



Village of Maple Park

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Approved by the Finance
Committee on 11-28-17.

FINANCE AND PUBLIC RELATIONS & DEVELOPMENT COMMITTEE MEETING MINUTES

Tuesday, August 29, 2017

7:00 p.m.

Maple Park Civic Center
302 Willow Street, Maple Park, IL

1. CALL TO ORDER / ESTABLISHMENT OF QUORUM

Chairman Luke Goucher called the meeting to order at 7:00 p.m.

Village Clerk Liz Peerboom called the roll call and the following Committee members were present: Trustee Luke Goucher, Trustee Bart Shaver, Trustee Kristine Dalton.

Absent: Trustee Chris Higgins.

Others present: Village Clerk Liz Peerboom.

2. PUBLIC COMMENTS – *Any resident wishing to address the Board may do so according to the Rules of Public Comment and should register with the Village Clerk prior to the meeting.*

None.

3. APPROVAL OF MEETING MINUTES

- May 23, 2017, July 31, 2017

Trustee Dalton made a motion to approve the meeting minutes of May 23, 2017 and July 31, 2017, seconded by Trustee Shaver. Motion carried by voice vote.

4. DISCUSSION OF RATES FOR CIVIC CENTER

- Office Space

The Committee discussed office space rental rates. Trustee Goucher said that he felt that the current rate is too high and he would like to see lower rates that might bring some revenue to the village.

This item will be discussed at length at a future meeting.

5. DISCUSSION OF GYM RENTAL

- Looking at who's renting
- Proof of insurance for renters
- Logistics
- Lock / Keypad

MINUTES

Finance and Public Relations & Development Committee

August 29, 2017

Page 2 of 4

Trustee Goucher suggested putting keypads on the doors at the parks and village buildings. He also suggested installing more security cameras. Clerk Peerboom will find out the name of the camera company that we currently use.

6. DISCUSSION OF COLLECTION AGENCY

Trustee Goucher doesn't think that paying a collection agency is worth the dollar amounts that the village has for collection. He will talk with the Village Accountant about this item.

7. DISCUSSION OF BANKING OPTIONS

Trustee Goucher said that it is good to look at every banking options couple of years. He added that he will help collect data but abstain from voting on moving to a new bank. Trustee Goucher suggested a mobile deposit for checks, adding that he will get together with the Village Accountant and get information together to give to several banks.

8. DISCUSSION OF SALES TAX REFERENDUM

- **Market Study in surrounding areas**

Trustee Goucher advised that this was a request from Village President Kathy Curtis. He added that this is a long-term goal for the committee.

Consensus was to explore the possibility of having a referendum to raise the sales tax. Trustee Shaver said that he will take on this project.

9. DISCUSSION OF FORECASTING FOR TIF

- **Revenue**
- **Programs / Projects**

Trustee Goucher said that the first job is forecasting, the second job is figuring out what we do with the increment. He added that we have this TIF District and generated this revenue, now what do we do with the increment that has been and will be collected for the village.

He also wondered what the Board can do to entice businesses and along with that get more sales tax.

Trustee Goucher will take on this project.

10. DISCUSSION OF WATER / SEWER IMPACT FEE

- **Forecasting**

Trustee Goucher said that this item goes along with #9, adding that he will take on this project.

MINUTES

Finance and Public Relations & Development Committee

August 29, 2017

Page 3 of 4

11. DISCUSSION OF PUBLIC RELATIONS

- **Promotion**
- **Media**

This was brought to the Committee by Trustee Higgins. Trustee Goucher said we need to leverage the different attractions in Maple Park, even if they aren't actually in the corporate limits.

Trustee Goucher suggested putting money into a possible marketing budget for next year. Trustee Dalton said there are opportunities for public relations that do not cost any money. Chairman Goucher asked if she will take on this project. Trustee Dalton accepted the project.

Consensus was to continue talking about public relations.

12. REVIEWING WELCOME PACKET

- **Media Outreach – What works / what doesn't**
- **Educational tools**
 - i. **Website**
 - ii. **Blackboard Connect**
 - iii. **Facebook**

Trustee Goucher advised that this item would be discussed along with #11.

13. DISCUSSION OF NEW GOLF CART POLICY

The Committee talked about the fee, if any, on golf cart stickers. Then they talked about animal tags and whether requiring animal tags is worth the effort for the amount that is collected.

Village Clerk Liz Peerboom will put together a sticker policy that includes golf carts. At the next meeting, the Committee will also discuss a draft ordinance on removing animal tags.

The Committee also talked about not mailing out vehicle stickers. They also discussed making the initial cost more expensive and then have the renewal cost be less.

14. DISCUSSION OF REFUSE CONTRACT

Trustee Goucher said that he thinks that Waste Management is very expensive and the contract is up in January of 2019. He added that the Board will hear from Waste Management at the September Board meeting, so he would like to have presentations from other companies. Clerk Peerboom distributed sample RFPs from the City of DeKalb and the City of Earlville. Trustee Goucher will work on the draft RFP.

MINUTES

Finance and Public Relations & Development Committee

August 29, 2017

Page 4 of 4

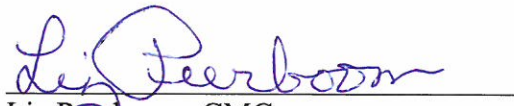
15. DISCUSSION OF OTHER ITEMS

None.

16. ADJOURNMENT

Trustee Dalton made a motion to adjourn the meeting, seconded by Trustee Shaver.
Motion carried by voice vote.

Meeting adjourned at 8:39 p.m.



Liz Peerboom, CMC
Village Clerk

Committee Members
Trustee Goucher Chair
Trustee Dalton
Trustee Higgins
Trustee Shaver