

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

September 1, 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 6:05 PM on Thursday, September 1, 2016 in the Council Chambers at City Hall.

**I. CALL TO ORDER AND ROLL CALL:**

**COMMISSION MEMBERS PRESENT:** E. Ellinghausen, L. Kacmar, J. Hudson, J. Rivera, J. Krandel, S. Wenzel, Chair L. Crain and Chair E. Poremba.

**COMMISSION MEMBERS ABSENT:** I. Sagrado and W. Donato.

**STAFF PRESENT:** Assistant Public Works Director Tom Migatz, Human Resources Director Debbie Schober and Chief Deputy City Clerk Jane Howie.

**OTHERS PRESENT:** None

**II. APPROVAL OF MINUTES:**

Motion by E. Poremba, second by Jose Rivera, to approve the Minutes from the August 4, 2016 Joint Meeting of the Cultural & Social Awareness Commission and Environmental Commission. Ayes: E. Ellinghausen, L. Kacmar, J. Hudson, J. Rivera, J. Krandel, S. Wenzel, Chair L. Crain and Chair E. Poremba. Nays: None. Absentees: I. Sagrado and W. Donato. Abstentions: None.

**III. PUBLIC COMMENT:** None

**IV. DISCUSSION ITEMS:**

a) Bag order

1. Approved at August 16<sup>th</sup> City Council Meeting – Waiver of Competitive Bids and Award of Bid – Reusable Bags.  
D. Schober informed the Commission that the Woodstock City Council approved the waiver of bids and purchase of reusable bags at their August 16 meeting. American AdBag contacted the bag supplier from India. The supplier informed D. Graf-Ponstein that the two colors of green that were requested for printing on the bags would easily get washed out. The company suggested a different approach to the green ink colors, which was decided upon. It is believed India is working very hard to be a great supplier. D. Schober said when further information is received, and when the bag sample is received, the Commission will be notified so they can see the bag in person, if they'd like to. The full order will not arrive until the end of November / early December.
2. D. Graf-Ponstein at American AdBag was informed, via email on August 17<sup>th</sup> to move forward with the supplier from India.

b) Website

D. Schober met with D. McElmeel, the City's IT Manager, to inform him what the Commissions would like to have on the website. D. Schober received information from D. Gulli, Executive Director at the Chamber of Commerce, regarding the logo. The Chamber will provide biographical information from the artist and whoever else deserves recognition for the logo.

c) Sponsorship Form

L. Crain started drafting a sponsorship form which will include levels of sponsorship.

d) Sponsorship Action Plan

The Commissioners discussed sponsorship levels and what each sponsorship would entail; such as name recognition on the web page, their name on a luggage tag on the bag, and the possibility of donating an item to put into each bag. Another suggestion was to allow the sponsor to have a banner on the website for a one-month period of time.

L. Crain clarified that all sponsors would be listed as supporters of the initiative. The Commission members would like the opportunity to review items that could be put into the bag prior to acceptance. This is intended only for the 9000 bags that are going out to households in the City of Woodstock. The additional bags will be for sale for \$3.00 each.

E. Poremba believes the Level 3 people should be able to put something into the bag. The Commission agreed with this. J. Krandel likes the idea of having a list of suggested items. E. Poremba likes the idea of having items that are sustainable or biodegradable. Perhaps give the sponsor an option of putting something in the bag or having a banner on the website.

The Commission discussed what type of items might be appropriate to put in the bags vs. what items may be too cumbersome and/or not appropriate for the initiative. They agreed that all sponsors would have their name on the website.

D. Schober asked if a water bottle would be appropriate. The Commission agreed that a water bottle or other similar item would be too big. The Commission is most interested in items that are sustainable, environmentally friendly, or recycled. L. Crain asked if the Commission can get all these items in time to add them to the bag before the bags are distributed to households. J. Hudson asked L. Crain if she knows of large companies in town that are interested in sponsoring. L. Crain said she has talked to several large companies and there's definite interest. She doesn't think a \$2000 sponsor will be satisfied with just having their company's name on the website. D. Schober said it may be a good idea to create a list of items to share with sponsors. The Commission agreed that if a sponsor wishes to donate an item to put into the bag, the sponsor should purchase the item. The Commission wants to have the sponsorships buy-in. J. Krandel said what if we purchase bag tags and put several sponsor's names on the tag as a combined sponsorship. D. Schober said it could be 1<sup>st</sup> come 1<sup>st</sup> serve.

L. Crain believes there should be no more than 8 sponsors adding items to the bag. L. Crain said the cost of luggage tags is a range from \$0.60 to \$1.50 each. Mirror hangers are

much less expensive. E. Poremba & J. Krandel didn't think there should be a limit on items in the bag. L. Kacmar suggested sponsors could offer a coupon or discount to be used at their store / business. Commissioners like this idea, too.

15,000 bags will be delivered on 12-16 pallets, which will be stored in the garage at City Hall. 9000 bags will need to be delivered to Woodstock households in late November or early December. The Commission members need to line up volunteers to assist in this project.

J. Krandel proposed sponsorship under \$1,999 will get their name on the website; \$2000 to \$3999, sponsor will get their name on the website and have the opportunity to include a coupon in the bags; sponsorships of \$4000 + will get their name on the website and can include an item in the bag, if they wish, and have their name as a banner on the website. Disclaimer; coupons / items must be approved by the Commission.

The Commission agreed on the following for Sponsorships levels, names and amounts:

- Defend = up through \$1,999;
- Protect = \$2000 through \$3999;
- Sustain = \$4000 +.

If Commission members would like to suggest other items for sponsors to donate for the bag, please email D. Schober directly.

- e) Program Brochure – this item was not discussed but will be added to the next meeting's Agenda.

## **V. ADJOURN**

Motion by J. Hudson, second by E. Ellinghausen, to adjourn this Special Meeting of the Cultural & Social Awareness Commission and Environmental Commission. Ayes: E. Ellinghausen, L. Kacmar, J. Hudson, J. Rivera, J. Krandel, S. Wenzel, Chair L. Crain and Chair E. Poremba. Nays: None. Absentees: I. Sagrado and W. Donato. Abstentions: None. Motion carried.

Meeting adjourned at 7:02 PM to the next special meeting of the Cultural & Social Awareness Commission and Environmental Commission on Thursday, October 6, 2016. The Commission requested an additional Special Meeting on Thursday, October 27, 2016 to approve sponsorships; the meeting time had not been set yet.

Respectfully submitted,

Jane Howie  
Chief Deputy City Clerk