

APPROVED MINUTES

**VILLAGE OF ANTIOCH
BOARD OF TRUSTEES
COMMITTEE OF THE WHOLE
Municipal Building: 874 Main Street, Antioch, IL
May 11, 2011**

I. CALL TO ORDER

Mayor Hanson called the May 11, 2011 Committee of the Whole meeting of the Board of Trustees to order at 7:00 pm in the Municipal Building: 874 Main Street, Antioch, IL.

II. PLEDGE OF ALLEGIANCE

The Board of Trustees led the Pledge of Allegiance.

III. ROLL call

Roll call indicated the following Trustees were present: Sakas, Poulos, Crosby and Dominiak. Also present were Mayor Hanson, Administrator Keim, Attorney Long and Deputy Clerk Folbrick. Absent: Trustees Pierce and Jozwiak.

IV. APPROVAL OF MINUTES

Trustee Poulos moved, seconded by Trustee Sakas to approve the March 16, 2011 and April 13, 2011 Committee of the Whole meeting minutes as presented. Trustee Sakas corrected the spelling for Mr. Accardo. Upon roll call, the vote was:

YES: 3: Sakas, Poulos and Crosby

NO: 0.

ABSTAIN: 1: Dominiak.

ABSENT: 2: Pierce and Jozwiak.

THE MOTION CARRIED.

V. REGULAR BUSINESS

First Fire Protection District IGA – Chief Nixon reviewed the Intergovernmental agreement between the First Fire District and Village of Antioch creating the First Fire Protection District as the primary employer for shared employees. The agreement formalizes the cost sharing already in place by both parties. He further discussed wages for volunteers and on-call staff. The agreement allows for the First Fire District to provide their own worker's compensation, and take over payroll services.

Trustee Crosby asked why there is no set date within the contract for review. Chief Nixon explained that it may have been omitted, but there is a termination clause included in the contract. Attorney Long will discuss with the attorney for the First Fire District to include a required review and evaluation in the contract terms.

Current operations will remain and are now placed in writing. Changes to current operations include insurance and payroll services. Trustees further discussed attorney review, training, cost sharing, property and facility sharing, and subleases.

The attorney will review the agreement and bring back to a future meeting.

Robin Malpass & Associates 2011-2012 Marketing Campaign – Director Nilsen stated this is the third year for the Authentic Antioch campaign. The Board had previously asked for a step program, which staff has reviewed. He discussed funding for the project, and introduced Robin Malpass.

Ms. Malpass provided results from the 2010 Holiday Campaign, including website visits, coupons, and interaction with local merchants. She further presented the plan for the upcoming year, which involves building

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upon the coupons and website, incorporating social media, public relations, partnership opportunities, and a redesign of the brand mark. Ms. Malpass also reviewed the timeline for the project.

Trustees asked what recommendations staff may have. Director Nilsen explained that it is a wonderful opportunity, and now is a fortunate time so that summer programs may be incorporated. Trustees further discussed coupon use, user demographics and the logistics of a logo redesign. They also agreed with the logo redesign, and discussed the Chamber's involvement. Mayor Hanson said that the Village and Chamber will have to come to an agreement, and work together to reach out to the community. Ms. Malpass related that she had meetings with the Chamber President, and reviewed the history of the partnership with the Chamber and Village. Director Nilsen added that advertising for events are shared by the Chamber and Village as well.

The contract will be placed on the next Village Board Agenda for consideration.

Park Commission recommendation to eliminate non-resident fee - Director Kudla discussed the incorporation of Lake Villa residents using Antioch Parks programs since the dissolution of their parks department. He explained that non-resident rates are \$5 more for non-Antioch residents, totaling approximately \$500 per year. He believes the elimination of the non-resident fee will increase class attendance, and help to meet minimum class requirements therefore avoiding cancellation of classes. He added that priority registration will still be available to Antioch residents. The Park Commission voted unanimously to eliminate non-resident fees.

Trustees discussed other communities, park districts, and the potential for increased registration. Mayor Hanson spoke about increased facebook traffic, and funds for programs, as well as increased sales tax from the non-residents coming into town and shopping.

Park Board member Johnson believes that the increased traffic in town will bring awareness to non-residents about the various events offered in Antioch. Board members agreed that the benefit to the taxpayers should be communicated to the residents through the Village newsletter. This item will be placed on the next Village Board Agenda for consideration.

Trustee Pierce arrived at 8:09 PM

Discussion regarding 4th of July parade route – Administrator Keim presented the parade route from the previous year due to construction, and the option to bring it back to Main Street. Mayor Hanson thinks traditional Main Street is the better location. Director Kudla added that the traditional parade route ends at Williams Park and helps to kick off the programs that begin there after the parade. It was the consensus of those present to return the parade route to Main Street.

Mr. David Karcewski, business owner, added that the parade route from 2010 cost him approximately \$10,000-\$12,000 in business, and would prefer the Main Street location.

VI. OTHER BUSINESS

No Report.

VII. ADJOURNMENT

There being no further discussion, the Village Board of Trustees Committee of the Whole meeting adjourned at 8:20 p.m.

Respectfully submitted,

Lori K. Folbrick, RMC/CMC
Deputy Clerk