

MINUTES OF THE REGULAR MEETING OF THE MUNICIPAL SERVICES  
COMMITTEE OF THE VILLAGE OF WILLOWBROOK HELD ON MONDAY,  
SEPTEMBER 11, 2017 AT THE VILLAGE HALL, 835 MIDWAY DRIVE, IN  
THE VILLAGE OF WILLOWBROOK, DUPAGE COUNTY, ILLINOIS

---

1. **CALL TO ORDER**

Chairman Michael Mistele called the meeting to order at 5:35 PM.

2. **ROLL CALL**

Those present at roll call were Chairman Michael Mistele, Trustee Paul Oggerino, and Village Administrator Tim Halik. Absent: None.

3. **APPROVAL OF MINUTES**

- a) After review of the draft minutes from the August 14, 2017 regular meeting of the Municipal Services Committee, Chairman Michael Mistele made a motion to approve the minutes as presented. Trustee Paul Oggerino seconded the motion. Motion Carried

4. **DISCUSSION – Willowbrook Parks – Corporate Naming, Advertising, and Sponsorship Policy**

Administrator Halik reminded the Committee that at the August 14, 2017 regular meeting of the Parks & Recreation Commission, the issue of park naming rights, corporate advertising, and sponsorship was discussed. To recap, Halik advised that a local retailer has offered to donate a sum of money to the Village parks department in return for the ability to sponsor a park amenity, in this case, the new water splash pad currently under construction at Willow Pond Park, in their business name. The Municipal Services Committee considered this matter at their last meeting, but expressed some concerns about the scope of such a program and whether it was appropriate to allow park amenities to be sponsored by local businesses, primarily if such amenities would then be named after those businesses, such as the ACME splash pad. After some discussion, the Committee ultimately authorized staff to draft a policy for further consideration. Halik advised that staff drafted the attached policy using language particularly from two model policies already in place in Oak Park, IL, the Park District of Oak Park, and the Montgomery County Department of Parks, Maryland. Halik shared that those two jurisdictions have implemented similar policies that contained desirable language. As discussed at the last Committee meeting, the draft policy contains the following components:

- Public input derived from Park Commission meetings
- Naming rights open to local businesses
- Specific terms to be set
- The donation to parks should be substantial
- No resulting entitlement
- Includes park amenities or park events only (Not entire parks)

In part, the policy includes the ability for defined entities to name a park asset in return for providing substantial financial or material in-kind support for parks. Park naming must ultimately be approved by the Village Board after receiving a recommendation from the

Park Commission. In addition, written agreements may be made to allow corporate advertising, sponsorship and naming rights for park events, or sponsorship and advertising of park assets in return for providing substantial financial or material in-kind support for parks. These would be approved by the Village Administrator after consultation with the Mayor. Halik advised the Committee that the policy was sent to Attorney Bastian, but he has not yet reviewed it. Chairman Mistele inquired about Park Commission input. Halik responded that the intent would be that the discussions that occur with the park commissioners would be at a public meeting and included on that meeting's posted agenda. Therefore, anyone could attend and speak on that topic. Trustee Oggerino offered that if large park signage is a concern, a centrally located plaque could be installed in the park to recognize, perhaps, gold, silver, and platinum level donors. Each level could correspond to a donation amount. Chairman Mistele thought that was a good idea if we decide to pursue this concept, stating that he would be concerned that such a policy will open Pandora's box, so to speak. In conclusion, the Committee agreed that once the Village Attorney completes his review of the policy, it should be brought to the Village Board to obtain their feedback.

5. REPORT – Municipal Services Department

- a. Administrator Halik reviewed the monthly permit activity report for the month of August 2017. Halik advised that the Village received about \$65,000 in permit revenue for the month. Halik advised that for the first four months of the 2017/18 fiscal year, the department has brought in a total of 79% of the budgeted revenue.
- b. Administrator Halik shared the water system pumpage report for July 2017. The report indicates that the Village pumped 34,333,000 gallons of water in the month. The total amount of water pumped so far in the 2017/18 fiscal year is about 3.8% below the amount of water pumped in the same time period of the previous year. However, we are still on track to meet the 350,000,000 pumpage projection for the year.
- c. Administrator Halik shared the August 2017 scavenger report, and advised that the report was for informational purposes only.
- d. Administrator Halik shared the August 2017 Clarke Mosquito Abatement Program Report, and advised that the report was for informational purposes only.

6. VISITOR'S BUSINESS

(None)

7. COMMUNICATIONS

Administrator Halik advised that the fall brush collection program is tentatively scheduled to occur October 9<sup>th</sup> through the 13<sup>th</sup> and that the same contractor has submitted the lowest proposal, so far.

8. ADJOURNMENT

Motion to adjourn was made by Trustee Oggerino and seconded by Chairman Mistele. The meeting was adjourned at 6:10 PM.

(Minutes transcribed by: Tim Halik, 10/26/17)