

VILLAGE OF HOMEWOOD  
BOARD OF TRUSTEES MEETING  
TUESDAY—MARCH 27, 2018  
VILLAGE HALL BOARD ROOM

CALL TO ORDER: Village President Hofeld called the regular meeting to order at 7:30 p.m. There were approximately four members of the public and three press representatives present.

PLEDGE OF ALLEGIANCE: Village President Hofeld led trustees in the Pledge of Allegiance.

ROLL CALL: Clerk Marilyn Thomas called the roll. Those present were Village President Richard Hofeld, Trustee Barbara Dawkins, Trustee Lisa Purcell, Trustee Karen Washington, Trustee Jay Heiferman and Trustee Larry Burnson. Trustee Anne Colton was absent.

INTRODUCTION OF STAFF: Village President Hofeld introduced staff members in attendance: Village Attorney Christopher Cummings, Village Manager Jim Marino, Director of Finance Dennis Bubenik, Director of Economic and Community Development Angela Mesaros and Assistant Village Manager Napoleon Haney.

MINUTES: The minutes of the regular meeting of March 13, 2018, were presented. There were no comments or corrections.

A motion was made by Trustee Burnson and seconded by Trustee Purcell to approve the minutes of March 13, 2018, as presented.

***Roll Call: AYES – Trustees Dawkins, Purcell, Washington, Heiferman and Burnson. NAYS – None. Motion carried.***

CLAIMS LIST: The Claims List of \$666,732.22 was reviewed. There were no questions from the Trustees.

A motion was made by Trustee Purcell and seconded by Trustee Burnson to approve the Claims List as presented.

***Roll Call: AYES – Trustees Dawkins, Purcell, Washington, Heiferman and Burnson. NAYS – None. Motion carried.***

President Hofeld reported two items made up nearly 70 percent of the Claims List: \$311,666.78 to the City of Harvey for Lake Michigan water, and \$165,440.00 to Standard Equipment for a new Sewer Jet vehicle for Public Works.

APPOINTMENT: President Hofeld asked the board to consider the reappointment of Tsia Jones to the Veteran's Committee.

A motion was made by Trustee Burnson and seconded by Trustee Purcell to approve the reappointment of Tsia Jones as a member of the Veteran's Committee serving through March 10, 2021.

***Roll Call: AYES – Trustees Dawkins, Purcell, Washington, Heiferman and Burnson. NAYS – None. Motion carried.***

HEAR FROM THE AUDIENCE: President Hofeld invited anyone in the audience wishing to address the board on any subject not on the agenda. No comments were offered.

PRESENTATION: Mary Jane Maharry, who has been serving as the village's acting marketing director, gave Trustees information on two campaigns starting in April.

The first is "Think Homewood." Various messages are presented through cartoon strips that encourage people to think about the amenities Homewood has to offer when they consider relocating. The panels, designed by H-F High graduate Marc Alan Fishman, use local people in conversation about the affordability of the housing stock, the schools, parks, Homewood Science Center, family-oriented activities and other attractions.

The panels are being placed on the CTA Blue Line, and as posters on transit lines in Bridgeport, Hyde Park and other close-in Chicago neighborhoods. Ads will also be heard on Public Radio's WBEZ-FM April 2 through May 31.

Maharry said the second promotional initiative is geared toward developers. The village is trying to draw attention to five specific spots in the downtown area that are primed for Transit Oriented Development projects. It gives information about properties and the commercial viability in Homewood using baseball cards. The package also uses a code that directs developers to a video that is narrated by Jason Benetti, a Homewood native who is the play-by-play announcer for the Chicago White Sox. The video shows off and explains a bit about each site.

This campaign focuses on 12 developers. The village paired with Homewood Bat Co. that made bats with the logos of the 12 developers. Another 19 developers received the baseball card packets.

The campaign will also be presented at the Homewood Business Community breakfast April 19.

Manager Marino thanked the team for their work on this very creative project that is sure to draw attention.

President Hofeld said with the “Think Homewood” project the village is trying to focus on people who can bring a vitality to the village, and he believes the baseball bats and cards are a great way to get the attention of business developers.

When President Hofeld asked if there were any questions, one resident asked why WBEZ was selected. Maharry said the team thought WBEZ had an audience demographic that would be good to reach. Manager Marino said this is the first attempt, but the campaign is expected to run throughout 2018.

Another resident asked if the “Think Homewood” campaign could go into the Asian immigrant communities in the city. She also suggested the business program reach out to foreign investors.

Trustees applauded the two campaigns calling them very creative, a terrific way to play up the village and its many pluses, and a great use of Homewood Bat Co. and tying the campaign to the start of the baseball season.

OMNIBUS AGENDA: Clerk Thomas presented items on the Omnibus Agenda for the board’s consideration. President Hofeld noted that Items B and C were being deleted from the agenda and would be considered at a later date.

- A. ANNUAL REPORT / ETHICS COMMISSION: Accept the 2017 Annual Report of the Ethics Commission.
- B. Deferred.
- C. Deferred.
- D. CONTRACT RENEWAL / PAVEMENT MARKING PROGRAM: Authorize the Village President to renew the contract for pavement marking program for 2018-19 with Precision Pavement Markings, Inc., in the unit prices of \$0.30/4” pavement markings, \$1.12/12” pavement markings, \$2.20/letters and symbols, and \$1.00/4” lineal foot removal for a total not to exceed \$140,000.00.

A motion was made by Trustee Purcell and seconded by Trustee Heiferman to accept the Omnibus Agenda as amended.

***Roll Call: AYES – Trustees Dawkins, Purcell, Washington, Heiferman and Burnson. NAYS – None. Motion carried.***

Manager’s Report: None.

General Board Discussion: None.

A motion was made by Trustee Purcell and seconded by Trustee Washington to

adjourn the regular meeting of the Board of Trustees.

***Roll Call: AYES - Trustees Dawkins, Purcell, Washington, Heiferman and Burnson. NAYS - None. Motion carried.***

The meeting was adjourned at 7:55 p.m.

Respectfully submitted,

Marilyn Thomas  
Village Clerk