

**VILLAGE OF LINCOLNWOOD
PRESIDENT AND BOARD OF TRUSTEES
MEETING OF THE COMMITTEE OF THE WHOLE
GERALD C. TURRY VILLAGE BOARD ROOM
JUNE 20, 2023**

Call to Order

President Patel called the Committee of the Whole Meeting of the Lincolnwood Board of Trustees to order at 6:03 P.M., Tuesday, June 20, 2023, in the Gerald C. Turry Village Board Room of the Municipal Complex at 6900 N. Lincoln Avenue, Village of Lincolnwood, County of Cook, and State of Illinois.

Upon roll call by Village Clerk Beryl Herman, the following were:

PRESENT: President Patel, Trustees Klatzco, Diaz-Herrera, Sargon, Saleem, Halevi, Martel

ABSENT: None

A quorum was present.

Also present: Village Manager Anne Marie Gaura, Assistant Village Manager Charles Meyer, Community Development Director Scott Magnum, Fire Chief Barry Liss, Police Chief Jason Parrott, Assistant to the Finance Director John Risko, Assistant to the Public Works Director Brendon Mendoza, and Management Analyst Elijah Bebora.

Approval of Minutes

The June 6, 2023, Committee of the Whole meeting minutes were presented for approval.

Trustee Sargon moved to approve the June 6, 2023, Committee of the Whole meeting minutes. Trustee Saleem seconded the motion.

Upon Roll Call, the results were:

AYES: Trustees Klatzco, Diaz-Herrera, Sargon, Saleem, Halevi, Martel

NAYS: None

ABSENT: The motion passed

Regular Business

1. Discussion Concerning Chicago's North Shore Convention & Visitors Bureau Membership

This presentation was made by Community Development Director Scott Magnum and Gina Speckman of CNSCVB.

Community Development Director Scott Magnum stated that earlier this year, the Chicago North Shore Conventions and Visitors Bureau (CNSCVB) approached Village about membership in the bureau. CNSCVB currently has ten member communities. They offer

marketing services, including attractions, hotels, and restaurants, through their website, social media, newsletters, trade shows, and other regional publications.

The annual membership fee is \$10,000 for a non-hotel community. The annual membership for a hotel community would be the estimated annual hotel revenue x 3% x 15%. Director Magnum stated that staff is requesting the Village Board provide consensus regarding membership to the CNSCVB beginning July 1, 2023. Furthermore, if there is a consensus to become a member, approve a Resolution to approve a Membership Agreement would appear on an upcoming consent agenda of the Village Board, and the \$10,000 fee would be budgeted for the 2024 Calendar Year.

Trustee Martel asked what the sales tax from hotels is in the village. Furthermore, he asked what the benefit is of becoming a member of the Bureau.

Director Magnum stated that the hotel tax is 9%.

President Patel stated that the intention of the membership is for marketing. To create awareness of the Village to people coming into the surrounding area.

Trustee Sargon stated that if there was any information from other communities on the cost-benefit analysis due to their membership in the Bureau.

Gina Speckman of CNSCVB said the main benefit is that the organization has a two million dollar annual budget and seven professional marketers on the team. They do so much marketing. Since the Village has a hotel, it would be one of the few communities that aren't part of a membership. Membership creates a voice in the marketplace.

Trustee Sargon asked if the Village is doing other marketing similar to what the Bureau does.

Village Manager Gaura stated that this would be the first time the Village would be attempting to do marketing.

Gina Speckman stated that she recommends membership because the Bureau can go to the different Village community events, take pictures, and advertise the Village.

Trustee Halevi asked that if the Village becomes a member, will there be a dedicated staff member to give them the information they need?

Village Manager Anne Marie stated that someone would be assigned to provide information to the Bureau.

Trustee Klatzco asked if they solicited advertisements from businesses in town, such as restaurants.

Gina Speckman stated that restaurants can join and become a member.

Trustee Diaz Herrera asked if they have a newsletter. She asked if they would include events such as Turkey Trot.

Gina Speckman stated that they have newsletters they send within the north shore that are published monthly. She said that they could include events such as the Turkey Trot.

Trustee Klatzco asked if there is a way to validate what the draw is in a community.

Gina Speckman stated that they solicit meetings and events. Go to trade shows. So there are different audiences they have. The membership is communities that do not have big hotels. They have a lot of members, and restaurants are happy; otherwise, they wouldn't be members.

Trustee Diaz Herrera asked if their members were mostly businesses and municipalities.

Gina Speckman stated that a business can't be advertised unless they are a member.

Trustee Martel asked if the marketing of Lincolnwood includes the member restaurants. He asked whether the membership was based on hotel revenue.

Gina Speckman stated that the formula for municipal membership is based on hotel revenue. She noted that Hotels often join bureaus even before they open.

Trustee Sargon asked what the membership gets without restaurants.

Gina Speckman stated that nothing because they haven't had membership without restaurants.

Trustee Diaz Herrera stated that paying a \$10,000 annual membership fee is fair without the hotel.

Trustee Martel stated that he would like to see a mechanism to evaluate the effectiveness of the membership.

The consensus is for staff to gather more information and return to the Board for future consideration.

2. Discussion Concerning Multi-Cultural Task Force

Village Clerk Beryl Herman stated that in 2010 she was asked to start a Task Force to provide programs for Parks and Recreation. They worked on programs that would appeal to different communities. At the time, the churches in the Middle East were under siege. They decided to bring in speakers from those churches. It's their mission to provide information to the community on who their neighbors are, and they have expanded their efforts. They have a

transgender speaker invited to an event and two speakers who spoke on disabilities. Members have spent over \$2,000 of their own money to pay for speakers and entertainers. The Village has allowed them to host their meetings in Village facilities. They hope to develop acceptance of each other in the community.

Trustee Sargon stated that she holds members of the task force in high regard. She stated that it had been an independent entity for the past few years. In order for the Village to take more of a role financially, the Village Board needs to take more of a role in the Task Force. We need groups like yours in the community, but it cannot be an independent organization. There isn't a question that the village board wants to support this, but it needs to be under the oversight of the Village Board.

President Patel stated that there is a desire to have the freedom to do what the group would like to do. He is a believer in the separation of church and state. This blurs that.

Trustee Martel asked what is the Task Force asking of the Village Board.

Clerk Herman stated that the group had run out of money. They have all donated money. The people who come don't come for the money, but the people that attend talks, often donate it back to the Task Force or the community.

Rosamin Bhanpuri stated that the reason why she is on the Task Force was that she was invited by the Police Chief. She sees that it's as official as it gets and should be under the umbrella of the Village. Furthermore, Rosamin Bhanpuri stated that she would like the general public to be aware of the Task Force.

Trustee Halevi stated that if there was a Task Force, it was for a finite amount of time.

President Patel stated that if there is a task that needs to be defined, then we would need to define it.

Trustee Saleem stated that looking at the Task Force encouraged him.

Trustee Diaz Herrera stated that she welcomes the Task Force, but it's up to them whether they want to remain independent or be a recognized Village Task Force. She stated that she doesn't want to lose the Task Force.

Trustee Sargon welcomes the opportunity, but they need to talk among themselves about whether or not they want Village oversight.

The consensus of the Village Board is for the Task Force to discuss amongst themselves and provide a response to the Village Board whether they are willing to be under the oversight of the Village Board as a Village supported Task Force or continue to be an independent Task Force.

3. Discussion Concerning Foreign Fire Insurance Board Transfer of Funds

Assistant to the Finance Director John Risko stated that since 2003, the Village had collected \$609,329.39, which has been included in our Unrestricted General Fund balance. On May 11, In 2023, the Lincolnwood Fire Department created the Lincolnwood Foreign Fire Insurance Board (LFFIB). The Board has adopted by-laws, elected officers such as Chair, Secretary, and Treasurer, and is in the process of setting up bank accounts. The required structure is now in place for the Village to transfer these funds to the LFFIB. LFFIB is establishing a direct relationship with IML so that future foreign fire insurance funds will go directly to LFFIB. Next distribution should be in October 2023.

Mr. Risko stated that while the amount of a one-time transfer would not be deemed a required "material event" disclosure under Municipal Securities Rulemaking Board (MSRB) rules, it would likely require a Note in our audited financial statements, which may cause undue concern for our bondholders, other debtors and rating agency, Moody's Investors Service. A one-time transfer would not violate the Village's Fund Balance Policy of maintaining a fund balance equal to 25%-35% of current-year revenues. Since the funds accumulated over time, the transfer of those funds to LFFIB should be completed over multiple years, as well. To date, the LFFIB has not yet developed a formal list of possible uses for these funds, and there does not appear to be a potential large expenditure requiring the need to transfer the entire amount at one time. The Village has historically strongly supported the Fire Department, including commitments of American Rescue Plan Act (ARPA) funds and General Funds for a new ambulance (\$437,000), a new fire truck (\$800,000), and the purchase of StarComradios (\$100,000), as well as new turnout clothing, equipment, and facility maintenance.

Mr. Risko stated that staff recommends the Village Board support the Village Manager in negotiating a maximum three-year transfer of these funds to LFFIB. An annual transfer of approximately \$203,000 per year over three years is reasonable and can address many of the operational desires of the department.

Trustee Klatzco asked if they put money into the Fund.

Fire Chief Liss stated yes, by the regulations and by-laws for the Fund. There are three methods of investment, checking, savings, and money market. Everything is insured, and the property purchased is the property of the Village.

Trustee Sargon asked if the money is over 20 years and if it is earmarked for something else.

John Risko stated that it is 2% that the insurance companies require.

Chief Liss stated there are several items that the funds can be used for, such as improving office chairs, painting, and funding safety equipment.

Fire Chief Liss stated that they Anticipate \$45,000 a year going into the Fund.

Trustee Martel asked how it is decided how much funding goes towards the purchase of equipment against the General Fund.

Village Manager Gaura said that the Fund would support purchasing supplemental items that support the Fire Department and is property of the Village. The Village would cover the major items.

The consensus of the Village Board is to transfer \$100 to the Foreign Fire Board to get established and to bring the item in front of the Village Board at the July 18 Village Board meeting.

4. Discussion Concerning Valet Registration Program

Police Chief Jason Parrott stated that there are restaurants that offer valet services in the Village. A Valet Registration Program establishes acceptable standards of operation, promotes valet service and good driving behavior, requires adequate liability insurance coverage, prohibits the parking of vehicles on the public right of way without the permission of the Village, protects vehicle owners & businesses, and reduces the negative impact of parking & traffic concerns.

Police Chief Parrott stated that staff recommends the approval of a Valet Registration Program.

Trustee Klatzco asked if the Village would need to add a fee for administrative costs.

Police Chief Parrott stated that he did not think so. The Village would get more compliance if there was no fee.

Trustee Sargon stated that this program would go to the Traffic Commission.

Chief Parrott stated no and would go to the Village Board for consideration.

The consensus of the Village Board is to bring the item in front of the Village Board at the July 18 Village Board meeting.

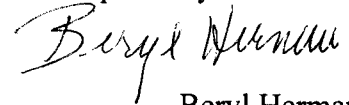
Adjournment

Trustee Martel moved to adjourn the Committee of the Whole at 7:28 P.M., seconded by Trustee Sargon.

The meeting was adjourned by roll call vote.

Meeting Adjourned

Respectfully Submitted,

A handwritten signature in cursive script that reads "Beryl Herman".

Beryl Herman
Village Clerk