

City of Genoa
Economic Development Commission
Meeting Date: February 14, 2022- 3:30 PM
Municipal Center
Council Chambers

Agenda

- 1) Call to Order and Roll Call

- 2) Old Business:
 - a) Approval of Minutes from the December 13, 2021 Special Meeting

- 3) New Business:
 - a) Opportunity Unbound Presentation
 - b) Update on Residential Survey – Carolyn Tobinon
 - c) Update on Business Survey – Josh Kubiak
 - d) Final Draft of Economic Development “One-Pager” – Nick Bradac and Dealynn Stone

- 4) Motion to Adjourn

CITY OF GENOA

ECONOMIC DEVELOPMENT COMMISSION

MINUTES

February 14, 2022

Chair Carolyn Tobinson called the February 14, 2022 City of Genoa Economic Development Commission to order at 3:35 PM.

On roll call, members Dealynn Stone, Carolyn Tobinson, Nick Bradac, and Josh Kubiak were present; Alyssa Seguss, City of Genoa; and Cortney Strohacker, DeKalb County Convention and Visitors' Bureau and Opportunity Unbound were also present.

The Economic Development Commission moved on to Old Business. Ms. Stone moved and Mr. Bradac seconded to approve the minutes of the December 13, 2021 special meeting. Upon voice vote, all members present voted aye.

New Business:

A. Opportunity Unbound. Cortney Strohacker of the DeKalb County Convention and Visitors' Bureau and Opportunity Unbound presented information to the Economic Development Commission regarding DeKalb County Opportunity Unbound. Ms. Strohacker discussed the history of the DeKalb County CEDs groups, the origination of Opportunity Unbound; rebranding, marketing, coordination county-wide, creating a website in an effort to compile information county wide in one location; and wrapped the presentation up with "where we've been" and "where we're going" with the goals of Opportunity Unbound.

Due to the length of the meeting, the Commission decided to table items B, C, and D. Mr. Bradac made a motion to adjourn the meeting at 4:45 PM, seconded by Ms. Stone. Upon voice vote, all members present voted aye.

City of Genoa
Economic Development Commission
Meeting Date: March 14, 2022- 3:30 PM
Municipal Center
Council Chambers

Agenda

- 1) Call to Order and Roll Call

- 2) Old Business:
 - a) Approval of Minutes from the February 14, 2022 Meeting

- 3) New Business:
 - a) Update on Residential Survey – Carolyn Tobinon
 - b) Update on Business Survey – Josh Kubiak
 - c) Update on Economic Development “One-Pager” – Nick Bradac and Dealynn Stone

- 4) Motion to Adjourn

CITY OF GENOA

ECONOMIC DEVELOPMENT COMMISSION

MINUTES

March 14, 2022

In the absence of Chair Carolyn Tobinon, Member Nick Bradac called the March 14, 2022 City of Genoa Economic Development Commission to order at 3:35 PM.

On roll call, members Dealynn Stone, Nick Bradac, and Josh Kubiak were present; Alyssa Seguss, City of Genoa; and Paul Borek, Executive Director of the DeKalb County Economic Development Corporation (4:00 P.M.) were also present.

The Economic Development Commission moved on to Old Business. Ms. Stone moved and Mr. Kubiak seconded to approve the minutes of the February 14, 2022 meeting. Upon voice vote, all members present voted aye.

New Business:

A. Residential Survey: Chair Tobinon was not present; however, the Commission discussed the residential survey and made changes. City Administrator Seguss will review with Chair Tobinon and the Mayor.

B. Business Survey – Mr. Kubiak presented both a cover letter and business survey. The Commission was pleased with the final draft and City Administrator Seguss will review it with the Mayor. Mr. Kubiak will be meeting with the Genoa Area Chamber of Commerce to discuss the Chamber assisting with distribution of the survey.

C. Economic Development “One-Pager” – Mr. Bradac and Ms. Stone would like to get feedback from the City Council in regards to what the Commission should promote in the “One-Pager”.

The Economic Development Commission expressed interest in attending an upcoming City Council meeting to give the Council an update on their progress thus far and receive direction on their marketing efforts. City Administrator Seguss will reach out in the near future with a date in which the EDC will be on the Council agenda.

Ms. Stone made a motion to adjourn the meeting at 4:35 PM, seconded by Mr. Kubiak. Upon voice vote, all members present voted aye.

City of Genoa
Economic Development Commission
Meeting Date: April 11, 2022- 3:30 PM
Municipal Center
Council Chambers

Agenda

- 1) Call to Order and Roll Call

- 2) Old Business:
 - a) Approval of Minutes from the March 14, 2022 Meeting

- 3) New Business:
 - a) Finalize Residential Survey
 - b) Council Questions List
 - c) Unique to Genoa Fact
 - d) Future Meeting Topics

- 4) Motion to Adjourn

CITY OF GENOA

ECONOMIC DEVELOPMENT COMMISSION

MINUTES

April 11, 2022

Chair Carolyn Tobinon called the April 11, 2022 City of Genoa Economic Development Commission to order at 3:32 PM.

On roll call, members Carolyn Tobinon, Dealynn Stone, Nick Bradac, and Josh Kubiak were present; Alyssa Seguss, City of Genoa and Krissy Johnson, Genoa Area Chamber of Commerce were also present.

The Economic Development Commission moved on to Old Business. Mr. Bradac moved and Ms. Stone seconded to approve the minutes of the March 14, 2022 meeting. Upon voice vote, all members present voted aye.

New Business:

A. Finalize Residential Survey: The Commission made final adjustments to the survey and discussed the method and timeline of distribution of the survey.

B. Council Question List – The Commission reviewed the question list for the Council and made slight adjustments. Both Mr. Bradac and Chair Tobinon volunteered to attend the April 20th City Council meeting to discuss progress and the surveys with the City Council.

C. Unique to Genoa Fact: The Commission discussed possible unique to Genoa facts and decided it would be best to come back to this topic after they had some time to think about possible interesting facts.

D. Future Meeting Topics: The Commission discussed future meeting topics including revisiting real estate and inviting the DeKalb County Community Foundation to an upcoming meeting.

Ms. Stone made a motion to adjourn the meeting at 4:35 PM, seconded by Mr. Kubiak. Upon voice vote, all members present voted aye.

City of Genoa
Economic Development Commission
Meeting Date: May 9, 2022- 3:30 PM
Municipal Center
Council Chambers

Agenda

- 1) Call to Order and Roll Call

- 2) Old Business:
 - a) Approval of Minutes from the April 11, 2022 Meeting

- 3) New Business:
 - a) DeKalb County Community Foundation
 - b) Council feedback on Survey
 - c) Unique to Genoa Fact
 - d) Surveys

- 4) Motion to Adjourn

CITY OF GENOA

ECONOMIC DEVELOPMENT COMMISSION

MINUTES

May 9, 2022

Chair Carolyn Tobinson called the April 11, 2022 City of Genoa Economic Development Commission to order at 3:30 PM.

On roll call, members Carolyn Tobinson, Dealynn Stone, and Nick Bradac were present; Alyssa Seguss, City of Genoa; Krissy Johnson, Genoa Area Chamber of Commerce; Dan Templin and Teri Spartz, DeKalb County Community Foundation were also present.

The Economic Development Commission moved on to Old Business. Mr. Bradac moved and Ms. Stone seconded to approve the minutes of the April 11, 2022 meeting. Upon voice vote, all members present voted aye.

New Business:

A. DeKalb County Community Foundation: Dan Templin and Teri Spartz of the DeKalb County Community Foundation shared information about the Community Foundation including the Foundation's mission statement, their Staff, types of grants, and recent recipients of various grants. There was also a discussion regarding the City's SOARing project, which was funded by the Community Foundation. The Foundation discussed some of their initiatives including preparing children for kindergarten, teaching soft skills to teens, and their continuing efforts towards economic development advancement in DeKalb County. It was stated that the City looks forward to continue to collaborate with the Community Foundation on various grant projects as well as their continued efforts to improving DeKalb County watersheds.

With the time meeting have already been an hour, the Economic Development Commission tabled items B through D for the June 2022 meeting.

Ms. Stone made a motion to adjourn the meeting at 4:35 PM, seconded by Mr. Bradac. Upon voice vote, all members present voted aye.

City of Genoa
Economic Development Commission
Meeting Date: June 13, 2022- 3:30 PM
Municipal Center
Council Chambers

Agenda

- 1) Call to Order and Roll Call

- 2) Old Business:
 - a) Approval of Minutes from the May 9, 2022 Meeting

- 3) New Business:
 - a) Finalize Residential Survey
 - i. Google Form with questions
 - ii. QR Code
 - iii. EDDM
 - b) Finalize Business Survey
 - i. Addresses to send them to
 - ii. Letter format
 - c) One Pager

- 4) Motion to Adjourn

CITY OF GENOA

ECONOMIC DEVELOPMENT COMMISSION

MINUTES

June 13, 2022

Chair Carolyn Tobinon called the June 13, 2022 City of Genoa Economic Development Commission to order at 3:35 PM.

On roll call, members Carolyn Tobinon, Dealynn Stone, Josh Kubiak and Nick Bradac were present; Alyssa Seguss, City of Genoa was also present.

The Economic Development Commission moved on to Old Business. Mr. Kubiak moved and Mr. Bradac seconded to approve the minutes of the May 9, 2022 meeting. Upon voice vote, all members present voted aye.

New Business:

With the June 13th meeting being a working meeting, the commission split into groups to work on the agenda items:

- A. Finalize Residential Survey – Mr. Bradac and Mr. Kubiak finalized the survey and worked on creating QR codes.
- B. Finalize Business Survey – Ms. Stone and Ms. Tobinon worked on an address list for businesses.
- C. One Pager- this item was tabled until the next meeting.

The Commission discussed a new meeting time for the Economic Development Commission and determined that the second Tuesday of each month at 9 AM would work best.

There being no further business, Mr. Bradac made a motion to adjourn the meeting at 4:35 PM, seconded by Ms. Stone. Upon voice vote, all members present voted aye.

City of Genoa
Economic Development Commission
Special Meeting Date: July 12, 2022-
3:30 PM Municipal Center
Council Chambers

Agenda

- 1) Call to Order and Roll Call

- 2) Old Business:
 - a) Approval of Minutes from the June 13, 2022 Meeting

- 3) New Business:
 - a) Residential Survey
 - i. Mailing
 - b) Business Survey
 - i. outreach
 - c) One Pager
 - d) What's next?

- 4) Motion to Adjourn

CITY OF GENOA

ECONOMIC DEVELOPMENT COMMISSION

MINUTES

July 12, 2022

Chair Carolyn Tobinon called the July 12, 2022 City of Genoa Economic Development Commission Special Meeting to order at 9:05 A.M.

On roll call, members Carolyn Tobinon, Dealynn Stone, Josh Kubiak and Nick Bradac were present; Alyssa Seguss, City of Genoa was also present.

The Economic Development Commission moved on to Old Business. Mr. Bradac moved and Ms. Stone seconded to approve the minutes of the June 13, 2022 meeting. Upon voice vote, all members present said aye.

New Business:

- A. Residential Survey – The Commission discussed ways to promote the survey, including a mailer, having surveys available at community events, entering participants into a drawing for a gift card(s), and video promotions. Staff will continue moving forward with the direct mailing for each resident and preparing the surveys to be shared at upcoming events.
- B. Business Survey – The currently low response rate was discussed. The Commission discussed going door to door to promote the survey as well as utilizing the Chamber's e-blast and newsletter service.
- C. One Pager- this item was tabled until the next meeting.
- D. What's Next – The Commission discussed creating videos and additional marketing materials to continue to garner interest in Economic Development from residents as well as existing and future businesses.

There being no further business, Mr. Bradac made a motion to adjourn the meeting at 10:00 AM, seconded by Mr. Kubiak. Upon voice vote, all members present said aye.

City of Genoa
Economic Development Commission
Special Meeting Date: August 9, 2022-
9:00 AM Municipal Center
Council Chambers

Agenda

- 1) Call to Order and Roll Call

- 2) Old Business:
 - a) Approval of Minutes from the July 12, 2022 Meeting

- 3) New Business:
 - a) Residential Survey
 - i. Mailing
 - b) Business Survey
 - i. Results
 - ii. Outreach
 - c) One Pager
 - d) What's next?

- 4) Motion to Adjourn

CITY OF GENOA

ECONOMIC DEVELOPMENT COMMISSION

MINUTES

August 9, 2022

Chair Carolyn Tobinson called the August 9, 2022 City of Genoa Economic Development Commission Special Meeting to order at 9:02 A.M.

On roll call, members Carolyn Tobinson, Dealynn Stone, and Nick Bradac were present; Alyssa Seguss, City of Genoa was also present.

The Economic Development Commission moved on to Old Business. Ms. Stone moved and Mr. Bradac seconded to approve the minutes of the July 12, 2022 meeting. Upon voice vote, all members present said aye.

New Business:

- A. Residential Survey – The resident surveys are being processed and mailed by a third party but should go out before the next EDC meeting.
- B. Business Survey – The Commission discussed the number of results received thus far and also how to reach those who have not responded. Ms. Seguss will request an e-blast be sent out through the Chamber to advertise the survey again. Mr. Bradac would like to wait two weeks to see if there are any more responses. Depending on responses received on August 23rd, the Commission may begin reaching out directly.
- C. One Pager- The Commission discussed needing marketing photography to use as a resource to create this page.
- D. What's Next – The Commission requested to begin going back to directly inviting other community organizations to the meetings in order to receive additional feedback and ideas on what the community needs / is looking for. The Commission would also like to discuss a Community Calendar to help promote local community organizations' and business's events.

There being no further business, Ms. Stone made a motion to adjourn the meeting at 10:00 AM, seconded by Ms. Tobinson. Upon voice vote, all members present said aye.

City of Genoa
Economic Development Commission
Special Meeting Date: September 13, 2022-
9:00 AM Municipal Center
Council Chambers

Agenda

- 1) Call to Order and Roll Call

- 2) Old Business:
 - a) Approval of Minutes from the August 9, 2022 Meeting

- 3) New Business:
 - a) Update from the Genoa Area Chamber of Commerce on the LIFT Program
 - b) Residential Survey
 - i. Results
 - c) Business Survey
 - i. Results
 - ii. Outreach
 - iii. Thank you notes
 - d) Community Events Calendar
 - e) Photography for marketing
 - f) Next Meeting Agenda

- 4) Motion to Adjourn

CITY OF GENOA

ECONOMIC DEVELOPMENT COMMISSION

MINUTES

September 13, 2022

Member Nick Bradac called the August 9, 2022 City of Genoa Economic Development Commission Special Meeting to order at 9:05 A.M.

On roll call, members Dealynn Stone, Nick Bradac, and Josh Kubiak were present; Mayor Jonathon Brust and Alyssa Seguss, City of Genoa; Brent O'Daniel, Genoa-Kingston School District; Krissy Johnson, Genoa Area Chamber of Commerce; and Paul Borek, DeKalb County Economic Development Corporation, was also present.

The Economic Development Commission moved on to Old Business. Ms. Stone moved and Mr. Bradac seconded to approve the minutes of the August 9, 2022 meeting. Upon voice vote, all members present said aye.

New Business:

- A. Update from the Genoa Area Chamber of Commerce on the LIFT Program – the Genoa Area Chamber of Commerce presented information to the Commission regarding the Local Initiative for Thriving (LIFT) that offers financial assistance to new or struggling businesses to reduce membership costs or offer participating at various Chamber events. Additional information is available on the Chamber's website.
- B. Residential Survey – The Commission will review the results of the resident survey.
- C. Business Survey – The Commission will review the results of the business survey and each member will reach out to two businesses to ask them to complete the survey.
- D. Community Events Calendar – There was a discussion on the need for a community events calendar. Staff will be looking into options that are compatible with the City's website.
- E. Photography for Marketing- The Commission would like to begin marketing the community but it is undecided whether a marketing plan is the next step or directly contracting with a graphic artists / marketing consultant to begin providing marketing materials for the City to share. The City will ask Opportunity Unbound's Marketing Manager to attend the next meeting.
- F. What's Next – Tabled.

There being no further business, Ms. Stone made a motion to adjourn the meeting at 10:00 AM, seconded by Mr. Bradac. Upon voice vote, all members present said aye.

City of Genoa
Economic Development Commission
Special Meeting Date: October 11, 2022-
9:00 AM Municipal Center
Council Chambers

Agenda

- 1) Call to Order and Roll Call

- 2) Old Business:
 - a) Approval of Minutes from the September 13, 2022 Meeting

- 3) New Business:
 - a) Marketing discussion with Katelyn Lancaster of Opportunity Bound
 - b) Residential Survey
 - i. Results
 - c) Business Survey
 - i. Results
 - ii. Outreach
 - d)
 - e) Next Meeting Agenda

- 4) Motion to Adjourn

CITY OF GENOA

ECONOMIC DEVELOPMENT COMMISSION

MINUTES

October 11, 2022

Chair Carolyn Tobinson called the October 11, 2022 City of Genoa Economic Development Commission Special Meeting to order at 9:07 A.M.

On roll call, members Carolyn Tobinson, Dealynn Stone, Nick Bradac, and Josh Kubiak were present; Mayor Jonathon Brust and Alyssa Seguss, City of Genoa; Brent O'Daniel, Genoa-Kingston School District; Kaitlyn Landcaster, Opportunity Unbound; and Cortney Strohacker, DeKalb County Convention and Visitor's Bureau were also present.

The Economic Development Commission moved on to Old Business. Mr. Bradac moved and Mr. Kubiak seconded to approve the minutes of the September 13, 2022 meeting. Upon voice vote, all members present said aye.

New Business:

- A. Marketing discussion with Katelyn Lancaster of Opportunity Unbound – Ms. Lancaster and the EDC introduced themselves to each other. Katelyn discussed that the EDC needs to determine who they're trying to attract with a branding and marketing campaign. The EDC explained that the City is beginning a Comprehensive Plan, Strategic Plan, and Housing Study, and has also collected surveys from the residents and businesses. The EDC discussed the things they'd like to highlight: Route 72; the School District; shovel ready sites; housing developments; commercial businesses; and employment opportunities with more to be decided once the target audience is determined. To conclude the conversation, Katelyn explained the process beginning a marketing campaign which included having a group to lead the campaign, determining a budget for the work (mailings, data evaluation, graphic design, etc.), conduct surveys, have townhalls as another means of collecting data, and evaluate data. This should help the City determine who (industrial and commercial businesses) they need to market to and also how to market to existing residents based on their needs and wants.
- B. Residential Survey – The Commission will review the results of the resident survey and report at the next meeting with their takeaways.
- C. Business Survey – The Commission will review the results of the business survey and report at the next meeting with their takeaways.
- D. What's Next – The Committee discussed having a working meeting in October and a real estate agent attend in December to discuss current market trends. The Committee also discussed that they should find a consultant to do marketing for the community.

There being no further business, Mr. Bradac made a motion to adjourn the meeting at 10:30 AM, seconded by Mr. Kubiak. Upon voice vote, all members present said aye.

City of Genoa
Economic Development Commission
Special Meeting Date: November 8, 2022-
9:00 AM Municipal Center
Council Chambers

Agenda

- 1) Call to Order and Roll Call

- 2) Old Business:
 - a) Approval of Minutes from the October 11, 2022 Meeting

- 3) New Business:
 - a) Round Table comments on Resident and Business Survey Results
 - b) Review purpose of EDC
 - c) Ranking and assigning of EDC Priorities
 - d) Next Meeting Agenda

- 4) Motion to Adjourn

City of Genoa EDC Meeting
November 8, 2022

The meeting was opened at 9:02 am, with Nick, Dealynn, Josh, and Carolyn present

Old Business:

- a) Minutes from the last meeting were approved, with one correction suggested in Item D-What's Next - October should be November.

New Business:

- a) Round Table comments on residential survey results. It was discovered that more information would be helpful to learn more about the residents and their desires for growth in Genoa. Nick will work on the spreadsheet of responses to further define the categories.
- b) Purpose of EDC review was postponed
- c) Ranking and assigning of EDC priorities postponed
- d) Next meeting agenda - continue to discuss residential responses during a working meeting.

Motion to Adjourn made by Nick, seconded by Josh, all in favor.

City of Genoa
Economic Development Commission
Special Meeting Date: November 8, 2022-
9:00 AM Municipal Center
Council Chambers

Agenda

- 1) Call to Order and Roll Call 9:02 NICK, DEALYNN, CAROLYN, JOSH
- 2) Old Business:
 - a) Approval of Minutes from the October 11, 2022 Meeting NICK DEALYNN
COLLECT ITEM D - WHAT'S NEXT - "OCT" SIB "NOV"
- 3) New Business:
 - a) Round Table comments on Resident and Business Survey Results
 - b) ~~Review purpose of EDC~~
 - c) ~~Ranking and assigning of EDC Priorities~~
 - d) Next Meeting Agenda - continue residential discussion
- 4) Motion to Adjourn NICK, JOSH

RESIDENTIAL SURVEY QUESTIONS - MORE INFORMATION

- ① LIVE HERE > 5 YRS WHERE DID THEY COME FROM?
- ② " " LISTS OF RESPONSES
WHY THEY LIVE HERE?
- ③ HIGHER INCOME - WHERE DO THEY GO WORK
- ④ ANNUAL INCOME OF 55+ YRS?
- ⑤ ETHNIC BASIS OF POPULATION? CENSUS

MAKE COPIES OF RESPONSES

DEC WORKING MEETING

City of Genoa
Economic Development Commission
Special Meeting Date: December 13, 2022-
9:00 AM Municipal Center
Council Chambers

Agenda

- 1) Call to Order and Roll Call

- 2) Old Business:
 - a) Approval of Minutes from the November 8, 2022 Meeting

- 3) New Business:
 - a) Continue to Review Residential Survey Results
 - b) Next Meeting Agenda

- 4) Motion to Adjourn

CITY OF GENOA

ECONOMIC DEVELOPMENT COMMISSION

MINUTES

December 13, 2022

Chair Carolyn Tobinon called the December 13, 2022 City of Genoa Economic Development Commission Special Meeting to order at 9:05 A.M.

On roll call, members Carolyn Tobinon, Dealynn Stone, Nick Bradac, and Josh Kubiak were present; Alyssa Seguss, City of Genoa was also present.

The Economic Development Commission moved on to Old Business. Mr. Bradac moved and Mr. Kubiak seconded to approve the minutes of the November 8, 2022 meeting. Upon voice vote, all members present said aye.

New Business:

A. Market Update

- a. Rick Hoffman of Hoffman Realty attended the December 13, 2022 EDC meeting to share an update on the real estate market and development trends. Mr. Hoffman provided an update about himself and his history with the City. Mr. Hoffman explained that he is starting to see a lot of interest in commercial properties. Mr. Hoffman listed the properties that he is the Broker of in Genoa. Mr. Hoffman provided recommendations to the EDC that included:

- Additional promotion of the open land available near Route 72 and Route 23 and with easy rail access as well as I-90 in close proximity
- Try to get signage and Route 23 North and Route 72 to advertise Genoa
- Consider reducing impact fees to make Genoa more competitive for single family residential

Through discussion, the EDC expressed that they would like to hear more on economic development efforts in Rochelle.

The EDC thanked Mr. Hoffman for his attendance and Mr. Hoffman exited the meeting at approximately 9:30 AM.

- B. Residential Surveys – The surveys that N.I.U. would send out through the Comprehensive Plan were discussed and it was recommended that the purpose of the surveys and who it is coming from be very clear so there isn't frustration that the residents just submitted a survey. There was additional discussion on growth in Genoa. The EDC asked Administrator Seguss to connect with Northwestern Medicine to discuss development requirements and Rochelle to request their attendance at an upcoming meeting. There was also discussion on impacts of

large employers in the City of Genoa and the closing of the Belvidere plant. The EDC said it would also be interesting to hear from a local industrial business owner/CEO to learn about their needs from the City.

There being no further business, Mr. Bradac made a motion to adjourn the meeting at 10:15 AM, seconded by Ms. Stone. Upon voice vote, all members present said aye.