



Strategic Plan Advisory Committee
City of Geneva

Meeting Minutes

Geneva City Hall

109 James Street, Geneva, IL 60134

Wednesday, May 15, 2013, 2013

7:00 PM

1. Call to Order-Meeting called to order by Chairman Brault at 7pm
2. Roll Call-Backus, Brault, Dispensa, Juby, Lingham, Merrill, Ploppert. Also present-Stephanie Dawkins, Luke McClanahan. Late-Main. Absent-Walsma.
3. Amendments to the Agenda-None
4. Approval of submitted reports
 - a. Approval of Minutes-Motion to approve –Ploppert; second-Backus. Motion carried unanimously.
 - b. Approval of Budget-Motion to approve-Main; second-Backus. Discussion included possibility of reallocating funds. Dawkins said she would compile a history of expenditures for each sub committee so that a historical perspective could be used to determine current allocation amounts.
5. Sub-committee reports

Geneva Learners-no longer a sub committee of SPAC.

Bike-Ped- No report from Backus. Dawkins commented they were at Earth Day and although there were less attendees than last year, it was a successful event for them.

ICEC-Ploppert reported on the exchange art show at Peck Farm Community Barn that highlighted art work from middle school and high school students from sister city Croissey. Approximately 50 people attended. Also, work continues to establish Swedish sister city.

NRC-Walsma absent. Dawkins commented on success of Earth Day. Also mentioned meeting between NRC and City about best locations for tree plantings (Oak Hill Cemetery was suggested) NRC continues to work with City to get replacement trees planted. Discussion included clarification of SPAC allocated funds and NRC raised

funds.

Student Government-Dispensa discussed Student Focus Group. Approximately 15-16 students attended with a good representation of various demographics, such as athletics, art, juniors, seniors, etc. Students commented that they appreciated having their input into the Strategic Plan.

6. Outreach/Public Relations sub-committee creation

Chairman Brault offered that there seemed to be a disconnect between City and residents and business members. Sees this may be an opportunity for creation of a new subcommittee to work in public outreach. Discussion blended item 6 and item 7 to include the need to have a collaborative, not adversarial, relationship between public and private sectors; ability for City to utilize business people to do projects/utilize strengths and experiences to advance project success. Discussion included communication and how to better the delivery so that more people will be engaged. Questions arose as to whether there were too many avenues for information. Dawkins added that a new dedicated City staff member may be able to address this issue. Areas were identified as potential venues to get public/private collaboration: brochure or handbook with pertinent information (produced entirely by SPAC members) Citizen Academy; High School Government group; more specific Town Halls (perhaps targeted to certain groups such as seniors, business members, church groups, etc). It was determined that this should be a continuing discussion at every meeting.

7. Driving better Public/Private Sector cooperation discussion (see above discussion)

8. Update on Strategic Plan process

Members were given feedback summaries. Timeline was discussed. Survey return 11.9%. All public aspects have been concluded.

9. Election of Officers-After their attempts to abdicate were overruled, 3 of the 4 current officers were nominated to remain in their positions. Ploppert was nominated and unanimously elected as Vice Chair.

Chair-Brault

Vice-Chair-Ploppert

Treasurer-Backus

Secretary-Juby

Committee Liaisons will remain the same.

10. Additional Business-Next meeting July 17th, 7pm.

11. Adjournment-Motion to adjourn Juby; second-Backus. Unanimous to adjourn at 8:06.