

**MINUTES  
CITY OF DEKALB  
CITIZENS' COMMUNITY ENHANCEMENT COMMISSION  
January 21, 2025**

The Citizens' Community Enhancement Commission (CCEC) held its regular meeting on January 21, 2025, in the Second Floor Training Room of the DeKalb Police Department, 700 West Lincoln Highway, DeKalb, Illinois.

Chair Brad Hoey called the meeting to order at 4:02 p.m.

**A. ROLL CALL**

Roll call was recorded by City Staff Liaison Scott Zak and the following members of the CCEC were present: Chair Brad Hoey and Commissioners Melissa Beck, Al Ferris and Jeanine Holcomb. Brandon Elion, Helen Umbdenstock and Ellingsworth Webb were absent.

**B. APPROVAL OF AGENDA – ADDITIONS/DELETIONS**

Chair Hoey asked for a motion to approve the agenda.

MOTION

Ms. Beck motioned to approve the agenda, seconded by Ms. Holcomb.

VOTE

The agenda was approved by unanimous voice vote.

**C. APPROVAL OF MINUTES – DECEMBER 9, 2024**

MOTION

Mr. Farris motioned to approve the minutes, seconded by Ms. Beck.

VOTE

The minutes were approved by unanimous voice vote.

**D. PUBLIC PARTICIPATION**

No public comments were received.

**E. NEW BUSINESS**

**1. PEDESTRIAN PASS-THROUGH UPDATE**

Mr. Zak said he had not yet received an update on the design from EggToy Studios. Chair Hoey expects they are busy with installations and said he would like to see the pass-through project completed this year.

## **2. STRATEGIC PLANNING FOR 2025**

Mr. Zak reviewed the Commission's accomplishments from 2024, available funding and available grant opportunities from the National Endowment for the Arts, Illinois Arts Council and the Illinois Department of Commerce and Economic Opportunity. The City of Mendota recently received an NEA grant for murals. Mr. Zak has obtained that application to reference for a possible future grant application.

The Commission discussed the projects on which they would like to focus. Ms. Holcomb suggested the Seventh Street mural, which has been previously discussed to replace the Lincoln Highway mural that was damaged. Chair Hoey agreed, saying this is a high-profile location and he would like the mural to have a similar theme to the damaged mural. Mr. Farris said it would bring continuity to have a mural on each side of the downtown and show a dedication to public art.

Mr. Farris said the vacant lot at Lincoln Highway and Fourth Street could receive attention. Chair Hoey said the possibility of putting a mural on the wall of McCabes could be investigated. Ms. Beck said she would like to see the corner developed into a community space.

Ms. Beck said the City's welcome signs and wayfinding signs could be improved.

Chair Hoey said the DeKalb County Convention and Visitors Bureau has been discussing promoting county attractions through billboards on I-88. He said other options could be along Peace Road and Annie Glidden Road.

Mr. Zak will share this input with Mayor Barnes and City staff.

## **F. OLD BUSINESS**

### **1. HOLIDAY LIGHTING**

After a brief discussion at its last meeting, the Commission provided additional feedback on the red and green spotlights that illuminated several trees on Locust Street, near First Street, as a test of an alternative holiday lighting option. Chair Hoey said the lighting was well received and could be continued down Locust Street. He said he would like to see this lighting encircle Van Buer Plaza. For the traditional string lights, he suggested as an alternative using a contractor to these and allow Public Works to concentrate on other work for residents. Ms. Beck said the red and green spotlights caught her 14-year-old's attention, so they stood out as something different. Chair Hoey said the Downtown Merchants really liked the lighting and the string lights purchased with a ComEd grant will be repurposed.

## **2. LET'S MOVE TO THE MUSIC**

No information was shared here.

## **3. OTHER UPDATES**

Mr. Zak shared the Cinco de Mayo event will return to the downtown for a third year, and Mr. Hoey said planning is underway for Back Alley Market. Ms. Beck suggested checking with Public Works Director Andy Raih on how the downtown planters went last year. The Commission complimented Chair Hoey on a recent viral TicTok video using popular GenZ language which was done for the Convention and Visitors Bureau. Chair Hoey said it was successful in bringing attention to the community during the cold winter months.

## **G. ADJOURNMENT**

### **MOTION**

Ms. Beck motioned to adjourn the meeting, seconded by Ms. Holcomb.

### **VOTE**

The motion was approved by unanimous voice vote, and the meeting was adjourned.

Respectfully submitted,

Scott Zak  
Communications & Engagement Manager

Minutes approved by the Citizens' Community Enhancement Commission on March 17, 2025.