

## City of Geneva

Strategic Plan Advisory Committee  
Geneva City Hall Geneva, IL 60134  
Wednesday July 21, 2021, 6:30 pm

1. **Call to order:** Meeting called to order by Acting Chair Monaco at 6:32 P.M.
  
2. **Roll Call:** Present from SPAC were Mannon, Monaco, Cooper, Malecki, Kafer, Ellett, and Schwab. Also, present McCready.
  
3. **Amendments to Agenda:** None
  
4. **Approval of Submitted SPAC Reports**
  - a. Review and approval of Minutes from May 2021  
Motion to Approve by Kafer, 2<sup>nd</sup> by Mannon  
All in favor by voice vote.
  
  - b. Review and approval of Budget Report  
Motion to Approve by Ellett, 2<sup>nd</sup> by Cooper  
All in favor by voice vote.
  
  - c. Committee Reports
    - i. ICEC – No Report
    - ii. NRC – No Report
    - iii. Student Gov't – No Report
    - iv. DEI – Meeting is set for 7/28
  
5. **Community Survey and Annual Open House Planning**
  - a. SPAC 2021 Timeline (through end of year)
    - i. July to November: Planning, Comm. Survey, Analyze Results, Preliminary Results, Final Results.
    - ii. Survey and Open House are meant to be two standalone, separate activities to gather different data.
    - iii. Committee discussed previous survey efforts and ideas for improving the number of responses, and gaining broader input from across the community. Suggestions included:

1. Personal contact via phone calls, post cards, direct email
2. Notices through the city (E-newsletter, e-billing, social media)
3. Public outreach activity at the Library, French Market, Metra Station, or other festivals/events.
- iv. Committee discussed the “Open House” concept.
  1. Committee members felt that “open house” was not the right term or sent the wrong message to residents.
  2. Members agreed that there was a need to rebrand and better define the event. Residents need to clearly understand what the “ask” is.
  3. Cooper suggested an a public comment portion for feedback on the plan so participants could share general ideas with SPAC and another in a less formal setting.
  4. McCready discussed alternatives to the “vote by sticker” approach used in the past.
  5. Ad hoc subcommittee to work on designing and implementing the upcoming “Open House”

## **6. Strategic Plan: Discussion on update/progress report format**

- a. SPAC discussed the performance dashboard and formats for a Strategic Plan progress update.
- b. Quarterly Update in City Newsletter to help keep residents informed on city’s progress and direction
  - i. Indicator/Objective based
    1. Highlight a “feature” of the strategic plan or use a subject to help further educate our residents on a certain issue.
    2. Selecting a subject and making it “digestible” to the reader – avoid getting into the weeds.
  - ii. Short list of Potential Topics
  - iii. Infographic for events/education
  - iv. Performance indicators posted on city’s website
- c. Sub-committee will work on a draft section for the fall newsletter to present at August meeting.

## **7. Committee Reports**

- a. ICEC – No Report
- b. NRC – No Report
- c. Student Gov’t – No Report
- d. DEI – Meeting is set for 7/28

## **8. New Business & Public Comment**

- a. Chris Pakan commented on the survey data collection and recommended networking directly to the public at events.

## **9. Calendar Review**

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

**10. Motion to Adjourn** – Motion by Kafer, 2<sup>nd</sup> by Cooper. Meeting adjourned at 8:10 p.m.