

## APPROVED Minutes

### Reinventing Government Committee

Thursday, May 29, 2014

7:00 pm

#### I. Call to Order

The meeting was called to order at 7:00 p.m. in Room 130. Present: President Abu-Taleb, Trustee Brewer, Trustee Tucker and Trustee Ott.

Also in attendance: Village Manager Cara Pavlicek, Lisa Shelley, Deputy Village Manager, Paul Stephanides, Village Attorney and Tammie Grossman, Director of Development Customer Services.

Also present: Visit Oak Park Board members, Laura Thompson (President), Brad Bartels (Board member), and Ed Schmidt (Board member).

#### II. Approval of Minutes

Trustee Tucker made a motion to approve the minutes of April 16, 2014. Seconded by Trustee Brewer. Ayes: all. Nays: none. Motion carried.

#### III. Public Comment

There were no public comments.

#### IV. New Business:

Manager Pavlicek announced that the Village's Partner Agency, Visit Oak Park, was present to answer any questions or to receive direction from the Committee prior to attending the next Reinventing Government Committee meeting. The Committee asked Visit Oak Park to give a quick overview of their agency since they were in attendance. A meeting involving a more detailed discussion will be scheduled for next month.

Mr. Bartels provided a brief overview. He described the agency's goal to improve relationships with Village governments. He noted 21 different communities are a part of the Visit Oak Park. Oak Park is the largest client as a result of funding and Berwyn is second largest then Forest Park, Riverside, and Brookfield. President Abu-Taleb asked for the funding received from all other governments. Trustee Tucker asked for the funding resources also and a status report over the last six months since the November 2013 letter from Visit Oak Park to the Village Board.

President Abu-Taleb asked for an explanation of their official name. Visit Oak Park's Executive Director provided an overview of their overall strategy which is to market to the end consumer as well as event planners and concierges who target the local traveler/day tripper.

The Village President questioned how do they fit into the broader development scheme for the Village and noted that the Village desires a comprehensive marketing scheme/brand and that Visit Oak Park is a key part of this. He also noted that it would be vital to have the Oak Park Economic Development Corporation part of a joint meeting with Visit Oak Park to create more lines of accountability between visit Oak Park and the Oak Park Economic Development Corporation. Trustee Tucker agreed that we can't continue to operate with silos.

President Abu-Taleb asked about the "Step Out of Line" campaign. Mr. Bartels stated that it tests well.

Mr. Schmidt suggested they start with five initiatives overall. Trustee Tucker asked for an assessment of their strengths and weaknesses. Mr. Bartels suggested they provide how they work with the State and those requirements as well as bring provide survey data from the Visitor's Center.

President Abu-Taleb suggested that we may need to strengthen the Visit Oak Park Board of Directors. He also asked if Visit Oak Park does any follow-up after large events such as the Wright Plus. He asked if Visit Oak Park can provide any comparable communities that Oak Park can learn from.

## **V. Old Business**

### **A. New Development Customer Services Department**

Manager Pavlicek provided an update of the authorization of the Department of Development Customer Services re-organization. Director Grossman reviewed the functional analysis changes. Currently the Chief Property Inspector is not being filled. The Committee talked about the timing of further reorganizational discussions. The Manager noted that the FY 15 budget process will provide more information.

### **B. Sustainability Vacant Position**

The Committee and the Manager discussed models to consider similar to the Housing Collaborative and the Early Childhood Collaboration. President Abu-Taleb will create a sub-group of the Reinventing Government Committee to discuss this option with Forest Park and River Forest. Trustee Ott volunteered to be part of this sub-group. President Abu-Taleb will inform the Manager when this idea is ready for further discussion.

Trustee Brewer made a motion to adjourn followed by Trustee Tucker at 8:03 p.m.