

**VILLAGE OF LINCOLNWOOD
PRESIDENT AND BOARD OF TRUSTEES
COMMITTEE OF THE WHOLE MEETING
VILLAGE HALL COUNCIL CHAMBERS
APRIL 17, 2018**

Call to Order

President Bass called the Committee of the Whole meeting of the Lincolnwood Board of Trustees to order at 5:45 P.M., Tuesday, April 17, 2018 in the Council Chambers of the Municipal Complex, 6900 North Lincoln Avenue, Village of Lincolnwood, County of Cook and State of Illinois.

Roll Call

On roll call by Deputy Village Clerk Ashley Engelmann the following were:

PRESENT: President Bass, Trustees Ikezoe-Halevi, Hlepas Nickell, Spino, Patel, Sugarman (6:03 P.M.), Cope (6:08 P.M.)

ABSENT: None

A quorum was present.

Also present: Timothy Wiberg, Village Manager; Ashley Engelmann, Assistant Village Manager; Charles Meyer, Assistant to the Village Manager; Heather McFarland, Management Analyst; Robert Merkel, Finance Director; Steve McNellis, Community Development Director; Interim Chief Bruce Rottner, Douglas Hammel, Development Manager; Nadim Badran, Assistant to the Public Works Director; Andrew Letson, Public Works Director; Ben Harris, Accountant; and Hart Passman, Village Attorney

Approval of Minutes

Minutes of the March 20, 2018 Committee of the Whole Meeting were distributed in advance of the meeting and were examined. Trustee Patel moved to approve the minutes as presented. Trustee Spino seconded the motion.

The motion passed with a Voice Vote.

Minutes of the April 3, 2018 Committee of the Whole were distributed in advanced of the meeting and were examined. Trustee Patel moved to table the minutes until the May 1, 2018 meeting. Trustee Spino seconded the motion.

The motion passed with a Voice Vote.

Discussion of the Proposed Fiscal Year 2018/19 Budget

Robert Merkel, Finance Director, provided an overview of the Budget Preparation process:

- Financial Policies followed
- Village Board's Updated Vision 2017 Plan formed the foundation for the entire process
- Budget Team met with each Department Head to approve budget submissions and proposed departmental goals
- Budget Workshop held on February 17
- Finance Committee met on April 5 to discuss budget in detail
- Public Meeting April 17

- Formal Village Board consideration on May 1

General Fund Revenue Highlights:

- Property tax adjustment 2.1% - \$115,000
- Adjusted Vehicle Sticker Fee by \$10 - \$85,000
- Adjusted ambulance billing fees – resident only pays what insurance company pays – \$26,000
- Approved new administrative fee for DUI violations – \$20,000
- Monitor possible closing of Carson Pirie Scott store for its impact on sales tax revenue to the Village

General Fund Expenditure Highlights:

- Budget includes planned capital expenditures for vehicle replacements - \$245,100
- Roof replacement at the Community Center - \$150,000
- Replacement of playground equipment at Proesel Park - \$215,000
 - Village’s premier Park
 - Budget is balanced with utilization of excess fund balance reserves

Personnel – Related Budget Issues:

- Additional Police Officer position - \$90,000
- New full-time Code Enforcement Officer, to replace current part-time position - \$45,000
 - This cost is funded through elimination of a part-time position in the Parks and Recs Department
 - Cost of living adjustment for non-union positions 2% - \$68,000
- Merit for non-union positions will remain capped at 2%
- Union contract adjustments:
 - Police – 2.5% – \$55,000
 - Public Works – In negotiations
- Increased excess police pension fund contribution by \$220,000

General Fund Budget Highlights and Issues

- Possible expenditures to delay until the status of Carson's store closing is determined:
 - Hiring of police officer - Appx. \$90,000
 - Additional payment to police pension fund - \$220,000
 - Replacement of Community Center roof - \$150,000
 - Replacement of Village Hall boiler - \$76,000
 - Replacement of scheduled vehicle replacements - \$245,100

Mr. Merkel stated that staff provided these expenditures as measures to mitigate the impact of losing the revenue from Carson’s. Mr. Merkel and Mr. Wiberg stated that the Village could leave these expenditures in the Budget and put the items on hold and not spend anything related to these items until more is known about Carson’s.

Trustee Patel asked if the Village has a revenue sharing agreement with Carson’s. Mr. Merkel and Mr. Wiberg stated that the Village has never had an agreement with Carson’s regarding revenue sharing.

Trustee Hlepas Nickell asked how the Village’s contribution compare to other communities in regards to the Police Pension Fund. Mr. Merkel stated that the Village is in line with other communities and that some other communities will utilize special funds to also contribute to their Police Pension Fund.

Other Funds – Significant Expenditures:

- **Transportation Improvement Fund**
 - Phase I engineering – Touhy/Cicero \$ 250,000
 - Funded by loan from IDOT

▪ NEID TIF Fund	
Street resurfacing design – Northeast Parkway	\$72,000
Public Works Yard Construction Phase 3	1,620,000
McCormick streetlight retrofit	65,000
▪ Devon/Lincoln TIF Fund	
Devon Ave. streetscape engineering	\$304,000
- Funded by grant	
Devon Ave. streetlight replacement	277,920
▪ Motor Fuel Tax Fund	
Devon Ave. streetlight replacement	924,370
▪ Debt Service Fund	
▪ Debt Service for loan to Cook County	\$197,881
(Final payment)	
▪ Water and Sewer Fund Expenditure Overview	
No water rate increase this year	
Debt service payments	\$682,273
Design and engineering for	\$700,000
Alternate water supplier	
Design and engineering for	\$460,000
Storm-water relief sewer	
Design engineering for street storage	\$300,000
Start of construction for new water	
Transmission line from Evanston	\$3,000,000
Construction of North Shore Overflow Sewer	\$2,950,000
New water transmission line to be funded by issuance of general obligation bond	
North Shore overflow sewer to be funded by grant of \$1,475,000 and issuance of general obligation bond	

Trustee Hlepas Nickell asked if the Village has spoken with the Mall about what they are going to do related to the vacancy of Carson's. Mr. Wiberg stated that the Community Development Director, Village Manager, and Mayor Bass met with the Mall and that they have a plan in place in the short term.

Mayor Bass requested a motion to approve the Fiscal Year 2018/2019 Budget as presented. The motion was made by Trustee Patel and was seconded by Trustee Ikezoe-Halevi.

Upon a Roll Call the results were:

AYES: Trustees Ikezoe-Halevi, Hlepas Nickell, Cope, Sugarman, Patel, and Spino

NAYS: None

The motion passed.

Presentation by Tucker Development

Mayor Bass requested a motion from the Village Board to allow Richard Tucker and Cary Glenner of Tucker Development to speak about the former Purple Hotel Site. Trustee Patel made a motion to allow Richard Tucker and Cary Glenner time to speak regarding the former Purple Hotel Site. The motion was seconded by Trustee Spino. The motion was approved via a voice vote.

Mayor Bass asked Hart Passman to provide an overview of the current status of the development site at the former Purple Hotel Site. Mr. Passman stated that on October 11, 2017, Romspen acquired property. Village later learned that Lake Forest Capital had acquired property under the name of ZS Development and ZS Development requested permission to present as the contract purchaser. After the April 3, 2018 Meeting the Village was notified that ZS Development was no longer the contract purchaser and the Village on Sunday

night, after the agenda was posted, that Tucker Development had become the contract purchaser and the Board by motion tonight has authorized Tucker Development to speak and then take action after Tucker Development has completed their presentation.

Richard Tucker, Chief Executive Officer of Tucker Development, began speaking regarding their involvement in the project. Mr. Tucker said that he wanted to speak to their credentials, the Lakota Plan for the site, and the un-redacted contract between Tucker Development and Rompsen Development. The contract is being provided because we will be working together and we want to be transparent and help with a joint vision for the property.

Mr. Tucker provided an overview of projects completed by Tucker Development:

Last 15 years have gone from straight use developer to a mixed-use developer. Presented the Hudson Lights project as a multi-use property in Hudson Lights, New Jersey.

Property at 900 West Randolph Street and has mixed use including retail and condo component. The site has 50,000 feet of retail and 50,000 feet of office.

A horizontal mixed use in Newark, New Jersey, that including a grocery store and was at a diagonal intersection and included apartments and retail.

Mr. Tucker addressed the Lakota Study:

Mr. Tucker stated that it was his understanding that there has been a process for determining the highest and best use. The preferred concept includes retail and residential standpoint for the community. Mr. Tucker stated that Lakota is a great land plan developer but it is just the beginning. Mr. Tucker stated that CallisonRTKL to take the Lakota from a landscape plan and take it to a full mixed use project. From Tucker Development's perspective he stated that they know what has been going on in the community Tucker Development's agreement is subject to not having condemnation on the project. Mr. Tucker requested time to develop a plan. Mr. Tucker stated that they are currently set to not put money down until June with the goal of closing in December of this year.

Trustee Patel asked what they are looking for from the Village. Mr. Tucker said that as soon as we are working in good faith that the Village not proceed within condemnation proceedings.

Trustee Patel said that from a timeline what are your expectations for timing from the Village and what will you need from the community. Mr. Tucker said that they have to put down a significant deposit by June 15 and prior to that date they would like to have several meetings with the Village to work through what the plan will be and make sure that there is an acceptance on what we are doing going forward. Mr. Tucker said that we don't know what will be involved at this time, we have looked at the property for years and will need to look at the costs, needs, and budgets for the project and then develop what public / private partnership will be needed.

Mayor Bass asked Tucker Development what the contractual down payment will be in Mid-June for the property. Mr. Tucker stated that the deposit will be \$500,000.

Trustee Cope asked how optimistic Tucker Development is in completing this project. Mr. Tucker said that they were very optimistic.

Trustee Cope asked if there were going to be any issues with getting the funding for the project. Mr. Tucker said that they will have to get a construction loan, but have acquired funding of \$200 million for other projects.

Trustee Hlepas Nickell asked if there would be one phase or multiple phases for the plan. Mr. Tucker said that it would be done in one phase.

Trustee Hlepas Nickell asked for the timeframe and structure for the project. Mr. Tucker said that the construction plans and engineering would take between six to nine months. Mr. Tucker said that from the time they receive the entitlements to hitting the ground is a year and maybe by 2019, but is aggressive and the construction will take 18 months.

Trustee Spino asked if the concept plan was acceptable to Mr. Tucker. Mr. Tucker said that if the Village gave them the go ahead he would be in his architect's office immediately.

Trustee Hlepas Nickell asked if they have experience with a hotel. Mr. Tucker said that they are not in the hospitality business but would contract with those in the business and that their role is to bring all of the parts of the development together.

Trustee Cope asked what Tucker Development would want from the Village Board at this point. Mr. Tucker said that when we go through this process and go through entitlements we proceed under the impression that we will not have our process impeding by action taken by the Village. To this end we would be asking that the Village not take any action related to the condemnation process that would prevent us from proceeding with the property.

Mr. Tucker asked Mr. Passman if the Village has everything that they need to proceed. Mr. Passman stated that the Village was in receipt of the materials, but that no action could be taken tonight.

Trustee Hlepas Nickell asked how the Village would like to inquire how the Village would put this new information out there for the public. Mr. Wiberg stated that the Village could post the link to the video on Nextdoor.

Trustee Cope asked that the Village have this matter on the agenda for the next Board Meeting to either take action or not take action related to this developer.

Trustee Patel asked that the Village offer the venue of presenting during the Committee of the Whole. Trustee Patel stated that the process is laid out in the Code but that it would start at the Committee of the Whole.

3. Community Branding

Ms. Engelmann presented an outline for branding:

- Define the identity of the community
 - Identify the community as a unique brand and subsequently promote the brand to current and potential stakeholders of the community
 - A cohesive brand sends a message about the community and ensures consistency of the message
 - Utilize a staff committee and community focus/feedback group to develop a branding package in-house
- Ms. Engelmann presented the current logos along with their usage:
 - President Lincoln seal
 - Tree logo
 - Current usage:
 - Village letterhead
 - Apparel
 - Village website
 - Equipment
 - Banners

- Ms. Engelmann presented a Staff Committee internally and a community focus group:
 - The Staff Committee will include Assistant Village Manager, Assistant to the Village Manager, Management Analyst, Development Manager and Parks and Recreation Community Outreach and Marketing Coordinator
 - Recommend creating an unpaid internship for a graphic design or marketing college student to assist with the project
 - Ms. Engelmann presented the concept of the Community Focus/Feedback Group
 - Active members of the community
 - Background in art and marketing
 - Mayor's Communications Advisory Group
- Ms. Engelmann highlighted components of developing a branding package with questions and concepts:
 - Who are we? How are we different? What do we stand for?
 - Identify key Village personality traits- i.e. prairie style, artistic, diversity, parks and open space
 - Identity concept – i.e. community priorities
 - Brand palette which includes colors and fonts
 - Logo and tagline options
- Components of a Community Brand
 - Generate brand badges- specific logo badges that can be used for certain known identifiers in the Village
 - Lincolnwood, IL
 - Parks and Recreation
 - Overpass Bridge
 - Diversity
 - Special Events
 - Pedestrian/Bike Paths
 - Create stationary templates- letterhead and business cards
 - Identify brand applications
 - Street light banners
 - Wayfinding signs
 - Apparel
 - Vehicles and equipment
- Branding Survey
 - 5/14 communities developed a community branding package in-house
 - Consultant cost range from \$5,000-\$137,000
 - Common deliverables included: logo, tagline, color palette, brand identifiers for departments, new resident package, style guide, business newsletter, dining and shopping guide
 - Marketing efforts included: radio ads, website updates, stationary, ICSC events, CTA bus ads, apparel, Village and local business event website
- Options
 - Option A- Status quo
 - Option B- Utilize in-house staff along with an unpaid intern position and a community focus/feedback group to develop a community branding package
 - Staff anticipates that if a graphic design professional is necessary to develop a logo or brand badges a budget request of \$10,000 or less may be requested
- Proposed Timeline
 - April 2018- Initial staff committee meeting and advertise for intern position
 - June 2018- Meet with community focus/feedback group

- October 2018- Concept information draft review by community focus/feedback group
- November 2018- Concept presented to the Mayor and Village Manager for review
- December 2018- Concept presented to the Economic Development Commission for a recommendation
- January 2019- Present concepts to the Village Board

Trustee Cope said that the theme of Abraham Lincoln is a good theme and it is a good symbol for the Village. Trustee Cope asked that Abraham Lincoln be kept in the theme.

Trustee Hlepas Nickell said that she recently provided materials to the Public Works Department regarding the creation of the tree logo and that we want to be careful about creating a hodgepodge of different logos especially since the Village has used the logos on the overpass and gateway signs.

Trustee Ikezoe-Halevi asked if the Focus Group will develop a single concept or multiple concepts. Ms. Engelmann stated that there will be likely one to two concept plans to proceed forward with.

Trustee Cope asked how the Focus Group was selected. Ms. Engelmann stated that there are a couple of people from the Mayor's Communication Group and then other prominent community members were spoken to about participating.

Trustee Patel asked if they wanted to have a Board Member involved and asked if the Village's logo was trademarked. Ms. Engelmann and Mr. Wiberg stated that the logo is not trademarked.

Mayor Bass polled the Board Members regarding this plan. The unanimous consensus of the Board was to proceed forward with the Branding efforts.

4. Code Enforcement Priorities

Ms. Engelmann provided an overview of the background of this process including:

- July 18, 2017- Staff presented a summary of how code enforcement is conducted within the Village
 - Information regarding staffing
 - Previously identified code enforcement priorities
 - Work order request types
 - Overview of adjudication citations and the current code enforcement process
 - September 5, 2017 Committee of the Whole
 - Summary of administrative tasking for the Code Enforcement Officer and Community Service Officer
 - Multi-year perspective regarding work orders
 - Fines collected for code violations
 - Cost for a full-time Code Enforcement Officer
 - Staff directed to present a request for a full-time Code Enforcement Officer at the Budget Workshop

Trustee Cope stated that many of the items that are on the Code Enforcement priority are related to general upkeep of the property. Trustee Cope asked that the new Code Enforcement Officer drive through the community and look for violations and general appearance and maintaining of property within the Village.

Trustee Patel asked if the compliance has been better since transitioning to the administrative hearing process. Ms. Engelmann stated that the goal of the process is to get compliance more than ticketing and that we have had multiple code enforcement officers with different styles and how quick they may go to ticketing. Mr.

Hammel stated that the Administrative Hearing Officer has taken quick action when life safety issues; that the processing of a case through the Administrative Hearing Officer has led to changes in the Code in light of new cases; and the localness of the Officer helps with an intimate knowledge of our Code.

Trustee Patel asked for guidance on when the Code Enforcement Officer should be told to be proactive and issue tickets immediately. Mr. Wiberg clarified that the Village can issue tickets, but that the Village Board should be aware that if the Village takes a more aggressive stance with ticketing that it may lead to complaints to the Village Board. Mayor Bass stated that the Village should be consistent and compassionate with the enforcement of policies and codes.

Mr. McNellis stated that the Village will be aggressive in enforcing issues related to public safety such as garbage and cleanliness of the community.

Trustee Sugarman stated that there were concerns about citations not being issued and that warnings need to be issued by the Code Enforcement Officer to lead to people cooperating and adhering to the Code.

Trustee Hlepas Nickell stated that she was in agreement with the increased code enforcement activities to go from a complaint based system to a proactive system to ensure equitable enforcement of the Village's Code.

Public Comment

There was no Public Comment.

Adjournment

At 7:16 P.M. Trustee Cope moved to adjourn the meeting. The motion was seconded by Trustee Hlepas Nickell. The motion was approved via a voice vote.

Respectfully Submitted,



Charles Meyer
Deputy Village Clerk