look for different services and then put it in the 2018 budget that we do the full vetting of businesses and getting that information back to a Committee-of-the-Whole, but also for this year, for 2017, now that we're half way through February is that we make the telephone calls this year. We do the vetting this year and then obviously in the 2018 budget we would have a better idea of pricing. Then we

could also, make sure who we're bringing in for all the businesses, but also making sure that its actually in the budget so we're not just trying to play, but it gives us the year to actually do the due diligence on it.

Acting Mayor Veenbaas: So that would be a third proposal then, so the one I've got is the one that was suggested, then we got the outside one, now Mr. Krumstok you're making a comment on the vetting and that would be a 2018 kind of a message. Mr. D'Astice

Alderman D'Astice: I'm not at all interested in waiting until 2018. The fact is I would rather you just do it and get some prices and come back to us as soon as you can. City government, all government just takes too long. I've heard too many stories and I don't want to wait until '18 to find out which ones are good and which ones are bad. I want to do it now. So thank you Mr. Krumstok, but I am absolutely adamantly opposed to waiting a year to do something. We need to get something started and we need something started now. I too have walked around a lot and hear a lot about Economic Development and people are tired of waiting. So we need to move on this and it's got to be done now. I'm sorry. I'm not one to wait at all, not even a day.

Acting Mayor Veenbaas: Thank you Mr. D'Astice. I would just make a comment to that. I would be happy to work with Mr. Krumstok to get it done sooner with the background that he has. Other discussion? Ms. Majikes

Alderman Majikes: Clarification though. You're just waiting for the budgeting the cost. So in other words we're going to make these phone calls and get on this now. We're not pushing anything off. I just wanted to make sure. I'll make the phone calls.

Acting Mayor Veenbaas: Thank you. Mr. Cannon

Alderman Cannon: So understanding what was just said, if we're going to make the calls, I don't think any of us have a problem with that. I guess to go back to some of the original statements made that I think we should follow some kind of a pattern.

Mr. Krumstok: Which we can create a script.

Alderman Cannon: Yeah, just so we're all kind of trying to get to similar answers I guess. Thanks.

Acting Mayor Veenbaas: Any other discussion? Mr. Prejna

Alderman Prejna: I agree that we have to move forward quickly so we can do this in two stages. One it could be in 30 days have this up and running with us and the City doing it and at the same time be looking for what you are suggesting because that's going to take some time to get out there. In 30 days can we get the names, businesses, script and I'll buy the first set of pizzas and pop and we all sit around the table just like the good old days. Basically 30 days let's see if we can get this going at the same time you work at what you can to see how quickly you can get that going.

Acting Mayor Veenbaas: Thanks for that. Any other discussion before I kind of do a summary here, if I can clarify correctly. So the first proposal is to continue, okay, the first one and we'll just do a show of hands. I've actually got three items right here right now. I've got the aldermen continue with calls and I've got look for an outside group that can continue outside calls but maybe also include businesses that are outside the 70 some that are in this document, so in other words hopefully touch almost every business in Rolling Meadows and see what's going on which is a larger scope than what we were talking about with the aldermen. So that's the second item. Is that clear? Then the third one was the vetting of doing, putting together budget and come up with some different groups to do this kind of marketing survey and then adopt this in 2018. That's the third one the way I have it set. Is that what I understand? Okay, so let's do a straw vote then. We'll start with number one. Number one being aldermen make phone calls the way the proposal is situated right now and continue with that. Show of hands for that? That's unanimous. Number 2 is look at an outside marketing survey group that does this for a living to include all businesses of Rolling Meadows and put together a sheet with questions to get the input from businesses of all Rolling Meadows, number one, and to continue with that and pull that information together in some type of analytical report and bring it back to this council so that we will know what every business thinks of us both incredibly good and maybe incredibly bad and then we'll have information and at least a survey on what's happening in our town and businesses. So that's the second one. Yes?

Alderman Majikes: Based on that one where you're talking that you want that ASAP? Not the budget for 2018

Acting Mayor Veenbaas: Yes, thank you. Good clarification. I should have added that. So what we'll do with this second one, who's in favor of doing that please raise your hands on that one. One, two, three, four, five, six.

Alderman Majikes: Five

Acting Mayor Veenbaas – Thank you, five. So that's a plus. The third one is Mr. Krumtok's. This is the vetting on waiting until 2018. Raise your hands if you're interested in that? Mrs. Majikes, there's one vote for that. So that one does not move forward. So we'll move forward with the first one and the second one and I'll work with you Mr. Krumstok on the second one and we'll bring something back as soon as we can back to this group, Committee-of-the-Whole meeting. Is that fair? Any other discussion this evening? That's all we have. Do I have a motion to adjourn? Mr. Cannon, a second, Mr. D'Astice. Thank you all for your help tonight.

There being no further business the meeting adjourned at 8:39pm