

The Rock Island City Council met in Study Session at 5:30 pm in City Council Chambers at Rock Island City Hall. Present were Mayor Dennis E. Pauley presiding, and Aldermen P.J. Foley, Stephen L. Tollenaer, Jason W. Jones, Joy Murphy, Charles O. Austin III and Terry M.A. Brooks I. Also present were City Manager Thomas Thomas, Public Works Director Bob Hawes, Fire Chief James Fobert, Parks and Recreation Director Bill Nelson, other City staff, Ted Thoms, CEO of UpStream, Jennifer Walker, Account Consultant from UpStream and City Attorney Ted Kutsunis. Alderman David Conroy arrived at 5:45 pm.

UPDATE ON MARKETING PROGRAM

Account Consultant Jennifer Walker from UpStream updated Council on the Strategic Marketing Program. Ms. Walker advised that on October 3, 2011, Council passed the Strategic Marketing Program. Ms. Walker added that this is a two year plan, but it may take two and one-half years to fully implement. Ms. Walker discussed various goals that they have been working on with the City.

The first goal Ms. Walker discussed was developing efforts to coordinate Parks and Recreation marketing. Ms. Walker advised that they reviewed all spending and determined what facilities all of the marketing dollars should focus on this year. It was noted that the areas of focus included; Saukie Golf Course, Whitewater Junction and RIFAC. It was noted that UpStream worked with the Parks Department to develop target markets for the three facilities.

Ms. Walker indicated that men that golfed and were 55 years of age or older were the target market for Saukie. It was noted that moms between the ages of 25 to 45 were the target market for Whitewater Junction and the target market for RIFAC included families and women between the ages of 35 to 54 with children at home. It was noted that an advertising plan was developed for those target markets. Ms. Walker explained that a partnership was created with the media to buy media ads and the Parks Department placed the ads. Ms. Walker discussed strategies for the targeted markets as it related to a reduction in coupons given out by the Parks and Recreation Department to a very limited target market, developing a data base of park users for better communication and developing new media opportunities to promote services through Facebook and texting.

The second goal Ms. Walker discussed was to increase an average of six paid rounds of golf per playable day at Saukie. Ms. Walker stated that they worked with staff to develop a promotion, which is \$22.00 gets you 18 holes and a cart every day after 10:00 am. Ms. Walker defined a playable day as any day that there is no rain between April 1st and October 31st under 90 degrees. Ms. Walker advised that the average rounds for 2011 were 118 and in 2012, the average rounds were 137. Ms. Walker commented that there was an increased average of 18.5 rounds per playable day. It was noted that the total revenue for Saukie is up 20.3% this year over last year. Council and Parks and Recreation Director Bill Nelson discussed playable rounds as it related to the amount of rounds played by people outside of Rock Island.

The next goal discussed was increasing an average of 36 paid admissions per swimmable day at Whitewater Junction. It was noted that a swimmable day is any day that there is no rain. Ms.

Walker advised that a brand new page was created on Facebook along with apps for coupons. In addition, a texting promotion was created targeted at moms with small children and a new TV commercial was created targeted towards the mom demographic. Ms. Walker commented that the swimmable day goal was not met. It was down 40 days instead of up 36. However, revenues are up 4.9%.

Ms. Walker then discussed the Rock Island Fitness and Activity Center (RIFAC). Ms. Walker advised that RIFAC has family memberships and adult memberships. Ms. Walker advised that a survey was conducted of new members that had joined in the last six months and why they joined. It was noted that the survey determined that one of the reasons those new members joined RIFAC was to maintain an active lifestyle and they liked RIFAC because it was close to where they live. Ms. Walker advised that they have developed a brand new campaign that they hope to have on TV, radio, in print and on billboards next week. Ms. Walker added that they wanted to develop a motivational and inspirational campaign. Ms. Walker indicated that this will be a series of five promotions, which include; to be stronger, to be more confident, to be active together, to be happier; and to be the best me.

Ms. Walker stated that the last goal is to increase City wide communications. Ms. Walker commented that one of the main strategies is to improve Channel 9. Ms. Walker stated that a new content server has been installed in Council Chambers, and staff is in the middle of developing the new content for Channel 9 based on the website. It was noted that Channel 9 will also have a new look.

Council, Ms. Walker and Mr. Thoms further discussed UpStream's presentation.

FIRE DEPARTMENT UPDATE

Fire Chief James Fobert provided an update to Council on the Fire Department. Chief Fobert advised that at Central Fire Station, a smart board has been installed, which is used for webinars and classroom time. Chief Fobert added that this is an important feature of the Fire Department. It was noted that the painting of the second floor has been completed. Chief Fobert indicated that the Fire Department is looking to replace the generator at Central Fire Station as well as the HVAC system. Chief Fobert stated that the windows and entryways are in the engineering phase.

Chief Fobert discussed accomplishments at Fire Station 2 (Southwest), Fire Station 3 (30th Street) and Fire Station 4 (9th Street). Chief Fobert indicated that this year at Fire Station 2, repairs to the stone fascia on the building were completed and the tower roofs were replaced. Chief Fobert pointed out that looking forward, the flat roof portion of the fire station is scheduled for replacement. Chief Fobert commented that this year at Fire Station 3, garage door openers were replaced, and the sign was replaced along with new landscaping in the front yard. In addition, Chief Fobert discussed the proposed replacement of windows, the exhaust system and generator. Chief Fobert commented that the fiber optic capability was installed at Fire Station 4, the second floor was replaced and upgrades were completed to the exercise room. Chief Fobert stated that looking forward, a new generator is needed and some electrical updating is needed.

Fire Chief Fobert advised that the Fire Department has 58 sworn officers and one civilian. Chief Fobert added that Fire Marshal Jeff Hindman will be retiring on December 28, 2012. Chief Fobert further discussed the Fire Department as it related to firefighters, rankings, resignations and new hires. Chief Fobert discussed apparatus (fire department vehicles). It was noted that the Fire Department's goal is to replace the current quint (ladder truck) with a 100 foot aerial truck in fiscal year 2014/2015. Chief Fobert also discussed incident data as it related to fires and response times. Chief Fobert pointed out that response areas (locations) were adjusted.

Chief Fobert then discussed the Emergency Medical Services as it related to vehicles, incidents and response times. Chief Fobert also discussed heart monitors as it related to changes in emergency cardiac care guidelines of the American Heart Association and the standing orders of Trinity. Chief Fobert commented that the Fire Department will be looking to upgrade the current heart monitors to be in compliance.

Chief Fobert discussed the Lights and Sirens Program at Rock Island High School. Chief Fobert stated that the Fire Department portion of the program was revised to give the students a more hands on approach. Chief Fobert further discussed this subject.

EXECUTIVE SESSION

A motion was made by Alderman Conroy and seconded by Alderman Jones to recess to Executive Session on matters of Litigation. The motion carried on a roll call vote. Those voting Aye being; Alderman Foley, Alderman Tollenaer, Alderman Jones, Alderwoman Murphy, Alderman Austin, Alderman Brooks and Alderman Conroy; those voting No, none. The meeting was recessed at 6:19 pm.

Mayor Pauley reconvened the regular meeting at 6:38 pm.

ADJOURNMENT

A motion made by Alderwoman Murphy and seconded by Alderman Conroy to adjourn the meeting carried by the following Aye and No vote. Those voting Aye being; Alderman Foley, Alderman Tollenaer, Alderman Jones, Alderwoman Murphy, Alderman Austin, Alderman Brooks and Alderman Conroy; those voting No, none. The meeting was adjourned at 6:39 pm.

Aleisha L. Patchin, City Clerk

Rock Island City Council met in regular session at 6:45 pm in Council Chambers of Rock Island City Hall. Present were Mayor Dennis E. Pauley presiding, and Aldermen P.J. Foley, Stephen L. Tollenaer, Jason W. Jones, Joy Murphy, Charles O. Austin III, Terry M.A. Brooks I and David Conroy. Also present were City Manager Thomas Thomas and City Attorney Ted Kutsunis.

Introductory Proceedings

Mayor Pauley called the meeting to order and inquired upon Boy Scout Troop 243 and 258 to step forward and join Council in the Pledge of Allegiance. It was noted that the two Boy Scout troops are working on their Citizenship in the Community merit badges. Alderman Conroy gave the Invocation.

Agenda Item #5

Minutes of the meeting of December 10, 2012.

A motion was made by Alderman Austin and seconded by Alderman Jones to approve the minutes of the meeting of December 10, 2012 as printed. The motion carried by the following Aye and No vote; those voting Aye being; Alderman Foley, Alderman Tollenaer, Alderman Jones, Alderwoman Murphy, Alderman Austin, Alderman Brooks and Alderman Conroy; those voting No, none.

Agenda Item #6

Update Rock Island by Mayor Pauley.

Mayor Pauley advised that in observance of the holidays, City Hall will be closed Monday, December 24th, Tuesday, December 25th and Tuesday, January 1st. The Mayor added that the refuse schedule will be on normal schedule Monday and the rest of the week one day late both the week of Christmas and New Years. Mayor Pauley stated that recycling will also be one day late all week for the week of Christmas and New Years. It was noted that all Rock Island Library locations will be closed December, 24th, 25th and 31st and January 1st for the Christmas and New Year's holiday. Mayor Pauley stated that the City of Rock Island wishes everyone a very happy and safe holiday season!

Mayor Pauley stated that the 2013 Citizen Police Academy is set to start on February 6th and run through April 17th. The Mayor added that the eleven week program is designed to give the participant a basic knowledge of how the police department operates. Mayor Pauley indicated that participants will have an opportunity to shoot a police-issued handgun and tour the county jail. It was noted that the sessions are informal and questions are encouraged. Mayor Pauley stated that to find out more information or to get an application, please go to www.rigov.org. It was noted that applications will be accepted until January 4, 2013.

Mayor Pauley stated that congratulations go to KJWW Engineering Consultants for receiving a national award for its year-long marketing campaign celebrating the firm's 50th anniversary in 2011. It was noted that the firm placed third in the integrated marketing category of the 2012 Zweig Marketing Letter Marketing Excellence Awards, which recognize the exceptional efforts of architecture, engineering, planning and environmental consulting firms in the U.S. and

Canada. Mayor Pauley advised that KJWW's campaign was designed to foster pride and recognition both inside and outside the company. "Our message was clear and simple to our clients and employees and that was one of appreciation for their loyalty to and support of a company that achieved many great accomplishments in its first 50 years," says Paul VanDuyne, President of KJWW.

Mayor Pauley stated that for a fun time, celebrate the end of the Mayan Calendar in The District. Pick up your "Mayan Calendar Bucket List" at participating businesses and do things you've always thought about or wanted to do before you run out of time. Complete all of the bucket list items at each of the locations and you could win some sweet prizes, courtesy of Stern Beverage and Budweiser. Mayor Pauley stated to gather your family and friends and join us for the End of the World in The District on Friday, December 21, 2012 at 7:00 pm.

Mayor Pauley pointed out that The Shoppes on 2nd, Rock Island's retail incubator welcomed its third tenant last week. Mayor Pauley advised that since November, three new retailers have opened and now include; QC Collective, a retail co-op featuring over 50 various artists; Varieties, an antique store featuring jewelry, furniture, collectibles; and most recently, Good Karma Shirt Company, a vintage clothing store. Mayor Pauley stated to make sure to stop by The Shoppes on 2nd as it continues to advance retail growth and opportunity in our downtown. It was noted that the hours may vary, but the majority of the suites are open from 11:00 am to 7:00 pm, Tuesday through Friday and Saturday hours are from 10:00 am to 4:00 pm.

Agenda Item #7

Public Hearing regarding a plan by the City to issue its Retirement Facility Revenue Bonds (Friendship Manor Project) Series 2012 in an aggregate principal amount not to exceed \$10,000,000.00.

Mayor Pauley closed the regular meeting at 6:50 pm and opened a Public Hearing on a plan by the City to issue its Retirement Facility Revenue Bonds (Friendship Manor Project) Series 2012 in an aggregate principal amount not to exceed \$10,000,000.00.

Mayor Pauley inquired as to whether there was anyone who wished to speak in favor of the project. No one stepped forward.

Mayor Pauley then inquired as to whether there was anyone who wished to speak in opposition to the project. No one stepped forward.

With no person present to speak in favor of or in opposition to the project, Mayor Pauley closed the Public Hearing and reconvened the regular meeting at 6:51 pm.

Agenda Item #8

An Ordinance authorizing the issuance and sale of Retirement Facility Revenue Bonds (Friendship Manor Project), Series 2012 in the principal amount of \$8,650,000.

Alderman Foley moved and Alderman Jones seconded to consider, suspend the rules and pass the ordinance.

Discussion followed. Alderman Foley stated that this has been a good partnership between the City and Friendship Manor. Alderman Foley added that part of the project will be building 12 units (villas) for folks to move into right off of the south side of 21st Avenue to the east of 12th Street. Alderman Foley indicated that this will be great for the neighborhood. Alderman Foley offered that Friendship Manor has done a lot of work. Alderman Foley stated that he is very happy this project will be moving forward.

Alderman Conroy wanted to make sure that if something happens to this project, that the citizens are not holding the cost of paying these bonds off. City Manager Thomas responded that the City is the conduit for Friendship Manor.

Alderman Brooks stated that he didn't think the City does a very good job of supporting City accomplishments. Alderman Brooks stated that the City has a lot of developments going on and the citizens should be informed of which direction the City is going in, especially when it is positive. Alderman Brooks added that part of the responsibility of the City's marketing is to tell the story. Alderman Brooks stated that positive things should be shared; the City should pat itself on the back a little more.

Mayor Pauley advised that one of best parts about this project is that the City had the extra bonding power, and this enables Friendship Manor to do a project that otherwise, they would have had to do other financing; they would have had to get a balloon loan that would have been up in five years. Mayor Pauley indicated that doing the project this way with the bonds allows them to have a lot more years to do the project at a cheaper rate; it is the best way to go.

After discussion, the motion carried by the following Aye and No vote; those voting Aye being; Alderman Foley, Alderman Tollenaer, Alderman Jones, Alderwoman Murphy, Alderman Austin, Alderman Brooks and Alderman Conroy; those voting No, none.

Agenda Item #9

A Special Ordinance removing a handicapped parking space at 1414 43rd Street.

Alderwoman Murphy moved and Alderman Foley seconded to consider, suspend the rules and pass the ordinance. The motion carried by the following Aye and No vote; those voting Aye being; Alderman Foley, Alderman Tollenaer, Alderman Jones, Alderwoman Murphy, Alderman Austin, Alderman Brooks and Alderman Conroy; those voting No, none.

Agenda Item #10

A Special Ordinance establishing a handicapped parking space at 724 30th Street.

It was moved by Alderman Jones and seconded by Alderman Foley to consider, suspend the rules and pass the ordinance. The motion carried by the following Aye and No vote; those voting Aye being; Alderman Foley, Alderman Tollenaer, Alderman Jones, Alderwoman Murphy, Alderman Austin, Alderman Brooks and Alderman Conroy; those voting No, none.

Agenda Item #11

A Special Ordinance amending Chapter 8, Article VII, Division 6 of the Code of Ordinances regarding Prohibited Activities.

Alderswoman Murphy moved and Alderman Foley seconded to consider, suspend the rules and pass the ordinance.

Alderman Austin inquired upon Police Chief Jeff VenHuizen to highlight some of the special things that will be enforced on New Year's Eve and different ways this news will go out to the communities. City Manager Thomas inquired upon UpStream Account Consultant Jennifer Walker to join Police Chief VenHuizen at the podium.

Chief VenHuizen advised that these are several steps that are being taken to communicate the new loitering ordinance. Chief VenHuizen added that a press release was sent out to the media this morning by Ms. Walker, which included the ordinance and the map of the Great River Plaza. Police Chief VenHuizen stated that information was posted on Facebook and Channel 9 this morning.

Chief VenHuizen indicated that if the ordinance is passed by Council this evening, the plan is to do an updated press release to the media. Chief VenHuizen commented that he is in the process of completing a draft letter that will go out to the businesses and apartment managers for the various downtown housing so that they can be aware of what the ordinance entails. Chief VenHuizen advised that sign boards have been created that will be posted at 19th Street, 18th Street and 17th Street that will explain the ordinance and it will include a map of the Great River Plaza and what areas are affected. Chief VenHuizen indicated that they will also be working on putting information in the downtown kiosks.

Chief VenHuizen stated that they are finally looking at creating some flyers that can be passed out after the ordinance is passed. The information will be distributed to the individuals that are displaying the behavior that is trying to be addressed.

Ms. Walker stated that this has been a collective effort.

Mayor Pauley stated that this is an issue that the City has wanted to address for a long time. The Mayor commented that the City is not trying to hamper any businesses in any way; the City is trying to curb a bunch of people standing in the middle of the Plaza being there just for the sake of congregating and talking.

Chief VenHuizen stated that the City is trying to address those individuals with no meaningful purpose of being downtown. Council and Police Chief VenHuizen discussed this issue as it related to the loitering ordinance, the safety component and the time component.

After more discussion, the motion carried by the following Aye and No vote; those voting Aye being; Alderman Foley, Alderman Tollenaer, Alderman Jones, Alderswoman Murphy, Alderman Austin, Alderman Brooks and Alderman Conroy; those voting No, none.

Agenda Item #12

CLAIMS

It was moved by Alderman Austin and seconded by Alderman Foley to accept the following reports and authorize payments as recommended. The motion carried by the following Aye and No vote; those voting Aye being; Alderman Foley, Alderman Tollenaer, Alderman Jones, Alderwoman Murphy, Alderman Austin, Alderman Brooks and Alderman Conroy; those voting No, none.

- a. Report from the Administrative Services Department regarding payment in the amount of \$66,733.23 to Azavar for the Cable Franchise settlement according to the agreement.
- b. Report from the Public Works Department regarding payment #7 and final in the amount of \$31,661.88 to General Constructors, Inc. for services provided for the Turkey Hollow Road Bridge Replacement project. (289)

Agenda Item #13

Claims for the week of December 7 through December 13 in the amount of \$3,315,264.01.

Alderman Tollenaer moved and Alderman Foley seconded to allow the claims. The motion carried by the following Aye and No vote; those voting Aye being; Alderman Foley, Alderman Tollenaer, Alderman Jones, Alderwoman Murphy, Alderman Austin, Alderman Brooks and Alderman Conroy; those voting No, none.

Agenda Item #14

Payroll for the weeks of November 26 through December 9 in the amount of \$1,321,205.59.

It was moved by Alderman Tollenaer and seconded by Alderman Conroy to allow the payroll. The motion carried by the following Aye and No vote; those voting Aye being; Alderman Foley, Alderman Tollenaer, Alderman Jones, Alderwoman Murphy, Alderman Austin, Alderman Brooks and Alderman Conroy; those voting No, none.

Agenda Item #15

Report from the Community and Economic Development Department regarding the Watchtower Plaza Redevelopment, recommending to authorize the purchase of property owned by GNC, L.P. in the amount of \$1,500,000.00.

Alderman Conroy moved and Alderman Foley seconded to authorize the purchase of property as recommended, subject to minor modification being implemented by the parties legal counsel prior to execution and authorize the City Manager to execute the contract documents at his discretion. The motion carried by the following Aye and No vote; those voting Aye being; Alderman Foley, Alderman Tollenaer, Alderman Jones, Alderwoman Murphy, Alderman Austin, Alderman Brooks and Alderman Conroy; those voting No, none.

Agenda Item #16

Report from the Finance Department regarding an Ordinance providing for the levy, assessment and collection of taxes for the City of Rock Island for fiscal year April 1, 2012 through March 31, 2013.

It was moved by Alderman Austin and seconded by Alderman Conroy to consider, suspend the rules and pass the ordinance.

Discussion followed. Mayor Pauley advised that this is a legal thing that has to be done each year that states that the City cannot raise the taxes any more than 4.99%. The Mayor added that the tax rate will not be increased at the start of the fiscal year; it will be the same as it was last year.

After further discussion, the motion carried by the following Aye and No vote; those voting Aye being; Alderman Foley, Alderman Tollenaer, Alderman Jones, Alderwoman Murphy, Alderman Austin, Alderman Brooks and Alderman Conroy; those voting No, none.

Agenda Item #17

Report from the Community and Economic Development Department regarding a request from the Development Association of Rock Island for a contribution in the amount of \$60,000.00 to support the purchase of 2711 18th Avenue.

Alderman Jones moved and Alderman Foley seconded to approve the request as recommended and authorize staff to make a budget adjustment for the contribution. The motion carried by the following Aye and No vote; those voting Aye being; Alderman Foley, Alderman Tollenaer, Alderman Jones, Alderwoman Murphy, Alderman Austin, Alderman Brooks and Alderman Conroy; those voting No, none.

Agenda Item #18

Other Business

No one signed up to address Council to speak on a topic.

Alderman Foley welcomed Boy Scout Troops 243 and 258 to the Council meeting.

Alderwoman Murphy encouraged everyone to Shop Rock Island. Alderwoman Murphy stated that in the last few days before Christmas, while people are out shopping, choose Rock Island businesses. Alderwoman Murphy encouraged everyone to shop local.

Agenda Item #19

Executive Session on Litigation.

The Executive Session was held prior to the regular meeting.

Agenda Item #20

Recess

A motion was made by Alderman Foley and seconded by Alderwoman Murphy to recess to Monday, January 7, 2013 at 5:30 pm. The motion carried by the following Aye and No vote: those voting Aye being; Alderman Foley, Alderman Tollenaer, Alderman Jones, Alderwoman Murphy, Alderman Austin, Alderman Brooks and Alderman Conroy; those voting No, none. The meeting was recessed at 7:09 pm.

Aleisha L. Patchin, City Clerk