



**VILLAGE OF WAUCONDA  
ECONOMIC DEVELOPMENT COMMITTEE MEETING  
101 N. MAIN STREET - WAUCONDA, IL**

**FEBRUARY 12, 2019  
5:30 P.M.**

**AGENDA**

1. Call To Order
2. Approval of January 15, 2019 Meeting Minutes
3. New Business:
  - a. Discussion – Main Street Beautification
4. Other Business
5. Public Comment
6. Adjournment

*Posted 02/08/2019*



**VILLAGE OF WAUCONDA  
ECONOMIC DEVELOPMENT COMMITTEE MEETING  
101 N. MAIN STREET - WAUCONDA, IL**

**JANUARY 15, 2019  
5:30 P.M.**

**MEETING MINUTES**

**1. Call to Order**

Chair Linda Starkey called the Economic Development Committee Meeting to order at 5:30 PM.

<b><u>Committee Attendance:</u></b>	<b><u>Present</u></b>	<b><u>Absent</u></b>
Trustee Linda Starkey, Chair	X	
Trustee Rich Morino, Deputy Chair		X
Trustee Adam Schlick	X	
Maria Weisbruch	X	
Doug Buster	X	
Pattie Taylor	X	

**Also in Attendance:**

Trustee Ken Arnsward, Trustee Chuck Black, Trustee Tim Howe, Mayor Lincoln Knight, and Village Administrator Kevin Timony

**2. Approval of Minutes**

The minutes from the November 13, 2018 meeting were approved.

**3. Old Business:**

**a. Update – Community Development Director Recruitment**

Administrator Timony provided the Committee with an update on the recruitment of the new Community Development Director. He advised that the job ad for the position has been posted and that the recruiter has begun receiving applications. He continued that the

application deadline has been set for February 11<sup>th</sup> and that interviews will take place in late February/early March.

#### **4. New Business**

##### **a. Discussion – Short-Term Rental Regulations**

Administrator Timony began the discussion by reviewing staff's research regarding short-term rental regulations. This included a review of other short-term rental regulations in neighboring communities. He advised that based on a recent search of short-term rental websites that Wauconda currently has only a few short-term rental properties being marketed. He also shared a current State Bill that is being considered that will add regulations to short-term rental properties.

The Committee discussed the staff research and the possible position of the Village on this topic. The Committee agreed that any regulations that would be put in place would help to protect the quality of life in Wauconda. The Committee discussed that many eligible short-term rental properties are already governed in some way by homeowner's associations and existing Village ordinances. At the conclusion of the discussion, the consensus of the Committee was to take no action at this time and to continue monitoring short-term rental regulations and legislation along with any changes in the industry and the Wauconda market going forward and to possibly address at a later time, as necessary.

#### **5. Other Business**

Chair Starkey updated the Committee on various outstanding items, including code enforcement, 417 Grand Boulevard, transportation initiatives, downtown business district, 176 corridor, and the upcoming Village strategic planning.

#### **6. Public Comment**

There was no public comment.

#### **7. Adjournment.**

The meeting was adjourned at 6:23 PM.



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**AGENDA SUPPLEMENT**

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**TO: Chair Linda Starkey & Economic Development Committee Members**

**FROM: Kevin Timony, Village Administrator**

**ITEM: Main Street Beautification**

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Main Street Attraction (MSA) is a legally formed not-for-profit entity comprised of local residents, businesses, and property owners, with the mission of providing volunteer and fundraising resources to promote the beautification of Main Street in downtown Wauconda. Since 2010, MSA has generated over \$90,000 in donations that have been invested in Main Street beautification efforts. This is in addition to the many volunteer hours that the organization has provided for various fundraising events and downtown maintenance activities. Attached for your reference is a financial breakdown of MSA's fundraising and donation efforts since 2010.

It has recently been brought to the Village's attention that the MSA entity is looking to dissolve and no longer function as the agency behind these fundraising and volunteer efforts. MSA's volunteers have expressed interest in continuing to participate in Main Street fundraising events and maintenance activities, but only under the auspices of a different entity. It has been requested by the MSA group that the Village of Wauconda takeover as the formal organizing entity of the Main Street activities. Attached for your review is an email from Maria Weisbruch which outlines the historical annual activities and expenses associated with MSA's Main Street beautification efforts.

With the MSA group currently undergoing its dissolution, several of the annual routine beautification and maintenance activities are in need of coordination and funding for the 2019 year. The EDC is being asked to discuss the Main Street beautification efforts and the short and long-term options for the coordination and funding of these services.

Please feel free to contact me if you have any questions.

YEAR	MSA DONATION LIST		Fundraiser Income	
2010	Spring Flowers	\$ 787.10	Wine for Main Event	\$ 5,405.88
2010	Flower Maintenance	\$ 1,020.00	Wurst Fest Event	\$ 2,040.89
2010	Snowflake Lights	\$ 4,871.00	Misc. Income	\$ 50.00
2010	Winter Flowers	\$ 754.00		
		<b>\$ 7,432.10</b>		<b>\$ 7,496.77</b>
2011	Bike Racks	\$ 1,006.79	Bubbles for Blossoms	\$ 1,180.55
2011	Spring Flowers	\$ 1,763.50	Jazz Fest Tips	\$ 924.01
2011	Flower Maintenance	\$ 204.00	Wine for Main	\$ 694.66
2011	Winter Flowers	\$ 595.85	Blues Fest Donation	\$ 329.31
			Wurst Fest Tips	\$ 579.00
			Turkey Testical Festival Tips	\$ 287.00
		<b>\$ 3,570.14</b>		<b>\$ 3,994.53</b>
2012	Spring Flowers	\$ 1,104.47	Bubbles for Blossoms	\$ 2,342.73
2012	Flower Maintenance	\$ 1,185.00	Adirondack Art on Main	\$ 7,599.89
2012	Public Works Luncheon	\$ 150.00		
2012	Village of Wauconda Gateway Signs	\$ 5,000.00		
2012	Winter Flowers	\$ 841.02		
		<b>\$ 8,280.49</b>		<b>\$ 9,942.62</b>
2013	Hunter Frey Donation - parking lot	\$ 846.25	Sarah Kelly Family Donation	\$ 355.00
2013	Summer Flowers	\$ 743.90	Shamrock the Block Donation	\$ 3,575.00
2013	Summer Watering	\$ 737.50	Bubbles for Blossoms	\$ 1,831.79
2013	Public Works Luncheon	\$ 170.83	Adirondack Art on Main	\$ 11,932.45
2013	New Planters	\$ 3,431.05	Public Works Union Donation	\$ 250.00
2013	Village of Wauconda Gateway Signs	\$ 3,621.02	Fall Crawl Donation	\$ 972.50
2013	Fall Décor	\$ 310.10		
2013	Countryside Flowers Spring Deposit	\$ 1,300.00		
2013	Countryside Flowers Winter	\$ 968.20		
		<b>\$ 12,128.85</b>		<b>\$ 18,916.74</b>
2014	Summer Flowers	\$ 1,277.60	Shamrock the Block Donation	\$ 2,460.00
2014	Village of Wauconda Eco Bag Sponsor	\$ 121.00	Bubbles for Blossoms	\$ 1,864.95
2014	Lunch for Public Works	\$ 160.00	Adirondack Art on Main	\$ 7,285.15
2014	New Trash Can Lids Main Street	\$ 3,375.00	Historical Walk	\$ 490.61
2014	Wauconda Historical Society	\$ 245.31	Blues Brothers Event Donation	\$ 2,100.00
2014	Fall Décor	\$ 1,621.49		
2014	Village of Wauconda TOTOMS	\$ 780.00		
2014	Countryside Flowers Winter Décor	\$ 3,473.55		
		<b>\$ 11,053.95</b>		<b>\$ 14,200.71</b>
2015	Wauconda Historical Society	\$ 320.00	Shamrock the Block Donation	\$ 3,804.00
2015	Summer Flowers	\$ 2,870.91	Bubbles for Blossoms	\$ 809.34
2015	Flower Maintenance	\$ 2,158.00	Bench Art on Main	\$ 5,836.64
2015	Village of Wauconda TOTOMS	\$ 759.00	Art in the Courtyard	\$ 739.25
2015	Wauconda Area Chamber	\$ 199.00		
2015	Fall Décor	\$ 747.57		
2015	Winter Décor	\$ 5,121.40		
		<b>\$ 12,175.88</b>		<b>\$ 11,189.23</b>
2016	Village of Wauconda banners, light pole re	\$ 8,000.00	Shamrock the Block	\$ 3,082.50
2016	Summer Flowers	\$ 3,747.87	Bubbles for Blossoms	\$ 2,018.16
2016	Flower Maintenance	\$ 2,325.00	Corn Hole Board Art on Main	\$ 4,550.89
2016	Public Works Lunch	\$ 155.25		
2016	Fall Décor	\$ 769.72		
2016	Winter Décor	\$ 2,611.72		
2016	Village of Wauconda TOTOMS	\$ 609.00		
		<b>\$ 18,218.56</b>		<b>\$ 9,651.55</b>
2017	Spring Flowers	\$ 2,859.85	Shamrock the Block	\$ 1,827.42
2017	Flower Maintenance	\$ 1,700.00	Bubbles for Blossoms	\$ 2,414.25
2017	Fall Décor	\$ 826.44	Planter Art on Main	\$ 4,639.02
2017	Wauconda Area Chamber	\$ 199.00		
2017	Winter Décor	\$ 3,336.50		
2017	TOTOMS	\$ 609.00		
		<b>\$ 9,530.79</b>		<b>\$ 8,880.69</b>
2018	Summer Flowers	\$ 2,885.12	Art from the Heart	\$ 649.35
2018	Flower Maintenance	\$ 2,175.00	Mini Golf Outing	\$ 1,142.00

**YEAR MSA DONATION LIST****Fundraiser Income**

2018 Public Works Lunch	\$ 154.00
2018 Fall Décor	\$ 1,162.90
2018 Wauconda Chamber	\$ 199.00
2018 Event Sponsor TOTOMS & Holiday Walk	\$ 500.00
2018 Winter Décor	\$ 3,122.65

**\$ 10,198.67****\$ 92,589.43**

Misc. Donation	\$ 90.00
Shamrock the Block	\$ 500.00
Bubbles for Blossoms	\$ 1,521.50
Cruise Night Donation	\$ 150.00
Cooler Art on Main	\$ 5,243.70

**\$ 9,296.55****\$ 93,569.39**

## Kevin Timony

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**From:** Maria Weisbruch <mariaweisbruch@yahoo.com>  
**Sent:** Thursday, February 7, 2019 1:50 PM  
**To:** Kevin Timony  
**Cc:** krueb@grantbulldogs.org  
**Subject:** Main Street Beautification Efforts  
**Attachments:** Donation and Fundraising Recap MSA.xls

Thanks for meeting with me this morning. I've copied Katy Rueb on this email as well in case I missed anything.

Attached is a full history of fundraising efforts and what we provided for the Village over the years so you have a bit of a history on costs etc. Overall you can expect the following expenses to keep the first year status quo:

**\$3,000 Summer Flowers:** (as discussed, this can definitely be reduced by using a local company or going out for different bids). This price includes replacing the coconut liners and 28 fully planted baskets. This price also includes flowers for the planters at the Police Department, the two large planters at the Memorial Park (Park District) and the Gazebo which are all planted by **MSA** volunteers. It does not include the plants at the 911 Memorial which I believe Public Works has done in the past. I can say with confidence that the planting of the 911 planters could be shifted to **MSA** volunteers as well. Countryside Flowers is currently the vendor.

**\$2,200 Watering:** This is a moving target as it is completely dependent on weather. We do have students lined up for this at \$25/day along with supplemental free help by Mark Knigge and myself to cover vacations, etc. We like the consistency of the kids as they can be told same day whether to water or not or if something needs extra attention. They not only water the baskets but they also water the gazebo, all Memorial Park planters including the 911 Memorial and the Police Department.

**\$1,100 Fall Decor:** This used to be closer to \$700, however we have added decor at the gateway signs in addition to the Village Hall, CAC Building and Street Poles for corn stalks/pumpkins. **We would continue to provide the volunteers to pickup and decorate all.** Country Bumpkin is currently the vendor.

**\$3,300 Winter Decor:** This again includes 28 baskets and all the garland for the light poles, etc. The Village has some expense here too as they buy wreaths and the tree in front of the CAC building (not to mention the labor). Countryside Flowers is currently the vendor.

I went on the high side for the above expenses for a total of **\$9,600**.

As mentioned we feel it would be beneficial to continue with the Art on Main fundraiser. It is branded already and has a good following. It's also a way for the businesses that benefit the most to contribute to the big picture. The **MSA** volunteers would fully coordinate this, however funds would run through the Village. This fundraiser is another moving target as it depends on the "art" but we can safely say we could get a net profit of **\$4,500 - \$5,000** (hopefully more). The expenses to this would be for the local carpenter who builds the pieces (typically \$100/piece) and some graphic design for the tags, etc.

In addition to the Art on Main fundraiser, we would reach out to the Shamrock the Block and Mini Golf event coordinators to see if continued donations can be made for the beautification of Main. We imagine this could be about **\$2,000+** depending on the success of the events, we have had substantial donations in the past. In the future if we work towards cost saving measures overall, we imagine the expense vs income to be minimal.

Below is the timeline for a typical year:

March 1st: Winter baskets have been taken down and are delivered to Countryside (or other vendor) to be planted for summer season. Flowers have been consistent in color and type for optimum growing season and hardiness by

**MSA:** **MSA** follows up with vendor and advises **PUBLIC WORKS** when they are ready for delivery

Early April - typically receive a donation from Star Charities for Shamrock the Block

April 1st, **MSA** begins solicitation for Art on Main sponsors. Looking for a max of 15 sponsors @ \$225-\$250/each depending on "art piece"

April 20th Carpenter needs payment to construct art pieces - \$1500 max

One week prior to Memorial Day: Baskets are picked up and hung in time for Memorial Day Parade: **PUBLIC WORKS**, **MSA** picks up and plants flowers at Gazebo, Police Department and Park District planters at Memorial Park

Payment due for Countryside late May for approximately \$3,000

Watering is ongoing from May - early October by students or volunteers and coordinated by **MSA** (need to finalize hold harmless and how payment to students works)  
Early October: **MSA** picks up fall decor and installs on light poles, gateway entrances and CAC and Village Hall buildings  
Early October payment is due to Country Bumpkin for fall decor for approx \$1100  
Late October baskets are delivered to Countryside to be prepared for winter greens: **PUBLIC WORKS** facilitates  
Winter baskets are hung prior to Street Lighting event 11/27/19 by **PUBLIC WORKS** **MSA** picks up and plants greens at Police Department and Park District planters at Memorial Park

Probably too much info here, however at least its all spelled out.

Thanks so much,

Maria