

UNITED CITY OF YORKVILLE
ADMINISTRATION COMMITTEE MEETING
Wednesday, January 17, 2018 6:00pm
City Hall Conference Room

Committee Members In Attendance:

Chairman Jackie Milschewski Alderman Alex Hernandez
Alderman Chris Funkhouser Alderman Joe Plocher

Other City Officials In Attendance:

City Administrator Bart Olson Finance Director Rob Fredrickson
Interim Assistant City Administrator Erin Willrett

Others in Attendance:

Director of Marketing James Cardis, AACVB

The meeting was called to order at 6:00pm by Chairman Jackie Milschewski.

Citizen Comments: None

Minutes for Correction/Approval: November 15, 2017

The minutes were approved as presented.

New Business:

(out of sequence)

7. ADM 2018-07 Aurora Area Convention and Visitors Bureau (AACVB) Marketing Plan

Mr. Olson said each year the City approves enrollment in media outlets for marketing purposes. Digital spending is recommended for this year and draft ads were included for review. James Cardis, Director of Marketing at AACVB, was present and said about \$7,000 was saved on print last year while moving everyone into digital advertising. He said the Yorkville marketing message is well-received on the website. Yorkville had a full page in the GO guide last year, generating many views. He said the price of advertising has been reduced. Yorkville also has a presence in the *Chicago Reader* with good response. He listed the various publications where ads will be placed along with a print and digital schedule for the proposed ads. Mr. Funkhouser noted that a Law Office article ranked in the top 12 in page views in 2017.

Mr. Olson said he would like the Council to endorse the marketing plan and in the future, staff would review the plan. This moves to the regular Council agenda for discussion.

1. ADM 2018-01 Monthly Budget Report for November and December 2017

Mr. Olson said sales tax is trending modestly over last year and has been on target the past 2 months. The Christmas season will be reported in about 2 months. Alderman Funkhouser questioned why operating supplies trended backwards in November and December in the YTD totals. Mr. Fredrickson said a portable radio was reclassified to police capital. Questions on salt purchases, Road to Better Roads and sewer operations were also answered. This report is for information, no further action.

2. ADM 2018-02 Monthly Treasurer's Report for November and December 2017

Mr. Fredrickson reported the following with no further discussion.

November	December	
\$13,642,346	13,642,346	Beginning Fund Balance
\$19,236,577	21,959,059	YTD Revenues
\$18,191,235	23,644,261	YTD Expenses
\$14,687,688	11,957,144	Projected Ending Fund Balance

3. ADM 2018-03 Cash Statement for October and November 2017

For information, no further discussion.

4. ADM 2018-04 Bills for Payment

Alderman Funkhouser asked if GIS mapping charges could be transferred to a classification other than miscellaneous. Mr. Olson will research and this moves to the Council agenda.

5. ADM 2018-05 Monthly Website Report for November and December 2017

The number of unique visitors was down in November and December, with the highest being in July. Ms. Willrett said staff will explore improved marketing on the website. Several analytics are being used and all are recording similar data. She presented many other statistics regarding use of the website.

6. ADM 2018-06 Administrative Services Intergovernmental Agreement

Ms. Willrett said a meeting was held this week with Oswego, Montgomery and Sugar Grove to develop ideas regarding reciprocal or non-reciprocal assistance from each other. Such time would be billed in 15-minute increments. Examples of these situations were provided for the committee's review. Alderman Funkhouser asked for notifications when the services are used. Staff recommended approval of this agreement and it moves forward to the Council consent agenda.

Old Business:

1. ADM 2017-70 Building Conditions Survey Results

Survey results were given for the recreation building at 201 W. Hydraulic, Foxy's Ice Cream building at 131 E. Hydraulic, Beecher Center and Public Works garage at 185 Wolf St. Ms. Willrett presented the applicable statistics and overall condition reports for the buildings. There was a brief discussion of having a staff handyman for making improvements in city buildings. It is expected a Facilities Manager will be hired to oversee maintenance work in the future.

Additional Business: None

There was no further business and the meeting adjourned at 7:01pm.

Respectfully transcribed by
Marlys Young, Minute Taker