

City of Geneseo, Henry County, Illinois
Special City Council
August 28, 2017
5:00 PM

Pledge of Allegiance

Roll Call

The City Council of the City of Geneseo met in a Special City Council meeting on Monday, August 28, 2017 at the Council Chambers, 115 South Oakwood Avenue. Mayor Kathy Carroll-Duda called the meeting to order at 5:00 pm. Aldermen Jason Robinson, Brenda Johnson, Bob Wachtel, Paula Simosky, Martin Rothschild, Sue Garlick and Kent Anderson were present. James Roodhouse was absent. Others in attendance included, Administrator Lisa Kotter, City Clerk Loree K Phlypo and Chamber Director Rhonda Ludwig

There was a quorum.

Public Comment

None

Consideration to approve the allocation of Motel/Hotel funds for a TV Commercial in the amount of \$2,800.

Administrator Kotter reported commercials would help to get a jump on pre-holiday shopping. There will be 63 commercials with 30 businesses involved. There would be a short intro by the City and then it would be one business per commercial and then a short closing by the City. There will be a total of 126 commercials at a cost of \$2,800 from the Chamber and the City and \$200 from each business. This would air on Channel 8 for 2 months and afterwards they can use the videos however they want, on any type of social media. Feedback from the last round of commercials was that some retailers had better results than others. If 30 businesses don't sign up then the fee will have to be adjusted. The City receives \$50,000 in room tax per year and it isn't all earmarked for yet. So far there are 10 businesses that have signed up.

James Roodhouse joined the meeting at 5:12 PM.

Motion by Rothschild, second by Johnson to approve an allocation of Motel/Hotel funds for a TV Commercial in the amount of \$2,800.

ROLL CALL

Ayes 8 Roodhouse, Garlick, Wachtel, Rothschild, Anderson, Johnson, Simosky, Robinson

Nays 0

Absent 0

Motion Carried

Public Comment

None

Motion by Wachtel, second by Robinson to adjourn the meeting at 5:15PM.

Voice Vote. 8Ayes. 0 Nays.

Motion Carried.

Respectfully submitted,

Loree K Phlypo
City Clerk