



## 2018 Annual Report - Board of Trustees Strategic Goals

The Board of Trustees adopted strategic goals in 2017 to guide staff work and Board decision making. Quarterly and annual updates are published for all goals. The following is the 2018 annual report for the Board of Trustees 2017-19 Strategic Goals:

<b>Goal:</b>	<b><u>2018 Annual Report - Ongoing Goals</u></b>
<b><i>Become Debt Free</i></b>	<i>In 2018, the Village sold its property on German Church Road and added the proceeds to the Debt Service Fund. An additional \$1.3M is needed in order to pay off the \$6.0M Police Facility Bonds. The Debt Service Fund is currently self-sustaining with interest income paying all debt service costs and final payment of outstanding debt not due until 2022. Village staff continues to pursue sale of Rustic Acres property which should be sufficient to retire the debt before the 2022 deadline.</i>
<b><i>Communication Strategies</i></b>	<i>In addition to adding a chat function to the web site and developing a broader email database, staff has completed a review of Village's various forms of communications. That review was presented to the Board of Trustees in January, 2019. The next step is for staff to prepare a Communications Policy and Guideline manual for Board review.</i>
<b><i>Community Events</i></b>	<i>The Events Committee, with the assistance of Village staff, was quite active in 2018 managing current events and considering new event options for the Village. Among the new events that are being considered are: An Arts Week in Burr Ridge, Taste of Burr Ridge, and a recent inquiry from the operators of the Naperville Ribs Fest who are looking for a new location. Several bicycle related events are also being considered for 2020 with the input of the Bicycle Committee.</i>
<b><i>Community Events - Revenues</i></b>	<i>With each new event being considered, the possibility of revenue generation will be considered. At this time, the Events Committee is not in favor of charging admissions to current events, as their purpose is for community involvement for all. The Committee believes that any new events designed for revenue would need to be more specific and smaller scale.</i>
<b><i>Define Burr Ridge</i></b>	<i>The Village has hired Kivvit from Chicago to take over its marketing program. Two meetings with hotel, restaurant, and other partners have been scheduled for 1/21 and 1/24 to receive input on re-designing this program. The budget was also increased to \$350,000.</i>
<b><i>I-55 IDOT Sign</i></b>	<i>After an application was prepared and submitted by staff, we have been informed that IDOT has approved the erection of a "Downtown Burr Ridge" sign on I-55. We are awaiting written confirmation and implementation information.</i>



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<b>EDC Promotions</b>	<p><i>The Village joined the Du Page Convention and Visitors Bureau which has resulted in several opportunities for economic growth in the Village including attraction of meetings and guests to hotels and possible grant funding for a hotel/sports facility feasibility study in Downtown Burr Ridge.</i></p> <p><i>Also in 2018, the EDC made significant strides toward re-constituting itself as a more pro-active economic development agent for the Village. The EDC mission was redefined, the membership was expanded from 7 to 11 members, and monthly meetings will be scheduled during business hours; all with the intent of attracting key stakeholders to become more involved with the committee and to expand the committee's presence in the business community (see also Strategic Goal related to "Maintain Economic Development Plan").</i></p>
<b>Identify Cost Savings</b>	<p><i>Changes in personnel in the Finance and Administration Departments are anticipated to save \$17,000 for fiscal year 2019-20.</i></p> <p><i>Elimination of spring brush pick up as a result of weekly lawn waste pick up reduced costs by \$16,000.</i></p> <p><i>PW Sweeping Contract successfully started in May 2018, is \$18,636 under budget and will eliminate \$312,000 sweeper replacement from FY19-20 budget.</i></p> <p><i>Mini hydraulic excavator purchased by PW and is \$8,045 less than budgeted for a combination backhoe unit.</i></p> <p><i>Over three purchase contracts, PW has saved \$18,560 in FY18-19 Capital Equipment Replacement Fund using joint-purchasing agreements.</i></p> <p><i>Motor Fuel Tax funding was moved to the Burr Ridge Parkway resurfacing project thus allowing road program bids to be scheduled early and without IDOT oversight; should result in more competitive bidding and lower costs.</i></p> <p><i>Staff was able to move the employees into a smaller health insurance network without any disruptions resulting in a 5% cost reduction.</i></p>
<b>Maintain Expenses</b>	<p>In addition to the cost cost savings referenced above, Village staff is in the process of analyzing our health insurance benefit package and our building inspectional services to determine if there is opportunity to maintain cost control and possibly reduce costs.</p> <p>The increase in the General Fund budget approved in 2018 for fiscal year 18-19 was limited to a 2.8% increase over fiscal year 2017-18.</p>



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<b>Monitor Economic Development Plan</b>	<p>An update of the Economic Development Plan was completed in 2018. Steps taken to reconstitute the EDC (see Strategic Goal related to "EDC Promotions") will also contribute toward maintaining and implementing the economic development plan.</p> <p>Additionally, one of the intentions for creating the position of Management Analyst in the Administration Department and filling that position with Andrez Beltran, is to direct more Village resources to implementation of the Economic Development Plan. To these ends, the EDC plans to take steps to develop both short- and long-term goals related to its jurisdictional purview, and to allow for greater resident and business community input and oversight into the Village's general development goals and plans.</p>
<b>On-Boarding</b>	<p><i>On-boarding and training opportunities have been provided through College of Du Page; Orientation meetings have been held with new appointments to the Plan Commission and Pension Board; and SWAG bags are provided for all new appointments to Committees.</i></p> <p><i>On January 9, 2019, a very successful planning and zoning workshop was conducted by staff for the Board of Trustees and Plan Commission. The PowerPoint used for this workshop has been printed and will be used as the Orientation Manual for new PC members.</i></p> <p><i>A revised and updated Orientation Manual has been prepared for the Board of Trustees and will be distributed in January, 2019.</i></p>
<b>Zip Code</b>	<p><i>After applications and appeals, the Village has been notified by the United States Postal Service that they have denied our request for a zip code unique to Burr Ridge.</i></p>



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<u>Goal:</u>	<u>2018 Annual Report - Prioritized Goals</u>
<b>Diversify Village Revenues</b>	<p><i>Revenue diversity has been pursued in a variety of ways:</i></p> <p><i>Possible sidewalk grant has been recommended by State Sen. John Curran for \$100,000 which will be used for the Garfield Avenue sidewalk (award notice is tentatively scheduled for March 2019);</i></p> <p><i>\$8,000 Invest in Cook grant obtained to purchase Police Department speed trailer;</i></p> <p><i>\$2,100 Com Ed grant obtained for Village Hall chiller replacement;</i></p> <p><i>Grant application has been submitted to DuPage Convention and Visitors Bureau to conduct a hotel and sports facility feasibility study for Downtown Burr Ridge; hotel and sports facility may provide five sources of revenue to the Village (sales, place of eating, hotel, amusement, and property taxes).</i></p> <p><i>McDonald's is set to open a facility on 91st Street in 2019 which is anticipated to provide approximately \$40-50,000 in new and consistent sales and place of eating tax revenue annually.</i></p> <p><i>Staff and EDC has been working with construction material company to bring office to Burr Ridge which would be point of sales and may bring in substantial sales tax revenue;</i></p> <p><i>Board of Trustees and EDC endorsed Class 6B property tax incentive for Midwest which is moving into 101 Tower Drive and will provide sales tax revenue to the Village.</i></p>
<b>Attract Revenue Businesses</b>	<p><i>See Strategic Goal related to "Diversify Village Revenue" for information regarding new sources of sales tax in the Village. Additionally, County Line Square is 100% leased and several businesses have elected to open or expand within the shopping center. Design Bar's successful expansion will be a reliable source of sales taxes in the future. Staff has also met with the new owners of the Village Center to identify different types of businesses that are needed within the Village.</i></p>
<b>Department Reviews</b>	<p><i>Review and evaluation of each department is ongoing. In 2018, changes in Department personnel were completed as follows:</i></p> <p><i>In Public Works, a Part Time Secretary was hired to provide improved service to customers and to provide clerical support to existing staff. Due to vacancies, several promotions and transfers were completed.</i></p> <p><i>In Administration and Finance, after retirements of 2 long term employees, comprehensive reviews of each Department were conducted and 2 clerical positions were re-classified as Analysts with the intention of providing improved performance and service at a similar or reduced cost.</i></p> <p><i>See also Strategic Goal related to "Performance Metrics".</i></p>



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<b>Improve Property Values</b>	<i>The Board of Trustees created the Local School Committee with the intention of providing support to local schools and to contribute to maintaining property values in Burr Ridge. Village staff is continuing its efforts to study property values in Burr Ridge.</i>
<b>Performance Metrics</b>	<i>Fiscal Year 2019-20 budget will include work order software to be used by Public Works and Utility billing to conduct performance measurements. Suitability to other functions and departments will be evaluated.</i>
<b>Evaluate Housing</b>	<i>The budget allocation for the Comprehensive Plan study is not planned for expenditure in FY 18-19. This line item has been re-submitted for funding consideration for FY 19-20.</i>
<b>Full Commercial Occupancy</b>	<i>Staff has supported the full occupancy at County Line Square by establishing a good working relationship with the ownership's leasing agent. Staff has also met with the incoming owners of the Village Center to determine how the Village can assist in achieving full occupancy at the Village Center. Regulatory amendments have been completed relative to truck parking and the sign regulations to accommodate current business and attract new business in manufacturing districts.</i>
<b>Stormwater Facilities</b>	<i>The Stormwater Committee continues to evaluate options to support private maintenance of stormwater facilities by homeowners associations. The Public Works staff has begun an inventory of stormwater facilities which should be completed in summer, 2019.</i>
<b>Sidewalks &amp; Pathways</b>	<i>Staff presented a comprehensive review of capital funding to the Board of Trustees at their December, 2018 meeting. Consideration of funding options will continue with the FY 2019-20 budget. A \$100,000 sidewalk grant to be used for the Garfield Avenue sidewalk is pending with an award notice scheduled March, 2019. Staff has successfully negotiated an easement to complete the sidewalk on County Line Road north of 87th Street, which would complete the sidewalk stretching from 91st Street to Interstate 55 along County Line Road. The Chasemoor-Lincolnshire Pathway was also re-built using an open space developer donation.</i>
<b>Video Surveillance</b>	<i>Proposal was presented to the Burr Ridge Village Center to join the Village camera network. Staff is developing a location analysis for placement of public area cameras in other locations in the Village. Both actions are pending for further implementation in the spring and summer of 2019.</i>
<b>Assess TCF Property</b>	<i>Staff has identified a potential hotel and sports tourism facility for the TCF property. The Board has approved up to \$75,000 to study this opportunity through feasibility studies. This development would include a primary facility with 8-12 indoor courts, a hotel, anchor restaurant, and a parking deck.</i>



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<b>Business Service Needs</b>	<i>Business survey was distributed to all local businesses but did not receive sufficient response to be valid. In the meantime, staff has received direction from the Economic Development Committee to begin analysis on a potential annual business license program. The annual business survey will be incorporated into this license, allowing for rich data collection on a recurring basis. The concept will continue to be vetted by the EDC and sent to the Board for final consideration and approval.</i>
<b>I-55 Pedestrian Bridge</b>	<i>Two (2) concepts were analyzed and presented to the Pathway Commission on Jan. 10, 2019. Estimates are \$1.8M for location west of CLR, and \$2.1M east of CLR. Neither estimate includes property acquisition, which will substantially increase cost and public involvement. Report has been filed pending further direction from the Board of Trustees.</i>
<b>Intergovernmental Cooperation</b>	<i>Village staff continues to participate in the various committees of the Du Page Mayors and Managers Committee including Village Administrator Doug Pollock serving on the Managers Committee and the Regulatory Committee and Assistant to the Village Administrator Evan Walter serving on the Legislative Committee and the Human Resources Committee. Evan is also working with other Village's and DMMC to develop reforms to Hotel/Motel legislation, tourism grant funding, and annexation reform. Village staff has been working closely with Hinsdale regarding the KLM culvert pipe improvements and engineering study and on the resurfacing of 59th Street. In 2018, the Village Board approved an updated Agreement with Hinsdale and Clarendon Hills regarding reciprocal notification agreement with school districts. Implementation of the Intergovernmental Agreement with the Village of Willow Springs regarding Buege Lane development is nearing a successful completion/implementation. Joint purchasing contracts with DuPage County and municipalities have been used for pavement marking, crack sealing, and sidewalk replacement. This process has proven to achieve lower bid prices. Extensive interaction is ongoing regarding Sterigenics with Willowbrook, Darien, and Hinsdale plus Western Springs, Willow Springs, and Indian Head Park.</i>