

DATE: October 19, 2016

TO: Honorable Mayor John Rey
City Council

FROM: Anne Marie Gaura, City Manager
Jo Ellen Charlton, Acting Community Development Director
Jason Michnick, Economic Development Planner

SUBJECT: Amending Chapter 65 "Citizens' Community Enhancement Commission", Section 65.01 "Definitions", Section 65.02 "Purpose and Creation", and Section 65.03 "Membership". (Second Reading)

I. Summary

In an effort to follow best practices and better function, it is proposed that Chapter 65 "Citizens' Community Enhancement Commission" (CCEC) be amended to reduce the number of members from nine to seven.

In addition, it is proposed that the CCEC no longer be responsible for the coordination of the bi-annual National Citizen Survey program, the review of the survey's results, the development of responsive solutions, and the implementation of such solutions. Therefore, all references to the survey should be removed from Chapter 65.

II. Background

In 2005, the City of DeKalb contracted with in the National Research Center, Inc. (NRC) at the University of Colorado to survey DeKalb residents about their perceptions on the delivery of basic City services and major issues facing the City. The National Citizen Survey form was mailed to a random sample of 1,200 homes, after first being contacted by telephone and post card. A total of 394 completed surveys were returned.

The results of the survey determined that DeKalb ranked at or above the norm when compared to other communities in its delivery of most basic City services. Despite this rating, DeKalb residents reported DeKalb's "quality of life" to be below the norm. In general, citizens rated the overall appearance of the City and its image as below average, and referenced poor property maintenance of residential and downtown commercial buildings. Citizens also reported that DeKalb lacked sufficient employment opportunities for full-time permanent jobs sought by families and part-time jobs needed by students.

On February 21, 2006, a workshop of the City Council took place during which a staff summary of the results and key finds of the National Citizen Survey Report were

presented and considered by the City Council. These citizen responses prompted the City Council to create the CCEC to address the citizens' responses and to plan for the future.

On November 27, 2006, the City Council passed Ordinance 2006-102 to amend the Municipal Code of the City of DeKalb by inserting a new Chapter 65, "Citizens' Community Enhancement Commission." At that time, the CCEC composition was to consist of nine DeKalb residents who were appointed by the Mayor. Members were to be selected from among a variety of backgrounds, including local, civic, educational, commercial, eleemosynary and philanthropic organizations, to the extent that such persons are available in the community, and may include other persons who have demonstrated special interest, knowledge or experience, in planning, public relations, marketing, history, neighborhood preservation or related disciplines. Membership terms, officers, quorum requirements, and powers and duties were established by this ordinance.

Since its establishment, the CCEC has been involved in initiatives related to improving the aesthetic quality of the community. Most recently, the CCEC was able to have window clings put onto the property at the corner of Lincoln Highway and First Street. The CCEC was also involved in the rebranding efforts for the City, including the design of the logo currently being used.

At the request of those currently serving on the CCEC, it is proposed that the bi-annual community survey be removed from the ordinance as a duty. The City has not conducted a community survey since the previous one in 2005. In previous years, the CCEC has not received an annual budget, but has come forward with specific projects and requests. An August quote from NRC on conducting another community survey ranged from \$6,885 to \$15,400 depending on the survey tools that were offered. Without funding allocated to the CCEC for the survey, they have requested that it be struck as a required duty.

Additionally, to better align the commission size with others in the City, the size of the CCEC is being reduced from nine to seven. This will be done through attrition, as only one commissioner is within an active term. Six previous commissioners have stated interest in being called to another term.

III. Community Groups/Interested Parties Contacted

The removal of the survey from the CCEC responsibilities was requested through a letter from Chair Susan Johnson on behalf of the CCEC. This letter is attached in Exhibit 1. The current members of the CCEC are aware of these proposals and agree with the recommendations.

IV. Legal Impact

The City has the authority to establish the number of members in the CCEC. After amendment, the CCEC would use the number of members to determine quorum and voting requirements.



V. Financial Impact

If Council requests that the CCEC retain the bi-annual survey in their duties, the City would need to budget an appropriate amount to future years on a bi-annual basis. If the survey is removed from the CCEC's duties, there would be no financial impact with this change for the City.

VI. Options

1. Approve the proposed ordinance as drafted. This is recommended.
2. Recommend modifications of the ordinance.
3. Do not approve the proposed ordinance. Make no changes.

VII. Recommendation

Approve the attached ordinance as proposed, which accomplishes the following:

- Reducing the composition of the Citizens' Community Enhancement Commission to seven members, each appointed by the Mayor with consent of the City Council.
- Removing from the CCEC's responsibility to coordinate of the bi-annual National Citizen's Survey program, review of the survey's results, develop responsive solutions, and implement of such solutions. Therefore, all references to the survey should be removed from Chapter 65.



SUSAN M JOHNSON

1298 Scenic Road
DeKalb, IL 60115

August 23, 2016

To: DeKalb City Council and Staff

From: Citizens Community Enhancement Commission

At the Citizens Community Enhancement Commission meeting yesterday, we reviewed the Duties and Powers as found in Chapter 65 of the Municipal Code. We feel that Item 1 in paragraph 65.05 no longer is relevant to the Commission and we ask that the Code be revised to remove this item.

The Commission felt that all other Duties and Powers are still within our goals and we would like them to remain as is.

Thank you in advance for the revision of this portion of the code.

Sincerely,

A handwritten signature in cursive script, appearing to read "Susan M Johnson", written in black ink.

Susan M Johnson
Chairman

ORDINANCE 2016-031

ORDINANCE AMENDING CHAPTER 65 "CITIZENS' COMMUNITY ENHANCEMENT COMMISSION", SECTION 65.01 "DEFINITIONS", SECTION 65.02 "PURPOSE AND CREATION" AND SECTION 65.03 "MEMBERSHIP".

WHEREAS, the City of DeKalb is a home-rule municipality with the powers and authority conferred upon it by virtue of the Illinois Constitution of 1970 and the Illinois Municipal Code; and,

WHEREAS, the City currently supports the operation of the Citizens' Community Enhancement Commission pursuant to Chapter 65 of the City Code; and,

WHEREAS, the City wishes to revise the definitions, creation, membership, and duties and powers of such commission as outlined below;

THEREFORE BE IT ORDAINED by the Mayor and City Council of the City of DeKalb, DeKalb County, Illinois, as follows:

Section 1. Section 65.01, 65.02, 65.03, and 65.05 shall be amended as follows:

City Code Section 65.01, Definitions:

a) For the purposes of this Chapter 65, the following words shall have the meanings hereinafter assigned to them.

1. Commission: Citizens' Community Enhancement Commission of the City of DeKalb.

2. Improvement: Any building, structure, place, parking facility, fence, gate, wall, work of art, or other object constituting a physical betterment of real property, or any part of such betterment.

3. Property: A distinct parcel of real property which is assigned a separate tax parcel number by the DeKalb County Supervisor of Assessments.

~~4. Survey: The bi-annual National Citizen's Survey program and the resulting report.~~

City Code Section 65.02, Purpose and Creation:

a) Purpose. The purpose of the Commission shall be to prepare, analyze, recommend and implement a plan to further enhance the appearance, quality of

life and reputation of the City of DeKalb.

b) Creation. There is hereby created a Commission which shall consist of ~~nine (9)~~ **seven (7) members**, who shall be appointed by the Mayor with the advice and consent of the City Council. Commission members shall be from among the membership of local civic, educational, commercial, eleemosynary and philanthropic organizations, to the extent that such persons are available in the community, and may include other persons who have demonstrated special interest, knowledge or experience, in planning, public relations, marketing, history, neighborhood preservation or related disciplines. The members shall reside within the City of DeKalb. The City Manager shall designate a staff liaison to the Commission.

City Code Section 65.03, Membership:

Remove in its entirety the current text and replace with the following:

The Citizens' Community Enhancement Commission shall be comprised of seven (7) members, with each member appointed by the Mayor generally serving for a three (3) year term. Any appointment to the Commission by the Mayor, whether as an initial appointment or a reappointment, may be for a period of 1-3 years as determined by the Mayor, with the term of appointment being established in order to facilitate even turnover of membership in following years. Any member may be reappointed for such number of terms as determined to be appropriate by the Mayor; there shall be no limit on reappointment. All terms shall end on June 30.

City Code Section 65.05, Duties and Powers:

a) The Commission shall have ~~four (4)~~ **three (3)** categories of duties and powers; the first, shall deal with developing a strategic long-range plan which will identify problem areas in the City's image and reputation, develop and recommend potential solutions to those problem areas and participate in the implementation of such solutions; ~~the second, shall deal with coordination of the bi-annual National Citizen's Survey program, review of the survey's results, development of responsive solutions and implementation of such solutions;~~ the third **second**, shall deal with the public relations and marketing issues that arise in the course of furthering a positive and welcoming image of the City; and, the ~~fourth~~ **third**, shall deal with oversight and review of various programs to beautify and improve the appearance of the City of DeKalb.

~~1. The Commission shall coordinate the bi-annual Survey; shall review the results of the Survey and recommend actions, programs and activities in response to issues raised in the Survey.~~

1. The Commission shall engage in marketing and public relations

efforts, in concert with local civic, commercial, educational and philanthropic organizations, to further a positive and welcoming image of the City.

2. The Commission shall provide oversight and review of various programs to improve the overall appearance of the City, including, but not limited to, beautification projects and awards programs.

3. The Commission shall have the power to retain consultants to advise the Commission. Any contract retaining such consultant which involves an expenditure of City funds shall be subject to approval of the City Council.

4. To actively seek out those private and governmental sources of financial aid for those efforts to further a positive and welcoming image of the City.

5. To perform such other and further functions as may be directed by the City Council, from time to time.

Section 2. All ordinances or portions thereof in conflict with this ordinance, including the prior versions of the ordinances included above, are hereby repealed.

Section 3. Should any provision of this Ordinance be declared invalid by a court of competent jurisdiction, the remaining provisions will remain in full force and affect the same as if the invalid provision had not been a part of this Ordinance.

Section 4. This Ordinance shall be in full force and effect after passage and publication pursuant to law. Publication date: _____, 2016. Effective date: _____, 2016.

PASSED BY THE CITY COUNCIL of the City of DeKalb, Illinois at a regular meeting thereof held on the ____ day of _____, 2016 and approved by me as Mayor on the same day. First Reading October 10, 2016.

ATTEST:

JENNIFER JEEP JOHNSON, City Clerk

JOHN A. REY, Mayor