

City of Geneva

Strategic Plan Advisory Committee
Geneva City Hall Geneva, IL 60134
Wednesday August 18, 2021, 6:30 pm

1. **Call to order:** Meeting called to order by Acting Chair Frankel at 6:35 P.M.

2. **Roll Call:** Present from SPAC were Monaco, Cooper, Malecki, Kafer, Ellett, Frankel, and Schwab. Also, present McCready.

3. **Amendments to Agenda:** None

4. **Approval of Submitted SPAC Reports**
 - a. Review and approval of Minutes from July 2021
 - i. Correction of July Minutes.
 1. Item 4a should read “June”
 2. Item 7 is duplicated from 4c and will be struck from the minutes.

Motion to Approve as amended by Monaco
2nd by Ellett
All in favor by voice vote.

 - b. Review and approval of Budget Report
Motion to Approve by Monaco
2nd by Ellett
All in favor by voice vote.

 - c. Committee Reports
 - i. ICEC – No meeting
 - ii. NRC – Had meeting on August 1st. SPAC member was not present. NRC members are interested in promoting the 50/50 parkway tree program.
 - iii. Student Gov’t – Promoting and advertising since school just began. First meeting tentatively is 8/26.
 - iv. DEI – Had first meeting together as a committee. Next meeting is 8/25.

5. Community Survey Discussion

- a. Review Questions and Format
 - i. Suggestions for upcoming survey could include optional categories or topics
 - ii. Is it beneficial to include specific yes or no questions? What about branching out to include the strategic plan objectives?
 - iii. How better can we separate responses which are tailored to Geneva as an organization vs. what SPAC needs to utilize?
 - iv. To help increase response rate, the messaging regarding the importance of the survey needs improvement.
- b. Confirm Dates to Promote Responses
 - i. Survey will run from 8/27 to 9/19
 - ii. SPAC will directly interact with the public to promote the survey on September 8th, 11th, and 12th
 - 1. Location(s): Geneva Public Library & Geneva French Market

6. Communications Update

- a. Deadline for October quarterly newsletter is end of September.
- b. Pilot topic will be the 50/50 tree program and environmental stewardship.

7. Calendar Review

- a. Next meeting will be September 15th
- b. Joint meeting with City Council will be October 12th.

8. New Business & Public Comment

- a. Update on the 3rd Street recycling pilot program. Results yielded ~80% of disposed items in bins were able to be recycled.

9. Motion to Adjourn – Motion by Frankel, 2nd by Ellett. Meeting adjourned at 7:59 p.m.