KENDALL COUNTY FOREST PRESERVE DISTRICT

AGENDA

TUESDAY
APRIL 15, 2014
9:00 A.M.
KENDALL COUNTY BOARD ROOM

I. Call to Order

II. Pledge of Allegiance

III. Invocation

IV. Roll Call

V. Citizens to be Heard

VI. Approval of Minutes
   A. Forest Preserve District minutes of March 4 & 19
   B. Forest Preserve Committee minutes of March 12
   C. Finance Committee minutes of March 13 & 27
   D. Planning Ad-hoc Committee minutes of March 25

VII. Approval of Claims in an amount not to exceed $24,475.34

VIII. Approval of purchase of 2014 Cronkhite 2616 trailer from Atlas Bobcat for $4925

IX. Approval of temporary construction easements of 0.038 acres and 0.019 acres at Subat Forest Preserve to the Kendall County Highway Department for Eldamain Road project

X. Approval of annual generator maintenance plan of $425 by Lee Legler Construction & Electric Inc for Ellis House & Equestrian Center

XI. Approval of participating in marketing plan project by Benedictine University

XII. Executive Session

XIII. Other Items of Business

XIV. Adjournment
I. Call to Order
The meeting was called to order by Vice-President Lynn Cullick at 6:00 pm in the Kendall County Board Room.

II. Pledge of Allegiance

III. Invocation

IV. Roll Call
Commissioners present by roll call and constituting a quorum were Lynn Cullick, Elizabeth Flowers, Judy Gilmour, Scott Gryder, Dan Koukol, Matthew Prochaska, John Purcell, and John Shaw.

V. Citizens to be Heard
No citizens requested to be heard

VI. Approval of Claims in an amount not to exceed $17,430.16
Commissioner Prochaska moved to approve the claims in the amount of $17,430.16 for payment. Commissioner Gilmour seconded the motion. The motion was unanimously approved on a roll call vote.

VII. Approval of repairs to the water system at Hoover Forest Preserve by Fluid Technology in the amount not to exceed $7447
Commissioner Purcell moved to approve repairs to the water system at Hoover Forest Preserve by Fluid Technology in the amount not to exceed $7447. Commissioner Prochaska seconded the motion. The motion was unanimously approved on a roll call vote.

VIII. Executive Session
No executive session was held.

IX. Other Items of Business
No other items of business were discussed.

X. Adjournment
Commissioner Shaw moved to adjourn the meeting at 6:03 pm. Commissioner Gryder seconded the motion. The motion was unanimously approved on a voice vote.

Submitted by,

Jason Pettit
Director
I. Call to Order
The meeting was called to order by President Jeff Wehrli at 9:00 am in the Kendall County Board Room.

II. Pledge of Allegiance

III. Invocation

IV. Roll Call
Commissioners present by roll call and constituting a quorum were Amy Cesich, Lynn Cullick, Elizabeth Flowers, Judy Gilmour, Dan Koukol, Matthew Prochaska, John Purcell, John Shaw and Jeff Wehrli.

V. Citizens to be Heard
No citizens requested to be heard

VI. Approval of Minutes
Commissioner Cullick moved to approve the minutes of:
A. Forest Preserve District minutes of February 4 and 18
B. Forest Preserve Committee minutes of February 11
C. Forest Preserve Finance minutes of February 13 and 27
D. Ellis Ad-hoc minutes of February 5
E. Planning Ad-hoc minutes of February 25
Commissioner Flowers seconded the motion. The motion was unanimously approved on a voice vote.

Commissioner Scott Gryder arrived at 9:04 am.

VII. Committee Updates
A. Finance Committee – Commissioner Cullick gave an update on the work Latreese Caldwell is assisting the District with. The committee is pleased with the direction of the work.
B. Ellis Ad-hoc Committee – Commissioner Flowers noted that there was no meeting in March and the next meeting will be on April 2.
C. Planning Ad-hoc Committee – President Wehrli noted that this committee met and sections of the plan will begin to be brought to the FP Committee beginning in April.

VIII. Approval of Claims in an amount not to exceed $15,808.24
Commissioner Prochaska moved to approve the claims in the amount of $15,808.24 for payment. Commissioner Cullick seconded the motion. The motion was unanimously approved on a roll call vote.

IX. Approval of the purchase of a Ford F-150 from Wright Automotive for $24,717
Commissioner Flowers moved to approve the purchase of a Ford F-150 from Wright Automotive for $24,717. Commissioner Cullick seconded the motion. Commissioners discussed the purchase and what staff will use the truck and for what purposes. The motion was unanimously approved on a roll call vote.
X. Approval of the purchase of a truck cap from Fox Valley Ford for $1464
Commissioner Purcell moved to approve the purchase of a truck cap from Fox Valley Ford for $1464. Commissioner Cullick seconded the motion. The motion was unanimously approved on a roll call vote.

XI. Executive Session
No executive session was held.

XII. Other Items of Business
President Wehrli noted that the FP Committee has been discussing a re-structuring of the various committees of the District. Those discussions will continue in April.

XIII. Adjournment
Commissioner Cullick moved to adjourn the meeting at 9:14 am. Commissioner Purcell seconded the motion. The motion was unanimously approved on a voice vote.

Submitted by,

Jason Pettit
Director
I. Call to Order
President Jeff Wehrli called the meeting to order at 5:30 p.m. in the Kendall County Board Room.

II. Roll Call
Present by roll call and constituting a quorum was: Amy Cesich, Judy Gilmour, Scott Gryder, Dan Koukol, Matt Prochaska, John Purcell, and Jeff Wehrli.

III. Citizens to be Heard
No citizens asked to speak.

IV. Operations Reports
A. Ellis House & Equestrian Center – The door, floor, storage container, and concrete projects are all moving along and being scheduled. The event tent will be installed May 13. Tina Villarreal met with Latreese Caldwell regarding finance procedures.
B. Education Programs – Natural Beginnings continues to go nicely. Many school programs in February and through the spring. Summer camp signup is going well so far.
C. Grounds & Natural Resources – Snow removal, natural areas restoration, and shop clean-up were highlights this month.
D. Natural Area Volunteer Program – Volunteers took their herbicide certification training. The monthly workday was at Maramech FP, where volunteers cut invasive honeysuckle from the oak woodlands.
E. Reservation Report – The committee reviewed the monthly report showing facility usage at the preserves and Historic Courthouse.
F. Director Report – The Master Plan, land acquisition grants, barn manager interviews, newsletter, and human resources audits were worked on. The committee discussed the pool building at Hoover FP.

Commissioner John Shaw arrived at 5:50 pm.

V. Review of Quotes for Pick-up Truck
The committee reviewed a quote for a pick-up truck. The Ford F-150 from the Illinois State Bid list is $26,181. Commissioner Purcell moved to approve the purchase and forward to the FP Commission meeting. Commissioner Prochaska seconded the motion. The motion was unanimously approved on a voice vote.
VI. **Forest Preserve Committees Discussion**
The committee discussed the set-up and responsibilities of the various FP committees. Several changes were made to a draft description of committees. The item will be discussed more next month.

VII. **Master Plan Discussion**
The committee reviewed a table of contents of the draft Master Plan currently being worked on by the Planning Ad-hoc Committee. Next month sections of the plan will begin to be brought to the committee for review and discussion.

VIII. **Executive Session**
Commissioner Prochaska moved to enter into executive session at 6:59 pm for the purpose of the purchase or lease of real property for the use of the public body including meetings held for purposes of discussing whether a particular parcel should be acquired. Commissioner Gryder seconded the motion. The motion was unanimously approved on a roll call vote.

Commissioner Purcell moved to come out of executive session at 7:20 pm. Commissioner Prochaska seconded the motion. The motion was unanimously approved on a voice vote.

IX. **Other items of business**
There were no other items of business.

X. **Adjournment**
Commissioner Prochaska made a motion to adjourn the meeting at 7:21 pm. Commissioner Gilmour seconded the motion. The motion was unanimously approved on a voice vote.

Respectfully Submitted,

Jason Pettit
Director
I. Call to Order
Chair Lynn Cullick called the meeting to order at 1:30 p.m.

II. Roll Call
Present and constituting a quorum were Amy Cesich, Lynn Cullick, Elizabeth Flowers, Judy Gilmour, and John Purcell

III. Citizens to be Heard
No citizens asked to be heard

IV. Claims – An amount not to exceed $15,808.24
The committee reviewed the claims listing and asked several questions. Commissioner Gilmour moved to approve and forward to the full Commission the claims listed in the amount of $15,808.24. Commissioner Flowers seconded the motion. The motion was unanimously approved on a voice vote.

V. Trailer Quote Discussion
The committee reviewed quotes for a trailer to be used primarily at Baker Woods FP to transport mowing equipment. Three quotes were received with the low quote from Atlas Bobcat for $4925. Commissioner Flowers moved to approve and forward to the FP Committee. Commissioner Purcell seconded the motion. The motion was unanimously approved on a voice vote.

VI. Finance Review
Latreese Caldwell gave an overview of work she has been doing regarding the FP budget and finances. The committee discussed the breakdown of revenues and expenditures for programming and facilities. The committee discussed the focuses of the marketing plan being provided through Illinois Benedictine University. The committee discussed frequencies of deposits, safes, and cash registers.

VII. Executive Session
No executive session was held.

VIII. Other Items of Business
No other items of business were discussed.

IX. Adjournment
Commissioner Flowers moved to adjourn the meeting at 2:37 p.m.
Commissioner Cesich seconded the motion. The motion was unanimously approved on a voice vote.

Respectfully Submitted,

Jason Pettit
Director
I. Call to Order
Vice-chair Amy Cesich called the meeting to order at 9:05 a.m.

II. Roll Call
Present and constituting a quorum were Amy Cesich, Elizabeth Flowers, Judy Gilmour, and John Purcell.

III. Citizens to be Heard
No citizens asked to be heard

IV. Claims – An amount not to exceed $17,855.94
The committee reviewed the claims listing and asked several questions. Commissioner Cesich moved to approve and forward to the full Commission the claims listed in the amount of $17,855.94. Commissioner Gilmour seconded the motion. The motion was unanimously approved on a voice vote.

V. Finance Review
Latreese Caldwell gave an overview of work she has been doing regarding the FP budget and finances. The committee discussed the prioritizing some of the items that have been brought forward. The consensus of the committee was that more frequent deposits is a priority. The committee discussed credit card fees and the consensus was to prioritize having Ellis recapture these fees. The committee reviewed a spreadsheet showing environmental education program costs and revenue. The committee discussed a new summer program offering for pre-school and school age children and this item will be placed on the Commission agenda next week.

The committee discussed the marketing plan to be completed by Illinois Benedictine University graduate students. A proposal will be brought to the April FP Committee meeting for discussion. Approval by the Commission is anticipated in April.

VI. Executive Session
No executive session was held.
VII. **Other Items of Business**
No other items of business were discussed.

VIII. **Adjournment**
Commissioner Flowers moved to adjourn the meeting at 10:10 a.m. Commissioner Purcell seconded the motion. The motion was unanimously approved on a voice vote.

Respectfully Submitted,

Jason Pettit
Director
I. Call to Order
Jeff Wehrli called the meeting to order at 3:40 pm. Present and constituting a quorum were Amy Cesich, Jeff Wehrli, John Church, Jill Ferko, and Jason Pettit.

II. Citizens to be Heard
No citizens requested to be heard.

III. Planning Discussion
- The committee discussed the marketing study proposed by Illinois Benedictine University. It was determined that the study should be ran through the Finance Committee.
- The committee reviewed the maps for the plan produced by the GIS Department. A few revisions were made.
- The committee reviewed the sections of the plan. A number of changes had been made from comments at the February Planning meeting and from additional comments submitted since the meeting.
- Section 1 – Introduction – This section is fairly complete. The committee discussed adding a goal addressing special facilities.
- Section 2 – Kendall County Natural Resources – This section is nearing completion.
- Section 3 – Preserves and Facilities – Most of this section is complete.
- Section 4 – Capital Projects – Several additions were made to this section regarding defining capital projects. Work still needs to be done on planning and cost information.
- Section 5 – Land Acquisition – This section is nearly complete and no changes were made.
- Section 6 – Management & Administration – Part of this section will likely have to be reworked due to restructuring of the FP committees, but most of the rest of the section is complete.
- Section 7 – Finances & Budget – This section is nearly complete. Information on specific grant programs may be added.
- Section 8 – Operations & Programming – The committee discussed minor changes to this section, which is nearly complete.
- Master Plan Project List – The committee reviewed a draft of a list of projects that would begin to address goals and objectives of the plan.
- The first three sections of the plan will be reviewed by the FP Committee at its April meeting.

IV. Other Items of Business
No other items of business were discussed.
V. **Adjournment**
The meeting was adjourned at 4:40 pm.

Submitted by,

Jason Pettit
Director
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Requests for Quotes

Trailer
2014 Cronkhite 2616 Tandem Axle Trailer
80" x 16' deck, plates & title

1 Atlas Bobcat
2 Birkey's Farm Store
3 Bobcat of Rockford

$4,925
$5,250
$6,100
Lee Legler Construction & Electric Inc

GENERAC GENERATOR PREVENTIVE MAINTENANCE AGREEMENT
Liquid Cooled up to 60 KW

Date

Customer Name                  KENDALL COUNTY FOREST PRESERVE
Customer Address

Customer Phone #                Cell #
E-Mail Address

Generator Model #               QT04524ANSN Serial # 5411251

Price:

☐ Basic Annual Service - 1 visits per year ....................................................... $375.00

☒ Standard Annual Service - 2 visits per year (every 6 months) ....................... $425.00

☐ Premium Annual Service - 4 visits per year (every 3 months) ....................... $550.00

☒ 24 Hour Generator Monitoring System 3G/4G Web Based .................................. By Quote

I accept and agree to the maintenance agreement term selected above as detailed on page 2 of this agreement.

Customer Acceptance Signature

Date

TERMS:
Lee Legler Construction & Electric Inc agrees to provide the maintenance services described on page 2 for the period commencing upon payment of the charges set forth above and continuing for the one year term selected by Customer. This Agreement will renew automatically for additional terms of one year each unless terminated by written notice at least 30 days prior to the end of the then current term. This Agreement covers only the routine maintenance services specified on page 2. All additional parts and labor not covered by Manufacturer’s Warranty will be supplied at additional cost. All work will comply with manufacturer’s guidelines and be performed in a professional manner and Lee Legler Construction & Electric Inc. agrees to correct any non-conforming services provided here under promptly.

Lee Legler Construction & Electric Inc disclaims all other warranties, express or implied. Customer agrees that in no event shall Lee Legler Construction & Electric Inc be liable for indirect, consequential, special, exemplary or incidental damages of any kind arising out of this agreement.

Term commencement date ____________________ Renewal date ____________________

Lee Legler Construction & Electric Inc 181 Wolf ST Unit A, Yorkville, IL 60560 630-546-8476
Scheduled Maintenance

Scheduled Maintenance of your Automatic Standby Generator system helps ensure the highest level of performance, safety and reliability of your system as well as ensure full warranty coverage. Having a certified service dealer perform this maintenance will provide you with the proper documentation should the need ever arise.

Scheduled maintenance intervals vary by unit size and how often your standby generator operates between maintenance checks and services. Only Generac parts are used for maintenance and repairs so that the quality and warranty of your system are never compromised.

The best insurance you can get for your system is timely and quality maintenance, it will pay off in years of trouble free service from your system.

If you have questions about plans or are unsure which plan is right for you, please call us @ 630-546-8476

Included in your scheduled maintenance:

Engine:
- Change oil (synthetic oil)
- Replace oil filter
- Replace air filter
- Replace spark plug(s)
- Check and adjust engine valves
- Check exhaust system
- Check battery condition and charge
- Clean battery terminals
- Check or replace coolant

Generator and enclosure:
- Clean & wax generator enclosure
- Inspect all fuel lines and connections
- Check for proper cooling air flow
- Check pad/foundation - level
- Check for leaks
- Start and run unit
- Check generator output voltage and frequency
- Check battery charger output

Transfer Switch:
- Check electrical connections
- Check transfer switch fuses
- Perform simulated outage to test transfer switch operation

Included maintenance parts:
- Oil filter
- Air filter
- Oil (synthetic)
- Spark plug(s)
- Valve cover gasket(s)
- Fuses
- Coolant
Selected Businesses: Marketing Plan & Presentation
Winter 2014

Marketing Plan & Presentation

Every business and organization should have a marketing plan. A marketing plan is a road map that helps guide the marketing activities of a company through a certain period of time. It is through the process and efforts of careful planning and implementation that makes one successful. The development of a marketing plan is an excellent way to incorporate all the key learning’s of this course, Marketing Management, into one area including introductions of products/services, target marketing and positioning, strategic initiatives, strategies and tactics, SWOT analysis, competition, marketing mix, promotional mix, sales, pricing and budgets. The expectations and components of this project are outlined below.

- This marketing plan will be completed as a team. Teams will be determined the first day of class. Depending on class size there may be about 3-4 members per team.
- You will have the opportunity to create a marketing plan for a “real” business. The instructor has identified some businesses that would like to work with you. Your assigned business will be identified the first day of class.
- Although ALL sections of this marketing plan must be included in the final written plan, you may find (based on your client visit) that some sections will require additional effort, research or information. As these situations arise, we can discuss them in and/or out of class.

I. Identify a Product/Service

The instructor will discuss the company you will be working with the first day of class. A thorough description of the company, location, instructor expectations and other details will all be addressed during this session.

During class one; the instructor will explain how the teams will be organized. Each client will have TWO teams assigned to them (depending on class size), but each team will work independently from one another after the initial visit. The goal is for each team to “compete” against one another to develop and create the best marketing plan. Ideas must be unique, different and provide value to the client. We do not want to recast the same ideas/promotions the client has implemented in the past. You are required to think out of the box, do any necessary outside research and provide exceptional, quality work that is expected of Benedictine University students. Listening to the client’s needs, target markets and goals are essential for this marketing plan to be a success. In class nine, each team will have the opportunity to orally present their marketing plan to the client
II. Development of Marketing Plan

Throughout the course, we will discuss each component of the marketing plan. As noted on your syllabi, sections of the plan will be due on various dates during the course. This is to help you move forward on the project and receive the necessary guidance and instruction needed to produce a successful marketing plan. It is important to note that there may be differences in the style, format and contents of marketing plans when comparing one organization to another. However, for purposes of this course the format and contents are detailed below.

A. Executive Summary

Information that should be considered for the Executive Summary is a brief description of your product/service, target market, key goals; key promotional strategies, budget, and evaluation of plan. Be general in your executive summary, specific details will follow later in the plan.

B. Product/Service Introduction & Description & Target Market

Identify the target audience for this marketing plan. Be specific when describing the customer characteristics of your target market. Demographic, geographic, psychographic and behavioral profiles need to be provided.

C. Strategic Initiatives (Goals)

Once a product/service has been identified, goals need to be established that an individual or an organization would like to achieve. It is in this section a minimum of three to four goals maybe more depending on client need will be identified for your product/service.

D. Situation Analysis & Competition

The situation analysis offers a snapshot of your current “situation” and answers the question, “Where are we now?” The best approach to this section is to conduct and present a SWOT Analysis. This analysis helps identify the internal strengths and weaknesses of your product/service and/or company and includes the external opportunities and threats faced by your organization.

Please provide a list of your direct competition including a brief description (one paragraph) about each one and why it is viewed as a competitor. It is in this section that we want to identify and create awareness of your competition.

E. Strategies/Tactics

Ultimately, the marketing plan brings together the organizational goals, strategies and tactics. It implements and accomplishes all the necessary steps to bring the process together in a timely and successful manner.

F. Marketing Program (Marketing Mix)

It is in this section the marketing mix is approached in the areas of product/service, place, price and promotion.
Product/Service: This is a recap or summary of what was included in Section B OR you may use this area to provide more detail about your product or service.

Place: This is where your target market can go to purchase your product/service (specific location (address), online (website address), telephone (phone number), direct mail (address), Facebook (location) etc…)

Price: This is how much the product/service costs. There may be a unit price, flat fee, hourly rate, insurance consideration, package pricing, etc…this will vary based on product/service.

Promotion: This is how you are going to communicate your product/service message to your target market. Please be very careful when developing this section. You do not want to recast/duplicate/copy ideas that your client has already done.

Public Relations
A press release would be developed and sent to (list specific newspapers). The press release would highlight X and be released (date). Some ideas that should be included in this press release include…...

• Fully develop THREE of your promotional ideas. For example, if you are going to place an ad in a newspaper, design the ad copy, or if you are going to do a mail campaign, develop the direct mail piece. If you decide to do a commercial or radio spot, please include the written copy (script) in your marketing plan. The radio spot or commercial you create would be played or viewed in class as part of your oral presentation

G. Financial, Budgets, Forecasts
In this section, offer a financial review of your product and/or service as it relates to the marketing activities. The following elements would be part of this analysis:

1) Breakeven Analysis
2) Expense Forecast for Promotional Activities
3) Sales Forecast

H. Product/Service Evaluation
Product/service evaluations can be measurable targets to aid in the success or continued success of a product/service. Examples include conducting a customer satisfaction survey (sample must be included in plan) or to implement two monthly sales meetings to obtain customer feedback. One of the best ways to identify your evaluations is to review your goals. From your goals you would then determine how you would measure the success of that goal. Be thorough in your evaluation process and be sure to address each goal at least once in your analysis.
Guidelines for Written & Oral Report

Written Report

1. Cover Sheet/Title Page
2. Table of Contents (headings and page numbers)
3. Executive Summary (own page)
4. Product/Service Introduction & Description & Target Market
5. Strategic Initiatives (Goals)
6. Situation Analysis & Competition
7. Strategies/Tactics
8. Marketing Program (Marketing Mix)
9. Promotional Samples
10. Financial, Budget, Forecast
11. Product/Service Evaluation
12. Bibliography/Works Cited (if appropriate)
13. Copies of PowerPoint slides

Presentation

Each team will provide an oral presentation to the client and class on their product or service. A PowerPoint presentation to accompany your written marketing plan is a requirement of this assignment. The highlights from the marketing plan will be shared and displayed during this time. A maximum of 15 – 20 minutes will be allowed for your oral presentation.
STATE OF ILLINOIS  
COUNTY OF KANE  

THIS IS TO CERTIFY THAT J. JOHN J. SWEET, AN ILLINOIS PROFESSIONAL LAND SURVEYOR, HAVE SURVEYED THE PLAT OF HIGHWAYS SHOWN HEREIN IN SECTIONS 25 & 36, TOWNSHIP 37 NORTH, RANGE 6 EAST AND SECTIONS 30 & 31, TOWNSHIP 37 NORTH, RANGE 7 EAST OF THE THIRD PRINCIPAL MERIDIAN, KENDALL COUNTY, ILLINOIS, THAT THE SURVEY IS TRUE AND COMPLETE AS SHOWN TO THE BEST OF MY KNOWLEDGE AND BELIEF, THAT THE PLAT CORRECTLY REPRESENTS SAID SURVEY, THAT ALL MONUMENTS FOUND AND ESTABLISHED ARE OF PERMANENT QUALITY AND OCCUPY THE POSITIONS SHOWN THEREON AND THAT THE MONUMENTS ARE SUFFICIENT TO ENABLE THE SURVEY TO BE RETRACED, MADE FOR THE KENDALL COUNTY HIGHWAY DEPARTMENT, STATE OF ILLINOIS.

DATED AT ELGIN, ILLINOIS THIS DAY OF _______ AD.

ILILNOIS PROFESSIONAL LAND SURVEYOR NO. 3158
LICENSE EXPIRATION DATE: 11/30/2014