

CITY OF WEST CHICAGO

WHERE HISTORY & PROGRESS MEET

Approved

MINUTES

COMMUNITY AFFAIRS COMMITTEE

Thursday, February 19, 2009, 7:00 p.m.

1. Call to Order, Roll Call and Establishment of a Quorum.

Chairman Stout called the meeting to order at 7:00 p.m. Roll Call found Chairman Rebecca Stout, Alderman Joseph Gianforte, Alderman Russell Radkiewicz and Alderman James Smith present. Alderman Alan Murphy was absent. Quorum recognized.

Also in attendance was Director of Museum and Cultural Services, LuAnn Bombard.

2. Approval of Minutes.

Community Affairs Committee meeting of January 15, 2009: Alderman Radkiewicz moved, seconded by Alderman Smith, to approve the minutes of January 15, 2009, without any changes. Voting Yeah: Chairman Stout, Alderman Gianforte, Alderman Radkiewicz and Alderman Smith. Voting Nay: None. Motion carried.

3. Public Participation.

Chairman Stout asked if there was anyone in attendance for general Public Participation, and found no one in attendance.

4. Items for Consent.

A. LED and Gateway Monument Signs.

Rosemary Mackey provided an overview of the Gateway Signage project and introduced Jim Gilmore of Design Group Signage Corporation. Ms. Mackey stated that staff has completed the selection of a company to design and fabricate 1 LED monument and 8 ancillary gateway signs for the City of West Chicago.

Mr. Gilmore introduced Mike Mallon and Mark Freeborg of Time O Matic/Watchfire Signs in Danville, Illinois, which will be providing the LED portion of the monument sign. He also stated that Mr. Mallon and Mr. Freeborg had arrived this evening with the LED display truck, which was currently demonstrating available options in the parking lot.

Mr. Gilmore outlined the proposed stone and limestone gateway sign with a double-sided LED. The top portion of the sign will have aluminum letters with the option of cove lighting from the top of the limestone. The City emblem would be etched in limestone

and color-filled on both sides of the sign, with the logos of five (5) civic organizations etched on each side in bronze. The eight (8) gateway signs would mimic the design elements of the monument sign with the stone and aluminum letters, but without the LED function and would be non-illuminated. The duration of the project would be from approximately ninety (90) to one hundred twenty (120) days. Design Group Signage Corporation would handle all aspects of the project from Public Works and Engineering through Commonwealth Edison and IDOT. The main monument sign would be started first, followed by the eight (8) gateway signs in order of priority designated by the City.

Mr. Gilmore went on to discuss the LED sign truck in the parking lot. The monument LED will be directed from a single, designated computer with a complete graphics package, located at City Hall and directed through a wireless modem. A time and temperature unit is already built in to the display.

Ms. Mackey commented on the proposed use of color graphics as opposed to a one-color LED. After meeting with Community Development, Public Works and Mr. Gilmore, the color graphics option was included in the proposal to the committee and the cost is represented accordingly. The committee then left the room to view the LED truck in the parking lot, which displayed color graphics correlated to the City's website.

Alderman Radkiewicz questioned the lighting adjustments on the sign. Mr. Mallon stated that hardware includes a photo cell which automatically adjusts the brightness for outdoor lighting requirements. There is also a manual adjustment if necessary.

Alderman Stout questioned maintenance issues. Mr. Mallon stated that the LED's have a very long life span with little power usage ~ thirty percent (30%) of what traditional incandescent bulbs would use.

Mr. Mallon answered Alderman Radkiewicz's question regarding damage to the sign, stating that the sign is comprised of panels which can be replaced independently and all parts are shipped overnight. He went on to answer Alderman Gianforte's question regarding the warranty, which will be covered by a factory warranty for five (5) years on the LED portion through Time O Matic and one (1) year from Design Group Signage Corporation on workmanship and materials.

LuAnn Bombard commented on staff's satisfaction regarding repair and maintenance issues, stating that Rob Flatter, Director of Public Works, was satisfied with the design and ease of accessibility to the unit. Mr. Gilmore also offered to personally work with Public Works staff to show them how to open the sign for future maintenance.

Alderman Radkiewicz questioned the wireless modem affixed to City Hall, reminding the committee that a new City Hall is expected to be built in the next five (5) years, at a location further from the sign. Would the wireless modem then be within range of the

sign? Mr. Mallon stated that the modem range is one thousand (1,000) feet and the sign can also work across a phone line, if necessary in the future.

Mr. Gilmore provided a photo album, displaying samples of installed signs, stating that his company works with many municipalities.

Alderman Radkiewicz asked if the LED portion of the sign would be the same size as what was currently on display in the parking lot. Mr. Gilmore confirmed that the standard three (3) foot by eight (8) foot sign in the parking lot would be the same as what is proposed for installation in the monument sign. The original design had incorporated a custom size. By using a standard size, the City will receive a larger sign for less money.

Alderman Gianforte moved, seconded by Alderman Radkiewicz, to approve the Gateway Signage as proposed with full-color LED. Voting Yeah: Chairman Stout, Alderman Gianforte, Alderman Radkiewicz and Alderman Smith. Voting Nay: None. Motion carried.

B. 2009 District #33 PTO's 5K/10K Run.

Ms. Bombard stated that the run is exactly the same as last year with the same coordinator. The Police Department has been notified as well as the Fire District. Residents in the affected neighborhoods will be notified and there will be rolling street closures.

Alderman Radkiewicz moved, seconded by Alderman Smith, to approve the 5K/10K run. Voting Yeah: Chairman Stout, Alderman Gianforte, Alderman Radkiewicz, and Alderman Smith. Voting Nay: None. Motion carried.

5. Item for Discussion: 2009 Railroad Days Festival Update.

Dave Sabathne provided an overview of progress on the event. Davy Jones and the Jimmy Van Zant band have been booked as entertainment and they are looking to book Banderica as a return salsa group. They are also considering Live Band Karioki, structured through local establishments, using their top five recommendations for competitors. This would generate the participation of local businesses as well as provide a built-in screening process for viable competitors.

Davy Jones will be scheduled for Friday night this year, due to his tremendous following. Mr. Sabathne commented that after last year's experience, it is important to have a big draw for the first night followed by an entertainer that can maintain the momentum on the second night. They are working with the ten (10) piece rhythm and blues band, August, which is only available on July 11, 2009. Mr. Sabathne feels that the combination of entertainers that he is working with will provide a good balance of entertainment for the public.

Alderman Radkiewicz questioned the second act mentioned in conjunction with Davy Jones at the previous committee meeting. Micky Dolenz has found new celebrity with a reality show and does not have the time to commit to Railroad Days. He is also asking for more money this year which is beyond budgetary consideration.

Sgt. Bill Hall will return as the Police Department liaison for this year. Also, the bus service will be offered again this year, with an emphasis on "Free" in all marketing and advertising.

Mr. Sabathne discussed that minor site layout changes may occur to accommodate the stage so that the public is not looking into the sun or backed into the port-o-potty area and that the stage does not block the fireworks for the public. Site layout is complicated by the lack of potable water and electricity on site for the stage and carnival. The Chamber hopes that the City and Park District will consider these issues as they move forward to develop a permanent site for Railroad Days.

The budget has been increased to provide an exceptional show by *The Mad Bomber*. Advertising will promote the fireworks as "...sometime after dusk" so that there is no confusion as to the start time.

A new topic under consideration for this year's event is sponsorship. The Chamber is "floating" the idea of a Presenting sponsor and a State sponsor to increase revenue and to decrease the financial obligation of the City. The wording might include "The City of West Chicago Railroad Days brought to you by...(insert name of sponsor)." The Chamber would like input from the committee on this issue before moving forward.

Alderman Radkiewicz and Chairman Stout both voiced concern over the type of sponsors that may be chosen in the future, possibly bringing a negative connotation to the sponsorship. Ms. Bombard reminded the committee that Railroad Days would always be considered a "City" event. Mr. Sabathne assured the committee that the reputation of the Chamber as well as the City would be on the line if an inappropriate sponsor was solicited. Mr. Sabathne suggested that the final say over appropriate sponsorship should be made by the City Administrator to keep the process of accepting sponsors moving forward in a timely manor.

Mr. Sabathne concluded that, in light of the current economic environment, the event will be marketed as budget and family friendly.

6. **Unfinished Business:** None.

7 **New Business:** None.

8. **Reports from Staff:**

Ms. Bombard provided an overview of upcoming Spring events at the Museum. The first two weeks in March will highlight a traveling exhibit called *Changing Worlds*, which looks at the cultures of nine different countries. Some schools will be visiting. Unfortunately, the week that the exhibit is available to the Museum is a week of testing in local schools. There will be two sessions for preschoolers in March and April and a free genealogy class for families on March 14, 2009. The second round of the *Stories in Stitches* quilt exhibit will be available in April, featuring the "Pickle" quilt. There will also be a presentation on collecting quilts on May 12, 2009.

Alderman Radkiewicz questioned Ms. Bombard on the status of the wayfinding signs. Staff is in final negotiations on the design, which should happen very quickly now that the gateway signs have been determined. Staff is looking for a decorative design element that says "West Chicago" to add to the wayfinding signs.

9. Adjournment.

Alderman Gianforte motioned, seconded by Alderman Radkiewicz. Voting Yeah: Chairman Stout, Alderman Gianforte, Alderman Radkiewicz, and Alderman Smith. Voting Nea: None. Meeting adjourned at 7:59 p.m.

Respectfully submitted,

Krista Coltrin

West Chicago Community Affairs Committee