



Geneva's Strategic Plan

1997

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History and Overview of Geneva's Community Developed Strategic Plan

Geneva's Strategic Plan is a community-based project implemented to engage Geneva's residents and business community in planning for the city's future. Initiated by the Mayor and Aldermen, this project was carried out by those with the greatest possible investment in the community's future - the citizens themselves. These citizens have provided important direction, planning and recommendations for the future of the community into the next century.

In the fall of 1996, the City of Geneva retained the services of Denniston Consulting Group to facilitate this strategic planning process. A community wide meetings was held on October 19th at The Riverwalk Restaurant to ensure that all citizens and the business community were given the opportunity to participate as well as ensure that the process was a community based effort. Following the first community meeting, a Steering Committee consisting of representatives of all the City's governmental units, residents and business community help distilled the information from the community meeting. They identified nine key areas the community they would examine in this plan: education, transportation, downtown, growth, community character, economic development, youth and adult issues, cultural arts and environment. Of the 19 Steering Committee members, 9 volunteered to chair the committees to study these areas. Residents and members of the business community who volunteered at the community wide meeting were placed into committees based on their interest preference.

Each of the nine committees adopted its own vision statement and during the ensuing months, held meetings, conducted research, met with village officials and interviewed government and business leaders from other communities. Each committee completed a series of reports which included an assessment of the current situation, identification of future trends, creating a future vision, and finally making recommendations. From the individual vision statements developed by the nine committees, a overall Vision Statement has been created which captures the essence of all of the committees' preferred future for Geneva.

Written reports prepared by each of the committees were shared and presented at several Steering Committee meetings that were open to all interested participants. Feedback from the Steering Committee was used in the development of the final reports and recommendations.

This Strategic Plan is product of its community members. The document is testimony to the caring and concern Geneva citizens and members of its business community have for the city as well as their personal belief that the future of Geneva is worthy of their best efforts.

Geneva Strategic Plan

Vision Statement

Geneva Is:

A strong spirited, family-focused community with government bodies deliver services to neighborhoods while churches, service clubs, and the Chamber of Commerce contribute to the well being of community. Our environment promotes strong, sustainable communities and are a part of an integrated whole.

A community of orderly, balanced growth with improving public services, diversity of housing choices and commercial and industrial uses. It has a preserved, unique downtown and historic preservation districts.

A diverse and inclusive community fulfilling the needs of Youth and Seniors with a youth facility , increased community respect and trust of the young, affordable senior housing, in-house social programs, a wellness center including distribution of subsidized prescriptions to all ages.

A community with a safe and effective transportation system moving citizens by foot, bicycle, auto, commuter trains and buses, along with a network of trails. Major roads around the perimeter of the city easily access the neighborhood and downtown area.

A downtown business area with specialty retail stores , sponsoring events and festivals. The Randall Road, Kirk Road and State Street corridors maintain research and business offices, hotels, restaurants, and entertainment/recreation facilities.

An educated citizenry that recognizes their potentials and the means to achieve them. It has access to educational opportunities which are occurring at the earliest years and are on a continuing basis meeting the needs of an expanded, more diverse population.. There are services and technology resources readily available. Partnership among educational providers exist.

Steering Committee Members

John Anderson
William Barclay
Pat Bell
Murray Chalmers
Paul DesCoteaux
Courtney Ellis
Jean Gaines
Jeff Hayes
Brian Kulpin
Dick Lindholm
Jan Little
Craig Livermore
Rob McConnaughay
John Murphy
Patricia Murphy
Fred Norris
Phil Page
Steve Persinger
Emily Rogers
Jeff Schielke
Terry Solon

Acknowledgment

A special thanks to the following people and organizations:

Community Character

Roster

Nancy Bell	Al Ochsner
Mike Donahue	Lorranine Ochsner
Dorothy Flanagan	Cookie Olson
Jim Kautz	Emily Rogers
Betsy King	Scott Roy
Darlene Larson	Chuck Wettergreen
Bill Lenski	Wayne Woltman
Rob McConnaughay	Jack Young

Vision Statement

Geneva is a strong spirited, caring, family-focused community whose citizens are visibly involved in civic and community institutions and events. It is a community that recognizes both rights and responsibilities within a civic context. The character of the surroundings nurtures this civic ethic, noting Geneva as a place that is worth caring about, and a public realm worthy of respect. With our expansion complete, we are now managing the impact of the surrounding growth, maintaining Geneva as a slower-paced, quiet place of refuge. The well-planned growth of the last thirty years has produced a healthy community consisting of a balanced mixture of residential, institutional, retail and industrial neighbors.

The historic character of the whole city is valued, with a landmarking and preservation system in place, both to preserve the significant historic buildings and to educate the citizens. Zoning laws and an active Landmark Preservation Commission help maintain the beauty and integrity of the residential areas, as well as the vibrant retail districts.

Geneva is a network of integrated green space, with each neighborhood linked to the next by dedicated open spaces, parks and the Fox River. The river is a clean, vibrant recreational destination, and also a place for contemplation and relaxation. The former landfill is a site of mixed recreational uses. The many recreational opportunities contribute to the quality of life and the physical and mental well being of the people. This network connects Geneva history and neighborhoods, using the walking/bike trails as links to the past. These well-maintained parks and trails are located conveniently near each resident's home and/or place of business. Mature, native trees line the parkways and shelter the automobiles in attractive parking areas.

Community Character

All parts of the community are integrated by both physical and institutional links that blend the diverse population. The cooperating governmental bodies, which are effective, responsible and efficient, are responsive to the needs of the citizens and the institutions.

The non-governmental agencies such as the churches, service clubs, and Chamber of Commerce, are strong and active, contributing to the harmony and well being of the community.

A sense of safety and pride is obvious in our neighborhoods. Geneva continues to maintain the character of the original town, preserving the culturally rich and historic land. Both the old and the new neighborhoods contain a variety of house size and architecture, and are well connected by street/sidewalks/trails. The new architectural designs blend well with the older neighborhoods, and will be a contributing factor in the historic character of Geneva 100 years from now.

The pedestrian friendly environment enhances the character of the retail and commercial areas. The quality of the design of the commercial areas reflects the local architectural standards and history. The local businesses play an important role in supplying the needs of the citizens, providing employment, and contributing to the economic well being of the community. Only limited commercial/retail has been allowed in residential areas. The Randall Road shopping area is an esthetically pleasing shopping and entertainment corridor that compliments the strong, vibrant older retail districts.

The centrally located Community center provides recreational, social, and educational opportunities for citizens of all ages, and include, among others, a child care center, a youth center, the eldercare day care facility, an art league and galleries, the Community Chest Office, a community theater and music school. The cultural and historical resources at their disposal enrich the entire community. Geneva has an inviting park near Third Street with a Victorian-style bandstand, which is an entertainment center and gathering place for citizens. The frequent festivals and community events bring neighbors and newcomers together, creating new chapters in our continuing history.

The long-range planning program of 1996-1997 has developed citizen commissions, which bring together people from all parts of the community to discuss and implement varied issues. We have now, among others, a community leadership development program, a community-wide cultural enrichment plan, and several commissions to ensure that the vision of 1997 becomes a reality. This community of people, linked by these common interests and interacting through these overlapping circles of relationships, is able and willing to support each other and the common good.

Community Character

Recommendations And Implementation

Environment And Parks

Five Year Goals:

1. Inventory and evaluate for purchase significant land to save as green space.
2. Research and establish a community center, park, and bandstand, perhaps on the Dodson House site. Conduct fundraising programs to finance all/part by the community.
3. Study our neighborhoods to identify lack of links (paths, trails, and sidewalks) and purchase easements to establish them where needed. Green space should be more than grass and include flowers, shrubs, and benches.
4. Implement Prairie Green Project.
5. Establish a pedestrian/bike trail system throughout the city. Especially explore a safe pedestrian and bike access to cross Randall Road, perhaps using the underpass of the Railroad Bridge.
6. Create a Trail Map.
7. Establish a citizen commission to study the Landfill's future as a recreation site.
8. Educate citizens on pet control, (leash laws and waste disposal).
9. Promote the planting of trees throughout the community.
10. Continue to protect public pedestrian access to the river.

Twenty Year Goals:

1. The Landfill is functioning as a multi-use recreation site.
2. Continue prairie restoration.

Community Character

Commercial / Industrial

Five Year Goals:

Reevaluate the Tax Incentives and sales tax districts for new retail sites.

Design / Historic

Five Year Goals:

1. Reestablish Big Spring Historic Site and Marker at the original location.
2. Emphasize the aesthetic value over economics.
3. The City Newsletter includes a Historic Preservation column, presenting news, ideas, and local rules to educate the citizens, and names of persons to contact for information and help. Promote the education of all citizens about the value of preservation in keeping a strong community feeling.
4. Establish a study group to develop a strategy for the establishment of a Historic Preservation Foundation.
5. Reestablish Geneva Heritage Union as an activist group to compliment the Geneva Historical Society (repository) and the Historical Preservation Commission (city appointed commission to implement our historic preservation ordinances within the historic district). Perhaps broaden the scope of the Preservation Commission (to include the entire city ?).
6. Finish the inventory of local properties.
7. Begin to landmark newer, worthy properties.
8. Establish architectural guidelines for the Randall Road corridor.
Encourage adaptive compatible designs for additions to existing buildings, not actual reproductions of what might have been. Adds charm and authenticity.
9. Enforce existing ordinances
 - Landscaping in parking lots and parkways. (Install/replace)
 - Clear sidewalks of brush and overhanging limbs
 - Property maintenance

- Maintain clear views at intersections, limiting landscaping on parkways at the corners

Community Character

10. Expand the Façade Improvement Program.
11. Establish a Historic Preservation District on the Eastside.
12. Include a Preservation Resource Center in the new Historical Society building on 3rd Street. Encourage cooperation among the library, Historical Society and Park District in providing easy citizen access to preservation resources and information.
13. Provide quality urban design education and information for city officials and citizens.

Twenty Year Plan:

Plan for adaptive reuse of our historic community buildings. (City Hall, Library, Court House, Government Center on 31.)

Cultural / Social/ Institutional

Five Year Plan:

1. Establish an umbrella advisory commission to monitor and implement the 1996-97 Long-Range Plan.
2. Establish a Community Calendar to help coordinate programs and activities, creating a forum for cooperation among Tri-City Cultural, Educational and Community Activities.
3. Establish a Community Register for Citizen Volunteers, identifying particular talents and interests.
4. Establish an annual inter-governmental planning meeting to encourage cooperation and communication, combining efforts for the common good. Develop an educational lecture series about local history and historic preservation issues, to be presented by the Historical Society. Use story-telling, historical skits, etc. to “tell our story”.
5. Develop a program of before/after school activities for working parents. Use volunteer seniors and youth in a big brother / big sister – grandmother / grandfather type program.

6. Expand the opportunity for active involvement in cultural activities in the community.

Diversity

Youth & Adult Issues Committee

Roster

John Anderson - Chairperson

Steve Persinger - Chairperson

Clara Anderson

Jacque Discipio

Kristy Cimino

Karen Hattan

Meredith Hayes

Katy Felter

Tim Baker

Mary Lu O'Halloran

Marjorie Swartz

Mary Bencini

Vision Statement

We hope to see changes in Geneva that will fulfill the needs of Youth and Seniors with social services, educational, and leisure programs. By meeting the needs of these two groups, the entire community will benefit from increased trust, mutual respect, caring, and quality of life.

Diversity

Five Year Goals

Health Care Senior and Youth

GOAL I: Prevention Programs Developed for Entire Community:

IMPLEMENTATION OF GOAL 1:

1. Prevention coordinator for community, cost to be shared by schools, city township (inter-government), business, hospital, law enforcement
2. Community Education on Risk-reduction behavior
3. Classes for teens & parents to be located outside of traditional settings for support groups and education

GOAL 2: Create Data Base for Chicagoland Area Available for Geneva Residents

IMPLEMENTATION OF GOAL 2:

1. Library to collect resource guides for subject specific issues.
2. Increase communication on location of this database by using newspapers, city newsletter, school news letters, radio, or individual home mailings on an annual basis.
3. Create an information sheet for new residents to be included in all information given out by Chamber and real estate sales representatives and city utility hook-ups.

Diversity

Future Goals

1. Transportation vans for on-call use for doctors appointment and social events.
2. Law enforcement needs the resources & training for proper crime evaluation for drug abuse, both legal and illegal i.e. citizens who have been forced to take legal drugs to sedate them, or misuse, or illegal use. New chemicals like the date rape drugs should be introduced as examples for education to parents, teachers, school nurse and school administration. Monthly or quarterly work teams with the emergency room doctors should be part of all disaster planning.
3. Support Kane Co. Health Dept. as a source of education and access to the health care system for low income, senior citizens, and young people.

Social Services

1. Hire a permanent facilitator in our community to help members of our community to continue this process and bring about needed positive changes for all age groups The answers lie within all of us, but we need to be organized to be effective.
2. Encourage local government, organizations, churches, and the private sector to expand boundaries to create a coalition for funding and also investigate sharing resources.
3. Encourage local government agencies, organizations, and private sector to set up programming that promotes healthy life styles, multiculturalism, volunteerism, positive parenting and inter-generationalism.
4. Create an easy to access database and website which is frequently updated for social services available in our immediate area and in Chicago area with future trend to national database.
5. Encourage local government and organizations to adopt the Asset-Building Structure from Search Institute of Minnesota as model for our community,
6. Provide a gathering place for use by all age groups.

Diversity

Implementation For 5 Year Goals

- I. Hire hill time prevention specialist/facilitator to implement goals 1, 2, 3, 5, and 6.
2. Have community organizations volunteer to create the database/website which is goal number 4.

Senior Housing Issue Recommendations

Year Goals - 5 Years For Completion

- 1. Affordable Senior Housing Built**
 - a. Pleasant outdoor surroundings
 - b. Availability to consumer needs
 - c. Staffed with Senior needs in mind
- 2. Transportation**
 - a. The bus or van exclusively for building residents

Implementation Of 5-Year Goals

1. Secure financing from available sources for housing and transportation
2. Senior Housing Committee to research technically appropriate security for housing
3. Committee to research transportation possibilities

Diversity

Future Goals - After 5 Years

Re-evaluate Senior Housing Goals on a routine basis with a living plan with levels of assistance.

Leisure Time Activities

Five Year Goals

1. Explore hiring hill-time prevention specialist
 - a. To coordinate programs
2. Consider a gathering place for youth and seniors
3. Investigate financing all 5-year goals
4. Advisory group of seniors and youth meeting with city officials on a regular basis
5. Improve communication for seniors and youth through web page/cable access programming, radio, media, etc
6. Create more culturally diversified events and educational programs

Implementation Of 5-Year Goals

1. Funding provided by local government agencies and drug prevention grant
2.
 - A. Use survey from GHS regarding gathering place-location determined by City
 - B. Survey seniors
 - C. Involvement of Geneva Coalition for Youth
 - 1). Consider funding through township youth center funding
3. Formulate financial planning group of advisors for ways to hind 5-year plans

Diversity

4. Subcommittee of Geneva Coalition for Youth supplemented with seniors
5. Committee of volunteers to help create and facilitate a web page, cable (TV) programming, radio, media, etc. for seniors and youth and with senior and youth input
6. Work together to organize with library, schools, Chamber of Commerce, park district, historic society, Fabyan Foundation, city, Delnor Hospital, school PTOs, and any other interested community organizations. (We'd like to see some senior and youth collaboration in the creation of these events and programs)

Leisure Time Activities

Future Goals

1. Looking at existing resources for more effective use for our seniors and youth - i.e Mill Creek Golf Course (par 3 course)
2. Explore how seniors and youth can interact, share skills, experiences, and information, and assist each other
3. Aging population demands - routine needs assessment based on changing perceptions
4. Affordable health and recreational activities for youth and seniors
5. Orientation program for new seniors and youth in Geneva

Downtown Committee

Roster

Jean Gaines, Chairperson	Mike Bruno
Wendell Ellis	Gary Fisk
Maureen Fisk	Chris Goulet
Donna Mastney	Jane Nolan
Margy Rehnberg	James Sacrey
Sherri Weitzl	

Vision

Visit Geneva and take a step back in time. A marketplace since 1835, we are a unique slice of America. Charming shoppes with historic appeal, lively trades, arts and entertainment for all. The Fox River which winds through the city provides abundant opportunities for leisure and relaxation. A sense of safety and pride is obvious in our neighborhoods. Beauty and peacefulness bid residents to stay, visitors to return and the community to prosper.

Geneva's downtown must continue to evolve, keeping up with the times in order to compete with nearby commercial development - certainly this long range plan would be tempered with the strengths of Geneva's historic character and charm.

Like most other small towns, Geneva was originally a town designed with commercial resources to support its residents. With the growth of transportation, local residents have many options outside Geneva, with our commercial life source now even more dependent upon attracting patrons from outside our city limits.

With this in mind, downtown concerns have been broken down into categories of **operations, property utilization, and commercial/merchant issues**; strengths and weaknesses are listed, potential solutions are outlined for each area.

Downtown Committee

Parking

Five Year Recommendations:

The most far-reaching solution to the current parking situation (supply is not meeting demand) would be the construction of a parking deck(s), potentially near the police station, Northwest River front area or the courthouse. Additional diagonal parking and employee incentives/discounts/permits for remote parking areas would also alleviate downtown parking density. Shuttles (see “traffic” summary) to remote parking areas would be required to allow the physically challenged and people of all ages access to the various elevations of Geneva. Other solutions would also include:

Long Range Recommendations:

- More one way streets to enhance street parking
- Research additional public transit options
- Support METRA extension to LaFox, lessening traffic at Geneva station
- Install more bike racks to promote downtown bi-pedal transit
- Construct remote parking with shuttles to shopping areas
- eliminate IDOT??

Rest Room

Five Year Recommendations:

Geneva needs readily accessible public rest room facilities, with short term solutions including facility use agreements with the Metro Depot, Courthouse and the Historical Society. Longer term solutions would include the construction of facilities combined with gazebos in small parks intermingled with commercial areas. Rigorous maintenance of all facilities would be essential.

Traffic

Downtown Committee

Five Year Recommendations:

The peaceful cohabitation of pedestrian and motorized traffic is essential - cars need to move smoothly and pedestrians safely! This can easily be achieved through careful management of downtown resources. Downtown speed limits should be lowered, while investigating a trolley system to shuttle patrons from remote parking to downtown and from shop to shop. Custom Geneva signage would move people effortlessly through the downtown and river front areas. Traffic bobbies could ease traffic flow during especially busy downtown times. Other solutions would also include:

Long Range Recommendations:

- Consider more one way streets to ease traffic congestion
- Close Third St. to autos, promoting a pedestrian downtown
- Force industrial traffic bypass to Fabyan Pkwy, easing downtown traffic flow
- Research additional taxi/livery service possibilities

* *Restrictions* on parking was listed as a strength in that it offers equal opportunity to a variety of visitors while also limiting commercial use of residential areas; *restrictions* was listed as a weakness as it relates to employee parking challenges.

* *All day employee parking* is a weakness as there is not adequate parking for the volume of individuals and the length of time is not adequate (see restrictions) for Geneva employees.

* *State Street a main artery* to traffic - while we are enthusiastic about the fact that Route 38 brings visitors into Geneva, it also causes a challenge for traffic safety.

Downtown Committee

Property Utilization

Development

Five Year Recommendations:

The city must mandate the development of vacant/commercially abandoned lots, passing legislation that would require property owners to develop property within a limited time frame from original purchase date. The city must define a plan to provide incentives for preferred development options, while also promoting ownership of commercial property by individuals. Residential and commercial property must continue to be maintained and enhanced through beautification and other incentive programs. Other solutions would also include:

Long Range Recommendations:

- Build market square on old community hospital property
- Build amphitheater on block east of hospital property or 6th street school property - use for community concerts and lectures

* *Single owners of large amounts of properties* was listed as a weakness in that many of the current business owners would also like the opportunity to purchase the properties the stores currently occupy or comparable space nearby. Alternatives can be few and far between.

* *Downtown government property not on tax roles* refers to the transition of property from one government agency to another government agency without the opportunity of commercial ownership/tax realization.

Downtown Committee

Competition And Merchant Issues

Appearance

Five Year Recommendations:

Actively promote **appearance** strengths!!

Retail Area

Five Year Recommendations:

In order to further promote Geneva's strengths, we must focus on a uniform "product" by working towards consistent (including evening and Saturday/Sunday) operation hours, which will offer additional commercial growth opportunities. Creative labor pool cultivation (high school programs...) and additional employee training opportunities should also be addressed. To further energize the downtown area, construction of well maintained apartments and condos over businesses should be encouraged. Other solutions would also include:

Long Range Recommendations:

- Build/renovate downtown hotel to ensure downtown vitality
- Organize mentoring group for new/prospective business owners - help with understanding of codes, zoning and other marketing
- Attract specifically chosen anchor stores (Talbots...) - fitting with charm and unique feeling of Geneva, we would gain from national draw of stores
- Focus on upscale compliments to anchor stores
- Promote Geneva logo - heighten recognition throughout city and in advertising efforts
- Construct directories/information kiosks throughout downtown and River front areas
- Encourage merchants to clean windows to promote beautification efforts
- Request that all restaurants post menus
- Install additional drinking fountains for patron comfort

- To promote unification and marketing efforts, support chamber!

* *Anchor stores* were listed as a weakness as the downtown area remains historic and untouched by mass merchandising; *anchor stores* were also listed as a strength in the sense that one or two carefully chosen could serve as a tasteful drawing card to the downtown area.

* *Limited downtown grocery stores* were listed as a weakness, since the only current resources are specialized boutique businesses.

Funding Possibilities

- taxes
- parking revenue
- parking/traffic fines
- property tax
- special events/beverage tax
- Illinois State funding
- sponsorships
- grants
- foundation support
- bequeath

Economic Development Committee

Roster

Jeffrey Hayes - Co-Chairman

Terry Solon - Co-Chairman

Jamie Daniel

Thomas Williams

Christine Jeffries

John Hoagland

Chuck Brown

Tom Sulek

Jacqueline Solosky

Herb Stith

Gary Duffett

Bill Bezanson

Brian Kulpin

Vision Statement

There must be diversity in the tax base that supports the residential quality of life. Geneva has enjoyed an enviable reputation because of its specialty retail stores and “quaint” downtown business district. And, just as there is no one type of architecture in existing shopping areas, the business base will be as diverse.

The downtown business area will be kept in its current character and encouraged to further develop along its historical roots. Among its many beneficial activities, the active Chamber of Commerce will continue to sponsor events and festivals that draw residents and visitors to the area. State Street corridor businesses will be strengthened as the eastern Kane County area develops.

Through assertive, not aggressive, development and infrastructure investment Geneva will fully develop its Kirk Road corridor as a warehousing and light industrial park area. Businesses will develop to support the Geneva industrial park area and development of neighboring communities and entities. These support businesses include hotels, restaurants, entertainment/recreation facilities and the like.

Out in the western portion of Geneva, large retailers will characterize the Randall Road corridor, with streetscaping that signals a Geneva “uniqueness.” Research and office business growth will be encouraged and expanded in areas west of Randall Road, in place of residential growth.

Economic Development Committee

Recommendations

As of this committee's meeting, the City of Geneva is in the middle of a great upswing of economic development. The following recommendations not only guide current plans, but are a long-term barometer for guiding further development. They should serve as such for the next 5, 10, 15 and 20 years.

Entire City:

1. Establish physical gateways to that identify Geneva to the visitor as they enter the city limits.
2. Appearance of outstructures should follow the architectural style of the building to which it belongs.
3. Look for alternatives to establishing PUDs for retail/commercial/industrial areas.
4. "Shop Geneva" campaign to encourage residents and visitors to use all of the city's commercial/retail outlets on a regular basis.

Randall Road:

1. Create a unique atmosphere that builds on the character of the city and identifies that area as Geneva.
2. Judicious use of the tax and financial incentives to bring in and retain businesses.
3. Require retailers to have architecture that contributes to the unique character of Geneva.
4. Creation of recreational space around retail areas.
5. Don't reproduce the downtown identity of Geneva along Randall Road in the types of stores that are located along this corridor.

Downtown and State Street Corridor:

1. Step up efforts for businesses to attract new customers.

Eastern Geneva (Kirk Road; Kirk east to Kautz Road, from Division Street south to Fabyan Drive):

Create a favorable climate for industrial business development.

Economic Development Committee

Implementation

As of this committee's meeting, the City of Geneva is in the middle of a great upswing of economic development. The following ideas for implementation should be targeted for completion within the next 5 years. Those ideas for implementation not completed within 5 years, most certainly should be done within 10 years. Many of these ideas for implementation are ongoing by their very nature and should be continued over the next 20 years.

Entire City:

1. Toughen the zoning code so that the trash containment and detached support buildings of a business follow that business' architectural style.
2. Create and use city-supported incentives -- financial and otherwise -- that can serve to fill vacant businesses should it be necessary.
3. Hire professional(s) to create physical gateways to Geneva that identify the city apart from neighboring municipalities.
4. Explore informational, non-advertising kiosks that highlight the historic shopping district, general shopping areas, historic homes and buildings, and dining opportunities within Geneva. City funds, sales tax first and general funds if need be, or private sponsorship should be used for this project.
5. Research and office business growth will be encouraged and expanded in areas west of Randall Road, in place of residential growth.
6. Link existing bike paths and create new bike paths and structures (overpasses and underpasses) that allow people easy access to various retail locations (i.e., downtown, State Street Corridor and Randall Road).

Randall Road:

1. Hire professional(s) to render specific designs that capture the uniqueness of Geneva in business area. Such designs should consider, but not be limited to, use of lighting, signs, sidewalks, benches, etc.
2. Set aside future city funds, sales tax first and general funds if need be, for streetscaping and implementing city "look" in business areas.
3. Restrain the use of sales tax revenues as an incentive simply to bring in new retailers. Instead, use it as a tool to secure upgrades to existing PUDs.
4. Encourage retail developers, through the use of financial incentives, to develop aesthetically pleasing structures that are consistent with the overall business area.
5. Encourage businesses and developers to develop berms as walkways and pathways.

Economic Development Committee

6. Locate office structures between retailers and nearby homes where possible. These offices should take on the characteristics of the nearby housing and serve as a transition between homes and retail.
7. Attract national retailers to Randall Road corridor.

Downtown and State Street Corridor:

1. Encourage retailers to have Sunday hours and offer ideas for operating hours that take into account the family-run nature of many businesses.
2. Create Chamber- and City-sponsored activities that encourage Geneva's youth to shop and visit downtown businesses.
3. Create advertising and promotional programs (e.g., banners, facade program, etc.) that encourages residents and nonresidents to regularly use local merchants.
4. Continue to monitor the health of downtown businesses.
5. Partner with other regional businesses and attractions (e.g., Pheasant Run, DuPage Airport) to bring area visitors to downtown shops and attractions.

Eastern Geneva (Kirk Road; Kirk east to Kautz Road, from Division Street south to Fabyan Drive):

1. Adjust up-front impact and electrical fees to new industrial businesses locating in the corridor.
2. City of Geneva subsidizes, through public-private partnerships and other such incentives, the cost of electric, water, sewer and main access road infrastructure to new industrial businesses locating in the corridor.
3. Provide real estate tax abatement, on a case-by-case basis, to establish industrial businesses, in which schools must participate.
4. Establish a reserve fund in electric as an incentive to attract new industrial users of City utilities.
5. Encourage the development of additional entertainment and hospitality enterprises in the Kirk and Fabyan area that complement existing entertainment and sporting facilities (e.g., Kane County Cougars, Fox Valley Ice Arena) and supports future industrial growth.

Education Committee

Roster

John Murphy, Chairperson	William Barclay
Deborah Bray	Murray Chalmers
Teresa Davis	Colleen Honeyman
Peter Lauer	Janice Alwin
Sarah Sheridan	Christine Sobek

Vision Statement

An educated citizenry is the basis for an effective democracy, for developing individuals who recognize their potentials and have the means to achieve them, and for effective persons who have the necessary skills and abilities to be productive members of society.

The Geneva Community has had access to a varied array of educational opportunities and services which have served its residents throughout its history. The coming decades promise rapid change in Geneva's size, community make-up and aspirations. These decades will also bear witness to a rapid increase in knowledge and educational providers. Furthermore, the technology to make access to these resources is expected to be readily available.

The Educational Committee envisions a future Geneva in which the breadth and depth of educational opportunities are expanded, in which its citizens are continuously educated, whether the education is occurring at the earliest years, at the traditional elementary, secondary or collegiate levels, or in adult life.

The Committee envisions a future Geneva with educational assets meeting the needs of an expanded, more diverse population. Educational providers will offer opportunities in traditional school settings and in less traditional, technologically-supported ways. Partnerships among educational providers and creative ways to provide specific knowledge will be hallmarks of the future.

Education Committee Education Committee

Recommendations

Those items identified with an asterisk (*) should be considered priority items and implementation of these recommendations should proceed within the next five years.

- *1. Support and promote the development of a community-wide “clearing house” of educational services and providers which can be made easily accessible to residents. Technology such as the Internet offers opportunities to carry out this recommendation.
- *2. Seek opportunities to provide the necessary resources for educational agencies.
3. Recognize and support the diversity of educational providers at all levels.
- *4. Encourage interagency collaboration and partnerships to provide expanded educational opportunities.
5. Maximize the use of educational facilities and resources to ensure that taxpayers and other stakeholders are receiving the best value for their investments.
6. Acknowledge the vast talent pool that exists within all segments and age groups of the Geneva community and use these to advantage.
7. Provide opportunities for residents to receive ongoing knowledge regarding health, wellness, and other social issues.
- *8. Support healthy families and the development of healthy children, young adults, and adults.
9. Recognize the importance of education as a component to develop citizens, able human beings, and good neighbors as well as a means to economic improvement.
10. Continue to communicate and cooperate to offer the best educational environment for the community of Geneva.

Environment Committee

Roster

Mary Zaander, Co-Chairperson

Jan Little, Co-Chairperson

Mike Abts

Chris Aiston

Beverly Chapin

Amanda Franklin

Patricia Hanson

Pat McNally

Laura Zuzuly

Vision Statement

Our environment serves both human and other biologies and promotes strong, sustainable communities. We recognize that we do not stand apart from the systems of the environment, but instead we live in balance and harmony within it. We are one part of an integrated whole.

Environment Committee

Recommendations and ideas for implementation

All ideas for implementation should be considered for immediate implementation. Each five year segment should include re-evaluation to accommodate new environmental issues, new knowledge and new technology.

1. Increase environmental education of individuals, businesses, contractors, local government, institutions and other organizations.

- Form a Citizens Environmental Advisory Committee
- Use of media, Park District Classes, Community Newsletter, computer bulletin board, and/or pamphlets such as the one by the DuPage Environmental Awareness Center (See supporting documentation).
- Develop an environmental education program with an experience based focus into curriculum of grades K-12
- Coordinate education program and goals with Park District programs and goals
- Expand Recycling Coordinator Position to include school outreach

2. Encourage innovation to address environmental issues.

- Consider innovative ways to design, manufacture, use and dispose of consumer products
- Promote composting of food and yard waste
- Encourage the use of water conservation plumbing fixtures and repair of plumbing leaks
- Adopt and/or enforce local legislation to ensure adequate soil erosion and sedimentation control on construction sites
- Encourage innovation in design and construction of new developments to minimize environmental impact
- Improve computer communication for internal use and external dissemination of information; facilitate computer networking, modeling telecommunication
- Recognize companies that have ISO 14000 (environmental management systems) Standards and encourage companies to attain these standards

Environment Committee

3. Promote re-use, recycling and alternative disposal efforts

- Adopt and/or enforce local legislation to ensure the proper handling and disposal of chemicals and fertilizers
- Promote alternate purchasing practices to reduce waste
- Promote the use of E-mail to reduce paper
- Promote the use of multi-use shipping containers rather than single use
- Promote existing household paint recycling program
- Promote other existing re-use efforts (tire, fluorescent light bulbs, printer cartridges etc.)
- Expanded and more convenient house hold hazardous waste disposal
- Explore new technologies

4. Increase recycling for all types of waste (single family, multi family and business)

- Increase participation of businesses and local government operations by performing waste audits and developing plans for improved services
- Create a mandatory multi family residential recycling program
- Create a mandatory construction and demolition waste recycling program
- Create a mandatory commercial recycling program (already required by County)
- Continue to identify and expand the recycling opportunities in all sectors

5. Increase the coordination between the City of Geneva, Kane County and neighboring communities

- Adopt joint or compatible Local Land Resource Management Plans pursuant to the State of Illinois' Local Land Resource Management Planning Act with neighboring municipalities and the Kane County's government to provide for regional protection
- Actively participate in consideration of landfill expansion and development
- Recycling Coordinator position to include City/County coordination of recycling programs

6. Acquire accurate assessments of natural resources and environmental conditions.

- Study and map aquifer regeneration area, determine capacity
- Map City watersheds
- Conduct a stream monitoring assessment; bank conditions, corridor conditions, substrate conditions, available habitat, ownership, obstructions & flow
- Identify areas for stream bank stabilization and corridor improvement

Environment Committee

- Require independent testing of water, air and soil for landfills, Fox River, streams and other locations in Geneva
- Require reporting of test results in City newsletter
- Continue remedies for poor air quality as listed in current assessment

7. Protect and enhance the quantity and quality of potable groundwater and potable surface water supplies.

- Protect aquifer regeneration area
- Continue to reduce radium levels in consumer water
- Continue water pipe replacement program
- Increase capacity of water treatment plant

8. Reduce point and non-point source (NPS) discharges of pollutants into lakes, rivers and streams.

- Increase capacity of sanitary treatment plant or seek alternative methods of treatment
- Reduce storm water infiltration of sewer system from sump pumps and other sources.
- Increase the use of vegetated swales to reduce NPS pollution

9. Promote an ecosystem based approach to environmental and land use planning

- Design retention basins to mimic functioning wetlands to provide habitat and filtration as well as storage.
- Add vegetation to existing basins to increase roughness and filtration
- Address increasing imperviousness within the city. Consider establishing a fund to provide water retention and filtration in areas where no retention exists (central City)
- Look for opportunities to reestablish wetlands within City
- Enact development setbacks for the Fox River, modeled after the NIPC Model and Wetlands Protection Ordinance.
- Encourage the use of naturally vegetated buffers along creeks, wetlands and river providing habitat, bank stability and aesthetics
- Promote landscaping which requires little or no artificial watering
- Strive to achieve for every stream in Geneva a Class B (highly valued aquatic resource) habitat and water quality rating as defined by the Biological Stream Characterization system of the Illinois Environmental Protection Agency.
- Continue to protect and safeguard all existing land that provides open space , habitat, native ecosystem.

Environment Committee

- Continue to pursue federal funding for water re-use and reclamation project on 1100 acre tract west of Peck Road (440 acre start with Prairie Green)
- Strive to provide linkage between major open space areas, Fabyan Forest Preserve linked to Peck Farm linked to Prairie Green. Linkage will increase habitat range for other biologies and for human foot and bike traffic.
- Encourage the city to purchase easements along the river to allow for public access

Growth Committee

Roster

Phil Page, Co-chairperson
Craig Livermore, Co-chairperson
John Borse
Rob Byrnes
Raymond Davis
Vicki Deane
John Fill
Rod MacKenzie
Gary Moline
Tim Moran
Dave Rogers

Vision Statement

Maintain Geneva's quality of life through orderly, balanced growth that provides: improving public services at lower costs; creating a healthy diversity of housing choices and commercial and industrial uses; and preserving Geneva's unique downtown and historic preservation districts.

Growth Committee

Recommendations *

Boundary:

East:

The City should immediately negotiate a firm boundary with the City of West Chicago. The City should also immediately start to annex all unincorporated areas in Kane County. Failing to secure the boundary agreement, the City should begin annexation of adjacent unincorporated areas between the county line and West Chicago. It is the intent to fix the City limits, the growth of its services, and the potential impact from adjacent areas on these services. (1)

West:

The committee does not want to compel the City of Geneva to provide city services to the area west of Peck Road but feels it is necessary in order to control the growth of residential development and its impact on the Geneva school system. The committee recommends that Geneva establish its western boundary in undeveloped areas along the same lines as the school district (as they exist on the date of this report). (2)

Housing Issues:

1. We recommend the building of additional housing for our elderly population. (5)
2. We encourage the City to explore the means of providing and maintaining affordable housing (e.g.: employees working in local government and industry, elderly) by working with developers on, for instance, impact fees or density requirements, in order to assure the building of these units for these employees or the elderly. (5)
3. We recommend the creation of a means for pedestrians (walking, running and biking) to cross over or under Randall Road from the west to the downtown and vice versa. (5)
4. We encourage the City to establish mixed use (residential / commercial) development in the downtown including multi-family near the railroad right of way. (6)
5. All multi-family housing shall be restricted to two (2) stories with the exception of special use considerations. (6)
6. We recommend the review and enforcement of the in-home office zoning code regulations to permit and regulate the impact on the surrounding neighborhood. (7)

Growth Committee

***Note:** recommendations are in priority order by section on a scale of 1 (highest) to 10 (lowest). The priority ranking number follows the recommendation in parentheses.

Retail and Commercial:

1. We encourage the development of the east side office and industrial park. This recommendation is a top priority. It is the committee's strong feeling that the City do all that is possible to shift the current real estate tax burden to a mix which would result in no more than seventy percent (70%) being borne by residential property. (1)
2. We recommend that the zoning areas and the plan of development be reviewed periodically (at least every two years) with respect to current usage and growth. (3)
3. We recommend the establishment of an architectural review process within the planning process to establish guidelines that maintain and enhance Geneva's aesthetic and historical character. (3)
4. We encourage the soliciting of national specialty boutiques to fill in the downtown store fronts or the old hospital lots located on Third Street. (4)
5. We encourage the building of a hotel near the baseball park and ice rinks together with the implementation of a shuttle service between the train station, downtown and the ball park area. (5)
6. We encourage the addition of a car dealership to our retail base. (7)

Services:

1. We support the proposed Prairie Green wastewater reclamation and reuse facility and plan. (2)
2. We recommend that no expansion be permitted for the Settlers Hill Landfill and that Geneva lobby for establishment of a solid waste disposal plan at the County level. (2)
3. We encourage the maintenance or expansion of our current ratio of open space (land and parks) in ratio to the population and land mass of the City. (2)
4. We encourage the establishment of a Community Center to provide for the needs of all citizens but address the special needs of our teens and elders. (4)
5. We recommend the maintenance of the same teacher student ratio (15:1) that we have had during the last twenty years. (4)
6. We encourage the Board of Education not to sacrifice teacher experience for the sake of low salaries and budgets. (4)
7. We recommend that the mayor and police chief review the manpower needs of the police department in order to maintain the low crime rate that we currently have (as the same is determined by the FBI's seven index crimes). (4)

Growth Committee

1. We encourage that the on-call manpower of the fire department be brought up to the minimum of forty by January 1, 1998 with a review of on-call requirements annually. (4)
2. We encourage the expansion of the police outreach programs with emphasis on youth and crime prevention. (4)

1. We request the City to examine the manpower needs of the dispatch center and its capability to deliver the services in order to keep up with the region's growth. (5)
2. We recommend the establishment of a commission / committee to study and address the current and future needs of the senior population of Geneva. (5)
3. We recommend a shuttle bus to service various segments of community to travel within the City. (6)
4. We encourage the development of more indoor public / private recreational facilities. (6)

Taxation and Revenue:

1. Continue efforts to further diversify residential, commercial and industrial real estate tax base so that the balance does not exceed 70% residential. (2)
2. Continue the collection of developer impact fees with periodic review to insure that they reflect market conditions and are sufficient to insure provision of city services. (3)
3. If additional sources of revenue become necessary Geneva may consider:
 - a) implementation of real estate transfer tax at the same level as the county (.25/\$500) to be paid by the sellers of real estate, with an exemption granted to persons selling their homes in Geneva but purchasing another home in Geneva. Two caveats:
 1. transfer tax can only be imposed by home rule municipalities
 2. imposition of this tax now requires voter approval.
 - b) funding a study to determine the benefits vs. costs (economic and political) of implementing alternative sources of revenue such as a telecommunications tax. (4)
4. Continue and expand the city's programs of encouraging upkeep and revitalization of

downtown retail including the use of redevelopment incentives, Special Service Areas and TIF districts. (4)

Growth Committee

5. Geneva should consider becoming a home rule municipality to enable it to become exempt from the “real estate tax cap” legislation which limits the city’s ability to meet its operating needs, and enable it to impose or increase sales tax without county board approval. (5)

Geneva can become a home rule municipality by either:

- a) voter referendum, or
- b) by special census after completion of Fisher Farms development. If population is 25,000 or more, become home rule by operation of law. (5)

Other:

1. We recommend aggressive opposition to the development of a racetrack. (1)
2. We recommend the establishment of a regional planning authority with South Elgin, Wayne, St. Charles, West Chicago, Winfield Township, Batavia, Elburn, North Aurora and Kane County Government. (3)

Transportation Committee

Roster

Paul DesCoteaux, Chairperson
Jule Corron
Paul Dailey
Marianne Dieter
Terry Flanagan
Dennis Hanson
Bruce Johns
William Kidwell
Rich Liesendahl
Ed “Skip” Marshall
Ken Steffy
Thomas Talsma
Tim Vetang
Bill Wukovits

Vision Statement

To have a safe and efficient transportation system that is unsurpassed in moving citizens by foot, bicycle, auto, bus, or train throughout our city. Major roads carry traffic around the perimeter of the city while local streets provide easy access to neighborhoods and the historic downtown area. Here many unique shops, surrounded by ample parking and green space, preserve our vibrant small town atmosphere. Adjacent to the downtown area is the rail station serviced by frequent commuter trains and buses. A network of trails extends along the scenic Fox River and into our neighborhoods to provide safe pathways for pedestrians and bicycles. Travel is truly pleasurable along all parts of our well-maintained transportation system.

Growth Committee

Recommendations

Year One

Citywide

- a) Begin work on bike path recommendations. See Appendix B, Bicycle Path Recommendations.
- b) Classify various residential neighborhoods that allow and don't allow certain types of truck traffic. Use signs where appropriate to indicate truck routes and where trucks are prohibited.
- c) Develop a strategy to divert traffic from Route 38 to Fabyan Parkway.
- d) Encourage Chamber of Commerce to use trolley system, perhaps expanding to a Tri-Cities cooperative effort, to serve the downtown and recreational areas.
- e) Encourage Metra to locate train stations east and west of town.
- f) Identify sources of funding – an ongoing task.
- g) Place sidewalks on at least one side of all streets in our jurisdiction. Where designated as a bike path the sidewalk should be sufficiently wide to accommodate pedestrians and bicycles.

Downtown

- a) Identify opportunities for continued accident reduction on State Street in areas of diagonal parking.
- b) Improve traffic flow on downtown side streets by eliminating stop signs where feasible. For instance, determine whether some of the four-way stops on James Street could be changed to two-way.
- c) Prohibit left-turn traffic at State Street and Crissey Avenue.
- d) Restrict truck traffic and parking at major downtown traffic congestion points.
- e) Update the downtown parking study and begin implementation.

Growth Committee

Eastside

- a) Continue to work with Kane County to improve Kirk Road south of Route 38. These improvements should include a right turn lane off Kirk Road onto Cherry Lane to enter the Kane County Events Center.
- b) Encourage Illinois Prairie Path to build a bridge over Kirk Road. In the meantime, route pedestrians and bicycle traffic to cross Kirk Road at a traffic signal.
- c) Extend Averill Road to Kautz Road.

Westside

- a) Add a traffic light at Fabyan Parkway and Kaneville Road. Have it operational only during hours when pedestrian/bicycle/vehicle traffic to and from the Middle School is heavy.
- b) Improve the sight lines at the intersections of Gary Lane, Cambridge Drive, South Street and Kaneville Road.

Year Two

Downtown

- a) Improve pedestrian crossing at State Street and River Lane.

Eastside

- b) Develop a plan for accessing the property south of Route 38 and west of Kirk Road. Implement the plan when appropriate.
- c) Develop a plan to extend Kautz Road south to Fabyan Parkway to optimize and prepare the area, with respect to transportation, for future industrial development. Implement the plan when appropriate.
- d) Extend Geneva Drive and Division Street east from Kirk Road to Kautz Road.
- e) Implement the 1991 East Side Study recommendations for consolidating State Street driveway access between Harrison Street, Eastside Drive and Route 25.
- f) Upgrade Kautz Road to a Class II truck route.

Growth Committee

Westside

- g) Add a traffic light at the intersection of Fabyan Parkway and Bent Tree Drive.
- h) Add right turn lanes to Randall Road at all existing intersections.
- i) Facilitate safe pedestrian crossing of Randall Road by adding islands and walk-buttons at existing intersections with traffic lights.

Year Three

Eastside

- a) Add a traffic light at Route 38 and Kautz Road to support Geneva's Industrial Park.
- b) Extend Viking Drive north to Kaneville Road.

Westside

- a) Add traffic lights at the intersections of Randall Road and Williamsburg Lane and at Randall Road and Bricher Road.
- b) Improve the intersection of Kaneville Road and State Street by changing it to a "T" and possibly by adding a traffic light.

Years Four and Five

Downtown

- a) Build a footbridge over the Fox River just south of State Street.

Growth Committee

Guidelines

Citywide

- a) Develop and maintain good working relationships with State and County officials.
- b) Facilitate truck turning at major road intersections.
- c) Monitor continually the speed of throughways so that speed limits can be adjusted when appropriate.
- d) Monitor emerging technologies and aggressively implement them when appropriate. For instance, a slurry is now available that uses 1/3 less salt.
- e) When arterial roads are widened, include sound reduction measures in their design.

Downtown

- a) Minimize the issuance of parking tickets to protect our reputation as a desirable destination for tourists.

Westside

- a) Include right turn lanes when traffic lights are added to Randall Road intersections.
- b) To facilitate safe pedestrian crossing at Randall Road intersections, add islands and walk-buttons at future traffic lights.

Growth Committee

Bicycle Path Recommendations

Designate bike routes as marked on attached map.

Designate these routes well with signs.

Maps such as the attached NPC maps should be produced for Geneva. The maps should be available at several locations in the city and posted at certain points. For instance, the maps should be posted where paths from the city feed into the Fox River Trail and at city parks.

Signs with maps should be posted along routes.

Convert abandoned rails in the city into paved trails. For instance, the abandoned rail path along the west edge of Wheeler Park could be converted.

Work with the Kane County Forest Preserve to improve the trail on the west side of the river between the Kane County Government Center and Fabyan Parkway. Perhaps the abandoned rail that brought folks to Colonel McCormick's property could be used.

When making improvements to roads and streets marked as routes create separate pathways, mark bike lanes in the street or widen sidewalks to accommodate bicycle and pedestrian traffic.

Investigate allocating more ISTEA money to non-motorized transportation. Currently only 1% is allocated.

Keslinger Road, Bricher Road and Williamsburg Lane west of Randall Road along with Peck Road should, when improved, have separate paths or spacious bike lanes.

Paths along Keslinger Road, Bricher Road and Fargo Boulevard should lead into Prairie Green.

A connection from Prairie Green to Mill Creek should be built.

A bike/pedestrian bridge should be built over the Union Pacific tracks from Glengarry Drive to the Campbell House (the Kane County Events Center). Bike racks should be abundant the Kane County Events Center. Approach Waste Management and/or Kane County Forest Preserve for funding.

Growth Committee

A path should extend from the Kane County Events Center to Fabyan Parkway on the west side of Kirk Road.

A path should extend from Western Avenue to Bent Tree Drive on the north side of Fabyan Parkway.

When Fabyan Parkway becomes widened, the paths must not be eliminated.

A bike/foot bridge should be built over the Fox River a block or so north of the State Street Bridge. Approach ShoDeen for funding.

There should be plentiful bike racks at the following locations: the Metra Station, Court House, Mill Race Cycle and Mill Race Inn. This is to encourage bikers, especially trail riders, to stop and linger on foot in the State Street and Third Street shops.

Place markings on sidewalk and path surfaces to indicate their use: bicycles, rollerblades, etc.

There should be a foot/bike bridge built over the Union Pacific tracks on the West Side of the Randall Road overpass.

Bike routes should go by all schools.

The Peck Road/Union Pacific tracks overpass should have a separate bike path or bike lanes.

The sidewalks on the south side of South Street from Western Avenue to 7th Street should be designated as a bike route.

A bicycle lane should be marked on the west side of 7th Street from South Street to James Street.

Extend the sidewalk/bike path from Fargo Boulevard south to Fabyan Parkway along the west side of Route 31.

Cut curbs where necessary on bike routes using sidewalks.

Create safe bicycle crossings at Randall Road and Bricher Road, Williamsburg Lane, Keslinger Road and Fargo Boulevard intersections.

Growth Committee

Extend the path that runs along the west side of Randall Road on the hospital property north to Bricher Road and south across the railroad tracks using the proposed path overpass to Fargo Boulevard. Consider extending the path by jogging west on Fargo Boulevard then south behind the commercial developments to Fabyan Parkway.

Require new development to include bike paths.

Create Citizen group to assist government officials to improve, expand and realize these recommendations.

The Geneva Cultural Arts Committee

“Without the arts a culture has no history.”
[Author unknown]

Roster

Patricia Murphy, Chairperson
Rochelle Borrett
Carolyn Dailey
Theresa Ellis
Ella Mae Goshen
Sharon Jones
Lucile Little
Michael Masella
Sharron Porter
Nancy Sexton
Jan Sutfin

Vision Statement

The cultural arts committee envisions a community in which the cultural arts flourish. The creative spirit expresses itself in multiple ways: through the visual arts, dance, storytelling, film, poetry, music, drama, and more. This community includes many people: Genevans, residents of the surrounding areas, and those from outside the Fox Valley.

On the practical side we see the arts invigorating Geneva, enhancing the business and educational communities. Through the expansion of the arts, the people of Geneva and surrounding areas of both present and future generations will continue to nurture and promote their talents and appreciation for the arts.

The Geneva Cultural Arts Committee

Recommendations

1. Kiosks (computer and otherwise) (Attachment 5)
2. Sculpture and art in public places (Spoleto Festival, Attachment 5)
3. A festival combining art and history (Spoleto Festival, Attachment 5)
4. An arts commission with some salaried positions (Highland Park ordinance, Attachment 5)
5. A cultural arts center with accommodations for all artistic disciplines: studio space, exhibition space, performance area, and educational programming at a convenient and prominent place in downtown Geneva. (Noyes Center, Evanston, Attachment 5)

Ideas For Implementation:

In One Year:

- establish a working cultural arts committee
- hire an intern to investigate possibilities for the formation of a commission, a cultural arts center, and available financial support and report to the committee
- set-up kiosks to provide arts related information and postings of community arts events and activities as well as local, national, and international opportunities and resource information for artists, schools and libraries
- encourage arts related businesses

In Five Years:

- public sculpture
- arts festival
- a central cultural arts space

In Twenty Years:

- a salaried position for committee, commissioner
- a permanent cultural arts center in downtown Geneva
- a tradition of arts and history festivals