

City of Geneva

Strategic Plan Advisory Committee
Geneva City Hall Geneva, IL 60134
Wednesday February 17, 2021 6:30 pm

1. **Call to order:** Meeting held via ZOOM. Called to order by Chair Johnson at 6:31 P.M.
2. **Roll Call:** Present were Johnson, Mannon, Monaco, Cooper, Malecki, Kafer, Schwab, Ellett, and Frankel. Also present McCready
3. **Amendments to Agenda:** None
4. **Approval of Submitted Reports**
 - a. Review and approval of Minutes from January 2021
Motion to Approve by Monaco
2nd by Kafer
All in favor by voice vote.
 - b. Review and approval of Budget Report
Motion to Approve by Monaco
2nd by Kafer
All in favor by voice vote.
5. **Committee Reports**
 - a. ICEC – Next meeting is Feb. 23rd.
 - b. NRC – Meeting on Feb. 3rd. Discussed project in Mill Creek to preserve habitat, Earth Day April 24th, Wine, Cheese, & Trees fundraiser, recycling pilot program.
 - c. Student Gov't – No meeting
6. **DEI Task Force Discussion and Sub-Committee Reports**
 - a. Chairperson Johnson gave a presentation to City Council at Feb. 16th meeting to summarize SPAC's current progress, what has been accomplished, how SPAC is sharing the workload, and what is expected to be completed to have the task force up and running in the

coming months. Alderman Marks questioned the make-up of the task force, specifically with regards to the residency requirements for membership (i.e., will outside consultants, professionals be considered for the task force?) The formal resolution, etc. will be presented to Committee of the Whole for discussion prior to City Council voting to approve it and thereby implement the task force.

b. Communication

- i. Malecki & Schwab have started draft language to accompany letters and postings for the recruitment process. Additionally, they are working on developing talking points for SPAC to utilize when discussing the DEI Task Force with members of the community.
- ii. Monaco stressed that it is important to have a solid, concise message when soliciting for applicants to eliminate confusion regarding the mission and to distinctly convey the goal of the task force.

c. Recruitment and Outreach

- i. Mannon, Johnson, and Kafer are collecting information and identifying contacts for school clubs, houses of worship, community partners for the purpose of networking with the goal of reaching as many people as possible.
- ii. How are we going to contact these groups and individuals?
 1. Website
 2. Social Media
 3. Word of Mouth
 4. Press Release
 5. Newsletter via Geneva Mail

d. Applications and Interviews

- i. Ellett and Frankel have collected over two dozen sample interview questions from educational sources for the application process and are looking to narrow down the questions for a total of 4-5 which should allow for an interview time of ~20 minutes per applicant.
- ii. There is a need to be aware of possible barriers when considering applicants (i.e., if no one has served on a committee or volunteered before, this should not be detrimental if the individual has significant life experience or a desired background.)
- iii. The current board vacancy application from the city may not be ideal for the task force.

- e. Book Discussion
 - i. The Fire This Time by Jesmyn Ward will be the focus of a virtual discussion with Mayor Burns and Traci Ellis from IMSA on Saturday March 20th.
 - ii. Copies of the book are tentatively to be made available at the library.

7. Strategic Plan – 2021 Update

- a. Draft updated plan with revised language, additional action items, and metrics was presented to SPAC for review and discussion. Once finalized and approved by SPAC, the updated plan will be included along with the budget for formal approval by city council on March 1st.
- b. Chairperson Johnson motioned to approve the revisions and amendments to the 2025 Strategic Plan. 2nd by Cooper. All in favor.

8. Calendar Review:

- a. Next business meeting will be March 17th, 2021.
- b. Book Discussion March 20th.

9. Public Comment & Questions

- a. Bill Koehl asked if churches will be on our DEI Task Force networking list.
- b. Brian Nord asked if there will be any Black panelists or scholars of Black history for the upcoming book discussion.
- c. Martha Paschke asked if Traci Ellis is being compensated for her time for the upcoming book discussion by the city. She also strongly suggested that when the city approaches people of color to participate in city-led events that compensation is included (Should SPAC set aside a budget for these activities & events?)
- d. Brian Nord referred SPAC to the Nova Collective and shared a link to www.overcomeracism.com. Mr. Nord asked how the book selection was chosen and asked about methods of contacting groups for the task force. Mr. Nord stressed the importance that individuals who volunteer and donate their time for this task force will be up against many factors. Having the task force be successful will be more than just developing recommendations for the city to consider but having these recommendations be implemented for positive change in the community.

- e. Martha Paschke asked about the structure of the task force and how will SPAC provide oversight. Will the task force self-impose its own mission and goals?
- f. Brian Nord commented that there is data-proven risk that people who participate on municipal-led task forces who are not residents and who do not have a vested interest in the community don't provide the desired results. Mr. Nord recommended utilizing a 3rd party for observation, analysis, and accountability. He also encouraged "directness" in the language used by SPAC and by the DEI Task Force in order to fully achieve what can and should be accomplished.
- g. Bill Koehl asked if the task force will be solely and exclusively self-directed and if the availability of professional guidance clearly stated in the resolution.

10. New Business

- a. UCAN Presentation
- b. Geneva Cultural Arts Commission is hosting a virtual screening and discussion for Black History Month.
- c. Bill Koehl inquired about the upcoming GRC2 liaison/employee working with the Tri-Cities.

11. Motion to Adjourn – Motion by Monaco, 2nd by Ellett. Meeting adjourned at 8:15 p.m.