

ADMINISTRATION COMMITTEE MINUTES

April 2, 2018

Chairman Winters called the regular meeting of the Administration Committee to order at 5:30 pm.
Members present: Mayor Adams, Arianne Honkamp and Dave Winters
Staff present: Chief Dickson, Tricia Diduch, Scott Fridly & Jodi May (5:46 pm)
Absent: John Peterson

Motion by Mrs. Honkamp, second by Mr. Winters, to waive the reading of and approve the minutes of March 19, 2018. All ayes. Motion approved 2-0.

PUBLIC COMMENT

None.

THE MAYOR – DALE ADAMS

None.

PUBLIC SAFETY & LEGAL – DAVE WINTERS, CHAIRMAN

None.

COMMUNITY DEVELOPMENT & BUDGET – JOHN PETERSON

Ms. Diduch provided the Committee with pricing information regarding the OSD official guide ad. Ms. Diduch stated that the ad will be in the Rockford Register Star newspaper this year, but that the Village didn't advertise last year. Ms. Diduch said that if the Committee was interested, they could advertise information about the Rockton River Market and use the money from vendor fees to pay for the ad. Ms. Diduch stated that she just found out about the advertising, but that they need to know as soon as possible. Mr. Winters stated that the Village needs more notice and that he didn't think it was necessary to place an ad at this time. Mrs. Honkamp was okay with this as well.

Kevin Mueller, owner of the Gem Shop, spoke to the Committee in reference to offsite temporary signs. Mr. Mueller stated that the Gem Shop is starting to carry a new line of Pandora Jewelry and that he would like to place a banner across from the high school on Main Street to advertise Pandora charms since his business has suffered some losses due to the Highway 75 construction project. Ms. Diduch explained that the banner is 2.5 x 6 feet and that offsite advertising is not allowed on private property. Ms. Diduch stated that this is a national standard for offsite advertising and that if one business is allowed to do this then the Village is opening itself up for other businesses wanting to do this as well. Ms. Diduch said that in order allow for offsite temporary signs the zoning code for the Village would have to be changed. Ms. Diduch asked the Committee to discuss this and come up with some ideas. Mr. Winters inquired about the signs that stated the downtown businesses were open. Ms. Diduch said that the signs were placed by the Village to help the downtown businesses during the construction process and they were placed to help all of the businesses. Ms. Diduch suggested possibly using funds from the RAEDC budget, if they haven't been reallocated, or use downtown business district funds for general advertising of the downtown businesses. Mayor Adams advised Ms. Diduch to speak with Atty. Szeto about the sign. Mrs. May agreed that if one business is allowed to advertise, then other businesses would want to do the same and it wouldn't look good to have signs all over the Village. Mr. Fridly stated that all businesses need to be included and that he would like to see what the Village can do for them. Ms. Diduch advised that she will update the store manager at the Gem Shop on Wednesday after she speaks with Atty. Szeto about the sign issue.

Mr. Winters stated that the Macktown Living History donation for \$1,000 is up for approval at the Village Board meeting on April 3, 2018 and that this is something that the Village does every year. Mrs. Honkamp was okay with this.

ADMINISTRATION – ARIANNE HONKAMP

None.

THE CHIEF – STEVE DICKSON

Chief Dickson stated that Officer Weist resigned from the police department because he was hired with the Rockford Police Department.

PLANNING AND DEVELOPMENT ADMINISTRATOR – TRICIA DIDUCH

Ms. Diduch stated she received the economic development pamphlet which was the second part of the hotel study. Ms. Diduch said that the information was good, but that she was encouraging them to use better photos for the pamphlet and that she will forward this to the Village Board when she receives it. Ms. Diduch added that she met with Associated Bank who is interested in being a potential lending source for the hotel.

EXECUTIVE SESSION

None.

ANY OTHER BUSINESS ALLOWED BY LAW

None.

ADJOURN

Motion by Mrs. Honkamp, second by Mr. Winters to adjourn at 5:59 pm.

Respectfully submitted,

Christina Stewart
Village Clerk