

City of Geneva

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

- 1. Call to order:** Meeting called to order by Chair Johnson at 6:39 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 February 2021
Motion to Approve by Kafer
2nd by Ellett
All in favor by voice vote.
 - b. Review and approval of Budget Report
Motion to Approve by Kafer
2nd by Ellett
All in favor by voice vote.
- 5. Committee Reports**
 - a. ICEC – Feb meeting. Discussing another virtual event with French sister city. “Art on Fire” project is on hold for now, but city can work with individuals who may want to participate.
 - b. NRC – Wine, Cheese, and Trees fundraiser was held. No meeting last month.
 - c. Student Gov’t – McCready had meeting with school to begin planning for fall.
- 6. DEI Task Force Discussion and Sub-Committee Reports**
 - a. Communication – Update by Schwab and Malecki. Had meeting with McCready and Kevin Stahr about next steps for releasing information on city’s website and social media. Worked on talking points and

summary for SPAC members to recruit applicants. To do items outstanding are images for website or possibly a poster for posting at locations around the city including our partners (i.e., the library, museum, etc.). McCready will meet once more with Schwab and Malecki to finalize communication language. Johnson voiced concern about messaging on the city's website which is to accompany the application. Malecki shared a draft image based on the Fabyan Windmill and the group discussed effectiveness of pinwheel imagery. Cooper will work with McCready to create two images for SPAC to select. Any media questions or requests for comments are to be initially referred to Kevin Stahr per city policy.

- b. Recruitment and Outreach – Update by Kafer and Mannon. Both have worked on creating an extensive list of local groups to communicate with and to recruit residents to apply. Initial responses have been overall positive. Rotary Club has requested that a liaison from SPAC visit their meeting to present the opportunities. SPAC acknowledged the challenge of reaching out to all residents who may or may not have access to information via internet.
- c. Applications and interviews – Frankel and Ellett have been collecting application samples and drafted interview questions. Application is based on using the standard city board vacancy form but will be tailored for the DEI task force including space for extended answers and background information. SPAC will discuss the process further once applications are collected by the city to determine the timeline and best way to proceed with interviews. Schwab suggested SPAC includes a fact sheet or FAQ bullet points.
- d. Book Discussion – The Fire This Time by Jesmyn Ward, Saturday March 20 @ 10:30 a.m.
- e. Book Club Event – TBD; Ball in court with Library. SPAC is a willing partner.

7. Calendar Review:

- a. DEI Applications tentatively to be posted on city website on 4/5/21 with interviews to follow thru April and recommendations presented to the mayor early May followed by appointments at the next meeting.
- b. Next SPAC meeting will be April 21st, 2021.

8. New Business - None

9. Motion to Adjourn – Motion by Monaco, 2nd by Ellett. Meeting adjourned at 8:33 p.m.