

**APPROVED 10/18/17**

**UNITED CITY OF YORKVILLE  
ADMINISTRATION COMMITTEE MEETING  
Wednesday, September 20, 2017 6:00pm  
City Hall Conference Room**

**Committee Members In Attendance:**

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

**Other City Officials In Attendance:**

City Administrator Bart Olson      Finance Director Rob Fredrickson

**Others in Attendance:**

Tyler Bachman, WSPY      Cort Carlson, AACVB

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

**Citizen Comments:** None

**New Business:**

***9. ADM 2017-69 AACVB Update*** (out of sequence)

Mr. Olson said the current 5-year agreement expires in December and requires notice by mid-October. The 'municipal marketing partnership program' has been implemented and includes Aurora, Yorkville and Sandwich. Staff has reviewed and approved of the ads. The local hotels and water park approved the changes that have been made and wish to stay in the CVB. The committee and Council must now decide if they wish to continue with membership in the AACVB. Staff recommends continuing for 5 years with an 'out' at the 3<sup>rd</sup> or 4<sup>th</sup> year if desired.

Alderman Hernandez questioned how the effectiveness of the campaign is measured. Mr. Olson replied much of it depends on hotel reporting which has proved difficult to obtain. A CVB sports sales manager was hired who also gathered sales leads. Mr. Hernandez also asked if and how the website is being marketed and if it is mobile-optimized. There was further discussion of the website and the number of visitors.

Yorkville is the second highest contributor of funds (\$65,000 in 2017) to the CVB. Some committee members suggested a \$125,000 cap on the contribution. A 3-year agreement with a 2-year out, was recommended. This will move to the September 26<sup>th</sup> Council regular agenda.

**Citizen Comments:** None

**Minutes for Correction/Approval: July 19, 2017**

The minutes were approved as presented.

**1. ADM 2017-61 Monthly Budget Report for July and August 2017**

Mr. Olson reported overall strong sales tax numbers due to population growth and increased spending, however, in the last two months, the sales tax estimates were not met. September was lower than expected as well.

Alderman Funkhouser questioned the spike in "vehicle maintenance" and requested info. He also questioned a phone data reimbursement for \$45 which is the average data plan. He asked to revisit this.

**2. ADM 2017-62 Monthly Treasurer's Report for July and August 2017**

Mr. Fredrickson reported the following:

<b>July</b>	<b>August</b>	
\$13,701,058	\$13,642,346	Projected Beginning Fund Balance
\$ 8,202,984	\$11,205,569	YTD Revenues
\$ 7,303,970	\$10,332,641	YTD Expenses
\$14,610,072	\$14,515,273	Projected Ending Fund Balance

**3. ADM 2017-63 Cash Statement for June and July 2017**

Info only.

**4. ADM 2017-64 Bills for Payment**

A reimbursement for employee Pete Ratos was questioned. He had been using a personal vehicle without charging reimbursement. A city vehicle became available which is now being used.

**5. ADM 2017-65 Monthly Website Report for July and August 2017**

Social media data has been added to this revised report. The current analytics tool will be replaced by Google Analytics.

**6. ADM 2017-66 Fiscal Year End 2017 Budget Report (Unaudited)**

Mr. Fredrickson said the sales tax has been fantastic with a 6% increase year over year and the fund balance finished at about \$6.2 million. Audit numbers will be presented at the October 10<sup>th</sup> Council meeting. Alderman Funkhouser commented on some items that were over budget while others were way under budget.

**7. ADM 2017-67 Fiscal Year 2018 – City-Wide Capital Fund Budget Amendment**

Mr. Fredrickson drafted a memo for the City's contribution for the turn lane at the Bristol Bay access point by Go For It Sports. This moves to the Council consent agenda.

**8. ADM 2017-68 Library Intergovernmental Agreement**

Since a new Library Director will soon be in place, staff felt it was a good time to revisit the current agreement and explain the services provided by the City. The new agreement will not be effective until May 2018. Library Liaison Joe Plocher said the Library Board

had suggested a joint meeting with the Council. This moves forward to the October 10th Council regular agenda and a meeting will be arranged with th Library Board.

***10. ADM 2017-70 Building Conditions Survey Results***

Chairman Milschewski said this topic was discussed at Public Works the previous night and it was suggested to break it down in pieces for ease of discussion. Easy topics will be done first and then discussions will be started “by building”. A joint Administration and Public Works or joint meetings for only the more difficult topics were suggested.

**Old Business:** None

**Additional Business:** None

There was no further business and the meeting adjourned at 7:04pm.

Respectfully transcribed by  
Marlys Young, Minute Taker