

MINUTES OF THE REGULAR MEETING OF THE MUNICIPAL SERVICES
COMMITTEE OF THE VILLAGE OF WILLOWBROOK HELD ON MONDAY,
AUGUST 14, 2017 AT THE VILLAGE HALL, 835 MIDWAY DRIVE, IN THE
VILLAGE OF WILLOWBROOK, DUPAGE COUNTY, ILLINOIS

1. **CALL TO ORDER**

Chairman Michael Mistele called the meeting to order at 5:30 PM.

2. **ROLL CALL**

Those present at roll call were Chairman Michael Mistele, Trustee Paul Oggerino, and Village Administrator Tim Halik. Absent: None.

3. **APPROVAL OF MINUTES**

- a) After review of the draft minutes from the June 12, 2017 regular meeting of the Municipal Services Committee, Chairman Michael Mistele made a motion to approve the minutes as presented. Trustee Paul Oggerino seconded the motion. Motion Carried

4. **DISCUSSION – Naming Rights Policy for Village Parks and Park Amenities**

Administrator Halik advised the Committee that at the July 11, 2017 regular meeting of the Parks & Recreation Commission, the issue of park naming rights was raised. A local retailer has offered to donate a sum of money to the Village parks department in return for the ability to sponsor a park amenity, in this case, the new water splash pad currently under construction at Willow Pond Park, in their business name. Halik advised that given the Village does not levy a conventional property tax, and available funding for park capital improvements is limited, the Parks Commission concluded that selling naming rights to park properties or individual park amenities should be explored. Staff contacted the Village Attorney to confirm the Village's ability to develop a policy on naming rights for Village parks and park amenities. After some legal research, the Village Attorney advised that the Village could agree to sell naming rights to a park or park amenity once a policy was developed and adopted by the Village Board. Park staff subsequently conducted a survey, and was able to find policies that have been adopted in other jurisdictions, including De Plaines Park District, Illinois, Deerfield Park District, Illinois, Park District of Oak Park, Illinois, Montgomery County Department of Parks, Maryland, City of Tualatin, Oregon, and the City of Virginia Beach, Virginia. In addition, Halik shared that the Mundelein Park & Recreation District performed a previous survey seeking similar information, which is also useful. Halik further advised that many of the sample policies include the ability to provide name identification in the form of individual identity related to geographic location, an outstanding feature of the facility, an adjoining neighborhood/area, or a commonly recognized historical event, group, organization or individual. Some require a public notice and comment period before the name is approved. Some policies also identify the term, in other words, length of time the naming is approved for along with approval criteria. Halik advised that, ultimately, staff is seeking the Committee's feedback to determine whether such a policy would be supported, and if so, recommendations on the type of criteria a Willowbrook policy should include. Halik shared that some of the areas where the

Committee's feedback is requested include: Should there be citizen input, and if so, in what manner? Should a business name be allowed as a sponsorship? Should a specific term be included? Should such naming rights only be considered upon a substantial donation? Should there be controls written into the policy to ensure the appropriateness of the proposed sponsor name and reasons for any rejection? Should the policy contain language to clarify that an agreed upon sponsorship creates no entitlement or control of park amenities or programs? For naming rights, should the policy include park amenities and events only, as opposed to the ability to name or rename an entire park? Chairman Mistele expressed some concerns with such a policy in so far as to how it may be perceived by the public. He was hesitant on whether such a policy should include a business name. Trustee Oggerino commented that the initial request came from a local business, so if the policy did not include a business name as a potential sponsor or naming right, it would not be worthwhile to consider. Chairman Mistele indicated that he would like to see some form of public input included in such a policy. Perhaps the item could be added to a public meeting agenda in order to solicit public comments before it is agreed upon. After considerable discussion, it was tentatively agreed by the Committee members that a business name should be included, a specific term should also be included, and the donation should be substantial as opposed to a minor monetary donation. In addition, language should be included to clarify that absolutely no entitlement to parks, park amenities, buildings, facilitates, or programs would be afforded to sponsors. Lastly, the program would not be available for use in naming an entire park – only park amenities within a park, or a park event. Chairman Mistele recommended that staff draft a policy to bring back to the Committee for further discussion. The draft policy should be reviewed by the Village Attorney before the Committee reviews and discusses it. If the Committee approves it at that time, it would be brought before the full board as a discussion item only. If the full Board was in agreement, it could then be brought back at a subsequent meeting for adoption.

5. REPORT – Municipal Services Department

- a. Administrator Halik reviewed the monthly permit activity reports for both the months of June and July 2017. Halik advised that the Village received about \$18,000 in permit revenue for the month of June, and about \$35,700 in the month of July. Halik advised that for the first three months of the 2017/18 fiscal year, the department has brought in a total of 52.42% of the budgeted revenue.
- b. Administrator Halik shared the water system pumpage report for May and June 2017. The report indicates that the Village pumped 28,681,000 gallons of water in the month of May, and 33,573,000 gallons in the month of June. The total amount of water pumped so far in the 2017/18 fiscal year is slightly below the amount of water pumped in the same time period of the previous year. However, we are still on track to meet the 350,000,000 pumpage projection for the year.
- c. Administrator Halik shared the June and July 2017 scavenger reports, and advised that the report was for informational purposes only.
- d. Administrator Halik shared the June & July 2017 Clarke Mosquito Abatement Program Reports, and advised that the report was for informational purposes only, but also advised that the Village, so far, has performed two Village-wide mosquito spraying applications – one on July 13th and another on August 8th.

6. VISITOR'S BUSINESS

(None)

7. COMMUNICATIONS

(None)

8. ADJOURNMENT

Motion to adjourn was made by Chairman Mistele and seconded by Trustee Oggerino. The meeting was adjourned at 6:00 PM.

(Minutes transcribed by: Tim Halik, 8/30/17)