



VILLAGE OF WAUCONDA VILLAGE SERVICES COMMITTEE MEETING

Tuesday, February 2, 2016

5:30 pm

Village Hall – Board Room

101 N. Main Street

Meeting Minutes

Board Members: Chairman Ken Arnswald, Deputy Chair Barbini, Trustee Black

Staff: Administrator Doug Maxeiner, Administrative Assistant Homola

1. **Call to Order.** Chairman Arnswald called the meeting to order at 5:31 PM. Committee members in attendance were Deputy Chair Barbini and Trustee Black. Also in attendance were Trustees Knight and Howe in addition to Village Administrator Maxeiner and Administrative Assistant Homola.
2. **Approval of Minutes.** Chairman Arnswald asked if everyone had a chance to review the minutes of the January 5, 2016 Village Services Committee Meeting. Seeing no objections, the minutes were approved.
3. **Public Comment.** Chairman Arnswald amended the order of the items on the agenda to move Public Comment up before Old Business. Linda Costoff, Executive Director of the Chamber of Commerce, provided a presentation for the Chamber's Farmer's Market. Also present was the Farmer's Market Committee (FMC).

Executive Director Costoff provided details of the prior year's Farmer's Market. The event (2015) raised \$8,000 which was up from the prior year. The FMC blocks the roads, sets up barricades, provides all setup services and uses no Village Services.

For the 2016 series, the FMC is looking to shorten the timeline for those events held on Main Street to end on September 8th. There may be additional Farmer's Market held at other locations but these will not require the closure of Main Street. The FMC is looking into other locations. Non-produce vendors are approximately 19-20% of the vendor counts. The FMC would like to keep it at that level or lower. They plan on doing head counts and patron polling to determine where the people attending are coming from. The Farmer's Market has several themes planned for the events similar to past years.

With regard to the question of value to the businesses downtown, the Chamber completed a survey of businesses showing 14 of 21 businesses surveyed like the market while three stated that they did not like it. Four were undecided.

With respect to the discussion later this evening on the Special Event Policy, Maria Weisbruch stated that she felt this fit into the market and community oriented event category.

Chamber President Jill Ryan shared with the Village Services Committee that nearly all of the recommendations from the business survey were implemented by the FMC in their plans for 2016.

Trustee Barbini asked about face-to-face surveys. He suggested that the street be reopened by 8:00 PM and closed at 2:00 rather than 1:00 PM. He also stated that he wanted to see the data that has been discussed back before the Board in the fall of 2016 to discuss the Farmer's Market for 2017. Trustee Arnswald asked the Chamber and FMC to work with Main Street businesses to market the event and minimize the inconvenience to businesses. Trustee Howe asked about insurance issues for the event. Trustee Black stated that he is a fan of the Farmer's Market and appreciate the outreach to the business community.

According to the FMC, the next step is to get the permit and get the vendor application packets out.

4. Old Business

- a. **Staff Recommendation on a Revised Special Event Application Process and Approval Policy.** Administrator Maxeiner ran through the Special Event Policy to explain the slight revisions since the last meeting. He also ran through the proposed classification of events once again.

Mark Knigge of the FMC asked about the costs associated with the Farmer's Market. He disputed that there were any services provided by the Village and asked Administrator Maxeiner to make sure that number is correct.

Following a statement by Glen Starkey, Past President of the Wauconda Area Chamber of Commerce, about flexibility and working together on these events, it was proposed that the Street Dance be moved to the Community Event classification which was supported by the Committee.

Maria Weisbruch asked if service levels are negotiable? Administrator Maxeiner stated that support services are negotiable and we would rather see the service organizations complete trash pickup, etc. rather than see Village personnel complete these tasks. However, when it comes to alcohol oriented community events, the Police Chief will determine the appropriate sworn officer presence. While it may seem like an event is overstaffed on occasion, when something goes bad there are never enough police there.

Administrator Maxeiner also reminded the Committee that despite the best efforts of staff and the Committee, there will be certain things coming to light after passage to the policy that will have been missed. He suggested that a continuous review and amended to the Policy occur throughout the year.

It was the general consensus of the Committee to recommend to the Village Board the approval of the Special Event Policy and event classifications as prepared by staff.

5. **New Business.** There was no new business presented to the Committee.
6. **Adjournment.** The meeting was adjourned at 6:23 PM.

Submitted by:

Village Administrator