

**JOINT COMMITTEE OF THE WHOLE & STRATEGIC PLAN ADVISORY COMMITTEE  
MEETING MINUTES FROM OCTOBER 12, 2020**

Elected Officials Present: Mayor Burns, Bruno (remote), Burghart (remote), Hruby (remote), Ald. Kosirog, Kaven, Kilburg, Maladra, Marks (remote), McGowan, Swanson

SPAC Members Present: Cooper, Ellett, Johnson, Malecki, Schwab, Monaco (remote), Mannon (remote), Kafer (remote), Frankel (remote)

**1. Call to Order**

Mayor Burns called the meeting to order at 7:00 p.m., noting all were present either in the room or via remote access.

**2. Waive Robert's Rules of Order**

Burns entertained a motion to waive Robert's Rules of Order. Moved by Ald. McGowan, seconded by Ald. Swanson. Approved by unanimous voice vote.

**3. Discussion Regarding the City of Geneva's Strategic Plan & SPAC Priorities**

SPAC Chair Jill Johnson introduced herself and members of SPAC and explained the purpose and goals of the meeting. She noted that irrespective of the challenges of the current pandemic, they were confident they could accomplish these goals.

Asst. Admin. McCready then presented an overview on the work SPAC has been doing in anticipation of this meeting, including the recent virtual town hall events to gather information from residents regarding the city's goals and objective prioritization process. He noted the online survey was still active but once closed, the results would be shared in November. The current priorities were reviewed, as well as preliminary survey results. McCready stated that due to the pandemic, SPAC looked very carefully at how best to achieve the survey results. The current survey focuses solely on the strategic plan. The survey is live through the end of the current week. He noted 242 responses thus far and was hopeful for more. To date, results have been consistent from those in the past. Quality of life, economic vitality are top tier; with municipal services, stewardship, and strong governance following in that order.

SPAC Chair Johnson then provided information and a summary of the interview process that took place via the virtual town halls. The key take-aways and common themes were lack of diversity (including housing), the East Side redevelopment, and environmental stewardship. Attending SPAC members who held the virtual meetings, noted economic vitality was a concern during the pandemic related economic pressures at the forefront of their minds and how the City would deal with this going forward, as well as affordable housing.

SPAC members answered questions from the council on survey topics and whether any major themes appear to be shifting while in the pandemic. Several members noted that economic vitality was at the

forefront of some residents and how the city would make up for lost sales tax revenues. Residents were also appreciative of the city's response during the pandemic. Ald. Kilburg was concerned with the low numbers responding to the survey and wondered if the same people were participating from year to year. Johnson stated that while they do have a regular, active amount of residents who participate each year, she has also seen new faces this year.

Burns then invited SPAC members to briefly summarize their town hall experiences. Common themes including environmental stewardship were heard by several of the members.

Discussion turned next to establishing a diversity task force. Johnson provided background on how the objective came about and the research the committee had done within the last year to come to this point. SPAC member Billy Malecki outlined the objectives of this task force, which would be comprised of residents, business owners, experts in the field of diversity, and local community educators, etc. The objectives included the following:

- 1) evaluate city policy and business practices to advise about recommendations for inclusion, address bias, and promote diversity
- 2) explore, through research and engagement, how Geneva can improve on diversity and inclusion
- 3) be devoted to diversity and inclusion via education but also engage community organizations, business and government partners to educate others and promote greater awareness.

Johnson noted that a proposed group would be a subcommittee of SPAC, comprise 9 members, with two- year staggered terms. Five members would be residents, with flexibility of the four remaining seats to include experts in the field, business representatives, education representatives.

Questions from the Council regarding the proposed task force included what their 'charge' would be, if there would be sufficient interest in membership, and how best to attract applicants. SPAC member David Ellett noted there were clear objectives set forth in the draft to launch the task force; namely, evaluating where Geneva currently is in this regard. Further discussion on making sure all types of diversity and inclusivity were considered.

McCready wrapped up the conversation thanking the committee for allowing SPAC to share these initial ideas and provide them with good feedback. Johnson also provided a brief comment on the status of the Census outreach stating Geneva had a very high response rate and thanked the residents for participating in this important process.

On a motion by Ald. Swanson, the meeting was adjourned by unanimous voice vote at 9:04 p.m.

*-Respectfully submitted by Deputy Clerk Fornari*