

**CHANNAHON VILLAGE BOARD  
COMMITTEE MEETING  
JANUARY 21, 2008**

Village President Joe Cook called the meeting to order at 6:00 p.m. with Trustees Nash, McMillin, Slocum, Militello and Greco present. Trustee Davidson arrived at 6:50 p.m.

Also present were Village Administrator Jamie Bowden, Village Attorney Dave Silverman, Finance Director Robert Guess, Police Chief Joe Pena, Director of Public Works Ed Dolezal, Director of Community Development Mike McMahan and Acting Village Clerk Leti Anselme.

**VILLAGE PRESIDENT**

President Cook stated that discussions have taken place with the Gammon Group in regards to marketing Channahon. This is an opportunity to have the vacant lots sold and sell existing homes in town. It will promote more growth for the community.

President Cook then introduced Dan Stefanich from the Gammon Group. Mr. Stefanich stated that they were contacted to develop a strategy so that the Village of Channahon could experience more growth.

The Gammon Group looked at other communities with what they had to offer. They wanted to see what sets Channahon apart from them. The first phase is the initial creative development of the image that will be the brand for Channahon.

The second phase is direct marketing, which would consist of reaching out to relocation companies and human resources professionals. Also getting into economic development, so that those networks could be utilized.

Mr. Stefanich stated that a short term strategy to launch this campaign is going to be billboards, cable spots, print ads and radio ads. He then presented some material that the Gammon Group put together as samples to show the Village Board. He would like to focus on events that take place in the community and affordable housing.

McMahon stated that [www.channahon.org/treasure](http://www.channahon.org/treasure) would be a link on the Village's website, which would then bring the person to a site where they could see lots in the area that would be available. The main target is the potential home buyers, not developers, land buyers and investors.

President Cook stated that tourism has been over looked. The park district and forest preserve should be contacted to see the events that they have going on to bring people out to Channahon.

Trustee McMillin wanted to verify that the pictures in the information packets will be from Channahon. McMahon stated that Amy Hayes has taken a lot of pictures for the Village, so as the seasons change we will have them on file.

Trustee Militello questioned the amount for the press release to Chicagoland media. Her question was what \$800 entailed. Mr. Stefanich stated that it would entail drafting everything and reaching out to the media. It is considered public relations and the Gammon Group does follow up with the media.

Trustee Nash asked if the Board knows the message they want to send for what type of town Channahon is and if there is a focus group. Mr. Stefanich stated that when at the development stage it seemed like the aim was a small sophisticated town appeal as far as the image. There has been talk about gathering some local residents, some business owners and Trustees to start the discussions.

Trustee Nash stated that it needs to be targeted to potential home buyers. Mr. Stefanich stated that the budget could be changed to conduct some kind of focus group. President Cook stated that it should be made up of real estate professionals and the human resources of the large companies in the area. Trustee Nash stated that this needs to be reviewed and think of questions before committing thousands of dollars to this concept.

Trustee Slocum asked who the target is in this campaign. Mr. Stefanich stated that it would start at residential development, to commercial/retail then to leisure/tourism. Mr. Stefanich stated that this is only phase one and Channahon needs to be define with who they are.

Mr. Stefanich stated that the Village needs to be comfortable with the amount of money that is put into this campaign. Then strategically figure out how to get the most with the budget we have. This is just a starting point. We have thought of getting surveys out to the residents and see what they think. Trustee McMillin feels that going to the residents is what should be done. McMahan stated it would probably be set-up as a web based survey.

Trustee Nash stated that it was mentioned that developers and builders would be pursued to help fund this. She would like to know if the Grundy County Economic Council and Will County Economic Council would be approached to help with the promotion of this campaign. President Cook agreed with Trustee Nash.

McMahan stated that it needs to start with rebranding Channahon, which is the first phase. It is coming up with a theme that would say where Channahon is, what Channahon is about and the great qualities that are here. The focus groups are very important to make sure we are getting the message across.

## **COMMUNITY DEVELOPMENT DEPARTMENT**

No Formal Items for Discussion.

## **FINANCE DEPARTMENT**

Finance Director Bob Guess had no formal items for discussion, but reminded the Board to meet with their department heads to discuss their budgets.

## **POLICE DEPARTMENT**

### **IACP's Study Results**

Limey Nargelenas was present to go over the Illinois Association of Chiefs of Police's study results. He wanted to highlight a few items to the Board. He asked that this study be part of the strategic planning that is to be scheduled in the future.

The Channahon Police Department is a good department overall with strengths and weaknesses as any other police department. There have already been steps taking place with keeping the officers here in Channahon.

Some of the recommendations was to redo the organizational structure, hire an additional 6 officers within a three year period time, at the same time adding some sergeants and a deputy chief for supervision purposes, these are just a few things to have a more effective police department.

A Mission Statement, Vision Statement and Value Statement should be something that gets developed as a guide for the police department. Operations goals and objectives need to be developed. There is a study in the report that stated what the police officers do on a daily basis. There is a need for education and training within the department, especially in the supervisory training.

Community Policing is something that the police department does not understand which is why the whole department needs to be trained, as well as the Village Board.

Some recommendations were made for the reporting and communications. The present policy manual was developed some years ago and things have been added throughout the years, so it does need to be updated and user friendly for the officers who use it daily. The IACP stated that their organization could help in writing the manual.

Mr. Nargelenas stated that the IACP spoke with the Village Board and local residents to get their input of what they want to see for the police department. Everyone was interviewed from the police department and they gave the IACP a lot of information.

President Cook thanked the IACP for the work they did for the police department. He feels that in the short time that they have been helping the police department the moral of the police officers has changed for the better. The leadership under Chief Doster and Chief Pena has been a great asset to the Village.

### **Resolution of the Intergovernmental Agreement with the Will County 911 Emergency Telephone System Board and for the Funding of a 911 Surcharge Reallocation**

Chief Pena stated that the one time grant from Emergency Telephone System Board (ETSB) will allow the Village with about \$9,900. Discussion with the users of the system, felt that we needed to continue to build the Capital Improvement Fund at the communications center because of the constant changes.

**PUBLIC WORKS DEPARTMENT**

No Formal Items for Discussion.

**ADMINISTRATION**

**Authorization to Bid for Electric Rate for Village Wells**

Bowden stated that the Village joined the Northern Illinois Municipal Electric Cooperative (NIMEC) and the Village bids for the electric for the pumping within the utility system. Last year Constellation was the low bid and that contract is until May of 2008.

He stated that David Hoover, Executive Director, suggested that ComEd will be setting a new rate. Upon them setting this new rate, they will bid to three providers, Constellation, Exelon and Integrys. Once we receive the bid the Village needs to accept the bid within 24 hours. Bowden would like for the Village Attorney to review the agreements and once we receive the bid, would the Village to authorize the contract.

**EXECUTIVE SESSION**

Trustee Greco made the motion to go into Executive Session at 6:42.m. for an Appointment, Employment, Dismissal, Compensation, Discipline and Performance of an Employee of The Village of Channahon and Probable Or Imminent Litigation And Pending Litigation. Seconded by Trustee Nash.

**ROLL CALL AYES: Nash, McMillin, Slocum, Militello, and Greco**

**NAYS: NONE**

**MOTION CARRIED**

**Trustee Davidson entered at 6:50p.m.**

Trustee Militello made the motion to close Executive Session at 6:58 p.m. Seconded by Trustee Nash.

**VERBAL VOTE: ALL AYES**

**MOTION CARRIED**

Minutes Submitted by  
Leticia Anselme  
Acting Village Clerk