

**UNITED CITY OF YORKVILLE
ADMINISTRATION COMMITTEE MEETING
Wednesday, February 16, 2022 6:00pm
City Council Chambers
800 Game Farm Rd., Yorkville, IL**

Note: This meeting was held in accordance with Public Act 101-0640 and Gubernatorial Disaster Proclamation issued by Governor Pritzker pursuant to the powers vested in the Governor under the Illinois Emergency Management Agency Act. This allows remote attendance for this meeting to encourage social distancing due to the ongoing Covid-19 pandemic.

Committee Members In Attendance:

Chairman Chris Funkhouser/in-person
Alderman Craig Soling/in-person
Alderman Dan Transier/in-person
Alderman Seaver Tarulis/in-person

Other City Officials In Attendance:

City Administrator Bart Olson/in-person
Finance Director Rob Fredrickson/in-person
Purchasing Manager Shanel Gayle/in-person

Others in Attendance:

Executive Director AACVB Cort Carlson/in-person

The meeting was called to order at 6:00pm by Chairman Chris Funkhouser who announced those present.

Citizen Comments: None

Minutes for Correction/Approval: January 19, 2022

The minutes were approved as presented.

(Item #6 was moved to the beginning of the agenda and the remainder of the agenda was addressed in reverse order).

New Business:

6. ADM 2022-13 Aurora Area Convention and Visitors Bureau 2022 Yorkville Marketing Plan

Mr. Carlson had prepared a Power Point presentation which reviewed the past 2 years during Covid and the proposed spending plan for Yorkville. He expects 2022 will be a banner year and he would like to promote Yorkville as a destination. He said the budget will include print, photo/video content and digital along with placement in the Chicago Magazine, Naperville Magazine, text messages, social media and other outlets as well the Visitor's Guide. He gave a breakdown of the spending for each category. All digital will

be done in-house. Mr. Carlson said they will be doing an update of the Visitors' Guide this year and next year a totally new one will be produced. He will be providing demographics of events this year for all partners.

Mr. Olson said staff was supportive of the program and Chairman Funkhouser asked for collaboration with Parks and Rec staff. Alderman Transier asked if the digital was more successful than print. Mr. Carlson said it is easier to track the digital, but readers like seeing the photos in the print material and that many request the Visitor's Guide since readers like the Guide in hand. Requests for Guides have already surpassed 2019. Alderman Soling asked if any package deals were included in the Guide. The hotels do include packages and AACVB also promotes them on the website. Chairman Funkhouser also discussed text messages that someone can sign up for regarding deals in a particular town/date.

This item will move to the Council Administration consent agenda.

5. ADM 2022-12 Cell Phone Service Proposal – AT&T First Net

Purchasing Manager Shanel Gayle recommended switching from Verizon to FirstNet (AT&T) and she presented supporting information. Following an RFP in 2017, FirstNet was awarded a broadband for first responders. In the event of an emergency and phone services are overwhelmed, this service prioritizes first responders to use their phones and to text message. There is also an extended primary user line to ensure key people could make calls. If a cell tower is disabled, FirstNet has a portable antenna which acts as a satellite on wheels. There is also a cost savings for this switch of about \$100 less per month.

Mr. Olson said this is part of disaster preparedness and he wanted the committee to be aware. Chairman Funkhouser noted this matter has been discussed at KenComm who is also on FirstNet. There is a surcharge on each phone bill that helps to pay for this service. The service can be expanded in the future and all phone numbers will transfer. The cost will be under \$25,000, so this can move forward to the Council consent agenda.

4. ADM 2022-11 Website Report for January 2022

Mr. Olson referred the committee to the report in the agenda packet and said the numbers were trending upward.

3. ADM 2022-10 Cash Statement for November 2021

Mr. Fredrickson said the cash balances were on the first page and the investments on the second page of the report. Informational.

2. ADM 2022-09 Treasurer's Report for January 2022

Finance Director Fredrickson reported the following:

Beginning Fund Balance:	\$14,992,729
YTD Revenues:	\$45,490,997
YTD Expenses:	\$32,738,995
Projected Ending Fund Balance:	\$27,744,731

This report moves to the consent agenda.

1. ADM 2022-08 Budget Report for January 2022

Administrator Olson said sales tax continues to outperform. Not shown on the report were the November municipal sales tax which was up 37% and non-home rule tax up 38%. He believes the December report should be good as well. Extra funds are being deposited in the Capital Fund for improvement projects. This moves to the Council consent agenda.

Additional Business: None

There was no further business and the meeting adjourned at 6:34pm.

Respectfully transcribed by
Marlys Young, Minute Taker/in-person