

**COMMITTEE-OF-THE-WHOLE
MINUTES
November 17, 2020**

Mayor Gallo called the Committee-of-the-Whole meeting via Zoom Teleconferencing to order at 7:31 p.m.

COUNCIL IN ATTENDANCE REMOTELY: Aldermen Mike Cannon, Nick Budmats, Kevin O'Brien, Jenifer Vinezeano, Jon Bisesi, John D'Astice and Lara Sanoica

COUNCIL MEMBERS ABSENT: None

STAFF IN ATTENDANCE REMOTELY: City Manager Barry Krumstok, Finance Director Melissa Gallagher, Deputy City Clerk Judy Brose, Assistant to City Manager Lori Ciezak, Police Chief John Nowacki, Fire Chief Jeff Moxley, Deputy Fire Chief Rick Acosta, Director Public Works Rob Horne, Assistant Director Public Works Jo Ellen Charlton, Administrative Services Coordinator Elizabeth Payne, Business Advocate Martha Corner and City Attorney Melissa Wolf

Those who are joining us via Zoom or in the City Council Chambers will be afforded the opportunity for public comment to address the City Council on matters that are on tonight's agenda after the City Council discusses with Staff.

Members of the public present in the City Council Chambers listening to the meeting will be afforded the opportunity to provide public comment in accordance with the procedures applicable to public comment at an in-person meeting of the City Council. Namely, members of the public must have signed-in before the start of the meeting.

Public comment will also be afforded to the public who are joining us on this conference line as long as they provided their contact credentials and the subject matter for which they would like to speak about before the deadline as noted on tonight's agenda.

Written comments that were submitted prior to the meeting will also be read out loud after the topic is discussed by Council.

We ask that persons wishing to address the City Council keep their comments to 5 minutes in length. Comments must be addressed to the Council as a whole through the Mayor, and profanity will not be tolerated.

1) ComEd Annual Report

Barry Krumstok, City Manager – Joe Turnage from ComEd is here tonight, he will be presenting the 2019 Annual Report for the City of Rolling Meadows with a PowerPoint presentation. Joe has been our manager for a long time and staff does meet with him quarterly and sometimes monthly depending on if there are any issues.

Joe Turnage, ComEd External Affairs Manager – Thank you Mayor, Council and Staff for having me join your Committee of the Whole meeting tonight. As Barry said, I'll be going through the annual report and let me know if you have any questions, comments or concerns at the end and I'll take note and get back to you.

We're going to talk about the 2019 reliability, the different system enhancements, vegetation management, communication channels and smart ready LED program. The City of Rolling Meadows experienced a 99.99% reliability rate in 2019. There are different types of outages that occur (animal, tree, weather, etc.) and there has been quite a bit of underground equipment that occurred (0.23%). Overall your reliability was excellent in 2019.

ComEd has 23 circuits serving customers in Rolling Meadows. As for system improvements in 2019, we had three circuits in which we have installed distribution automation on. These are the automated switches where if there is an outage these switches will identify the fault and they will automatically close in and in some cases power is restored without the need of a trouble man going to the site. There are also three circuits in which we replace underground cable and installed new fuses. We have also performed different inspections and maintenance of overhead facilities. We also performed thermography inspections using a heat sensing device to identify hotspots on the circuit. Typically with hotspots is the potential for an outage to occur because there is an arc of some sort causing it. When we identify any hotspots we get that equipment replaced almost immediately to minimize any outages that may occur. In 2020, we have two circuits that we plan to do some tree trimming. There are many different ways to keep in contact with ComEd through our e-channels, social media, mobile/web, talking to a customer service rep and signing up for outage alerts and notifications. So far with our e-channel metrics, in 2019 we had 171,174 Facebook fans and that number has increased significantly since 2015. As for mobile app transactions, more people are doing things online as opposed to calling in to the call center to report an outage, etc. We have more customers using our voice response unit (VRU) as opposed to waiting to speak to a customer service representative. We have almost finished our LED program, we have seven remaining street lights that will have a smart node installed by the end of this year. Once we complete the remaining seven, we'll be 100% done with Rolling Meadows as far as the street light program.

Alderman O'Brien – You mentioned in the beginning about the vegetation program and this is probably the one thing that I've received calls on. I've worked with Director Horne, Staff and people from Davey. Tree branches are in the wires and we were told that it's a tier 2 problem and ComEd doesn't touch them until tier 3 which in full transparency and I appreciate the honesty from the gentleman from Davey, he said regrettably that once a line comes down ComEd will fix it. There's nothing proactive that ComEd does to avoid an outage? Can you take a little time and explain tier 1, tier 2 and tier 3 in terms of the vegetation control?

Joe Turnage, ComEd External Affairs Manager – We have a cycle in which we trim trees and typically when we trim we only trim in the primary zone. Before I go further, the trees that are in question, are they in the top three lines of ComEd's or are they running along the secondary lines of ComEd?

Alderman O'Brien – I'm going to defer to your expertise on this, they said it was tier 2. These branches to my eye and all the residents that called me are way above into the third line.

Joe Turnage, ComEd External Affairs Manager – Typically, we do a cycle trim around the primary lines which is typically the top three, the 12kv of voltages. The other lines which is the secondary ones, we don't trim around those because sometimes those are going straight to the customers and we actually rely on the customers to maintain their vegetation around their secondary lines. However, if a customer is without power as a result of a tree coming down on the secondary, we won't leave it. We'll come out and do what we have to restore power and in some cases we may remove the rubbish that we take down or if it's the customers secondary we might leave it up to the customer to take it away, it just depends how much and things like that.

Alderman Cannon – Last year when you were in I asked two questions and I have yet to get an answer back from either you or staff. What can we do to get some of the lights that you changed out to higher voltage/wattage? I had also asked about the possibly to get four street lights, two on each side of the new fire station on Hicks? I was told my staff that they would work with you and come back with some answers and I haven't heard anything in over a year now. I was wondering if you had any information on either of those items tonight.

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Joe Turnage, ComEd External Affairs Manager – I think you mentioned adding some street lights on the side of the fire station, for those I will have to get together with staff because there is a process for adding street lights. So to answer your question, two street lights can definitely be added it's just a matter of what it takes to get it done.

Alderman Cannon – Joe, just for clarification it was two street lights on each side of the new fire station on Hicks so it would be four total.

Joe Turnage, ComEd External Affairs Manager – Okay. As far as the higher wattages, we do have bulbs that we can increase the wattage on, the only thing is that I know some residents have issues with that higher wattage bulb and we've had to go back out and remove it so I'm thinking that if it's an area where it's dark, correct me if I'm wrong, isn't the area west of the City Hall?

Alderman Cannon – The ones that I was talking about were specifically on Quentin but there were other one's on main streets that need higher wattage. I had people tell me that they don't think the new lights are even as bright as the old ones in a lot of cases. I have one in front of my house and it's surely not stronger than the old one, it's more efficient but not bright.

Joe Turnage, ComEd External Affairs Manager – I'll call staff tomorrow and we'll see if we can get those taken care of if they know the specific ones or I'll call you directly I can do that also that way we make sure we address each one that are in question.

Alderman Cannon – Great, thank you.

Mayor Gallo – I want to say that I appreciate getting the ComEd alerts especially last Tuesday's wind and weather advisory alerts and was fearful that we were going to lose power then but I also appreciate you giving us the update with this presentation.

2) Review of the City of Rolling Meadows Website

Waseem Khan, IT Coordinator – The current website (www.cityrm.org) was brought online in 2015 and we do have an update scheduled for 2021. While IT is responsible for the general housekeeping of the site, the updates are a group effort with each department updating their own content. The traffic on our website has increased almost 10% from last year, this data is from January 1st until last week when the Council packet sent out. With the increase in website traffic you can see that our online presence is increasing every year which is great because that gives us direction that people are logging on to our website to get information and updates about the community. While we do have a popular social media presence as well, the fact that our website is up in addition to our social media following is definitely a good sign. Our average daily users are up too, the average daily visits shows an increase in visits which is the foundation of our traffic and engagement metrics. Daily visitors is an estimation of the active users seen in one day visiting a website on both mobile and desktop platforms. The average action taken (page view, downloads, outlinks and internal site searches) is low which is where we want to be and what this means is that people are able to get to the final destination on our site (link or download) with fewer clicks. For example, if someone goes to our "how to" page and clicks on the link for our Utility Billing that is considered an action and that's being done with less clicks is optimum which means people are able to find links quicker making the site more efficient. The primary browser language that is used in the past year has been English then going to Spanish and then Japanese, Korean and Chinese translation afterwards. The top most visited pages in 2020 includes our main website homepage, online payments, COVID-19, utility billing, Rolling Meadows Police Department welcome page, our minimum power test requirements for the police, utility payment process, refuse and recycling and Police blotter.

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Our main website homepage is separated into several sections. The “Government” section includes pages to access the Agendas & Minutes, Boards and Commissions, City Council, Department pages, Code of Ordinances, Transparency Portal, the City’s Broadcasting and the City’s Emergency Management page.

The “Services” section provides links of services provided by the City or links to where services can be found such as our Senior Handyman Program along with COVID-19, Utility Billing as well as Public Works.

The “Our Community” section is where you can find the City’s Community Events information along with links to the Library and Park District. General information on Rolling Meadows and the City’s Newsletter can be found there as well.

The “Business” section has links to the New Business Webpage and helpful information for businesses as well as links to Bids, Permits and Taxes.

The “How Do I…” section is a quick way to find items that may not be on our home page that includes many links such as applying for applications, contacting City Council, Code of Ordinances, learning about crime prevention, garage sales, online payment requests, signing up for notification of newsletter or viewing our financial reports, calendars or City maps or Police blotters.

Right underneath “How Do I…” tab we have Citizen Requests, Online Payments, Government Transparency and Stay Notified. The “Citizen Request” allows residents to submit questions and concerns to the City. Public Works and Community Development have the highest requests with a total of 641 and 91 respectfully since about mid-2015. The “Online Payments” includes Utility Billing, Food and Beverage Tax, Motor Fuel Tax, Building Permits, Real Estate Transfer Tax, Business License/Renewals, Contractor License, Police Tickets, Rental License Renewals, City Market Vendor Fee, Alarm User Permits and Red Light Violations. The “Government Transparency” link includes anything Financial and Civic related such as City Council information, Meeting information, Freedom of Information application, Budgets, Audits, Expenditures, Salaries, Contracts and Lobbying information. The “Stay Notified” link is where a person can sign up using their email or phone number to be emailed or texted information from the City’s Website, job notices, RFPs, bids and newsletter updates.

In the middle of the page we have our “News” and “Calendar” which provides upcoming information or events or general information which is not located anywhere else on the website unless you click on “Rolling Meadows News”. The “Rolling Meadows Calendar” provides a list of events such as meetings and Community Events that’s happening in the City.

The “Quick Links” tab is the most popular pages accessed by our users so we went ahead and created a special link to go to those pages directly instead of going through any of the other links that we just went through. The “Quick Links” include COVID-19, Agendas and Minutes, City Employment, Rolling Meadows Business Buzz, Construction Projects, Freedom of Information Requests, Interactive Maps, Water Quality Reports and Our Welcome to Rolling Meadows Video.

Right underneath the “Quick Links” is our “Community Portal” this is where you can enter an address and find information specific to that address. This is tied into our GIS data and you can find information such as refuse information, property information, tax information, township, local official information. This is a great where you can find information pertaining to that specific address based on our interaction with our GIS Consortium.

In summary, our website is a highly utilized tool which is used by the community and the City. It does take advantage of that and makes the best effort to ensure the latest up-to-date information is always available. Kelly, our System Administrator for the City of Rolling Meadows is the primary lead on our website and does a fantastic job maintaining and updating it and is always looking for new ways to enhance the site to make sure it is always refreshed. That is it for the overview and if the Council would like to have a more in-depth or personalized tour, anyone of our IT Helpdesk staff members would be more than happy to assist. If you have any questions I’m happy to answer them right now or you can always call or email the Helpdesk at your convenience.

Mayor Gallo – I'm surprised that the Agenda page didn't make the cut for the top visited pages but that just might be my biased.

Alderman Sanoica - Was there any data about how many residents or how many visitors are subscribing to the various alert system that the City's site provides?

Waseem Khan, IT Coordinator – That was not included in the slideshow but we can certainly provide that to you.

Alderman Sanoica - Thanks, I think that would be a useful insight to see if that's something that's utilized or something that we can maybe push for in the future.

3) Rolling Meadows Business Buzz Website

Martha Corner, Business Advocate – This is a new feature and a new initiative by the City. Generally speaking, we are doing this to benefit all businesses in the community free of charge to improve their visibility and to hopefully drive traffic to their locations. This was an effort to immediately support the City businesses during tough economic times. We are attempting to continue to align our initiative with the Rolling Meadows Economic Development Committee (EDC) and to find ways to collaborate and support the business community. We also want to make sure that the City is able to design and maintain the website and we are accomplishing that as we go forward as this is a work in progress. Finally, to keep this effort affordable for the City in particular because it was unexpected expense due to the COVID-19 impacts.

Extensive research was done in business websites in other communities until the design was found that we felt best suited our needs. We found a good example to file which was the *Elmhurst City Center* website. We contacted their staff to learn more about how it was created and then we followed the appropriate City procedures we did solicit three separate bids. Before we solicited those bids we defined what we were trying to accomplish, objectives to ultimately implement and maintain the site within a budget to train City Staff to maintain the site as needed and also to obtain the necessary data to optimize search engine analytics and professional feedback. These long-term goals and objectives were discussed with the City's EDC and in-depth with numerous staff here at City Hall. The lowest, responsible, time-sensitive bidder was awarded as this was an urgent priority that we wanted to implement at a low expense.

We solicited bids from three firms knowing what our criteria was. We reached out to Civic Plus which is the City's current website provider and they're a municipal focused website company. Secondly, we contacted Intrinsic Marketing, they currently support the Rolling Meadows Chamber of Commerce business website RM Talk. That website is available to Chamber members, non-members but also to non-City businesses that are listed on the site. Intrinsic Marketing is located in Chicago and the owner is a Rolling Meadows resident. Finally, we contacted Divine Design and Marketing and we ultimately selected Divine Design for a variety of reasons. They were able to deliver on this time sensitive project and we did complete the execution in early October. They had the lowest bid with our specific criteria of \$1800 including the City's ideal, user-friendly design platform and implementation, training of staff and reporting of analytics. There's also an ongoing fee of \$150 per month and that will cover up to four hours of necessary site edits and updates. We like their ideas on how to keep the website fresh and engaging and they have been able to move forward with the City's long-term desired goals and objectives of this website. They have been very generous with extra hours to exceed our expectations to meet the deadline and to produce the most professional and accurate information on the website. Finally, Divine Design is a Rolling Meadows based business and the owner is also a resident.

Lori Ciezak, Assistant to City Manager - Marketing the new site to local businesses in the community was done to more than 850 Rolling Meadows businesses asking for their participation to include more detailed information and special offers in the new Rolling Meadows Business Buzz website. A simplistic Google form application was used to collect the necessary data from the businesses. The businesses were notified of the new website in the following ways: an email blast using the MailChimp platform; a standard email invitation with a business; an article in the Business Messenger newsletter that is sent to more than 800 City businesses; the flyer was included in the 2021 business license mailings; and we followed up with phone calls and visits to dining and retail locations to encourage coupon participation and just participation in general. The businesses were thrilled to see the City's effort to assist them during these challenging economic times.

Divine Design and Marketing did a great job designing the site to be engaging, simplistic and easy to navigate. Our local business community response was very encouraging. All City businesses do have a listing in the directory section of the new website and they are free to opt out at any time. Currently, 41 businesses have complete the application to include additional information to their standard directory listing. I'm happy to report that 25 businesses so far are offering a high-value coupons in the special offer section on the site. Again, staff is consistently working to increase the participation in the section. Three area job postings are listed from the City businesses at this time as well.

To effectively advertise the new Rolling Meadows Business Buzz website to the residents in Rolling Meadows and surrounding areas starting October 16, 2020. Ads were posted on the City's website homepage, Facebook page and electric signs and this will continue for many months. An article in the monthly News & Views community newsletter, flyers were posted in City Hall and other partner locations, a reduced version of a flyer was included in the December utility bill mailing to all residents and we intend to distribute flyers at any upcoming City events in the near future.

Martha Corner, Business Advocate – (Presented the main features of the website www.rmbusinessbuzz.org) There are five main areas of the site, Home, Directory, Special Offers, What's New and a Contact page. Businesses are listed alphabetically and they are broken down into six categories (Shopping, Dining, Construction, Services, Health & Well-Being and Other). Businesses who provided additional information is also included. Special Offers section contains coupons that can be presented by either printing or by showing a photo of the coupon. The "What's New" section has Community Events information, Business of the Month Showcase, Job Opportunities in RM and Business Accolades. If anyone wants to contact the City to learn about the website or to provide comments or suggestions they can contact the Business Advocate either by mail, email or phone.

Lori Ciezak, Assistant to City Manager - The website analytics provided by Divine Design & Marketing indicate a very successful start for the first month. These reports cover the timeframe from September 30 to November 16 and the dates correspond to spikes in the timeline from the October 16th launch date. To date, we have 549 users which is people who have visited the site which is very good for the first month of existence. New users are people who have visited the site one time and have not returned. Sessions are the period of time that a user is active on the site. If there is inactivity after a certain amount of time it is counted as another session once they go back on. Page views are the number of pages clicked per session, currently we stand at 3,269 which is another very solid number that demonstrates that users are clicking around. On average, a user is visiting more than three pages on this site which is very good. Pages per session is the average number of pages viewed per session. The average session duration is how long a user stays engaged on the site, currently we're at 2 minutes 49 seconds and it's a very healthy amount of time to be active on a new site. The bounce rate is the percentage of all sessions on the site in which users viewed only a single page did not engage and then left, when this happens the bounce rate increases and if the user continues on to another page the bounce rate decreases. Devine Design has informed us that the 47.05% is incredible for a new site. Over 50% of users looked at more than one page which is very solid

and a great number for the first month. The top four most visited pages are the Homepage (752), Business Directory (295), Dining (206) and Special Offer (161). Visitors are spending the most time on the Special Offer page which is about two minutes and as a result of this feedback it would behoove staff to continue to work on increasing coupon offerings from restaurants and all applicable businesses since it proves to be a big draw for this site.

Martha Corner, Business Advocate – In conclusion, time from City Staff will be minimal, but necessary to ensure that the RM Business Buzz website information remains current and engaging for the end-users. The following actions will be made by City Staff on a weekly/monthly basis: Ensure that general information on City businesses remain current in the “Directory”; Update coupon values and expiration dates as needed in the “Special Offers” tab; Post upcoming event information for the City and local partnering organizations; Ensure that City business job postings remain current; Gather and update material for the “Business of the Month” and “Business Accolades” tabs; Continue to encourage participation from businesses, especially with special offers, events and job postings; Regularly advertise the RM Business Buzz on City and partnering marketing platforms.

Alderman Sanoica – I know at the very beginning you were mentioning how the City website has a section for businesses and that there’s a site hosted by the Chamber of Commerce called RM Talk. Can you clarify again the strategic use of this third medium outside of the City’s social media and website or the Chamber of Commerce or other avenues for this item?

Martha Corner, Business Advocate – This website is specific to all businesses in the City of Rolling Meadows meaning geographically located in the City. Our goal was to list the directory of the businesses with their website and other information to improve the visibility to the broader community and also at no expense to the businesses themselves and at low cost to the City and allow them to provide special offers and again opportunities to drive traffic to their businesses. It’s unique and it’s managed and initiated by the City and it’s a relatively low cost at no expense to the businesses. Finally, the City is the governmental overseeing body of this website.

Alderman Sanoica - Is there a long-term strategy to combine this design with the branding or updates that Waseem had mentioned in the earlier item with the City website?

Martha Corner, Business Advocate – I think that’s basically something that we’re working on going forward. We will admit that this was sort of a hasty initiative but we didn’t anticipate COVID-19 but we did want to do something. One of causes for the impetus of this project was the City Council asking that we do something so we decided to do this. Going forward, we will look at this strategically in a longer-term perspective and talk to the Economic Development Committee as we’ve also had extensive discussions on this topic.

Mayor Gallo - What was the deciding factor to separate or bifurcate this platform from using our current City website? Building a page and having subpages for each vendor, what was the deciding factor to do that?

Martha Corner, Business Advocate – We did obtain a bid from CivicPlus but it was significantly more expensive to work from that platform then to have a separate website developed for this purpose which includes a directory and the coupon offers etc. Divine Design has used a platform that is common for this type of purpose but it is a .org website and it is owned and operated by the City.

Lori Ciezak, Assistant to City Manager - It’s a WordPress template and very user-friendly which enables City staff to be able to train on it quickly and effectively.

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Mayor Gallo - Based on the fact that there are anticipated updates to the page, are you allowing the participating businesses to manage their own page to minimize the amount of time that Divine Design has to spend producing these updates?

Martha Corner, Business Advocate – No, this is owned in manage by the City. Going forward staff can easily update the information much like we do with the current City website when we update events etc.

Mayor Gallo - So we do not anticipate spending more than that \$150 per month for Divine Design to produce any work inside the site?

Martha Corner, Business Advocate – We do not.

Alderman Cannon - One of things that I was thinking about as we're going through all this, maybe down the line when we get a better handle on this whole program we might want to consider offering available business real estate that's available in the City of Rolling Meadows. Sometimes we're not aware that a business is outgrowing their needs and it might be helpful if they knew that there were other business properties in town. It's just a suggestion.

Alderman O'Brien - This was heavily discussed at the Economic Development Committee. Attorney Wolf attended a couple of the EDC meetings and there was concern about who maintained ownership of the materials if it wasn't posted on the City website. The agreement at the EDC is that we'll get a year under our belt, look at the tracks and the analytics and then compare that to the other vendor for RM Talk. We did decide to do from an EDC perspective that it is just one year commitment with Divine Design take a look at the analytics and get feedback from businesses and then review it again and decide if we keep it going. Some of the concerns were who owns the data should something happen and this allowed the City to maintain this site since the City is more of the source of the documentation. EDC did ask for analytical updates as often as we can get them and do a comparison at the end of the year to see if it's worth going forward or potentially partnering with RM Talk or another vendor that might have something else.

Mayor Gallo - What are some of the key indicators that will define success a year from now?

Alderman O'Brien – Some of the search engine optimization (SEO), the number of hits compared from that as well as a lot of the feedback from the businesses that are out there. Are they getting the return of free coupons? Martha noted that they are tracking them. Are the business seeing upticks go through as a result of this? It is good to hear that Martha and Lori are hearing from businesses that the coupons are being redeemed.

Alderman Budmats - Based on what I saw earlier it sounded like Divine Design was providing you with the metrics as to how many people are visiting the site and how long they're staying on the site but in one year we're going to make a decision if we keep using Divine Design for this service based on the metrics that they're providing. Is there a way to get independent metrics? They have a vested interest in how they report these metrics to us so how do we find independent numbers that tells us if it's working or not working other than finding out if people are actually using the coupons. I'm just asking because I have no knowledge of these kind of things.

Martha Corner, Business Advocate – In our selection of the design firm one of things that we did consider is our ability as staff to gather the data and we are to be trained to do so.

Mayor Gallo - It looks like the actual analytics/metrics are coming from Google analytics. What Divine Design did is created a property for this website to pull those metrics and the City should definitely have access to that Google analytics page. That's what Divine Design is using.

Alderman Vinezeano - We did have extensive conversations at EDC about this. One of my biggest concerns and that I still do have with this website is the amount of hours that staff is going to put into this. I understand that Divine Design is giving us four hours included in our monthly fee but the concern was in cooperation with that four hours, how many hours is staff spending on this? I don't know if we have really gotten an answer at this point, is how do we know if this is beneficial or not and worth the money with just the Divine Design or the website cost aside with just staff time as well? I'm not sure how we account for that, maybe Martha and Lori or Manager Krumstok can help answer that at this point but that is still a big concern for me.

Martha Corner, Business Advocate – We can begin to track it but we're guessing that each of us will be spending 1-2 hours per week on this effort.

Lori Ciezak, Assistant to City Manager - Obviously the launch was a lot more time consuming but now that it is up and going basically now will be talking to businesses to get more participation. We foresee 1-2 hours per week on average.

Alderman Vinezeano - Is it unreasonable to request tracking of that because like we said at the EDC, we're a municipality we're not in a business of running a website. If this is costing more than the return and the businesses are only getting a few coupons here and there, at what point do we cut ties? I know we've had that conversation at the EDC level as well. My fear is if we wait the full year how much time and money have we wasted potentially in staff hours. I would really like to review this in six months to see if we can have those kind of numbers put together.

Lori Ciezak, Assistant to City Manager - Not a problem.

Alderman O'Brien - That was a big concern we had but I'm guessing this might become part of their regular routine as they're doing the business visits.

Martha Corner, Business Advocate – It's already becoming part of the conversation when we interact with the businesses. It's part of the materials that I carry around with me to provide to the businesses. It was well received and I think it's going to get more traction going forward and obviously we like to use our time efficiently so I think it's a work in progress.

4) 2021 Community Events

Lori Ciezak, Assistant to City Manager - We'd like to propose the 2021 community event line-up for the City of Rolling Meadows. With the cancellation of most events in 2020, other than four City Markets, Staff is prepared to view this 2021 calendar as fluid, responsive and proactive to what is happening around us in respect to the COVID pandemic. We will again note on all event calendars advertised that event dates are subject to cancellation or postponement at any time, due to COVID-19 precautions and/or government mandates. Occurring events will implement new social distancing and sanitization precautions to maximize health and safety for all attendees.

The City Markets were deemed as "essential", we anticipate that the City Markets will indeed take place next year. We are happy to invite the City Council back for the "Meet & Greets" at some, or all of the markets. We suggest changing the time to 12:00 – 1:00 pm to engage more visitors at this busier time of the day.

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We'd like to see the revamped St. Pat's Dinner event happen in 2021 on Saturday, March 13, partnering with the Park District, as in the past. We'd also like to consider the Halloween Kick-off on Kirchoff event, with a tentative date of Saturday, October 30th. Hopefully, we are able to host the Veterans Dinner in November, prior to the Veterans Day holiday.

Obviously, we remain hopeful that the nation returns to normal sooner than later. Staff will be proactive in 2021 to all community event adjustments, postponements or cancellations as deemed necessary by the City and/or State.

Alderman O'Brien - I did receive similar calls and feedback after our last Council meeting of what a huge hit the pictures were. For the Halloween kickoff are we envisioning potentially keeping trick-or-treating on a Saturday? The event is scheduled for October 30th based on the draft calendar. The people that gave feedback loved the Saturday and the pictures that went in the windows turned into a scavenger hunt for the kids. I would be in support based on resident feedback to always keep it on a Saturday but I don't know if that was part of your plan or if it was just the event on the 30th and leaving the trick-or-treating on the 31st.

Barry Krumstok, City Manager - The idea is to have the Saturday event and keep regular trick-or-treating on October 31st. We thought it would be a great event teaming up with the Park District to do a Saturday event and allow Sunday for trick-or-treating on its own.

Alderman Bisesi - I think you did a great job regarding the events. It's a nice calendar of events and I'm very much in support of it. I do have one question, is there any idea of what the expense is to the City for all these events?

Barry Krumstok, City Manager - We don't have an overall expense because of fundraising and the Community Events Foundation. Even though the City budgets an amount the Foundation picks up the cost. Donations come in from a lot of businesses to support these events as we continue doing them.

Alderman Bisesi - I know we use Public Works resources on a lot of these. Once again, I'm 100% in favor of doing all them I'm just curious as to what it's costing the City. Maybe at some point you can come up with some kind of an estimate.

Alderman Vinezeano - Since I've become Alderman, besides garbage cans the second most popular conversation I've had is bringing back Diamond Fest, this was before my time but I've heard legendary stories about this. I'm just proposing that it be brought up in discussion, obviously not for next year, but maybe the year after and seeing if this is something that can be brought back. From my understanding it was a very popular event in our community and I feel like at this point that's what our community is being known for and bringing visitors to is events. It would be a great opportunity for our community so I would just like for us to at least start having that conversation and I think residents would really back it because I think I hear more about that than garbage cans.

Alderman Cannon - In light of the conversation we just had about Halloween, the last few years I've been advocating moving the tree lighting ceremony to a Saturday. It sounds like we had great success with Halloween why wouldn't we have equal success or more for the holiday lighting on a Saturday as opposed to weeknight? I've asked about this last couple years, most people don't agree with me, but in light of the fact that we just brought it up I just thought I would throw it out there again. I thought last year when we agreed to put the tree by Public Works it was just going to be a short-term solution I didn't realize that was going to become a permanent home for our tree. I'm kind of disappointed to hear that.

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Mayor Gallo – Are there any other questions or comments from Council? Seeing none, is there a motion to adjourn? Alderman Sanoica has made the motion and it has been seconded by Alderman Bisesi. Any discussion? Seeing none, will the Clerk please call the roll?

AYES: Vinezeano, Bisesi, D’Astice, Sanoica, Cannon, Budmats, O’Brien

NAYS: 0

ABSENT: 0

With 7 in favor and 0 opposed, this meeting is adjourned.

There being no further business, by unanimous consent the Committee-of-the Whole meeting was adjourned at 8:42 p.m.

Respectfully submitted: Judy Brose, Deputy City Clerk

November 17, 2020 Committee of the Whole Minutes Approved by Council on December 1, 2020.

Judy Brose

Judy Brose, Deputy City Clerk