



WHERE HISTORY & PROGRESS MEET

NOTICE

PUBLIC AFFAIRS COMMITTEE

**Monday, September 18, 2023
6:15 P.M. – Council Chambers**

AGENDA

1. Call to Order, Roll Call, and Establishment of a Quorum
2. Approval of Minutes
 - A. Public Affairs Committee of August 21, 2023
3. Public Participation / Presentations
4. Items for Consent
 - A. Fine Structure for Dog Bite Cases and Leash Law
 - B. Homecoming – Fireworks Display Wheaton Academy
 - C. Ordinance 23-R-0032 – Stop Intersections
5. Items for Discussion
 - A. Veterans Banner Program
 - B. Seasonal Banner Program
6. Unfinished Business
7. New Business
8. Reports from Staff
9. Adjournment

MINUTES

PUBLIC AFFAIRS COMMITTEE

Monday, August 21, 2023 6:15 P.M.

1. Call to Order, Roll Call, and Establishment of a Quorum.

Chairman Chassee called the meeting to order at 6:15pm. Roll Call found Alderman Brown, Hallett, Birch Ferguson (via phone), Smith and Short.

2. Approval of Minutes.

A. Public Affairs Committee Minutes of July 20, 2023. Alderman Brown made a motion, seconded by Alderman Smith to approve the revised minutes of the Public Affairs Committee meeting. Voting Aye: Chairman Chassee, Alderman Brown, Hallett, Birch Ferguson (via Phone), Smith and Short. Voting Nay: 0. Abstain: 0. Motion carried.

3. Public Participation / Presentations.

A. Draft Community Park Plan – Presentation of park planning services for the former Kerr-McGee site by Upland Design Ltd. The consensus of the Committee was to send this item to City Council.

4. Items for Consent.

A. CF Cycle for Life Permit - Alderman Brown made a motion, seconded by Alderman Smith to direct this item to City Council for approval. Voting Aye: Chairman Chassee, Alderman Brown, Hallett, Birch Ferguson, Smith and Short. Voting Nay: 0. Motion carried.

B. Ordinance 23-O-0029 – An Ordinance Modifying Chapter 4, Article I, Building Code, Of The Code Of Ordinances Of The City Of West Chicago - Alderman Brown made a motion, seconded by Alderman Smith to direct this item to City Council for approval. Voting Aye: Chairman Chassee, Alderman Brown, Hallett, Birch Ferguson, Smith and Short. Voting Nay: 0. Motion carried.

5. Items for Discussion

6. Unfinished Business.

7. New Business.

Chairman Chassee addressed the Committee that the 6th Ward have asked and requested to have a No Engine Braking Sign on the southern end of Route 59 similar to the sign on the North end of Route 59. Staff was given direction to contact IDOT to request a No Engine Braking sign on the south end of Route 59.

8. Reports from Staff.

- A. West Chicago Police Department Monthly Reports - Chief Fleury gave an update on ongoing and past cases.
- B. Railroad Days Final Report

10. Adjournment. Alderman Hallett made a motion to adjourn, seconded by Alderman Brown. The motion approved by voice vote, and the meeting adjourned at approximately 6:48pm.

Respectfully submitted,

Yahaira Bautista

Administrative Assistant to Chief of Police
West Chicago Police Department

CITY OF WEST CHICAGO

PUBLIC AFFAIRS COMMITTEE AGENDA ITEM SUMMARY

ITEM TITLE:

Ordinance No. 23-O-0034 – Animal Control and Care

AGENDA ITEM NUMBER: 4. A.

FILE NUMBER: _____

COMMITTEE AGENDA DATE: 09/18/2023

COUNCIL AGENDA DATE: 09/18/2023

STAFF REVIEW:

SIGNATURE _____

APPROVED BY CITY ADMINISTRATOR:

SIGNATURE _____

ITEM SUMMARY:

At a previous City Council meeting, Alderman Dettmann received City Council support for staff to develop a tiered fine structure for those owners whose dogs attack other persons or animals as well as require a leash at all times when a dog is off its owner's property (voice control no longer would be permitted).

The attached Ordinance accomplishes these goals.

STAFF RECOMMENDATION:

Consideration of Ordinance No. 23-O-0034.

COMMITTEE RECOMMENDATION:

ORDINANCE NO. 23-O-0034

AN ORDINANCE OF THE CITY OF WEST CHICAGO AMENDING CHAPTER 11,
ARTICLE 6 OF THE CODE OF ORDINANCES REGARDING ANIMAL CONTROL AND
CARE

BE IT ORDAINED by the City Council of the City of West Chicago, in regular session assembled as follows:

Section 1. That Section 11-77 of the Code of Ordinance of the City of West Chicago entitled "Definitions" is hereby amended to delete the definition of "voice control" and to modify the definition of "Control", as follows:

"Control: Any owned animal that is either secured by a leash or lead contained by invisible fence or within the premises of its owner or another person with the consent of the person and prevented from leaving said premises by a fence, barrier or other restriction which contains the animal, or is confined within a crate or cage, or confined within a vehicle."

Section 2. That Section 11-78 of the Code of Ordinances of the City of West Chicago entitled "Animal Care" is hereby amended to create a new subsection (aa) as follows:

"(aa) Each owner of any animal shall keep such animal exclusively on such owner's premises, except that any such animal may be off the premises if restrained by a substantial leash or chain or other appropriate restraint or physical device and under the direct supervision and immediate control of a competent person.

Trained police dogs utilized by an official law enforcement agency and assigned to a sworn peace officer as part of a canine team/unit shall be exempt from this provision."

Section 3. That Section 11-90 of the Code of Ordinance of the City of West Chicago entitled "Violations; punishments" is hereby deleted in its entirety and the following language shall be substituted:

"Notwithstanding anything to the contrary, the violation of, or failure to comply with Section 11-78 (o)(3) and (o)(4) shall constitute an offense against the city, and shall subject the offender, upon a finding of liable, to a fine not less than five hundred dollars (\$500.00), for the first offense; a fine not be less than one thousand dollars (\$1,000.00) for the second offense; a fine not less than fifteen hundred dollars (\$1,500.00) for the third offence and every subsequent offense thereafter, up to statutory violation fine limit of fifty thousand dollars (\$50,000).

The violation of any other provision of this section shall be subject to the penalty set forth in section 1-8 of this Code."

Section 4. That all ordinances and resolutions, or parts thereof, in conflict with the provisions of this Ordinance are, to the extent of such conflict, expressly repealed.

Section 5. That this Ordinance shall be in full force and effect from and after its passage and publication in pamphlet form as provided by law.

PASSED this 18th day of September 2023.

Alderman D. Beebe _____
Alderman J. Sheahan _____
Alderman A. Hallett _____
Alderman M. Birch-Ferguson _____
Alderman J. Smith, Jr. _____
Alderman R. Stout _____
Alderman J. Morano _____

Alderman L. Chassee _____
Alderman H. Brown _____
Alderman C. Dettmann _____
Alderman S. Dimas _____
Alderman C. Swiatek _____
Alderman J. Short _____
Ward 7 – Vacant _____

APPROVED as to form: _____
City Attorney

APPROVED this 18th day of September 2023.

Mayor Ruben Pineda

ATTEST:

Executive Office Manager Valeria Perez

CITY OF WEST CHICAGO

PUBLIC AFFAIRS COMMITTEE AGENDA ITEM SUMMARY

ITEM TITLE:

Homecoming - Fireworks Display
Wheaton Academy

AGENDA ITEM NUMBER: 4.B.

FILE NUMBER: _____

COMMITTEE AGENDA DATE: September 18, 2023

COUNCIL AGENDA DATE: September 18, 2023

STAFF REVIEW: Tom Dabareiner

SIGNATURE 

APPROVED BY CITY ADMINISTRATOR:
Michael Guttman

SIGNATURE _____

ITEM SUMMARY:

Wheaton Academy is requesting permission for its Homecoming event on Friday, October 6, 2023, which includes a fireworks display. Residents in the surrounding neighborhoods will be notified by Wheaton Academy of the date and time of the fireworks display in advance of the event.

The Special Event Permit Application has been reviewed and approved by staff from the Police, Public Works, and Community Development Departments as well as the West Chicago Fire Protection District.

A Fireworks Permit will be secured through the West Chicago Fire Protection District.

ACTIONS PROPOSED:

Recommend event for approval as proposed, contingent upon receipt of an approved Fireworks Permit from the West Chicago Fire Protection District.

COMMITTEE RECOMMENDATION:

City of West Chicago SPECIAL EVENT PERMIT APPLICATION



THIS FORM MUST BE COMPLETED IN FULL & SUBMITTED
90 DAYS PRIOR TO THE EVENT

PERMIT NO. _____

Special Event Permit Application

The Special Event Application must be submitted to the City of West Chicago a minimum of ninety (90) days prior to the event if it requires closure of public streets, or use of public parking lots and/or city personnel. The 90-day time period allows sufficient time to evaluate the request and provide a recommendation to the City Council for its consideration. For any late submittals (applications submitted less than 90 days prior to the event), a \$50 late fee must be paid with the application. Further, the applicant runs the risk of their Special Event request being denied.

Note: Prior to review of the Special Events Permit Application, all applicants must submit the Intent to Meet Insurance Requirements form (page 2).

Submittal Checklist

1. Completed and signed Special Event Application
 - ☐ Intent to Meet Insurance Requirements
 - ☐ Section 1 – General Information
 - ☐ Section 2 – Narrative
 - ☐ Section 3 – Permits
 - ☐ Section 4 – Site Plan and/or Route Map
 - ☐ Section 5 – Task List and Due Dates
 - ☐ Section 6 – Hold Harmless Agreement

2. Completed and signed applications(s) for other permits(s) (See Section 3)
 - ☐ Carnival Permit Application - \$50 per employee
 - ☐ Fireworks Permit Application – \$125 (Check made payable to the West Chicago Fire Protection District)
 - ☐ Building Permit Application (temporary tents – see min. requirements) - \$50
 - ☐ Raffle Registration Application – requires separate application
 - ☐ Temporary Liquor License Application – requires separate application
 - ☐ Temporary Food Service Permit (DuPage Co. Health Dept. 630-682-7979)

***** FOR OFFICE USE ONLY *****

Received: 9/6/23 LAX Fee Paid: \$ 50 - 9/6/23

Receipt # Check #

Event Acknowledgement Form returned by:

Police Dept. ☒ Fire Dist. ☒ PW ☒ ~~Park Dist.~~ CDD ☒

- ☐ Background checks completed by Police Dept. Date
- ☐ DuPage Co. Health Department notified Date
- ☐ Certificate of Insurance received and approved Date

***** INTENT TO MEET INSURANCE REQUIREMENTS *****

Must be returned prior to application review by City staff

Prior to the issuance of a Special Event Permit, all organizations must present a certificate of insurance meeting the criteria listed below:

1. Required limits per IML-RMA are \$1mil per occurrence and general aggregate no less than \$2mil for contractors/vendors.
2. *****PLEASE NOTE:** Under the box labeled "Description of operations/locations/vehicles/exclusions added by endorsement/special provisions", the following language must appear:

"The City of West Chicago, its officials, agents, employees, and volunteers is/are named additionally insured. The additional insured is covered as respect to liability arising out of any work or activities performed on behalf of **(company involved)** for **(event)** **(date, times (if applicable), location)** No endorsements or additional forms modify or limit coverage provided to additional insured. Coverage provided to additional insured is primary as it relates to **(event)**".
3. Vendors shall furnish the additional insured endorsement (*consult insurance professional; examples include but are not limited to forms CG 2010 or CG 2026*) to support the certificate of insurance. The endorsement shall also name **"The City of West Chicago, its officials, agents, employees, and volunteers"** as primary and non-contributory.
4. If applicable, vendor shall furnish the City with evidence of Worker's Compensation coverage with statutory limits.
5. The insurance provider will need to submit the Certificate of Insurance and supporting endorsement form preferably via email to **specialevents@westchicago.org** or fax (630-293-1257) to be considered an original document.

I, James Holtrap, representing Wheaton Academy
(print name of authorized person) (organization)
have contacted the appropriate insurance provider and acknowledge that the above insurance criteria can be met. I understand that the Special Event Permit Application will not be reviewed until this document has been signed and returned to the City of West Chicago.



(signature)

9-6-2023

(date)

Homecoming

(name of event)

10-6-2023

(date of event)

SECTION 1 – GENERAL INFORMATION

Name of Event: Wheaton Academy Homecoming

Type of Event:

☐ Parade ☐ Walk/Run/Bike ☐ Carnivals ☒ Fireworks ☐ Festival

☐ Other _____

Location of Event: 900 Prince Crossing Rd.

Date(s) of Event: 10/6/23 Hours of Event: 5pm to 11:00p Est. Attendance: 700

Event Website: wheatonacademy.org

Purpose of event: Celebrate alumni

Name of Sponsoring Organization(s): Wheaton Academy

Organization's Legal Status (i.e. NFP, Partnership, Corporation): School

Contact person from sponsoring organization: James Holtrop

Organizer address: _____

City/State/Zip: _____ Phone: _____

Cell Phone: _____ E-mail: jholtrop@wheatonacademy.org

Emergency contact information (provide mobile numbers for on-site coordinators during event):

1st Contact: Steve Karlson Phone: _____

2nd Contact: Steve Built Phone: _____

Is this an annual event? ☒ Yes ☐ No If Yes, provide next year's event date: _____

If the event is a recurring event, please state any problems and/or incidents that have occurred in past years, such as noise or neighborhood parking complaints.

None

What, if anything, are you doing to rectify the problem(s)?

SECTION 2 – NARRATIVE

On a separate sheet, provide a detailed description of the overall event. The narrative will serve as the special event proposal to City Council.

Sept 6, 2023

Dear West Chicago Council,

On Oct 5-7, 2023, Wheaton Academy will be holding their annual Homecoming Weekend. Alumni from many states and countries will be on campus to celebrate another year of the school. We will have an alumni program, soccer game, and a dinner for the alumni.

Please grant us the special event permit and firework permit once again, to make this year special.

Thank you so much,

James K. Holtrop



Director of Special Events

SECTION 3 – PERMITS

Will your event include a carnival? ☐ Yes ☒ No

If yes, you must submit a **Carnival Permit Application** ninety (90) days prior to the event. Please visit www.westchicago.org under Forms for an application.

Does your event include the use of a temporary tent in excess of 400 sq. ft. in area with side curtains or 700 sq. ft. in area without side curtains? ☒ Yes ☐ No

If yes, you must submit a **Building Permit Application** thirty (30) days prior to the event. Please visit www.westchicago.org under Forms for an application.

Will your event include a fireworks display? ☒ Yes ☐ No

If yes, you must submit a **Fireworks Permit Application** thirty (30) days prior to the event. Please visit www.westchicago.org under Forms for an application.

Are you holding a raffle at your event? ☐ Yes ☒ No

If yes, you must submit a **Raffle Registration Application** fourteen (14) days prior to the event. Not all applicants will qualify for a license. Please visit www.westchicago.org under Forms or contact the City of West Chicago at (630) 293-2200 ext. 170 for an application.

Will you be applying for a Temporary Liquor License? ☐ Yes ☒ No

If yes, you must submit a **Temporary Liquor License Application** thirty (30) days prior to the event. To qualify for a Class D license, the applicant must be a local organization or group providing beer and/or wine at a picnic, carnival or similar function. A Class D license shall be authorized on a day-to-day basis but not for more than seven (7) consecutive days. Please contact the City of West Chicago at (630) 293-2200 ext. 170 for an application.

Will you be serving food at your event? ☒ Yes ☐ No

If yes, you may be required to submit a **Temporary Food Service Permit Application** thirty (30) days prior to the event. Please contact the DuPage County Health Department at (630) 682-7979 or visit <http://www.dupagehealth.org/temporary-food-service> for additional information.

We have our own concession stand.

Are you requesting services from these departments?

☒ Police ☒ Fire District / Paramedics ☐ Public Works

Specify services: Fire dept. to monitor fireworks

Will you be utilizing any of the following services?

☐ Water ☐ Electric/Generator ☐ Other _____

SECTION 4 – SITE PLAN AND/OR ROUTE MAP

Please attach a separate sheet to illustrate the layout for your event.

If applicable, the following must be included:

Location of garbage receptacles (G)
 Location of toilets (T)
 Location of hand washing sinks (HWS)
 Location of retail vendors (RV)
 Location of food vendors (FV)
 Location of first aid (FA)

Location and number of barricades (B)
 Location of fire lane (FL)
 Location of fire extinguishers (FE)
 Public entrances and exits (PE)
 Location of "No Firearms" signage (NF)
 Location of sound stages and amplified sound (S)
 Location of residential streets surrounding event

Are you requesting the use of any City-owned property, i.e. City streets, parking lots, or sidewalks?

☐ Yes ☒ No If yes, please indicate the property that you are requesting to use.

Would you like to request the closing of City streets? ☐ Yes ☒ No

If yes, please fill in the following information or submit a route map along with this application:

Street	From	To	Dates	Times
<hr/>	<hr/>	<hr/>	<hr/>	<hr/>
<hr/>	<hr/>	<hr/>	<hr/>	<hr/>
<hr/>	<hr/>	<hr/>	<hr/>	<hr/>
<hr/>	<hr/>	<hr/>	<hr/>	<hr/>
<hr/>	<hr/>	<hr/>	<hr/>	<hr/>
<hr/>	<hr/>	<hr/>	<hr/>	<hr/>

SECTION 5 – PLANNING WORKSHEET AND REQUIRED TASK DUE DATES*

Use this form to determine the date each of these tasks needs to be completed. For tasks that do not apply, please mark "N/A" in the Due Date column. If the Due Date falls on a weekend or holiday, the Due Date becomes the next normal business day. However, this does not affect the other Due Dates, as they are only dependent on the date of the special event.

Note: This section must be completed by event organizer prior to notary signature.

Date of Special Event: _____

Tasks to be completed (All items due to City unless noted)	Days Due Before Event	Due Date
Submit "Intent to Meet Insurance Requirements" Document (included with Special Event Permit Application, pg.2)	Prior to application review	Prior to application review
Submit Special Event Permit Application	90 days	
Submit Carnival Permit Application	90 days	
Submit Fireworks Permit Application	30 days	
Submit Temporary Liquor License Application	30 days	
Submit Building (Temporary Tent) Permit Application	30 days	
Submit Temporary Food Service Permit Application(s) (DuPage County Health Dept. – 630-682-7979)	30 days	
Submit Original Certificate of Insurance*	21 days*	
Submit Raffle Registration Application	14 days	
Notify residents/businesses of special event	14 days	
Post "No Firearms" signs at all public entrances (See IL State Police requirements for standardized sign in West Chicago's <i>Special Events Policy</i>)	N/A	Day of Event

***If this requirement is not met, the proposed event may be cancelled.**

SECTION 6 – WAIVER AND HOLD HARMLESS AGREEMENT

In consideration of the Wheaton Academy (name of organization) and its Members, employees, volunteers or guests, being allow to participate in Homecoming, (the Activity) the undersigned hereby recognizes, acknowledges and assumes any and all risk pertaining to Wheaton Academy (name of organization) participation in the Activity.

To the fullest extent permitted by law, the Wheaton Academy (name of organization) hereby agrees to defend, indemnify and hold harmless the City of West Chicago, its officials, agents and employees, against all injuries, deaths, loss, damages, claims, suits, liabilities, judgments, cost and expenses (including attorneys fees), which may in anywise accrue against the City of West Chicago, its officials, agents and employees, arising in consequence of Wheaton Academy (name of organization) participation in the Activity, or which may in anywise result therefore, except that arising out of the sole legal cause of the City of West Chicago, its agents or employees. The Wheaton Academy (name of organization) shall, at its own expense, appear, defend and pay all charges of attorneys and all costs and other expenses arising therefore or incurred in connections therewith, and, if any judgment shall be rendered against the City of West Chicago, its officials, agents and employees, in any such action, the Wheaton Academy (name of organization) at its own expense, satisfy and discharge the same.


The invalidity or unenforceability of any of the provisions hereof shall not affect the validity or enforceability of the remainder of this Agreement.

The undersigned represents it has full authority to execute this Waiver and Hold Harmless Agreement on behalf of the Wheaton Academy (name of organization).

Agreed this 6th day of Sept., 2023

Wheaton Academy
Name of Organization

James K. Holtrup
Print Name of Authorized Person


Signature of Authorized Person

Director of Special Events
Title

The Organization and the authorized signatory below agree to inform the City of West Chicago of any changes in the application at least thirty (30) days prior to the event. *Please note: Final approval of this event is pending satisfactory completion of Certificate of Insurance requirements.*

Signatory agrees to abide by all requirements of the Special Events Policy, including compliance with the State of Illinois Firearm Concealed Carry Act.

***All applications must be signed and notarized.**

Wheaton Academy James K. Holtrop _____
(Name of Organization) (Print Name of Signatory) (Date)
By _____
(Authorized Signatory)

(Notary Public)

Signed and sworn to before me this 6th day of September, 2023.

After submitting all forms, your application will be reviewed by City staff. All departments that will be involved in providing services or permits for the event will be notified. **Please do not assume that all aspects of the event will be approved. You may be asked to make some changes to your plan based on the availability of services or scheduling of other events.**

The City of West Chicago reserves the right to cancel any event at any time for reasons deemed necessary by the City Council and/or City Administrator.

Deliver all completed items to:
City of West Chicago
Attn: Community Development – Special Events
475 Main Street
West Chicago, IL 60185



FOR OFFICE USE ONLY

Based on the information which has been submitted and contingent upon approval of any necessary inspections the day of the event, the request for a permit has been:

☐ Approved Permit No. _____

Authorized Signature

Title Date

☐ Denied
Remarks:

CITY OF WEST CHICAGO

PUBLIC AFFAIRS COMMITTEE AGENDA ITEM SUMMARY	
ITEM TITLE: Ordinance No. 23-O-0032-Stop Intersections	AGENDA ITEM NUMBER: <u>4.C.</u> FILE NUMBER: _____ COMMITTEE AGENDA DATE: September 18, 2023 COUNCIL AGENDA DATE: September 18, 2023
PREPARED BY: Colin Fleury, Chief of Police APPROVED BY: Michael Guttman, City Administrator	SIGNATURE _____ SIGNATURE _____
ITEM SUMMARY: Educare West DuPage at Glen Arbor has renovated space within the Glen Arbor Community Church and provides 32 children for the West Chicago community with early care and education. The program has a drop-off/pick-up Monday through Friday between 7 a.m. to 9 a.m. and 3 p.m. to 5:30 p.m. Educare is requesting; A) A drop-off/pick-up zone at the entrance of 204 Church Street B) Create a three-way stop at the corners of W. Geneva St. & Wood. C) Add a crosswalk from the sidewalk running east on Church St, crossing Wood. City staff reviewed the request and the site and suggested placing a stop sign on Wood Street for northbound traffic only, with a marked crosswalk, running east to west across Wood Street. This will allow staff, and those dropping off children to park in the lot at the northeast corner of Wood Street and Geneva Street and then proceed through the marked crosswalk on Wood Street and Church Street. Ordinance 23-O-0032 allows for a stop sign for Northbound traffic on Wood Street at Church Street, at an east/west crosswalk on the south side of Wood Street at Church Street.	
ACTIONS PROPOSED: Staff recommends approval of Resolution No. 23-O-0032	
COMMITTEE RECOMMENDATION: 	

ORDINANCE NO. 23-O-0032

**AN ORDINANCE AMENDING THE CODE OF ORDINANCES
OF THE CITY OF WEST CHICAGO – CHAPTER 17 TRAFFIC, ARTICLE
XVII, SCHEDULES OF DESIGNATED STREETS; DIVISION 3. STOP
INTERSECTIONS; SECTIONS 17-176. - DESIGNATED; COMPLIANCE
REQUIRED OF THE CITY CODE**

NOW, THEREFORE, BE IT ORDAINED by the City Council of the City of
West Chicago, Illinois, in regular session assembled, as follows:

Section 1. That Chapter 17 TRAFFIC, ARTICLE XVII. SCHEDULES OF
DESIGNATED STREETS; DIVISION 3. STOP INTERSECTIONS; Sections 17-176.
Designated; compliance required, of the Code of Ordinances of the City of West Chicago
is hereby amended by adding thereto the following language:

Wood Street, Northbound Wood Street traffic shall stop at the intersection on
Wood Street at Church Street.

Section 2. That all ordinances and resolutions, or parts thereof, in conflict with
the provisions of this Ordinance are, to the extent of such conflict, expressly repealed.

Section 3. That this Ordinance shall be in full force and effect ten (10) days from
and after its passage, approval and publication in pamphlet form as provided by law.

PASSED this ____ day of _____, 2023.

Alderman L. Chassee	_____	Alderman D. Beebe	_____
Alderman J. Sheahan	_____	Alderman H. Brown	_____
Alderman A. Hallett	_____	Alderman C. Dettmann	_____
Alderman S. Dimas	_____	Alderman M. Birch-Ferguson	_____
Alderman C. Swiatek	_____	Alderman J. Smith	_____
Alderman J. Short	_____	Alderman R. Stout	_____
Alderman J. Morano	_____		

APPROVED as to form: _____
Patrick K. Bond, City Attorney

APPROVED this ____ day of ____, 2023.

Mayor Ruben Pineda

ATTEST:

Executive Assistant Valeria Perez

PUBLISHED: _____

**CITY OF WEST CHICAGO
MEMORANDUM**

TO: Michael Guttman, City Administrator
FROM: Daniel Peck, Marketing & Communications Manager
SUBJ: Veterans' Streetlight Pole Banner Program
DATE: September 8, 2023

The City's Veterans' streetlight pole banner display began in 2021 as a means to honor local Veterans. Currently, 46 local Veterans are displayed for approximately 6 weeks from the third week of October through the third week of November after Veterans' Day.

As it stands, the display does not have any set guidelines, including a plan for expansion. Furthermore, the display has reached its maximum capacity due to the number of participating Veterans and the City's current inventory of display mechanisms available on the streetlight poles.

Based on staff observations and resident input, the following recommendations are proposed for consideration as part of a renewed Veterans' Streetlight Pole Banner Program.

Maximize the number of individuals included in each annual display.

Display a different individual on each side of the banner to effectively double the size of each year's display, reduce storage needs, and cut future production costs. Currently, all banners are printed double-sided with the same individual displayed on both sides of the banner.

The initial production cost for transitioning to this format is approximately \$2,000.

Increase the maximum number of streetlight pole banner display mechanisms.

Install ten additional display mechanisms along Turner Court from Main Street to Washington Street to accommodate more entries in the 2023 display and future displays.

Due to current hardware stock, the only additional cost would be the banners themselves.

Cycle banners to ensure the display does not have a maximum capacity.

Rotate banners annually to accommodate unlimited entries, ensuring all submissions get their turn on display.

Locate banners in pedestrian-friendly areas that are easily accessible to senior residents, and residents with disabilities.

Display banners primarily in pedestrian-friendly areas within the central downtown, making them easily accessible to senior residents and those with disabilities. This may reduce the overall

number of banners on display, but would still accommodate 72 individual Veterans annually, which is a 56% increase from the current capacity.

Simplify the banner design.

Streamline the banner design by featuring the person's name, years of service, and military branch. Additional details can be included on the City's dedicated webpage for the program.

For background, the current banner design includes this same basic information but also allows for the addition of details about wars or conflicts, medals, and commendations. This has resulted in an extensive amount of information being added to a very limited space. Consequently, banners have been inconsistent and often have cluttered designs with hard to read text from their location on streetlight poles. Additionally, inaccuracies due to incomplete or incorrect information has lead to reproducing banners.

Further recognize Veterans participating in display.

Provide certificates signed by the Mayor to recognize participants' service and program participation, and annually issue a proclamation recognizing the new participants within the Program.

Due to exposure to the elements, the banners put on display are not always suitable for donation to individual participants after use. Additionally, depending on the direction staff receives, banners may also contain two individuals going forward.

Allocate appropriate funds to accommodate the production of new banners each year.

Annually allocate \$600 towards the display to produce 7 new banners each year. If printing different individuals on the banners, this would allow for up to 14 individuals per year.

Maximize the duration of the display.

Establish a Seasonal Streetlight Banner Display Program to optimize the timing and locations of different displays in the downtown area, extending the duration of the Veterans' Program.

For background, the available time for installing the Veterans' display is limited due to the current overlapping of other streetlight pole banner displays.

Future Actions

Guided by direction from the City Council, staff could reopen the Program for a select number of entries for the 2023 display using the current format. After the display ends, the 2023 banners would be provided to the relevant Veterans, and new banners would be created in the desired format for future displays with an initial call-for-entries being made for the new program beginning in 2024.

CITY OF WEST CHICAGO MEMORANDUM

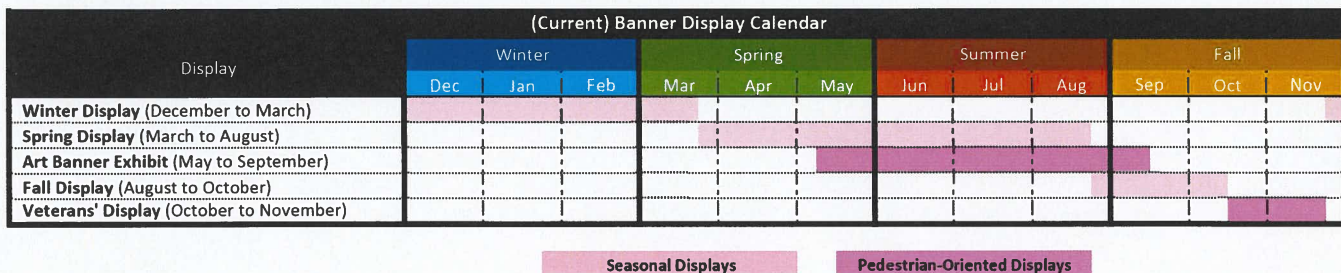
TO: Michael Guttman, City Administrator

FROM: Daniel Peck, Marketing & Communications Manager

SUBJ: Seasonal Streetlight Banner Display Program

DATE: September 8, 2023

The City's streetlight banners are installed loosely at different times each year as the City lacks a formal schedule. Additionally, some displays overlap with one another and are placed sporadically within the downtown. For reference, the current installation timelines are below.



To address current issues with installation schedules, content balancing, display positioning, and to offer City staff clear direction for efficiently overseeing the City's banner displays, it is recommended that the City establish a Seasonal Streetlight Banner Program.

Program Overview

The Seasonal Streetlight Banner Program aims to provide guidelines for the systematic installation and removal of banners each year. It also identifies appropriate locations for pedestrian-oriented displays and ensures that banners reflect the downtown's aesthetics as seasons change with the following directives.

Install displays in zones based on display intent.

The Program proposes two banner zones: one aimed at pedestrians in the central downtown and another for capturing the attention of vehicles entering downtown. This ensures that pedestrian-oriented displays are accessible to everyone, regardless of capabilities, while encouraging exploration of downtown. Moreover, general seasonal displays and event banners can be positioned to attract motorists' attention. The proposed zones are as follows.

- *Zone 1 (Pedestrian-Oriented):* The zone has 36 available streetlight banner mechanisms located along: Main Street from Washington Street to Wilson Avenue; Galena Street from Main Street to High Street; Turner Court from Washington Street to Main Street.
- *Zone 2 (Motorist-Oriented):* The zone has 21 available streetlight banner mechanisms located along: Washington Street from Wood Street to Arbor Avenue; Main Street from Wilson Avenue to Neltor Boulevard.

Align display durations with changing seasons, excluding community event banners.

To keep displays fresh and appealing, single displays should not last longer than a season. This would ensure there are new pedestrian-oriented displays at each of the City's seasonal events, offering new and

engaging visual experiences for attendees through the seasons. Spring displays should be up from March to May, summer displays from June to August, autumn displays from September to November, and winter displays from December to February.

This directive excludes community event banners; banners promoting the City's downtown events and larger community partner events will be combined with general seasonal banners in Zone 2. Once an event ends, appropriate banners will be replaced with a general seasonal or new upcoming event banner.

The following scheduling options are suggested for installing and removing the City's various banners. They also aim to extend the City's Veterans' Program beyond a 6-week timeframe while aligning with the new Seasonal Streetlight Banner Display Program directives.

Option 1: Alter Art Banner Exhibit's Schedule; Increase Veteran's Display Duration in Fall

Adjust the City's Art Banner Exhibit to start in the first week of March and end in the last week of August, extending its duration from 19 to about 26 weeks. This change aligns the Exhibit with a seasonal schedule, although it exceeds a single season. Following the Exhibit, the Veterans' Program would be displayed from the last week of August to the last week of November, about 14 weeks.

Display	(Option 1) Banner Display Calendar											
	Winter			Spring			Summer			Fall		
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
Winter Display (Nov-27 to Mar-4)												
Spring Display (Mar-4 to May-20)												
Art Banner Exhibit (Mar-4 to Aug-26)												
Summer Display (May-20 to Aug-26)												
Veterans' Display (Aug-26 to Nov-25)												
Fall Display (Aug-26 to Nov-25)												

Motorist-Oriented Displays

Pedestrian-Oriented Displays

Option 2: Move Veterans' Program to the Summer Season to Align with Memorial Day; Limit Art Banner Exhibit Display to Spring

Move the Veterans' Program to summer to align installation with Memorial Day while limiting the Art Banner Exhibit to spring. Provided is an overview of the rationale and proposed changes to the Art Banner Exhibit to maintain its significance in the community.

Moving the Veterans' Program to the Summer Season to Align with Memorial Day

Memorial Day holds deep significance for West Chicago, with residents gathering en masse annually at Oakwood Cemetery for a morning ceremony to honor fallen military members. Moving the Veterans' Program to be installed during this time would ultimately enhance the reverence of the day while also providing an opportune time for the City to announce the start of the display.

This change could establish a new tradition of announcing new program entries during the ceremony. At the conclusion of the ceremony, residents would be encouraged to visit the display providing them with a special opportunity to further enrich their connection with local Veterans, both living and deceased. Furthermore, for those attending the ceremony either in honor of a Veteran or alongside one, the display would offer heightened significance and reflection.

Beyond Memorial Day, this schedule extends the display to Independence Day, offering a patriotic environment in the absence of a community celebration. Furthermore, it makes the display accessible to seniors and individuals with disabilities during the more pedestrian-friendly summer months.

Limiting the Art Banner Exhibit to Spring

Shifting the Veterans' Program to summer would shorten the Art Banner Exhibit from 19 to 12 weeks, running from early March to late May, after Blooming Fest, but before Memorial Day.

If considering this option, it's crucial to maintain the Exhibit's unique role in the community. As a solution, the City would install a unique display that showcases the People's Choice Award winner's banner along with a smaller display of each of the other banners year-round at Gallery 200 (103 W. Washington). This preserves the Exhibit's significance throughout the year, elevates the award winner's profile, and adds to the city's public art collection.

(Option 2) Banner Display Calendar											
Display	Winter			Spring			Summer			Fall	
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
Winter Display (Nov-27 to Mar-4)											
Spring Display (Mar-4 to May-20)											
Art Banner Exhibit (Mar-4 to May-20)											
Summer Display (May-20 to Aug-26)											
Veterans' Display (May-20 to Aug-26)											
Fall Display (Aug-26 to Nov-25)											

Motorist-Oriented Displays

Pedestrian-Oriented Displays

Option 3: Move Veterans' Program to the Summer Season to Align with Memorial Day; Reschedule the Art Banner Exhibit Display to Begin in Winter and End in Spring

If keeping the Art Banner Exhibit for one season isn't preferred but moving the Veterans' Program to summer is ideal, Option 3 suggests starting the Exhibit in winter and ending it in spring. This way, there's a unique display during Frosty Fest and the winter months, continuing into the spring season and concluding with Blooming Fest.

(Option 3) 2024 Banner Display Calendar											
Display	Winter			Spring			Summer			Fall	
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
Winter Display (Nov-27 to Mar-4)											
Spring Display (Mar-4 to May-20)											
Art Banner Exhibit (Mar-4 to May-20)											
Summer Display (May-20 to Aug-26)											
Veterans' Display (May-20 to Aug-26)											
Fall Display (Aug-26 to Nov-25)											

(Option 3) 2025 Banner Display Calendar											
Display	Winter			Spring			Summer			Fall	
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
Winter Display (Nov-25 to Mar-3)											
Art Banner Exhibit (Nov-25 to May-26)											
Spring Display (Mar-3 to May-26)											
Summer Display (May-26 to Aug-25)											
Veterans' Display (May-26 to Aug-25)											
Fall Display (Aug-25 to Dec-1)											

Motorist-Oriented Displays

Pedestrian-Oriented Displays

Future Actions

Staff is seeking general feedback on the proposed Seasonal Streetlight Banner Display Program and preference regarding the scheduling approach to be adopted for upcoming displays. Following guidance from the City Council, staff will execute and oversee the approved schedule for future displays beginning with the 2024 displays.