

Village of Lombard

*Village Hall
255 East Wilson Ave.
Lombard, IL 60148
villageoflombard.org*



Meeting Minutes

Wednesday, August 10, 2011

7:00 PM

Village Hall - Community Room

Economic & Community Development Committee

*Trustee Peter Breen, Chairperson
Trustee Keith Giagnorio, Alternate Chairperson
Dennis McNicholas, Matthew Phillips, Garrick Nielsen,
Jodee Baker, Matthew Pike, Joe Glazier, Jr.,
Brenda Gannon and Student Member Jolie-Grace Wareham
Staff Liaison: William Heniff*

1.0 Call to Order and Pledge of Allegiance

Chairperson Breen called the meeting to order at 7:00 p.m.

Chairperson Breen led the Pledge of Allegiance.

2.0 Roll Call

Present: Peter Breen, Dennis McNicholas, Jodee Baker, Matthew Pike, Joe Glazier, Jr. and Matthew Phillips

Absent: Garrick Nielsen, Brenda Gannon and Jolie-Grace Wareham

Also present: William Heniff, AICP, Director of Community Development; Christopher Stilling, AICP, Assistant Director of Community Development; Karen Stonehouse, AICP, Executive Director of Lombard Town Centre; Kim Cotton, Lombard Town Centre; and Angel Camacho.

3.0 Public Participation

There was no one present for public participation.

4.0 Approval of Minutes

On a motion by Pike and seconded by Phillips the minutes of the July 6, 2011 meeting were unanimously approved by the members present.

5.0 Unfinished Business

110479

Village Website Redesign Survey

Request to review and discuss the results of the Website Redesign Survey.

Chairperson Breen re-introduced the proposed Website Transparency Policy that was previously provided to the Village Board. He apologized for the delay in approving the letter. He said staff sent out letters to 216 local groups, organizations, businesses and homeowner associations for additional input on the proposed policy and what other items should be included in the Village's website.

Mr. Heniff provided the committee with an update on the outreach efforts. He said the notification effort occurred in three ways. First, Village staff initiated the web design process update in June, 2011 when a survey was added to the website. Second, upon direction from the ECDC, staff initiated an outreach effort consisting of sending targeted letters to homeowner associations, business and broker entities and all businesses that opened a new business in Lombard since January, 2010. In total 216 letters were sent out to those parties asking for their input on the website and specifically what element they would like to see. Third, after the letters were transmitted, staff completed a telephone outreach effort to each of the entities asking that they complete the survey online or if they preferred, to complete the survey over the phone. Mr. Heniff

summarized the results as follows:

- The overall response rate was 12.5% (27 responses of 216 letters sent). This response rate is lower than what is typically desired in surveys. In discussions with some of the respondents, they did not have a strong opinion regarding the website or they did not place completing the survey as a high priority. However, when staff followed up with telephone calls regarding the survey effort, most were aware of the survey but had not found the time to complete it. Staff found the response to the outreach was quite favorable.
- 21 of the 27 respondents (77.8%) to the survey were the direct result of the staff outreach to the specific association and business entities.
- Of the respondents and with regard to use of the website, the frequency of visiting the website was as follows:
At least one a day: 0 (0%)
Use 2-3 times a week: 1 (3.75%)
Use 2-3 times a month: 7 (25.9%)
Use a few times per year: 8 (29.6%)
Use less than a few times a year: 11 (40.7%)
- While staff also was seeking input regarding the design and ease of use of the website, determining desired content was a primary component of the ECDC outreach effort. The vast majority of respondents believe the information provided was evenly distributed among the various Village departments and that the information provided was specific. Specific comments that were provided asked for current information, including more direct links to the most popular items and inclusion of additional building permit information. One suggestion asked for more information or status updates regarding upcoming or recently approved actions, while another action asked for weather/storm information.
- When asked what they look for on the website, the respondents offered a wide variety of topics. However, most of the information was directly related to the services or programs provided by Village government.
- Most found the website design, color combination and text used to be appropriate. There was not consensus as to the amount of pictures included within the website.
- Several of the comments received are currently being implemented by staff, through a new software program. This program will allow for items such as on-line payment of bills, and building permit tracking.
- The overall comments section and the telephone survey process offered positive comments regarding the website outreach effort.

Chairperson Breen opened the meeting for discussion amongst the members. He suggested that they go through each individual point as outlined in his memo.

1. Elected & Administrative Officials

Chairperson Breen stated that this information is already on the website.

2. Meeting Information

Chairperson Breen stated that they would like to have information go back 5 years to allow for research on matters that were previously approved. He also said that meeting calendars should go out 12 months in advance. Mr. McNicholas suggested that a note

should be added stating that meetings are subject to change. Ms. Baker suggested that a list of daily activities be shown on the front page of the website. Staff noted that a calendar of events is listed on the current front page. Chairperson Breen also encouraged the creation of a Village wide email system where various organizations and non-profits can send out communications to residents who sign up for the email system.

3. *Public records*

Chairperson Breen noted that the Village website already has this in place.

4. *Budgets*

Chairperson Breen stated that while the website does contain current budget information, it should go back 4 years to allow for research.

5. *Financial Audits*

It was noted that the Village does have some of this information but the historical data should be added. Chairperson Breen stated that interns with State Representative Nybo have offered to assist with scanning the documents.

6. *Expenditures*

Chairperson Breen requested that this information be put onto the website once it is approved. He noted that it should be scanned to allow for searchable documents.

7. *Salary & Benefits*

Chairperson Breen noted that he would like to see this information to show that the Village pays its employees fairly and properly. Ms. Baker stated that her employer, DuPage County, is discussing the same issue. She expressed a concern about providing each employee's name with his or her current salaries and benefits, citing morale, privacy and general security issues. Mr. Glazier suggested that salary ranges be provided. Mr. Camacho agreed with Ms. Baker about morale issues since other employees will know what each other are making. Ms. Cotton of the LTC supported the idea of showing salaries citing that taxpayers would like to know where their money goes. Ms. Stonehouse of the LTC stated that in Champaign, IL, they used to publish each employee's salary in the local newspaper.

Mr. McNicholas asked Mr. Heniff what the other department heads were hearing from their staff about the issue. Mr. Heniff stated that some of the same concerns expressed by Ms. Baker including privacy and HIPPA laws. He also said that the information is available right now, through FOIA requests.

8. *Contracts*

Chairperson Breen stated that we include some of this information now; however he would like to include union contracts.

9. *Lobbying*

Chairperson Breen thought this could be easily done. There was no other discussion amongst the members.

10. *Taxes & Fees*

Chairperson Breen suggested that this information be shown on a single page of the website. Ms. Baker suggested that some of the information in salaries and benefits could be combined with this section. Several members discussed benefits and the concerns about privacy. Chairperson Breen stated that he would follow up with the Illinois Policy Institute to see what level of detail they would like to see when they rank communities. Mr. Heniff suggested that benefit ranges be provided for each category. Several members recommended that no names be provided to protect privacy. Mr.

Phillips said he would like the names to be included so that the stakeholders of Lombard can see what each employee makes. Ms. Baker recommended that salaries include only the titles with no names. Mr. Phillips than suggested the average benefits cost for each option be provided. He also suggested that it be shown for each department.

11. Building & Zoning

Chairperson Breen provided background on this section. Mr. Camacho suggested that a list of vendors be included showing contractors that are approved to work within Lombard. Mr. Heniff provided the committee with background on the new contractor registry requirements. Ms. Cotton suggested that the application be provided online and the inspector checklist.

It was moved by Baker, seconded by Phillips, that this matter be recommended to the Board of Trustees for approval subject to incorporating the following changes:

Item #7- Salaries & Benefits

- Concerns were expressed about providing each employee's name with his or her current salaries and benefits, citing morale, privacy and general security issues. The ECDC recommended that only individual titles be used rather than names with each listed salary.
- The Committee recommended that the Village's range and average cost of benefits per option (i.e., single, married, family) be provided, rather than the specific benefits or options a given employee is utilizing. They also recommended that the average cost of benefits be provided for each Village department.

Item #11- Building & Zoning

- The ECDC recommended that the list of registered contractors, which is now required as part of the building permit process, be provided online and updated monthly. This list will be categorized based upon each contractor's specialty, allowing interested parties to find contractors that are registered to do work within the Village. This listing should not be construed as a recommendation.
- Building permit checklists of what is needed for a permit and required for completion are provided online. This item can easily completed, as staff has recently updated all the submittal checklists for each type of building permit and has been working to incorporate this element in the updated website design.

The motion carried by the following vote:

Aye: 5 - McNicholas, Baker, Pike, Glazier, Jr. and Phillips

Absent: 2 - Nielsen and Gannon

6.0 New Business

There was no new business.

7.0 Other Business

There was no other business.

8.0 Information Only

LTC Report

Karen Stonehouse provided the ECDC with an update on LTC activities.

9.0 Adjournment

On a motion by Phillips and seconded by Baker the meeting adjourned at 7:55 p.m.