

City of Geneva

Strategic Plan Advisory Committee
Geneva City Hall Geneva, IL 60134
Wednesday, January 15, 2020 6:30 pm

1. **Call to order:** Meeting Called to order by Chair Johnson at 6:31 P.M.
2. **Roll Call:** Present were Johnson, Malecki, Kelley, Monaco, Miles, Frankel, and Ellett. Also present: McCready. (Guests: Llona Steele and Jean Pierce from League of Women Voters of Central Kane County)
3. **Amendments to Agenda:** NONE
4. **Approval of Submitted Reports**
 - a. Review and approval of Minutes – Approved: Monaco, 2nd Ellett

Review and approval of Budget – Approved: Malecki, 2nd Ellett
5. **Sub Committee Reports**
 - a. NRC: No January Meeting – Wine & Trees Fundraiser coming up on 2/29 at Persinger Rec. Center
 - b. ICEC: No Meeting – Upcoming meeting next Tuesday January 21st
 - c. Student Government: No December meeting. Next meeting Thursday January 22, 2020.
6. **Officer Appointments**
 - a. Appointment of Chairperson – Motion for Johnson to be appointed Chairperson for the remainder of former Chairperson Cassin’s term.

Approved - Malecki, 2nd by Frankel.
 - b. Motion to appoint Vice-Chairperson – Motion to appointment Ms. Frankel to fill the remainder of Ms. Johnson’s term.

Approved – Ellett, 2nd Kelley.

7. 2020 Census Update and Discussion

- a. The Committee discussed the Draft Census 2020 Strategy.
- b. SPAC is charged with gathering and distributing information to the public about the upcoming census.
- c. Residents will primarily self-report to be counted. Federal census workers will be going door-to-door to individuals that did not respond over the course of the summer.
- d. Methods to spread the word in the community may include social media, school events, signs, pledge cards, etc.
- e. It was noted that communication should include information regarding why the census is important.
- f. What do we want to do to help close the gap and encourage residents to self-respond early.
- g. To complete information online, residents will have to enter a special code which will be mailed to their home address.
- h. Members discussed engaging partners including the Chamber of Commerce, Ministerial Alliance, LWV, Non-Profits, etc.
- i. A February special meeting for the Census is tentatively planned and will involve meeting with community partners & leaders. Date and time TBD.

8. Closed Session to Consider Appointment to SPAC:

- a. Motion to enter closed session for the purposes of discussing an appointment to SPAC.

Approved - Kelley, 2nd by Malecki

- b. Motion to return to open session

Approved – Monaco, 2nd Ellett.

Upon discussion it was determined that the vacancy is to be reposted. Applications received are to be reviewed by SPAC at the February meeting where a decision will be made regarding interviews in March..

9. Calendar Review:

- a. Next meeting will be February 19th.

10. New Business:

- a. A SPAC subcommittee (Ellett, Frankel, & Malecki) will compile a draft of the Diversity Task Force recommendations discussed thus far to review with the group in February. Mr. Ellett
- b. Upon finalizing, SPAC will work with Mr. McCready to forward recommendations to the Mayor and City Council for consideration.
- c. Chuck Miles informed SPAC that during the January 6th City Council meeting, city council approved new zoning language for affordable housing.

11. Motion to Adjourn – Approved: Ellett, 2nd Frankel. Meeting adjourned at 8:45 p.m.