

**City of Genoa**  
**Economic Development Commission**

**\*Special Meeting\***

**Meeting Date: July 27, 2021**

**8:30 AM**

**Municipal Center**

**Council Chambers**

**Agenda**

- 1) Call to Order and Roll Call
  
- 2) Old Business:
  
- 3) New Business:
  - a) Approval of Minutes from the January 8, 2019 meeting
  - b) Introductions, History of the EDC, SOARing Group
  - c) Jock Sommese, Economic Development Consultant
  - d) Discussion of Goals, Initiatives, and Programs
  - e) Next meeting date- Second Tuesday- August 10, 2021 8:30 AM
  
- 4) Motion to Adjourn

# CITY OF GENOA

## ECONOMIC DEVELOPMENT COMMISSION

### *MINUTES*

July 27, 2021 Special Meeting

Carolyn Tobinon called the special meeting of the City of Genoa Economic Development Commission to order at 8:30 AM.

On roll call, members Carolyn Tobinon, Nick Bradac, Rob Lange, and Dealynn Stone were present; Mayor Jonathon Brust, Jock Sommese, and Alyssa Seguss, City of Genoa; Jennifer Groce, NIU, Paul Borek, DCEDC, and Brent O’Daniell, GKCUSD were also present.

Mr. Bradac moved and Ms. Stone seconded to approve the minutes of the January 8, 2019 regular meeting. Upon voice vote, all members present voted aye.

There being no old business, the Economic Development Commission moved to new business. Each individual present at the meeting introduced themselves and the organization that they represent. There was also some discussion about the past Economic Development Commission and an in-depth conversation regarding the SOARing group and the information they produced.

Jock Sommese, Economic Development Consultant for the City of Genoa also introduced himself and explained the work that he does for the Small Business Development Center as well as the work that he would like to do for Economic Development in the City of Genoa.

The Economic Development Commission also discussed goals, initiatives, and programs to be developed by the Economic Development Commission. There was discussion of needing a longer term strategy as it relates to infrastructure in the community to incentivize new development. There was also a discussion on how important events are becoming in Genoa and that there is a need for a shared calendar for the community. There was discussion on what it means to be a destination and how Genoa is becoming a destination for the community events that are had. There was a discussion on whether there are sufficient events in town for families. The Economic Development Commission also discussed the need to understand the traffic count in Genoa. There was discussion regarding the value of education and how Genoa can make sure to retain local talent and set students up for success.

The Economic Development Commission discussed the next meeting date and decided on Monday, August 9<sup>th</sup> at 2:30 P.M.

There being no further business for discussion, Mr. Lange motioned to adjourn the meeting at 9:35 AM, seconded by Mr. Bradac. Upon voice vote, all members present voted aye.

**City of Genoa**  
**Economic Development Commission**  
Meeting Date: August 9, 2021 - 2:30 PM  
Municipal Center  
Council Chambers

**Agenda**

1) Call to Order and Roll Call

2) Old Business:

- a) Approval of Minutes from the July 27, 2021 special meeting
- b) Take aways from last meeting
- c) Review/Comments of items given
  - a. Economic Development Commission
  - b. Soaring
  - c. 2003 Comprehensive Plan
  - d. Proposed Action Plan
  - e. New Resident Survey
  - f. Guidebook and Playbook
  - g. NIU
    - i. 40itude
    - ii. Experiential learning center

3) New Business:

- d) Build Community – Stakeholders
  - a. Who
  - b. Why
  - c. When
- e) Planning
  - a. Mission
  - b. Strategic Analysis
  - c. Objectives
  - d. Strategy Development
  - e. Monitoring and Control
- f) NIU Comprehensive Plan Proposal
- g) Outreach
  - a. Nextdoor
- h) Next meeting date
  - a. Sooner than next scheduled meeting
  - b. Schedule meetings- Second Monday of each month- September 13, 2021 2:30 PM

4) Motion to Adjourn

# CITY OF GENOA

## ECONOMIC DEVELOPMENT COMMISSION

### *MINUTES*

August 9, 2021 Special Meeting

Carolyn Tobinson called the special meeting of the City of Genoa Economic Development Commission to order at 2:30 PM.

On roll call, members Carolyn Tobinson, Nick Bradac, Dealynn Stone, and Josh Kubiak were present; Jock Sommese, and Alyssa Seguss, City of Genoa, Jennifer Groce, NIU, Paul Borek, DCEDC, Brent O’Daniell, GKCUSD, and Krissy Johnson, Genoa Area Chamber of Commerce were also present.

Ms. Stone moved and Mr. Bradac seconded to approve the minutes of the July 27, 2021 special meeting. Upon voice vote, all members present voted aye.

There being no old business, the Economic Development Commission moved to new business. The EDC discussed takeaways from the July 27, 2021 meeting and also discussed sun setting resources, immediate attraction issues, stakeholder groups, and how to get momentum going.

The EDC also discussed the Comprehensive Plan and the updates needed. The EDC discussed needing a plan and direction for moving forward. Ms. Tobinson also stated that there needs to be a solid inventory of properties and buildings available. This inventory should be accompanied by a study of the business climate in Genoa. There was a discussion on what are necessities in each community such as grocery stores, gas stations, banks, hardware stores, and also what experiences each community should have. There was a question as to what businesses have moved here.

The EDC discussed the possibility of creating a space for cottage industries to open on a short term basis. There was a discussion on possibly partnering with the School District on the Comprehensive Plan. The EDC also noted that it is important to know who the stakeholders of the community are whether businesses, business owners, residents, etc.

Mr. Sommese asked the EDC to create a list of 5 leaders who the City needs to be aware of. Mr. Sommese also asked the EDC to review the mission statement of the EDC and provide feedback. Mr. O’Daniell reported that he would share documents from the School District’s Comprehensive Plan Update. Mr. Borek reported that he would be compiling information from DCEDC in regards to which businesses have moved to DeKalb County in recent years as well as target industries data.

There was a discussion on the next meeting. It was scheduled for September 13<sup>th</sup> at 2:30 PM.

There being no further business for discussion, Ms. Stone motioned to adjourn the meeting at 3:30 PM, seconded by Mr. Kubiak. Upon voice vote, all members present voted aye.

**City of Genoa**  
**Economic Development Commission**  
Meeting Date: October 4th, 2021 - 2:30 PM  
Municipal Center  
Council Chambers

**Agenda**

- 1) Call to Order and Roll Call
  
- 2) Old Business:
  - a) Approval of Minutes from the September 13, 2021 special meeting
  - b) Introduction emails from Members
  - c) Status of Tammy Engel, ReMax Classic
  - d) Introduction to Community Leaders
  - e) Update on Vacant Properties
  
- 3) New Business:
  - a) City of Rochelle
  - b) Commitment to Commission
  - c) Mission of the Economic Development Commission
  - d) Expectations of the Economic Development Commission
  - e) Identify a Short-Term Goal of the Economic Development Commission
    - a. Assigned Action Items/Deliverables
    - b. Completion
  - f) Discuss Resident Surveys
  
- 4) Motion to Adjourn

# CITY OF GENOA

## ECONOMIC DEVELOPMENT COMMISSION

### *MINUTES*

October 4, 2021 Special Meeting

Chair Carolyn Tobinon called the special meeting of the City of Genoa Economic Development Commission to order at 2:30 PM.

On roll call, members Carolyn Tobinon, Dealynn Stone, and Josh Kubiak were present; Jock Sommese, and Alyssa Seguss, City of Genoa; Brent O'Daniell, GKCUSD; Paul Borek, DeKalb County Economic Development Corporation; and Krissy Johnson, Genoa Area Chamber of Commerce, 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 September 13, 2021 special meeting. Upon voice vote, all members present voted aye.

The Economic Development Commission discussed the introductions that Jock Sommese would like to make with those in the community. Due to confusion, Economic Development Commission members will be assigned introductions. The Economic Development Commission also discussed vacant properties and the need to fill them. The Economic Development Commission also discussed those downtown buildings that have been empty for some time and the need for property maintenance.

The Economic Development Commission moved to new business. Jock Sommese announced that the City of Genoa will be forming a partnership with the City of Rochelle in regards to Economic Development. Mr. Sommese and Mrs. Seguss will be meeting with the City of Rochelle in the near future.

Jock Sommese reiterated the importance of commitment of the Economic Development Commission members. Members should submit feedback on the Commission's mission statement. There was also a discussion on the need to establish a short-term goal. The Commission decided that they would like to finalize a survey at the November 8<sup>th</sup> meeting to be published shortly after.

There being no further business for discussion, Ms. Stone made a motion to adjourn the meeting at 3:35 PM, seconded by Mr. Kubiak. Upon voice vote, all members present voted aye.

**City of Genoa**  
**Economic Development Commission**  
Meeting Date: November 8th, 2021 - 2:30  
PM Municipal Center  
Council Chambers

**Agenda**

- 1) Call to Order and Roll Call
  
- 2) Old Business:
  - a) Approval of Minutes from the October 4, 2021 Special Meeting
  
- 3) New Business:
  - a) City of Rochelle
  - b) Review Residential Survey – Carolyn Tobinon
  - c) Review Business Survey – Josh Kubiak
  - d) Discuss Economic Development “one-pager” – Nick Bradac and Dealynn Stone
  - e) Economic Development Promotional Video
  
- 4) Motion to Adjourn

# CITY OF GENOA

## ECONOMIC DEVELOPMENT COMMISSION

### *MINUTES*

November 8, 2021 Special Meeting

Member Nick Bradac called the November 8, 2021 special meeting of the City of Genoa Economic Development Commission to order at 2:35 PM.

On roll call, members Nick Bradac, Dealynn Stone, and Josh Kubiak were present; Mayor Jonathon Brust and Alyssa Seguss, City of Genoa; Paul Borek, DeKalb County Economic Development Corporation; and Jennifer Groce, Northern Illinois University, 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 October 4, 2021 special meeting. Upon voice vote, all members present voted aye.

#### New Business:

A. City of Rochelle- City Administrator Seguss shared information received during a meeting with the City of Rochelle, including the importance of a strategic plan and beginning to use local and state connections as resources.

B. Review Residential Survey- Chair Tobinson was not present to share the draft residential survey.

C. Review Business Survey- Mr. Kubiak explained that after reviewing the previous business survey done for the SOARing project, he found a need to condense the survey questions to one page. He also suggested that there be space available for additional comments from business owners. Mr. Kubiak will continue working on the survey to present a final draft at the December 13, 2021 meeting.

D. Economic Development One Pager- Ms. Stone and Mr. Bradac are continuing to look at examples from other communities and will have a final draft prepared for the December 13, 2021 meeting.

E. Economic Development Promotional Video- Mayor Brust explained that the City will soon be updating its Promotional Video. The Commission discussed what the video should contain, including business and economic benefits and a second video to promote living in Genoa.

The next meeting will take a place on December 13<sup>th</sup> at 3:30 PM (rather than 2:30 PM).

There being no further business for discussion, Ms. Stone made a motion to adjourn the meeting at 3:35 PM, seconded by Mr. Kubiak. Upon voice vote, all members present voted aye.



**City of Genoa**  
**Economic Development Commission**  
Meeting Date: December 13, 2021 - 3:30 PM  
Municipal Center  
Council Chambers

**Agenda**

- 1) Call to Order and Roll Call
  
- 2) Old Business:
  - a) Approval of Minutes from the November 8, 2021 Special Meeting
  
- 3) New Business:
  - a) Final Draft of Residential Survey – Carolyn Tobinson
  - b) Final Draft of Business Survey – Josh Kubiak
    - i. Survey Recipients
  - c) Final Draft of Economic Development “One-Pager” – Nick Bradac and Dealynn Stone
  
- 4) Motion to Adjourn

# CITY OF GENOA

## ECONOMIC DEVELOPMENT COMMISSION

### *MINUTES*

December 13, 2021 Special Meeting

Chair Carolyn Tobinson called the December 13, 2021 special meeting of the City of Genoa Economic Development Commission to order at 3:35 PM.

On roll call, members Dealynn Stone and Josh Kubiak were present; Alyssa Seguss, City of Genoa; Krissy Johnson, Genoa Area Chamber of Commerce; Brent O'Daniell, Genoa-Kingston School District; and Jennifer Groce, Northern Illinois University, were also present.

The Economic Development Commission moved on to Old Business. Mr. Kubiak moved and Ms. Stone seconded to approve the minutes of the November 8, 2021 special meeting. Upon voice vote, all members present voted aye.

#### New Business:

A. Review Residential Survey- Chair Tobinson presented the Residential Survey that she prepared. The Economic Development Commission reviewed the survey and discussed changes. The Commission also discussed the format of the survey and decided the survey would be distributed and accepted in both electronic and paper form. The goal is to send the survey in the first quarter of 2022.

B. Review Business Survey- Mr. Kubiak presented the business survey that he and Mr. Bradac had prepared. The Commission discussed changes to the survey and also how it will be distributed. The Commission also discussed at length establishing a small business assistance fund, potentially through Community Reinvestment Act funding. The Commission decided that the surveys would be delivered in person to business owners the first quarter of 2022, possibly at the Genoa Area Chamber of Commerce Annual Dinner.

C. Economic Development One Pager- Ms. Stone and Mr. Bradac are continuing to look at examples from other communities and have a first draft of the "one pager" prepared.

The next meeting will take a place on January 10, 2022 at 3:30 PM. At the next meeting, the Commission would like an update from a local real estate agent on the current commercial, residential, and industrial market.

There being no further business for discussion, Ms. Stone made a motion to adjourn the meeting at 4:45 PM, seconded by Mr. Kubiak. Upon voice vote, all members present voted aye.