



MAYOR
George D. Alpigianis

**VILLAGE
MANAGER**
Joseph S. La Margo

VILLAGE CLERK
Marlene J. Victorine

TRUSTEES
John C. Jekot
Joe LoVerde
Danette O'Donovan Matyas
Craig Niedermaier
Dean Strzelecki

MEETING MINUTES
General Government / IT Committee
Remote Participation
April 12, 2022 – 9:00 a.m.

The General Government / IT Committee meeting was held virtually via Zoom on Tuesday, April 12, 2022. The meeting was called to order at 9:01 a.m. by Chairman Niedermaier.

Members Present:

Chairman Craig Niedermaier
Village Manager Joe La Margo
I.T. Director Rehman Ali

Niles Resident Jeff David was absent

Approval of Minutes

Chair Craig Niedermaier made a motion, seconded by Village Manager Joe La Margo, to approve the Meeting Minutes of the General Government / I.T. Committee Meeting held on March 8, 2022. On voice vote, the roll call was:

YEAS 3 Niedermaier, La Margo, Ali,
NAYS 0
ABSENT 0
ABSTAIN 0

There being 3 affirmative votes, the MINUTES WERE APPROVED.

New Business

- a. Resolution Authorizing an Amendment to the Agreement between the Village of Niles and Groot Industries, Inc. for the Residential Solid Waste Services through April 30, 2032**

Deputy Village Manager Kathy Thake advised that the current residential solid waste agreement is set to expire on April 30. Village staff has had a number of strategy sessions with Groot and have been able to come to an agreement with the Mayor and Finance Chair. The current Village rates will remain in place for one year starting in May, with an increase by 1.75% the first year and subsequent years at 2.5%, which is a slight increase from

previous contracts. The Village will eventually move to direct billing from Groot, which would involve an educational campaign for residents, and also a customer satisfaction survey. Many neighboring municipalities direct bill for waste services. Josh Molnar from Groot Industries was available at the meeting to answer any questions from the Committee. Pursuant to Article III of the Agreement, the Village exercised its right to negotiate an extension. After a number of strategy sessions and negotiations with Groot Industries, Inc. Village Staff recommends the approval of the agreement for Committee Approval to go before the Board of Trustees at the April 26, 2022 Board Meeting.

Village Manager Joe La Margo made a motion, seconded by IT Director Rehman Ali to approve the Resolution Authorizing an Amendment to the Agreement between the Village of Niles and Groot Industries, Inc. for the Residential Solid Waste Services through April 30, 2032 to go before the Board of Trustees at the next Board Meeting. On voice vote, the roll call was:

YEAS 3 Niedermaier, La Margo, Ali,
NAYS 0
ABSENT 0
ABSTAIN 0

There being 3 affirmative votes, the MOTION CARRIED.

b. Resolution Authorizing a Contractual Agreement with a5 Group, Inc. For Marketing and Public Relations Strategy and Implementation in the amount not to exceed \$74,000

Community Engagement Coordinator advised that the Village of Niles and A5 agreement will continue the work with a5 Marketing and Branding, Inc. on objectives outlined in the scope of work primarily focusing on the resident attraction campaign and specific marketing materials new this fiscal year. This scope of work will continue to build the “Niles Makes It Possible” campaign with strategized digital, print, media sources and outreach based on identified audiences to target young families to move to Niles. The campaign showcases Niles strong school system, budget friendly homes, mid-century modern architecture, outdoor recreation and amenities and promotes Niles as an attractive place to raise a family. 18 billboards have been placed in Chicago neighborhoods to attract families to Niles. The scope of work covers 12 months and includes marketing strategies and materials to solicit sponsorships for events and programs, production of an Annual Report and marketing materials for business retention.

Village Manager Joe La Margo made a motion, seconded by IT Director Rehman Ali to approve the Resolution Authorizing a Contractual Agreement with a5 Group, Inc. For Marketing and Public Relations Strategy and Implementation in the amount not to exceed \$74,000. to go before the Board of Trustees at the next Board Meeting. On voice vote, the roll call was:

YEAS 3 Niedermaier, La Margo, Ali,
NAYS 0
ABSENT 0
ABSTAIN 0

There being 3 affirmative votes, the MOTION CARRIED.

Public Comment

Economic Development Director, John Melaniphy, mentioned that there was a good article in the Daily Herald about neighboring Arlington Height's branding and marketing campaign.

Next Meeting

May 10, 2022

Adjournment

Motion to adjourn was made by Village Manager La Margo, seconded by IT Director Rehman; all concurred and the meeting adjourned at 09:49 a.m.

Margaret Keating
General Government / IT Committee Secretary