

**SPECIAL WORKSHOP MEETING OF THE MAYOR AND BOARD OF TRUSTEES**

**Gregory J. Bielawski Municipal Center, 500 N. Gary Avenue,  
Carol Stream, DuPage County, IL**

**Goal Setting/Strategic Planning**

**September 13, 2021**

Mayor Frank Saverino, Sr. called the Special Workshop meeting of the Board of Trustees to order at 6:00pm and the roll call read by Assistant Village Manager Carey. The result of the roll call vote was as follows:

Present: Mayor Frank Saverino, Sr., Trustees Jeff Berger, Tom Garvey, John Zalak, Rick Gieser, Mary Frusolone and Matt McCarthy

Absent: Village Clerk Julia Schwarze

Also Present: Village Manager Bob Mellor, Assistant Village Manager Joe Carey, Assistant to the Village Manager Tia Messino, Finance Director Jon Batek, Public Works Director Phil Modaff, Community Development Director Don Bastian, Engineering Services Director Bill Cleveland, Chief of Police Bill Holmer, Human Resources Director Caryl Rebholz, Information Technology Director Marc Talavera

John Fontana, of Fontana Leadership Development Inc. updated the Village Board on his individual meetings with Village Board meetings and senior staff level meeting. In looking back at past strategic planning workshops, he was impressed with the list of accomplishments. Mr. Fontana indicated that the issues shared by Village Board and staff mirror each other with respect to concern/issues. Mr. Fontana went through his powerpoint presentation.

The top priorities by the Village Board are listed below in rank order.

Economic Development & Community Development  
Governance & Finance  
Communication/Think Imaginatively  
Technology  
Human Resources  
Engineering/Public Works/Police

The Village Board and staff broke out into groups to discuss each priority and provided specific action items for each goal:

**Economic/Community Development Goal No. 1**

Staff Lead: Don Bastian

Steps:

1. Keep orientation on needs of businesses
2. Develop North & County Farm Corridor
3. Develop Gary & Lies Corridor – Maintain vibrancy of Industrial Parks
4. Promote local businesses, entertainment and shop Carol Stream
5. Develop video gaming license for under 50% food sales

**Governance & Finance No. 2**

Staff Lead: Jon Batek

Steps:

1. Property tax policy – research a policy that the Board could utilize when determine a property tax increase or decrease.
2. ARPA Funds –impact on FY22-24 budgets. Identify and establish spending plan for use of funds.
3. Funding of personnel costs – examine salary ranges and what impacts current labor market.
4. Research how to attract and retain employees including benefit cost trends, cost of training, and other post-COVID employment trends.

**Communications/Think Imaginatively No. 3**

Staff Lead: Tia Messino

Steps:

1. Hire additional social media help to allow Village to get on more social media platforms, with more photos and videos.
2. Increase communication with seniors including a quarterly newsletter to be placed at senior centers, Park District, Library and living centers (Belmont/Colony Park)
3. New promotional video to help with branding
4. Town Center infrastructure and visual enhancements – looking at additional holiday décor
5. Relocating gazebo and installing large scale band shell
6. Encouraging community events at Town Center
7. Engaging content that reflects our community – local history and demographics of our community. More senior friendly content.
8. Looking at more multi-lingual content.

**Technology No. 4**

Staff Lead: Marc Talavera

Steps:

1. Cyber security – changing tech landscape.
  - a. Continuing cyber security training/policy/COOP/Robust backup
2. Innovative and imaginative solutions – finding collaborative service solutions (sharing solutions), Shared purchasing agreements,

3. Mindful of growing costs of IT
4. Online services
5. Data transparency portals (Woodridge, Elgin)
6. Data collection and use
7. Social Media and increase more digital media; increase use and usefulness of GIS

**Human Resource No. 5**

Staff Lead: Caryl Rebholz

Steps:

1. Training & professional development (succession issues). Focus on entire staff.
2. Wellness
3. Hiring and retention

**Engineering/PW/Police No. 6**

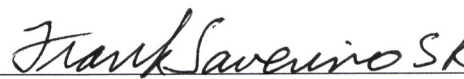
Bill Holmer

Steps:

1. Depth of the bench in each department. Structural review of the department,
2. Long term study for storage and space needs
3. Aging infrastructure, sidewalk, maintain commitment to high quality infrastructure

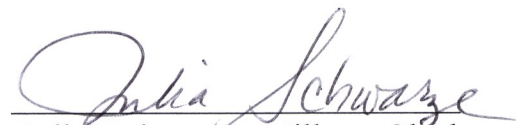
There being no further business, Trustee McCarthy moved and Trustee Zalak made the second to adjourn the Special Workshop meeting. The meeting was adjourned unanimously at 8:44 p.m.

FOR THE BOARD OF TRUSTEES



Frank Saverino, Sr., Mayor

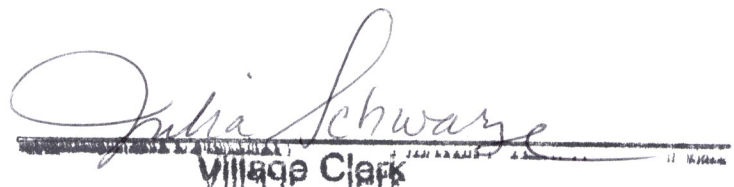
ATTEST:



Julia Schwarze, Village Clerk

Minutes approved by the President and Board of Trustees on this

20<sup>th</sup> day of SEPTEMBER, 2021.



Village Clerk