

**Village of Algonquin  
Minutes of the Committee of the Whole Meeting  
Held in Village Board Room  
October 10, 2017**

**AGENDA ITEM 1:** Roll Call to Establish a Quorum

Present: Trustees Chairman John Spella, Debby Sosine, Janis Jasper, Jerry Glogowski, Laura Brehmer, Jim Steigert. Absent: President Schmitt. A quorum was established.

Staff members present: Village Manager Tim Schloneger, Community Development, Russ Farnum. Public Works, Bob Mitchard, Village Clerk, Jerry Kautz and Village Attorney, Kelly Cahill were also in attendance.

Trustee Spella, Chairman, called the Committee of the Whole meeting to order at 7:30 p.m.

**AGENDA ITEM 2:** Audience Participation

(1) Bob Smith, Algonquin resident, asked the trustees to consider locating a dog park somewhere in town. He said there are many other communities that offer this to dog owners with good success. He said there are several acres around town that could be used. A nominal fee could be charged with clean up the responsibility of owners that use it. The Committee of the Whole will take it under advisement.

(2) Michael Vijuk, 902 W. Main, Cary, introduced himself as a candidate for the McHenry County Board District 1 that includes a portion of Algonquin.

**AGENDA ITEM 3:** Community Development

**A. Consider an Agreement with a5 Branding and Digital for Economic Development Marketing Services**

Mr. Farnum reporting:

As part of the FY2018 Budget, the Board included funding for a marketing consultant to help market the Algonquin Corporate Campus and the Village's retail corridors. Village staff prepared a Request for Qualifications and received responses from interested firms who were qualified to perform the scope of requested marketing services. Of the respondents, four firms were determined to be highly qualified, and interviewed by a committee consisting of President Schmitt, Trustee Sosine, two members of the Economic Development Commission, and Staff. Of the firms interviewed, the committee felt that a5 Branding and Digital was the most qualified firm to perform the desired scope of services, and recommended hiring a5 Branding and Digital to the Economic Development Commission. At their September 14 meeting, the EDC unanimously recommended hiring a5 Branding and Digital for this project. Funds are available in this year's budget. During lengthy discussion several questions were asked by the Committee. Ms. Brehmer wanted to know if property owners would be contributing funds to marketing along with the Village. She feels they should be marketing their own property. Mr. Farnum replied a5 Branding will team up with different brokers to market and promote the Village to seek to move companies here at a particular site. There are a lot of opportunities involved with this scope to find out what is out there and then whittle them down to those viable prospects. Monthly email campaigns will be included in searching prospects. Mr. Glogowski stated he is glad this outside marketing is being considered as many other communities use outside services. He also feels the cost of \$58K is reasonable for this kind of marketing. Ms. Sosine, who was part of the selection committee said it would be great if Amazon would select Algonquin but they would not because they don't know Algonquin, she stated "we have to get the word out". Mr. Spella is in favor of marketing services to generate business interest but is concerned as to who eventually closes the deal. Mr. Farnum responded the execution process is working with brokers, state and local people as a lot of the work is being done in house.

Resident, Bob Smith, said we need the Corporate Campus to be successful so as to help lower taxes which in turn would bring residents to our area. Finally, Ms. Jasper asked if trade show fees and expenses are included in this contract. The answer was no they are not. Also, what is the time frame? Mr. Farnum replied; a5 Branding would get started as soon as the Village Board approves the contract. Within six months the Village would be receiving leads.

Consensus of the Committee of the Whole was to move this on to the Board for approval.

**AGENDA ITEM 4:** General Administration  
None

**AGENDA ITEM 5:** Public Works & Safety

Mr. Schloneger and Mr. Mitchard reporting:

**A. Consider the Pursuit of a Regional Salt Storage Facility with McHenry**

The McHenry County Division of Transportation Department has the construction of a remote salt storage facility in its multi-year capital improvement plan. Following a formal RFP process, the County determined that the best solution is to pursue a partnership with the Village for the facility.

The intergovernmental partnership would create several benefits:

(1) Increased storage capacity would protect from dramatic swings in salt price due to unforeseeable and extreme climatic events.

(2) Increased storage capacity would allow for the ability to take delivery of a year's worth of salt at any given time in the year, with the added benefit of having a supply of salt available to draw from in the event that suppliers are unable to deliver salt due to weather or supply chain limitations.

(3) Having a supply of salt in the southeast part of the County would create a more efficient operation benefitting both agencies as well as the public at large as over 40% of the County's winter maintenance operations occur in the south eastern portion of the County.

The Resolution does not commit either party to building the facility. But it does direct staff to begin pursuing an intergovernmental agreement that will coordinate equipment, operations, land use, property and facilities. Through this cooperative effort we have the opportunity to improve efficiency, reduce duplication of services and improve resource sharing to optimize the efficient use of tax dollars.

During discussion, Mr. Mitchard responded to a question indicating this partnership has been in the works for two years, and the advantages would be to have the salt facility in our community. He added the salt building would probably be placed just northeast of where our current smaller facility is located.

Following discussion, it was the consensus of the Committee of the Whole to move this item to the Board for approval

**AGENDA ITEM 6:** Executive Session  
None

**AGENDA ITEM 7:** Other Business

(1) Mr. Glogowski asked when Algonquin Road repaving would be completed. Mr. Mitchard said within two to three weeks.

**AGENDA ITEM 8:** Adjournment

There being no further business, the Committee of the Whole meeting was adjourned by Chairman Spella at 8:15 p.m.

Submitted: Jerry Kautz, Village Clerk