

# City of Geneva

Strategic Plan Advisory Committee  
Geneva City Hall Geneva, IL 60134  
Wednesday, February 26, 2020 6:30 pm

1. **Call to order:** Meeting Called to order by Chair Johnson at 6:32 P.M.
2. **Roll Call:** Present were Johnson, Malecki, Kelley, Monaco, Miles, Frankel, Schwab, and Ellett. Also present: McCready. (Guests: Colin Campbell & Chris Pakan)
3. **Amendments to Agenda:** NONE
4. **Approval of Submitted Reports**
  - a. Review and approval of Minutes –  
Motion to Approve by Kelley  
2<sup>nd</sup> by Ellett  
all in favor by voice vote. – (Date change from 2019 to 2020)  
  
Review and approval of Budget –  
Motion to Approve Kelley  
2<sup>nd</sup> by Frankel  
all in favor by voice vote.
5. **Sub Committee Reports**
  - a. NRC: – Wine & Trees Fundraiser coming up on 2/29 at Persinger Rec. Center
  - b. ICEC: Tuesday January 21<sup>st</sup> – highlights were: future delegation to/from sister city, continue after school art & crepes program, ECI Summer visitor info coming in March.
  - c. Student Government: Thursday January 22, 2020. 6/7 attended. Played “Census Jeopardy”. – Looking to set up a table to help provide information regarding the census during the school day. Next official meeting will be in April.

## **6. Diversity Task Force Discussion**

- a. Task Force – Subcommittee of Ellett, Frankel, and Malecki worked on a final draft body of information to discuss with SPAC to refine for presenting to City Council.
- b. SPAC reviewed the draft report presented by the subcommittee with minor changes to be made. Suggestions are due to Ben by Monday March 2<sup>nd</sup> for incorporation into document.
- c. SPAC decided that the next step will be to present the report/recommendations to Mayor Burns with date TBD prior to presenting to City Council.
- d. Colin Campbell shared contact information for another resource.

## **7. 2020 Census Update**

- a. City has posted the “Pledge” online to help bring awareness on the city’s website.
- b. Jill and Ben have contacted several partners including park district, schools,
- c. Flyers have been generated and ready for final tweaks and then printing.
- d. Focusing on snow birds, children, other hard-to-count individuals
- e. Geneva will sent out one reminder email for people who sign up
- f. City staff video manager is working on social media
- g. Mid-March information to be on Geneva Theater marquee
- h. As of now, city will not be meeting with community leadership
- i. Johnson & Mayor Burns will be working on an information video to be on website & YouTube channel.
- j. Staff will be presenting info to the current citizens’ police academy.
- k. Still looking into yard signs to be placed at city buildings
- l. SPAC’s primary duty is to share the information and educate Geneva as to why the census is important.

## **8. Closed Session to Consider Appointment to SPAC:**

- a. Motion by Monaco, 2<sup>nd</sup> by Ellett – All in favor
- b. Motion to move back into open session by Malecki. 2<sup>nd</sup> by Monaco. All in favor

**9. Calendar Review:**

- a. Next meeting will be March 18<sup>th</sup>.

**10. New Business**

- a. None.

**11. Motion to Adjourn** – Johnson, 2<sup>nd</sup> Miles. All in favor. Meeting adjourned at 8:21 p.m.