

Minutes
Regular Village Board Workshop
Glen Ellyn Village Board of Trustees
April 26, 2010

Time of Meeting: 7:00 P.M.

Present: President Pfefferman; Trustees Cooper, Hartweg, Ladesic, Thorsell, Henninger; Village Clerk Connors; Attorney Diamond arrived at 7:10 p.m. Trustee Comerford was excused.
Staff present: Village Manager Jones, Schrader, Batek, Caracci, Hulseberg, Norton, and Stegall. Drescher arrived at 7:55 p.m.

1. Call to Order

President Pfefferman called the Board Workshop to order at 7:00 P.M. with a roll call. Trustees Cooper, Ladesic, Thorsell, Hartweg, and Henninger responded "Here." Trustee Comerford was excused.

2. Public Comments?

Mr. DeMarco, 659 Riford, Glen Ellyn, spoke regarding the Village's repeat inspections and the required fees related to the Village's clear water ordinance. Public Works Director Caracci explained the requirements.

3. Downtown Strategic Plan Discussion

Village Manager Steve Jones reported on the downtown strategic plan and on the results of the survey he took of the Village Board. He began by giving a background of the process so far which was to ask each Village Board member to rank the items they felt were most important to them using five votes each. They could use their five votes to vote for five different items or, if they felt strongly about an item, cast more than one vote for that item. The votes would then be totaled to determine the direction the Village Board wished to take regarding downtown development. Four items received 3 or more votes. They were:

- Create a downtown organization
- Develop a RFQ for a traffic plan
- Branding the downtown
- Market a plan to develop Glen Ellyn

Funding has been set aside for some of the items identified as a result of the survey. None of the priority items are dependent on one another; each item can be worked on independently. Planning and Development Director Staci Hulseberg explained her understanding of branding and gave examples. Discussion followed about interim

steps and overall marketing, first for the downtown and perhaps beyond that area at a later time. There was a general consensus regarding the creation of the downtown organization and coordinating it with other associations to participate in choosing a consultant and developing a brand. Ms. Hulseberg confirmed that Village Board direction was to form a new organization incorporating other downtown groups; locating a creative, low cost branding consultant; and working on a recommendation for a downtown signage plan for presentation to the Village Board. She reported that by September 1, the Village Board should see a preliminary recommendation for the new organization. Before the Glen Ellyn Alliance disbands on December 31, 2010, they should have completed their job description for an executive director for the new organization. President Pfefferman reminded everyone that their enthusiasm is appreciated, but the Village Board had not committed to hiring a director for the new organization.

4. Further Meeting Enhancements

Deferred to another Workshop Meeting

5. Core Services Project Discussion

Deferred to another Workshop Meeting

6. Other Items?

None

7. Adjournment

At 7:59 p.m. the meeting was adjourned to the Regular Village Board Meeting in the Galligan Board Room.

Submitted by:

Suzanne R. Connors,
Village Clerk