

**MINUTES
JOINT MEETING OF
THE CULTURAL & SOCIAL AWARENESS COMMISSION
AND ENVIRONMENTAL COMMISSION**

May 26, 2016
City Council Chambers

The Special Joint Meeting of the City of Woodstock Cultural & Social Awareness Commission and Environmental Commission was called to order at 6:00 PM on Thursday, May 26, 2016 in the Council Chambers at City Hall.

I. CALL TO ORDER AND ROLL CALL:

COMMISSION MEMBERS PRESENT: E. Ellinghausen, L. Kacmar, J. Hudson, I. Sagrado, J. Rivera and Chair E. Poremba,

COMMISSION MEMBERS ABSENT: J. Krandel, S. Wenzel, W. Donato, and Chair L. Crain.

STAFF PRESENT: Assistant Public Works Director Tom Migatz and Chief Deputy Clerk Jane Howie

OTHERS PRESENT: None

II. APPROVAL OF MINUTES: The Commission was unable to approve the Minutes from the May 5, 2016 Joint Meeting of the Cultural & Social Awareness Commission and Environmental Commission due to a lack of attendees present from that meeting. The May 5, 2016 Minutes will be placed on the Agenda for the June 16, 2016 Special Joint Meeting of the Cultural & Social Awareness Commission and Environmental Commission.

III. PUBLIC COMMENT: None

T. Migatz informed this Joint Commission that they must have three (3) members from each Commission; 3 members from the Environmental Commission and 3 members from the Cultural & Social Awareness Commission, in order to have a Majority and hold this meeting and future meetings of this body.

IV. DISCUSSION ITEMS:

The Commission will have a tighter time table with regard to getting reusable bags purchased and printed, as the process will take approximately 12 – 14 weeks once the order is placed. It was agreed that the bags must be ordered by mid-June in order to have them available by early October. **The Commission must secure sponsors and have sponsor names and/or logos by mid-June.** *[Note: this date does not appear to be correct, a more accurate sponsorship/printing due date will be obtained from American Ad Bag and shared at the June 16th meeting.]* American Ad Bag will order the bags and print them.

The Commission was informed that American Ad Bag is aware of a company in India that sells reusable bags; however, Ad Bag has not done business with the company; therefore, they are not comfortable having this group place their first order with that company. And, they're not sure the

Indian company could meet the required timetable. Ad Bag suggested that the Commission stick with the vendor from China, unless bags can be purchased from the US or Mexico.

It was also noted that when Commission members are speaking with sponsors, they must request logos be in vector format, not jpeg format.

Also, checks from sponsors should be made payable to “Sustainable Woodstock”, and sent to City of Woodstock, 121 W. Calhoun Street, Woodstock, IL 60098, Attention Paul Christensen, Finance Director.

J. Rivera informed the Commission that he took Mayor Sager’s reusable bag to Mexico recently and he had three (3) companies take a look at the bag. He is hoping to get quotes within the next two (2) weeks from these companies, with the possibility of ordering the bags through one of them. J. Rivera will get this information back to Mayor Sager and the Commission once it’s available. He believes that the Commission could purchase the reusable bags for \$1.81 per bag made in Mexico. T. Migatz reminded the Commission that they’re on a tight timeframe.

T. Migatz shared the Gusset Imprint Areas copy from American Ad Bag with the Commission.

It was decided that the printing area for sponsorships would be on the end / side panels only. The Commission agreed that even an 18 point font is legible for sponsorships. The layout and exact sizes will have to be determined once sponsors are acquired and sponsorship levels are known.

The Commission had previously agreed on four sponsorship levels as well as including a \$5000 level. E. Ellinghausen asked, “Given the timeframe, who is going to do all the calling?” T. Migatz asked what Commissioners will be available to contact potential sponsors and explain the reusable bag initiative and the sponsorship levels. The Commission also needs ways of promoting the program such as advertising, perhaps placing information on the City’s website. Also, as previously indicated, it’s possible that the City’s Economic Development Department, G. Anderson and K. Coltrin, would be able to accompany Commission members to secure sponsorships and get the logos lined up. *[Correction, as discussed in previous meetings: a member of the City’s Economic Development Department will accompany Commission members to secure sponsorships, with trips, at minimum to the big 7 retailers indicated at the previous meetings. While either G. Anderson or K. Coltrin will accompany the Commission members, the Commission member(s) will be the party to actually conduct “the ask” for the sponsorship.]*

E. Poremba is interested in getting sponsors and asked if the City could print sponsorship levels on City letterhead along with talking points. She mentioned that possibly J. Krandel, Chair L. Crain and W. Donato would assist in obtaining sponsors, as well.

The point type/size will be determined based on how many sponsors are obtained. It is critical that we hear back from Mexico regarding the cost of purchasing reusable bags. J. Rivera will put pressure on them to get an answer. Two companies from Mexico will send an example of their bag. J. Rivera will get total cost per bag, along with a delivery date.

T. Migatz said he will get more information on vector art and he will find out who the artwork should be emailed to. Use Tom’s email for the time being. The Commission needs to determine

who is going to track sponsorships and share this information with the Commission. Both businesses and residents are able to sponsor.

E. Poremba suggested creating a sponsor form. That way all the necessary information would be obtained and available. E. Poremba wondered if the Woodstock Independent would allow us to put a flyer in their newspaper and perhaps the Chamber of Commerce would put the sponsor application on their website and/or share with their members.

- a) **Logo Design:** the Sustainable Woodstock logo was decided upon at the May 5, 2016 meeting.
- b) **Bag Design:** the bag design was discussed at the May 5, 2016 meeting.
 1. **Pricing for American made bags:** nothing further was discussed at this meeting. The lowest cost found for American made bags was between \$9.00 - \$10.00.
 2. **Review current bid for bag printing:** this will be discussed at the June 16, 2016 once sponsors are obtained.

V. ADJOURN

Motion by I. Sagrado, second by L. Kacmar, to adjourn this Special Meeting of the Cultural & Social Awareness Commission and Environmental Commission. Ayes: E. Ellinghausen, L. Kacmar, J. Hudson, I. Sagrado, J. Rivera and Chair E. Poremba. Nays: None. Absentees: J. Krandel, S. Wenzel, W. Donato, and Chair L. Crain. Abstentions: None. Motion carried. Meeting adjourned at 6:32 PM until the next Special Meeting on Thursday, June 16, 2016 at 6:00 PM.

Respectfully submitted,

Jane Howie
Chief Deputy Clerk