

Elmhurst City Council Meeting
Feb. 4, 2013
7:30 pm – 8:40 pm

No Hipskind, Wagner or Healy
Public: 3 Staff: 7 Press: 2
Observer: N. Talluto

The meeting was called to order by acting Mayor Levin.

During **Public Forum**, one individual spoke about federal income taxes and lack of form availability for filing 2012 taxes and refunds. The same individual spoke about the inconsistency of considering a bicycle overpass capital project when the road in front of this person's house and sewer is in need of repair. Another resident expressed concern with the cost of the bicycle overpass project as well as the gas aggregation program. A third individual spoke about the lack of transparency in city dealings related to parking stickers, garbage contracts and the Pauli property (260 N. York St.). A fourth citizen spoke about the Addison street parking garage and requested a meeting with the city manager to discuss her recommendations for improving the transparency of the zoning practices in the city. This citizen also spoke about pulling a couple of items off the consent agenda. A final resident spoke about the bicycle plan, thanking a number of people involved in the bicycle plan and requested the council's consideration of item I on the consent agenda. An individual who owns the Kensington School thanked the council for consideration of the consent agenda H related to opening a school in Elmhurst.

Announcements: Ald. Leader announced two events to benefit the Elmhurst Historical Museum. Ald. York announced the ECAF (Elmhurst Children Assistance Foundation) Casino Night (ecaf4kids.org), as well as the 4th Ward town hall meeting on 2/20 at 7pm at the Police Department.

The **Consent Agenda** was passed with removal of the following items:

Item "G", Report – "Got It" Campaign (DP&Z) – removed by Ald. Pezza.

Item "H", Report – Case # 12P-09/Kensington School Conditional Use 411-415 S. Spring Road (DP&Z) – removed by Ald. Gutenkauf.

Agenda Item Discussion

A. Item G – Report – "Got It" Campaign

Ald. Morley summarized The "Got It" Campaign as a local business, city staff and council supported initiative to help promote local businesses. Tonight's item is the minimum, time sensitive funds to support the campaign while the committee looks to improve the measurement and effectiveness of the campaign. If this does not get approved tonight, the support is cut because of the timing of the advertising buys.

Ald. Pezza stated she supported the initial funding of \$50,000 plus potentially more. She is concerned with the lack of benchmarks, surveys to support the effectiveness of the campaign and is concerned with voting to approve additional dollars without some sort of feedback from businesses. She does not support approval of the item in good faith without solid proof that the campaign is effective.

Ald. Bram stated that he agreed with much of what Ald. Pezza stated. He also expressed concern that the budget item is confusing in that it is not clear what the council is being asked to approve tonight – the full budget item or just an additional \$25,000. Ald. Bram does not support this item until some data is showing the benefit of the campaign.

Ald. Polomsky states that she understands the concerns of the council members. She also understands from the Chamber of Commerce that the campaign is working. She suggests that

the chair people intend to continue to improve the campaign but that the vote tonight is for \$9,000 to continue the momentum of the campaign.

Ald. York supports the item as the momentum of the campaign and the intangible benefits of the program are positive. He suggests that it may be difficult for business owners to take time out of running their business to fill out a survey.

Ald. Gutenkauf states that running a non-profit by stating goals, outcomes and success measurements is able to be done and is “astonished” that the city council is not able to manage the city in the same way. She suggests that the businesses receiving the funds should be able to state their goals and prove if they are being met in order to receive more. She does not support this without some guidelines and measurement of those guides.

Ald. Mulliner suggests that the committee takes this item back and ask the Chamber and other businesses to collect some data of their members to ensure that this is working for their members and other retail businesses. Given the time constraint, he suggests that the report gets amended that no additional dollars can be approved without feedback from the businesses receiving the funds.

Ald. Levin spoke as an Alderman regarding the Chamber operations. A survey of chamber members will not accurately represent the success of the retail campaign, as many members are not retail related. This survey would also exclude many retail operations that are not chamber members. There is a cost to undertaking a reliable survey, which may be more than the amount that the chamber is receiving. He is comfortable in supporting this item as it stands now.

After discussion, a vote was called. The motion was carried with Pezza, Gutenkauf and Bram voting Nay.

B. Item H – Report – Kensington School Conditional Use

Ald. Morley introduced the report. He addressed the zoning and the “conditional use” clause of R2. The zoning and planning staff member and city manager of the city advised the way to proceed forward with the application and it was done so given the school is described as a “non-traditional school” and should be applied as a conditional use. He also suggested that the testimony did mention a kindergarten and it was included in the marketing materials that were provided during testimony.

Ald. Gutenkauf is thrilled that there is a project for the plot. Her question is technical regarding the way the application was written and the zoning of R2-single family. The proposed facility is not in accordance with the current zoning of the parcel. There was a question about where it was discussed if there was an “all day kindergarten”. She suggested that details in reports are critical.

Ald. Mulliner suggested that this school is similar to an older school that was also treated the same way.

Ald. Levin states that he agrees with the intent of Ald. Gutenkauf’s point on details and ensuring that the council is being guided by staff and zoning practices and ensuring that the council is paying attention to details.

After discussion, a vote was called. The item was passed with no Nays.

Reports and Recommendations

Updates

A. Acting Mayor Levin stated that on 2/11 for Hahn and on 2/19 the Addison street project would be discussed with the public during the regular Council meeting.

B. City Manager Grabowski provided updates on the recycling program. Recycling containers will be delivered in March and April and will be green. 33 Gal will go to 65 Gal or 95 Gal if desired via a flyer or online selection. New, lower pricing will take effect April 1. Old

recycling bins can be turned in at City Hall and are recyclable. Full information will be available on the City Website.

Resolutions and Ordinances

- A. O-11-2013 – An ordinance approving the twenty seventh amendment to Real Estate Purchase Contract for the Purchase of the Real Property commonly known as 260 North York Street, Elmhurst, IL (Pauli)
 - a. Ald. Pezza notes that she does not support this resolution.
 - b. Ald. Gutenkauf states that she also does not support this resolution.
 - i. Motion carried Aye – 9 Nay – 2 (Pezza & Gutenkauf) Absent – 3
- B. Other Business
 - a. Ald. Morley wanted to express his support and thanks for the bicycle plan and the people involved in making it happen. The bike plan can be accessed on the City Website.