

UNITED CITY OF YORKVILLE
ADMINISTRATION COMMITTEE MEETING
Wednesday, February 17, 2016 6:00pm
City Hall Conference Room

Committee Members In Attendance:

Chairman Jackie Milschewski Alderman Diane Teeling
Alderman Joel Frieders Alderman Seaver Tarulis

Other City Officials In Attendance:

City Administrator Bart Olson Alderman Chris Funkhouser
Finance Director Rob Fredrickson Administrative Intern Nicole Kathman

Guests:

Lisa McManus, DOS Hampton Inn
Anthony Adams, General Manager Hampton Inn

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

Citizen Comments: None

Minutes for Correction/Approval: January 20, 2016

The minutes were approved as presented.

New Business:

1. ADM 2016-09 Monthly Budget Report for January 2016

Mr. Olson reported the sales tax is in line with projections. Income tax is ahead of schedule and is estimated to be about \$200,000 above projections due to a one time payment by the State and a policy decision. The income tax is a percentage based on the City population. The Christmas 2015 retail sales tax will be available in about three weeks. No further action.

2. ADM 2016-10 Monthly Treasurer's Report for January 2016

Mr. Fredrickson presented the Treasurer's Report:

\$14,258,052 Projected Beginning Fund Balance
\$27,039,360 YTD Revenues
\$23,694,573 YTD Expenses
\$17,602,839 Projected Ending Fund Balance

No further comments or action.

3. ADM 2016-11 Cash Statement for December 2015

Information only, no further comments.

4. ADM 2016-12 Bills for Payment

No discussion or comments.

5. ADM 2016-13 Monthly Website Report for January 2016

Ms. Kathman said the report was mostly unchanged from the last few months. There was a continued increase of views of the utility bill page. As a result of the popularity of the proposed senior housing project website, two additional project websites were created.

6. ADM 2016-14 Ordinance Amending the City's Licensing Regulations of Adult Businesses

Mr. Olson said this matter was discussed at the January Public Safety meeting and it was noted there are some overlapping regulations in the adult use business license section and massage establishment license section. The massage establishment regulations are being removed so there will be no overlap. This moves to the consent agenda.

Old Business:

1. ADM 2014-89 Aurora Area Convention and Visitors Bureau (AACVB) Agreement

Mr. Olson said a memo was prepared listing 5 options for tourism services and he and Ms. Kathman also met with Hampton Inn representatives Ms. McManus and Mr. Adams. Administrator Olson said it is recommended to hire a consultant and possibly split the cost with Oswego to obtain the best input for the hotels. Mr. Olson had a meeting with Oswego to determine interest in a consultant. He envisions that the consultant would make suggestions, and work with a marketing person who would implement. Event coordinators would not contact a consultant directly, but would work through the CVB.

Mr. Olson said if the AACVB accepted Oswego at a reduced cost of \$30,000, Yorkville would withdraw from the organization since Oswego would be getting the same services as Yorkville, at half the cost. Alderman Milschewski asked why Yorkville has to give 100% of their hotel tax to the AACVB when Aurora does not. She asked the Hampton Inn personnel if they had any numbers for the hotel stays generated by the AACVB. Mr. Adams said most of their business is overflow from the AACVB since the Aurora market does not have many rooms. Mr. Adams also said the CVB relies heavily on the hotels to report, which is not always done. He said tracking those numbers is difficult unless guests specifically tell them, but website bookings do provide numbers. Ms. McManus added that a 2017 bowling tournament is being promoted for Yorkville and hotel personnel research upcoming events for possible bookings. She said that the hotel is still getting benefits from being in the CVB.

It was noted that Mr. Adams had worked for Timber Creek in Sandwich and that hotel stayed in the CVB largely for their collective buying power and ability to run national ads. Alderman Frieders discussed the buying power versus the amounts spent by the various towns. Alderman Teeling said percentages of spending should be based on

what each town contributes. Mr. Funkhouser pointed out that Sugar Grove contributes nothing, yet the proposed golf tournament would have brought substantial revenue to the area.

Alderman Frieders said rebranding Yorkville was discussed in a recent Comprehensive Plan meeting. Oswego recently did re-branding using t-shirts, frisbees, etc. and he labeled it as a collective effort with buy-in from the businesses. He said Yorkville needs to sell the area each year. He said this should be community-based and be a long-term goal. He said the City does not have money to pay a consultant and a benefit package as well. Mr. Adams said he appreciated the rebranding idea, however, he does not feel it would increase hotel stays.

Ms. Teeling commented that the 2 hotels in Oswego wish that Oswego was still in the CVB. Mr. Funkhouser said those hotels know they need more representation than they get now and the CVB now has a full time person for group sales.

The Hampton Inn representatives said they are not getting \$60,000 worth of advertising, however, the CVB is the best option at this time. Since there was no director in place for some time, Ms. McManus said more time is needed before a decision is reached. They would like more reporting from the CVB as well as a larger focus on Yorkville.

In summary, Mr. Olson will report Oswego's response next month, will contact consultants and determine the scope of duties and the salary.

Additional Business:

There was no further business and the meeting adjourned at 6:59pm.

Minutes respectfully transcribed by
Marlys Young, Minute Taker