

City of Geneva

Strategic Plan Advisory Committee
Geneva City Hall Geneva, IL 60134
Wednesday September 15, 2021, 6:30 pm

1. **Call to order:** Meeting called to order by Chair Johnson at 6:33 P.M.

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

3. **Amendments to Agenda:** None

4. **Approval of Submitted SPAC Reports**
 - a. Review and approval of Minutes from August 2021
Motion to Approve by Mannon
2nd by Cooper
All in favor by voice vote.

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

 - c. Subcommittee Reports
 - i. ICEC – No meeting
 - ii. NRC – Fox River clean up 9/18 from 9 to 12. Beginning stages of next years Wine, Cheese, and Trees. 50/50 program is getting a hard push and is asking SPAC to help advertise to increase the number of parkway trees planted for 2022.
 - iii. Student Gov't – Recruiting student now with five showing interest. Looking to work with GTV.
 - iv. DEI – No official report. Chair has been invited to participate with city staff to attend webinar regarding strategic planning.

5. Community Survey Update

- a. Currently have 384 surveys completed to date compared to 220 from last year. A 175% increase! Deadline is 9/29.

6. Communications Update

- a. Update on plans for progress reports and newsletter info.
- b. “Metrics Matter” pilot page to be included in the quarterly newsletter. Current topic is the 50/50 Parkway Trees program.

7. 2022 Priorities Discussion

- a. What can SPAC bring to the table for 2022?
 - i. Solar/Clean Energy
 - ii. Tax base and Economic Vitality
 - iii. Inclusion and Diversity
 - iv. Modernizing individual departments’ mission statements
 - v. How the community has been affected and will continue to be affected by the pandemic?
- b. Community based interaction/discussion/education?
- c. Possibly utilize the “Metrics Matter” as a guidepost to educate residents for directly improving and working on action items in the strategic plan.

8. Calendar Review

- a. Survey closed 9/29
- b. Joint Meeting with City Council October 11th
- c. Next SPAC Meeting October 20th

9. New Business & Public Comment

- a. Possible opportunity for an upcoming partnership with the library

10. Motion to Adjourn – Motion by Kafer. Meeting adjourned at 8:07 p.m.