

**VILLAGE OF DOWNERS GROVE
COMMUNITY EVENTS COMMISSION
COMMITTEE ROOM
DOWNERS GROVE VILLAGE HALL
DECEMBER 15, 2009**

PRESENT: Chairman Geoff Neustadt, Mr. Dave Humphreys Mr. Scott Jacaway
Ms. Colleen Mahoney, Ms. Patti Marino, Ms. Ellen Pendola,
Ms. Becky Rheintgen, Mr. Rich Szydlo
Staff: Ms. Mary Scalzetti, Ms. Barb Martin

ABSENT: None

GUESTS: Joanne Walthius, Keith Hoffman, George Swimmer, Dan Cermak, Cindy Klima,
Mel Gregory, Bob Barnett, Rachel Pineda, Brianna Richardson, Jack Ebersold
Bob Markert

I. APPROVAL OF DECEMBER 1, 2009 MEETING MINUTES

Approval of the December 1, 2009 minutes deferred to the next meeting pending further review.

II. PUBLIC COMMENT (after Director’s Report)

III. DIRECTOR’S REPORT

A. Brain Storming Event Session

Ms. Scalzetti stated that since the 2010 budget was approved by the Village Council, the Heritage Festival model has changed leaving many with questions regarding future events and leaving many looking for a sense of direction. She explained that the Village Council has provided this direction, which is to provide a plan for Village community events for 2011 and beyond with the parameter that events must fully cover all direct and indirect Village costs. The plan would be presented to the Village Council by the end of July 2010. Ms. Scalzetti stated that besides today’s meeting, two other meetings have been set up: January 7, 2010, with the purpose of discussing how to achieve the desired outcomes from the December 15, 2009 meeting; and the January 28, 2010 meeting where staff will present preliminary options that tie desired outcomes to the event components. Ms. Scalzetti introduced Mr. David Fieldman, Villager Manager who facilitated the following brainstorming exercise.

Brainstorm Exercise

Village Manager Dave Fieldman explained that purpose of today’s meeting was to answer two fundamental questions. 1) Why do we host community events?, and 2) What are the desired outcomes?

Mr. Fieldman utilized the white board to capture the following comments from the Community Events Commission :

1. Highlight Downers Grove – Show things that happen year round	20. Establish positive image
2. Have fun - Community, Residents, Visitors	21. Economic impact RE values, business attraction, employee attraction Village of DG retention
3. Attract visitors	22. Keep residents in Downers Grove
4. Generate sales & sales tax during event	23. Provide entertainment opportunities to residents

5. Tourism	24. Cost effective “stay-cation”
6. Show off the Downtown	25. Keep local dollars local
7. Generate sales & sales tax - future visits-ongoing	26. Patriotism
8. Promote Downers Grove as destination	27. Provide opportunity for political candidates
9. Highlight all aspects of Downers Grove	28. Socialize among residents – eat together & DG “family “ come together
10. Downers Grove awareness/recognition	29. Sense of Ownership in DG
11. Attract residents	30. Sense of Neighborhood – block party
12. Teach volunteerism, giving back	31. Support arts
13. Community	32. Grow the community
14. Increase community pride	33. Promote restaurants
15. Provide venue for not-for-profits Awareness, recruit, raise money	34. Promote hotel stays
16. Party with a purpose	35. Partnership opportunities
17. Celebrate Village of DG history/heritage	36. Improve relationships
18. Marketing for Village	37. Cross promotion – events, org’s
19. Utilize resources/facilities/parks – maximize use Example: Bike Race	38. Leverage marketing dollars

During discussion relating to the purpose of community events, Mr. Humphreys explained that one of the primary parts of the philosophy for hosting events in Downers Grove, most notably Heritage Festival, is to provide a venue for not-for-profit organizations to get face time with the community, recruit members and to raise funds. Rides and entertainment were used to draw people to the festival and to the not-for-profit booths. Ms. Marino noted that it was a party with a purpose. Ms. Pendola stated that events are used to celebrate the Village’s history. Ms. Rheintgen noted that events create positive marketing for the Village. Mr. Humphreys stated that in terms of marketing the Village of Downers Grove, events do serve to create a positive image which in turn generates economic benefits as well as social benefits. It supports property values and attracts corporate business. The Bike Race brought name recognition opportunity because it drew international press coverage which is difficult to buy. Chairman Neustadt noted that the Bike Race and the Ice Sculpture Competition were both national championship events bringing recognition to the Village creating the image of Downers Grove as a great place to come for an event. Ms. Marino said that events provide residents an opportunity to stay in Downers Grove and not spend their money in other communities. Because of the tough economy, it also provides a “stay-cation” venue for many people.

Ms. Pendola said the July 4 Parade is about patriotism, tradition and history and should not be subject to a budget shortfall. Mr. Jacaway stated that Heritage Festival provides a venue for the village residents to get together to share time and bond as a Downers Grove family. Mr. Humphreys also noted that events support the arts such as the Fine Arts Festival, Tuesday Night Concerts in the Park and in a different sense the Beer Garden Stage at Heritage Festival. Mr. Szydlo stated there is the long-term affect of attracting and growing Downers Grove showcasing it as a place where they would want to live. Chairman Neustadt thanked the group for their comments and said he felt this exercise was good and should be done each year to see if the reason for hosting community events changes. Mr. Humphreys agreed and indicated that the Community Events Commission should, for the future, look at the comments presented at today’s meeting; look at what we do and what is being done by other Community groups and then identify gaps.

At the conclusion of discussion Village Manager Fieldman asked Commission Members to consider the items on the white board and select the top eight outcomes that they felt were important to them. He then collected their choices and tallied the items explaining this would give Staff an understanding of what are the desired outcomes, look for pattern and priorities and then present a report at the next Community Events Commission meeting.

Following is the outcome of Village Manager Fieldman's tally of the Community Events Commission's top choices:

Have fun - Community, Residents, Visitors
Generate sales & sales tax during event
Generate sales & sales tax - future visits-ongoing
Provide venue for NFP's - Awareness, recruit, raise money
Economic impact: RE values, business attraction, employee attraction Village of DG retention
Keep local dollars local
Grow the community

Chairman Neustadt stressed that one of the specific outcomes for future events is that they must be self-sustaining, including paying for village services.

PUBLIC COMMENT:

Ms. Cindy Klima of the Downers Grove Economic Development Corporation explained that in looking at events, they (Village of Downers Grove, Economic Development and Downtown Management Corporation) look at it as a way to cross promote other activities in the community, as a way of maximizing their marketing efforts and also use all the events as a way to leverage their advertising and marketing dollars.

Mr. Jack Ebersold, resident, commented that the rides were too expensive and thought if the rides were held on Friday and Saturday it would save some money.

Mr. Keith Hoffman, resident and member of the Downers Grove Rotary stated that his group is very close to bringing a presentation to the Village to discuss costs for putting on a Downers fest. They would like to incorporate the local community and residents of Downers Grove. The four components they would include in the festival are: Entertainment and Beer Garden; Fine Arts and Crafts; Local Restaurants and a Carnival. Their festival layout would not close the downtown. This would also be a fund-raiser for the Rotary to give back to the Community. He said it is their hope that the 2010 festival makes a profit so that they can give it back to the Village and bring it to the Community Events Committee to take it from there for 2011. Also they will be asking the Economic Development Commission for marketing assistance.

Mr. George Swimmer, resident and member of the Lions Club, suggested that a bank account at a local bank be set up for festival costs. He suggested maybe starting the Festival Friday evening or just Saturday or Sunday. He also suggest using the Tivoli for paid performances and charging for using local parking.

Ms. Rachel Pineda, resident, stated she is the creator along with Brianna Richardson of the Face Book page "Bring back the 2010 Downers Grove Heritage Fest". She volunteered her assistance for working or fund-raising.

Ms. Brianna Richardson, took a petition to Downers Grove South to advise students that the Heritage Festival was gone. Many students wanted to know what they could do to bring the festival back and agreed to volunteer their services in any way that would be helpful.

Mr. Mel Gregory, member of the Downers Grove Car Show Committee inquired what the next steps would be and if they are to proceed as a Committee, they would like some direction by the middle of January.

Chairman Neustadt noted that one of the roles the Community Events Commission and the Events Dept. will play is to act as facilitator for getting interested groups together. He suggested that Mr. Gregory meet with Mr. Hoffman for further discussion regarding the Car Show participation.

Mr. Keith Hoffman, resident and member of the Downers Grove Rotary noted that they are interested in keeping the Car Show as part of the event and suggested they would like to place it in the lot next to the Train Station that hosts the Farmer's Market as they would not be hosting it that weekend.

IV OLD BUSINESS

Mr. Humphreys referred to the December 1, 2009 Community Events meeting minutes and asked for clarification on the line that read "He stressed that moving forward, the Community Events Commission would not play any role in the application process." Mr. Fieldman said he was corrected by Ms. Scalzetti who brought to his attention the Community Events enabling ordinance which states that the Community Events Commission has two charges 1) hosting village sponsored events and 2) providing recommendations to the Council on other events that utilize village property. Village Manager Dave Fieldman advised there would be no changes to the ordinance.

V. NEW BUSINESS

Ms. Rheintgen noted that many newspapers are printing the incorrect cost for Heritage Festival and questioned if there was a way to correct this. Chairman Neustadt noted the Village has started to participate in many of the social networking sites that residents participate in to make sure information is unified and correct

VI. ADJOURNMENT

Chairman Neustadt thanked guest for their participation and service to the Village. A motion was made to adjourn the meeting at 5:05 p.m.

The next meeting is scheduled for January 7, 2010 at 6pm.

**REGULAR MEETING OF THE BOARD OF TRUSTEES
OF THE
DOWNERS GROVE PUBLIC LIBRARY
January 27, 2010**

MINUTES

ROLL CALL

President Daniels called the meeting to order in the Library Meeting Room at 7:40 p.m. Trustees present: DiCola, Eblen, Greene, Humphreys, and Daniels. Trustees absent: Read. Also Present: Library Director Bowen, Assistant Library Director Carlson. Visitors: Retiring staff member Ted Waltmire.

APPROVAL OF MINUTES

The Board reviewed the minutes of the regular meeting of January 13, 2010. It was moved by Eblen and seconded by Greene **THAT THE MINUTES OF THE REGULAR MEETING OF JANUARY 13, 2010 BE APPROVED AS CORRECTED.** Ayes: DiCola, Eblen, Greene, Humphreys, Daniels. Abstentions: none. Nays: none. Motion carried.

Director Bowen suggested delaying the approval of invoices until after the discussion of the repair of the atrium artwork.

OPPORTUNITY FOR PUBLIC COMMENT ON AGENDA ITEMS

None.

OPPORTUNITY FOR PUBLIC COMMENT ON OTHER LIBRARY BUSINESS

Retiring staff member Ted Waltmire expressed his appreciation for the board's support and for the beautiful retirement clock with the inspiring inscription given to him for his 15 years of service to the Downers Grove Public Library. He also thanked Director Bowen for giving him the opportunity to try working in the children's department and to learn his limitations, adding "Had I not tried, I would have always questioned my decision to retire at this time." He expressed his appreciation for all the staff, and said "I don't think anyone could work in a better place." He also said he was delighted that Dale Galiniak was appointed to his former position of Technology Manager, and that Galiniak would serve the library well, and already has made some good improvements to the network.

President Daniels responded, "We hate to see you go. Your service to this library has been exemplary, and we really benefited by it. We hope you'll come back and see us on occasion.... You're still part of the family." Waltmire said he will certainly do that.

Trustee Humphreys added that as a former “techie” who quit in 1991, “you have led us through 15 years of technology changes, and left some of us in the dust... Thank you for that.”

OLD BUSINESS

- Continue discussion of the repair of the atrium artwork

The revised invoice list includes a payment to Walter Gordinier Studios of \$3,000. Gordinier asked for full payment for the artwork in advance, since he has to reopen his studio, which has been closed for months, due to lack of commissions. The library offered \$3,000, with the final \$1,000 to be paid at completion. He replied with an offer to take the \$3,000 and ship the piece freight due on delivery. The remaining \$1,000 is the approximate cost of the shipping. They can estimate the shipping cost, but the final shape and weight of the crate will determine the actual shipping cost. Shipping this way may make it a little more expensive than if Gordinier paid the shipping up front, but it would mean that the library will not make the final payment until the piece is delivered to the library.

The trustees discussed Gordinier’s offer. Although they would prefer not to pay the full amount for the repair upfront, they understand Gordinier’s predicament. They would like to take him as an honorable person, but directed staff to verify that Gordinier Studios has not filed for bankruptcy before sending the initial payment to him.

PAYMENT OF INVOICES

The Board reviewed the list of invoices submitted for payment. It was moved by Greene and seconded by DiCola **TO APPROVE PAYMENT OF OPERATING INVOICES FOR DECEMBER 31, 2009 AND JANUARY 27, 2010 TOTALING \$34,237.88.** Ayes: DiCola, Eblen, Greene, Humphreys, Daniels. Abstentions: none. Nays: none. Motion carried.

NEW BUSINESS

None.

REPORT FROM THE ADMINISTRATION

The invoices just approved were posted to the finance system the day before so Bowen was able to run final revenue and expenditure reports for FY 2009, which he emailed to the board. Bowen’s comments below are based on the End of Period Reports, so things may still change a little with the final audit, but typically these reflect the year pretty accurately.

Historically the library has collected about 100.5% of the property tax revenue projected for a fiscal year. The extra property tax comes from new construction or reassessments. In 2009 the library collected only 98% of the property tax projected for the year. Bowen does not know why the collection is down. It could be an effect of lowered reassessments or it could be an issue of

people not paying their property tax. The library may make up some of the lost revenue in late taxes paid in 2010. At any rate, this is something he will be watching closely this year.

Looking at total revenue, the library collected 97.9% of the total revenue projected for 2009 in the FY2010 budget. Bowen is conservative in projecting revenue so historically the library has generally collected 101% of the total projected. In 2009 the library actually collected more revenue in fines and non-resident fees than expected. In fact, besides property tax, the only significant drop in revenue was revenue from interest on investments, which was expected to be low. So, other projections were good.

Fortunately the library's expenditures were less than projected as well. In most years the library spends about 98% of the budget. When the board discussed the 2010 budget (half way through the 2009 fiscal year), Bowen projected that the library would spend about 97% of the 2009 budget. In fact, the library only spent about 93.5% of the budget.

Much of the FY 2009 savings came from personnel costs. The library granted 3.5% raises, rather than the 5% raises that were budgeted for the year. Since retirement benefits are a percentage of the salary, expenditures for IMRF, Social Security, and Medicare were less than budgeted too. Two employees were on unpaid medical leave for part of the year, which saved the library a little in salaries. Health insurance costs for 2009 did not increase as much as was budgeted. The library had turnover in several professional positions, and all replacement staff were hired at, or very close to the starting salary for the position, saving some money in 2009. (The library will also benefit in 2010 from two full-time professional positions that turned over after the 2010 budget was approved.) While staff will never say that they have enough money, most budget lines were under spent in 2009.

The library ended the year a little better off than expected. When the board approved the 2010 budget it was anticipated that the library would add \$138,796 to the reserve fund at the end of 2009. In fact it appears that the library will actually add \$205,000 to the reserve for 2010. The drop in property tax revenue is a bad omen for the future, but at least the library will start the new in year with a little more reserve than expected. Bowen will be discussing the budget with department heads next week, and begin identifying ways the library can cut costs in 2010.

Bowen was in Boston for the ALA Mid-Winter meeting January 23-26. Mid-Winter is mainly an opportunity for committees and governance groups to get together to carry out the business of the organization. Unlike the summer conference, there are very few programs, so attendance is much lower than the +20,000 that attend the annual conference. Finances were a big part of the business at this year's Mid-Winter, and all were concerned about the impact of the economy on ALA membership and conference and meeting attendance. Registration totaled 11,095. This is better than compared with last Midwinter's 10,220, though still lower than the usual 12 – 13,000. It was a much calmer session than Bowen could remember for a long time, which may be a combination of the economic crisis distracting some folks who have issues with libraries, and that the issues that are out there are so complicated that many are still trying to understand them.

For example, the Google settlement with the publishing industry over digital rights to books will likely have a profound impact on publishing and in the way in which digital books are made available to the public in the not too distant future. Bowen did not attempt to explain it to, but provided trustees with a two-page summary and URL of ALA's Google Settlement site, prepared by the ALA Office for Information Technology. ALA staff created a very useful "Guide for the Perplexed: Libraries and Google Library Project Settlement." Bowen urged the board to take a look at the website if they want to understand more about this issue.

The other issue at the Mid-winter meeting actually broke on the last morning. Traditionally reference database vendors that index periodicals and provide full-text have not had exclusive rights to the magazines they index. The same popular magazines maybe indexed in Infotrac as well as several other vendors' magazine indexes, and each one will also provide full-text of the article. Suddenly, vendor EBSCO has gone to several of the most popular magazines, including *Time* and made much bigger bids for their digital content, in return for exclusive rights to the digital information. This means that only EBSCO will be able to offer full-text digital versions of *Time*'s articles. If EBSCO corner's the market on very many key magazines, they will put the other vendors out of business. ALA has not had a chance to investigate or react to this yet, but Bowen suspects everyone will be closely watching the other vendors' reaction to EBSCO's move.

Each year the library is required to give the county clerk a list of trustees and administrators who are required to complete a Statement of Economic Interest. The statement will be mailed to each person's home address by the clerk's office within the next few weeks, with a deadline for its return. Bowen urged the trustees to complete and return it promptly. There is a fine for late return.

Bowen received the fraud risk assessment survey from the auditor doing the Village Audit, which has become a regular part of the annual audit. In the past some trustees asked for suggestions of language to use in completing the questionnaire, so Bowen provided copies of his responses to the questions, and asked the trustees to return the survey promptly.

Bowen highlighted several things in the monthly department reports. The Reference Department reported that the library is now offering online language instruction through the *Tell Me More* database. Patrons can study Spanish, French, German, Italian, Dutch and English. There was an article about the new database in the Jan/Feb issue of *Discoveries*. Right after *Discoveries* was mailed to residents, the library began receiving calls from patrons who saw the article and were interested in the service. This indicates that the library made a good choice in adding a new database, and also that residents are reading *Discoveries*. Reference and Literature departments reported that three patrons used the "Book a Librarian" service to schedule sessions with staff in December. Bonnie Reid and Susan O'Brien met with one patron who wanted both fiction and non-fiction reading recommendations, Terry Williams met with a patron who requested reading recommendations from the large print book collection, and Lynette Pitrak met with a teacher who asked for help selecting books to use with her class. Circulation, of course, is celebrating breaking one million items circulated in 2009.

Carlson provided copies of the December and 2009 annual statistics which reflect nearly a 4% increase in circulation, going over the million mark for the first time, 4.2% increase in reference questions, nearly 10% in meeting room usage; nearly 5% in program attendance, 22.6% in computer sere sessions and 31.4% in databases usage. The collection size remains stable with a slight increase in books and a slight drop in audio visual items.

TRUSTEE ANNOUNCEMENTS AND REQUESTS FOR INFORMATION

Trustee Humphreys commented that it seems that every time he comes into the library and asks for assistance, staff seem to fall all over themselves to help him, whether or not they know he's a trustee. Recently he asked for some assistance at the magazine desk, and he was impressed with the attitude and helpfulness of the young man at the desk.

OPPORTUNITY FOR PUBLIC COMMENT

None.

ADJOURNMENT

The meeting was adjourned at 8:29 p.m.