

GENEVA CITY COUNCIL MEETING MINUTES

Monday, January 20, 2026

City Hall Council Chambers
109 James St., Geneva, IL 60134

CALL TO ORDER

The Geneva City Council meeting was called to order by Mayor Kevin Burns at 7:00 p.m. in the City Hall Council Chambers.

Elected Officials present:

Alderpersons: Anaïs Bowring, Larry Furnish, Dean Kilburg, Brad Kosirog, William Malecki, Richard Marks, Amy Mayer, Jeff Palmquist, Martha Paschke, Mark Reinecke.

Mayor Kevin Burns, City Clerk Vicki Kellick.

Elected Officials attending by video or teleconference: None.

Elected Officials absent: None.

Others Present: City Administrator Alex Voigt, Assistant City Administrator Benjamin McCready, Attorney Ron Sandack, Water Division Superintendent Bob VanGyseghem, Public Works Director Rich Babica, Community Development Director David DeGroot, Economic Development Director Cathleen Tymoszenko.

Others attending by video or teleconference: None.

PLEDGE OF ALLEGIANCE

Mayor Burns invited Rich Babica to lead the Pledge of Allegiance.

PUBLIC HEARINGS, SPECIAL ITEMS AND PRESENTATIONS

Presentation by the Aurora Area Convention and Visitors Bureau.

AACVB Director Cort Carlson provided an overview of the group's destination marketing and measurements. He noted that Geneva is now fully integrated into every core program of the AACB including destination marketing for tradeshows and planner outreach; destination marketing involving advertising, leisure travel content, the Illinois Made program, and the municipal marketing co-op program. Mr. Carlson stated that Geneva is a regional destination. He noted that for FY26 YTD, there have been over 319,000 website visits with 68% of those from people living outside of Illinois, meaning an estimated \$2 million in economic impact of new and pending group and sports sales business, with 3.2 million visitors coming to the area from more than 50 miles away. Geneva has been consistently represented in all of the AACVB group sales, meetings, and sports tourism activities. It has been featured in major statewide, regional, and national trade shows. He stated that Geneva's signature experiences and attractions have received consistent exposure in all of the group's destination marketing efforts, and Geneva has been foregrounded with 55 mentions in seasonal travel guides published in the last year. There have been 147 active Geneva attractions listed on the website, and 110 text or photo highlights of Geneva events in the annual Go Guide. He stated that Geneva's landing page was the fourth most popular page on the group's website for the 2025 calendar year.

Director of Marketing James Cardis noted that the marketing co-op was established in 2017 to highlight individual communities with hotel revenue. The co-op performance established a bridge campaign in the spring of 2025 to support Geneva's onboarding, with the fall campaign kicking off in September. \$38,600 were spent to date on dedicated advertising. The economic impact estimated an average spend per visitor of \$145-\$154 with a total economic impact of over \$700,000. A study of the campaign found that the campaign audience was 2.5 times more likely to visit Geneva than the control group that was not served ads. Mr. Cardis noted that going forward, the FY26 marketing co-op estimates a \$107,967 campaign impact with a \$7:1 estimated return on ad spent. The FY26 co-op program is underway and includes online and mobile advertising, tracking of in-market visits, promoting Geneva as a group tour and small-market meeting destination, and dedicating paid social media advertising to promote events and attractions in the city.

On a question by Ald. Kosirog, Mr. Cardis noted that Geneva festivals and other events are foregrounded in the menu of events. He also reminded the Council that the AACVB can help any visitable business benefit from its regionwide promotion.

AMENDMENTS TO AGENDA

None.

OMNIBUS AGENDA (OMNIBUS VOTE)

All Items listed with an asterisk () are considered to be routine by the City Council and will be enacted by one motion. There will be no separate discussion on these items unless a council member so requests in which event the item will be removed from the Omnibus (Consent) Agenda and considered in its normal sequence on the Agenda. All items on the Omnibus Agenda require a simple majority vote unless otherwise indicated.*

*APPROVE CITY COUNCIL MINUTES FROM JANUARY 5, 2026.

*REPORTS (N/A)

*COMMITTEE OF THE WHOLE ITEMS OF BUSINESS

*Approve Resolution No. 2026-04 Awarding Contract to Electrical Testing Solutions for the 2025-26 Peyton Street Substation Preventive Maintenance in the Amount of \$29,900.00.

*Approve Resolution No. 2026-05 Authorizing Purchase of Remote Racking Equipment and Accessories from WESCO in an Estimated Amount of \$95,163.00.

*Approve Resolution No. 2026-06 Waiving Competitive Bidding and Authorizing the City Administrator to Approve a Service Partnership Agreement for the Wastewater Treatment Plant with HACH in the Amount of \$39,728.00.

Moved by Ald. Paschke, Seconded by Ald. Mayer.

AYES: 10 (Bowring, Furnish, Kilburg, Kosirog, Malecki, Marks, Mayer, Palmquist, Paschke, Reinecke)

ABSENT: 0

NAYS: 0

MUNICIPAL BILLS FOR PAYMENT: \$6,439,047.07

Moved by Ald. Bowring, Seconded by Ald. Kosirog.

AYES: 10 (Bowring, Furnish, Kilburg, Kosirog, Malecki, Marks, Mayer, Palmquist, Paschke, Reinecke)

ABSENT: 0

NAYS: 0

PRESENTATION OF ORDINANCES, RESOLUTIONS, OTHER ITEMS

Consider Ordinance No. 2026-02 Granting Variations to Reduce the Required Street Yard Building and Parking Setbacks Along Keslinger Road and to Reduce the Required Number of Off-Street Parking Spaces.

Moved by Ald. Bowring, Seconded by Ald. Paschke.

AYES: 10 (Bowring, Furnish, Kilburg, Kosirog, Malecki, Marks, Mayer, Palmquist, Paschke, Reinecke)

ABSENT: 0

NAYS: 0

Consider Ordinance No. 2026-03 Granting a Special Use Permit for a Daycare Facility at 501 Lark Street.

Moved by Ald. Paschke, Seconded by Ald. Palmquist.

AYES: 10 (Bowring, Furnish, Kilburg, Kosirog, Malecki, Marks, Mayer, Palmquist, Paschke, Reinecke)

ABSENT: 0

NAYS: 0

Consider Resolution No. 2026-07 Authorizing the Execution of a Professional Services Agreement with CDM Smith for a Secondary Treatment Intensification Study in an Amount Not to Exceed \$69,700.00.

Moved by Ald. Paschke, Seconded by Ald. Kosirog.

AYES: 10 (Bowring, Furnish, Kilburg, Kosirog, Malecki, Marks, Mayer, Palmquist, Paschke, Reinecke)
ABSENT: 0
NAYS: 0

Consider Resolution No. 2026-08 Authorizing Execution of a Memorandum of Understanding for the City of Geneva’s Participation in the “Western Chicagoland Merger Oversight Alliance”.

Moved by Ald. Mayer, Seconded by Ald. Paschke.

AYES: 10 (Bowring, Furnish, Kilburg, Kosirog, Malecki, Marks, Mayer, Palmquist, Paschke, Reinecke)
ABSENT: 0
NAYS: 0

Consider Ordinance No. 2026-04 Amending Title 4 (Business and License Regulations), Chapter 2 (Liquor Control), Sections 4-2-11 (Classifications) and 4-2-13 (Fees) by Creating a Class D-10 (Hotel Beer and Wine Packaged Sales) Liquor License.

Moved by Ald. Bowring, Seconded by Ald. Kosirog.

AYES: 10 (Bowring, Furnish, Kilburg, Kosirog, Malecki, Marks, Mayer, Palmquist, Paschke, Reinecke)
ABSENT: 0
NAYS: 0

PUBLIC COMMENT

Geneva Chamber board treasurer Susan Huang stated that festivals are an economic development tool that require hundreds of hours of planning and implementation and thousands of dollars to execute. She noted that festivals require funds to remain sustainable, and the city’s support is important. Ms. Huang stated that Chamber reserves are beginning to fade. In the past, the Chamber received promotional advertising funds of \$150,000 which was a percentage of the hotel/motel tax. The Chamber received only \$50,000 in advertising funds last year. She noted that the Chamber is looking to partner with the city so that Geneva remains the gold standard. She asked for formal time on a future City Council agenda to discuss the Chamber and City of Geneva working together.

Resident Patrice Bertheau spoke on behalf of Geneva Voices. She noted that 60% of Geneva residents support demolition of the blacksmith shop but that no progress has been made on the site. She also stated that the future of Swedish Days is in jeopardy because she believes monies from the City have been diverted from the Chamber to the AACVB.

Resident Amanda Driscoll stated that she was deeply saddened that the Council passed the ordinances applying to a future daycare facility on Lark St. She noted that it is a high-crash intersection and stated that 2/3 of the parking spaces at the facility will be used by employees instead of the parents of students. She stated that she wished there had been more pushback from the Council. Later, Ms. Driscoll provided a summary of the FOIA report that she submitted to the City Council at the previous meeting.

Resident Kathy Showalter stated that it is crazy to put a preschool in that location. She questioned the zoning in the area and stated that traffic there is terrible.

NEW BUSINESS

Ald. Kosirog stated that he and Ald. Kilburg met with the Geneva Community Chest recently and answered referendum questions from participants. He and Ald. Kilburg also offered to accompany residents who are interested in viewing the police station.

Admin. Voigt stated that a virtual tour of the police station is now available on the city website. The Strategic Plan Advisory Committee will also host three informational sessions on February 4, 18, and 25 at the library. She noted that in seven days, 50 people toured the police department.

ADJOURNMENT

There being no further business, moved by Ald. Kosirog to adjourn the Geneva City Council meeting.

MOTION CARRIED by unanimous voice vote of those present.
The meeting adjourned at 8:18 PM.

Vicki Kellick
Geneva City Clerk