

**Elmhurst City Council Meeting
July 15, 2013**

7:34 pm – 9:06 pm

14 present; 0 Absent

Public: 12; Staff: 1 ; Police/Fire: 2;

Press: 4

Observer: N. Talluto

Mayor Morley called the meeting to order.

Public Forum

- The first resident spoke against the proposal of the city to change the parking practices on Pine from one sided parking to parking on both sides. He suggests, as a long time resident, that it would essentially make the street a one-lane street. He also queried other neighbors and found 0 of 5 that supported the change to parking practices. Additionally, not all residents, including empty lots, will be able to send in a “no” vote.
- Charlie Geiger spoke against the purchase of new vehicles for the city versus used vehicles. He also brought up the basketball hoops that another resident spoke about in a past meeting. He also felt threatened by similar groups of people congregating on his block. He also wants police presence and speed bumps.
- Claude Pagash spoke about the renewal contract with Addison Corridor Development LLC. He suggests that two alderman should not be allowed to vote on this. He also suggested that the company is not a good company based on his observation in various meetings.
- Todd Benson invited the city to come and visit the Elmhurst Farmer’s Market at Valette, just east of York. Every Wednesday from 7am – 1pm. In addition, he spoke about technology and social media. He applauds the city for using social media and other technologies and encourages all to use these tools.
- Kathleen Sullivan agrees with the prior resident regarding the parking proposals. She also is concerned about the voting policy on that particular issue. She shared that another neighbor has left Pine street due to flooding. She asked the aldermen to consider the contract to renew with Findzall as she doesn’t feel that the company is that good at social media marketing.
- Tamara Brenner spoke about the Fourth Letter agreement with Addison Corridor Development and her concern with the contract and asks whose project it is? She asks about passing the report and the resolution on the same night. She also asks about Findzall company contract renewal.
- A resident spoke about the basketball courts issue that was brought up and questioned how the woman knew that the people were not from Elmhurst. Additionally, regarding the Findzall contract, she attended the meeting with them and felt that they were not very professional.

Announcements

- Ald. York announced the Elmhurst Cycling Classic this Friday, 7/19/13 from 10 – 8pm. More information at www.elmhurstcyclingclassic.com. Proceeds of this event will go towards charity and local biking safety.

The **Consent Agenda** was passed (14 Ayes, 0 Nays) with removal of the following items: Item 6.5, 6.6, 6.17

Agenda Item Discussion

- A. Item 6.5 Report – Fourth letter agreement between the City of Elmhurst and Addison Corridor Development I, LLC (DP&Z)
- a. Ald. Levin refreshed the memory on this issue as it was discussed at the prior meeting. It was postponed to this meeting in order to ensure that everyone had the actual report attached to “Board Docs”. Ald. Levin spent a lot of time reviewing this project since then and reminded all that this was a project that the developer brought to the city. He also states that the project

is proceeding along the lines of the original contract. The separate proceeding regarding the height of the parking garage should not confuse us. The city has put substantial funds out to meet a critical need for parking. He recommends that all support this.

- b. Report passed (14 Ayes, 0 Nays)
- B. Item 6.6 Report – City of Elmhurst Zoning Ordinance Text and Map Agreement (DP&Z)
 - a. Ald. Levin summarized this as a request of the owner of 140 Industrial to change the zoning. The committee did not recommend the change. This includes the Waverton Hotel and the adjacent lot. The property became vacant in 2010. The property cannot now be used for the original intent due to a change in zoning. The committee did not recommend changing this back to industrial usage because of the other lots nearby and their zoning. The committee did recommend a zoning overlay to accommodate some of the uses that the owner requested.
 - b. Ald. Bram has 3 concerns: 1) his perception of perceived “spot” zoning; 2) Questions why the City would be the requestor for this amendment – this would then mean that there would not be a testifier – the applicant would not need to do this; 3) The two properties in question are part of the 4th TIF and are significant acreage that this report would open up to non-commercial uses, rather, industrial uses.
 - c. Ald. Levin responds that he does not believe this is spot zoning. The application is open in case the application is turned down. The fact that the city is the applicant does not mean that the owner could not testify. The fact that this is part of the TIF does not mean that this can’t be used commercially – it only adds a zoning of light industrial.
 - d. Ald. Gutenkauf understands that we are approving a new zoning overlay before we plan for the TIF. She is asking for clarification on the timing of the planning. She also feels that this needs to be part of the overall plan.
 - e. (Report passes, 12 Ayes; 2 Nays, Bram, Gutenkauf)
- C. Item 6.17 Resolution approving a Fourth Letter Agreement between the City of Elmhurst and Addison Corridor Development, LLC.
 - a. The mayor asked for the standard rules to be put aside for this vote to allow a report and a resolution to be passed on the same night.
 - b. Resolution passes (14 Ayes, 0 Nays)

Committee Reports

- A. Majority Report – Findzall Community Marketing Contract Renewal (DP&Z)
 - a. Ald. Levin shares that the company has continued to report on their progress. This contractor has taken on parts of city’s economic development activities that used to be done by city staff that was eliminated.
 - b. Ald. Polomsky motions to substitute the minority report for the majority report. Ald. York seconds.
 - c. Ald. Polomsky shares that the company is doing what they had been asked to do. The report suggests that the company’s services could be expanded to include more development opportunities. The report asks for a 5 month contract versus a full year renewal to get in line with annual budget and overall marketing of the city.
 - d. Ald. York reiterates that the company is doing good, this does not reflect on the company. The shift to consultant versus a staff member was part of the poor economy in 2008. A lot has changed since then in how marketing is done. Extending the contract allows for time to review new ideas and get more information. This may allow time to reallocate resources and potentially new funding plans to bring together new ideas and a more comprehensive plan for marketing Elmhurst.
 - e. Ald. Gutenkauf concurs with the minority report because it allows the contract to align with the budget year. She also supports a comprehensive approach.
 - f. Ald. Bram disagrees that this is not about Findzall’s performance. He doesn’t feel that the company is meeting their goals. He supports the minority report in the spirit of compromise.

- g. Ald. Mulliner calls out that the contract can be cancelled with 60 day notice. The city will get a report from Elmhurst college about what it can do to improve its marketing but that won't come until February. The five-month will not last until then.
- h. Ald. Levin suggests that a 5-month contract is unusual in the business world. Also he suggests that the contract coming at the end of the year is irrelevant. He states that the city should take ownership of the overall marketing plan and not link it to Findzall's contract.
- i. Ald. Dunn agrees with many of Levin's and Mulliner's points. He does agree with York and Polomsky about a comprehensive marketing plan. He feels that this will take much longer than 5 months to get to.
- j. Ald. Healy suggests that he understands the company is doing well. He does support the minority report. While the contract can be cancelled, he doesn't feel that the City would do it. He questions why we aren't further along with the comprehensive marketing and communications plan. He supports aligning contracts with new fiscal year.
- k. Ald. Deuter supports calls to reevaluate the City's marketing plans. She doesn't think the city should wait for what the College will bring us.
- l. Ald. Bram states that this contract renewal is long overdue. He doesn't see a representative from Findzall here tonight.
- m. Vote on the motion for the Minority Report to replace the Majority Report (8 Ayes, 6 Nays Levin, Honquist, Mulliner, Dunn, Leader, Hipskind)
- n. Vote on the Majority Report passes (Ald. Polomsky's report) (14 Ayes, 0 Nays)

Reports and Recommendations of Appointed and Elected Officials

- A. The Mayor met with the new CEO of Elmhurst Memorial Healthcare. He reiterated the tie that the community has with the hospital.
- B. The city is presenting to the Park Board on 8/18 regarding the flood mitigation.
- C. City Manager Grabowski announced that Allied will be more strict in enforcing the new receptacle collection in the next two weeks.
- D. Ald. Bram suggested that any park comments should be brought to the Park Board directly, especially physical changes.
- E. Ald. Healy asked about Electric Aggregation and commented that while ComEd has lowered their price, the actual cost that Elmhurst is paying is still lower than that.

Other Business

None

Adjournment

Meeting was adjourned at 9:06 pm.