



Village of Westchester

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100th Anniversary Committee Minutes

October 29, 2024 - 6:30 p.m.
Village Hall Board Room

Village President
GREG HRIBAL

Village Clerk
SOPHIA COLLINS

Trustees
GIA MARIE BENLINE
PETER MARZANO
ROBERT MORALES
EVIE SLAVIC
NICK STEKER
VICTORIA VANN

Village Manager
BARRY KRUMSTOK

Assistant Village Manager
JOHN SCHWARZ

Village Attorney
MATTHEW WELCH

Committee Members
BETHANNY ALEXANDER
BILL ERNST
JEANNIE HELGESEN
JULIE JORDAN
MAGDALENE LADAS
ROSANN NICHOLSON
ANDREW ROBACK

1. Call to Order
 - 6:35 p.m. in the Village Hall Board Room
2. Pledge of Allegiance
3. Roll Call
 - **Present:** Commissioner Alexander, Commissioner Ernst, Commissioner Helgesen, Commissioner Jordan, Commissioner Ladas, Chairperson Roback
 - **Absent:** Commissioner Nicholson
4. Public Comments – *Respect for the duties of the Committee and for the democratic process will be adhered to – in this regard, civility and a sense of decorum will be strictly followed. All speakers must address their comments to the Committee. Comments that are personally condescending will not be permitted. Please state your name before commenting. To give as many visitors as possible an opportunity to speak and in the interest of adjourning the meeting at the designated time, all comments under Public Comments are limited to three (3) minutes and each speaker will only be permitted to speak once, unless further time is granted by the Committee.*
 - No members of the public being present wishing to speak, the public comment period was closed and the meeting continued.
5. New Business
 - a. Welcome new members of the Committee, Bill Ernst and Rosann Nicholson
 - b. **Motion to approve the minutes from the October 15, 2024** Committee meeting
 - **Motion:** Commissioner Jordan
 - **Second:** Commissioner Helgesen
 - **Ayes:** Commissioner Alexander, Commissioner Ernst, Commissioner Helgesen, Commissioner Jordan, Commissioner Ladas, Chairperson Roback
 - **Nays:** None
 - **Motion passes (6–0) by voice vote**

6. Old Business

- a. Review newly proposed ideas in Exhibit A.
 - See **Exhibit A** for details
- b. Confirm format for final list of recommendations.
 - After discussion, Village staff indicated that the final list of recommendations would need to be submitted prior to 7:30 a.m. on 11/11/24.
 - Chairperson Roback will compile a list of recommendations from meeting minutes and distribute to the whole Committee, then request any revisions or amendments. The final list will be officially approved at the next meeting.
- c. Discuss and vote on final recommendation regarding retaining the services of Modus Marketing Group.
 - Before discussion, Chairperson Roback clarified that there would likely be three different options for the Committee recommendation: retaining Modus for all marketing, planning, and promotion; retaining Modus to perform à la carte services as needed; and rejecting Modus as the marketing, planning, and promotion provider.
 - Commissioner Helgesen stated that she saw the value in retaining Modus, even if only for à la carte services.
 - Commissioner Alexander agreed, stating that Modus had a lot to offer. She also pointed out that there wasn't a need to decide on exact services now, and that Modus could act as a quarterback in planning and promotion.
 - Commissioner Ernst inquired about the costs, then stated that he liked the à la carte option.
 - Commissioner Jordan asked what course of action the Village would take if the Committee voted to recommend Modus. Village Manager Kumstock indicated that the Village would negotiate a contract, then staff and the village board would approve and make further decisions.
 - Commissioner Ladas stated that she is still not in favor of retaining Modus.
 - Commissioner Jordan asked if the Committee would have any approval power on the contract. Village Manager Kumstock stated that Staff would bring the contract before the Committee for review.
 - Commissioner Ladas asked what exactly the Village was paying for, and asserted that the Committee has resources to perform a similar function as Modus.
 - Commissioner Helgesen asked for clarification on the role of the Special Events Committee. Village Manager Kumstock stated that the purpose of that committee was to put all the various parties involved in Village operations in the same room to coordinate plans.
 - After a period of discussion, the agreed upon phrasing for the recommendation was finalized as *Shall the Committee approve the retention of Modus Marketing in a capacity yet to be determined?*

Chairperson Roback called for the **vote to approve the recommendation as phrased.**

- **Ayes:** Commissioner Alexander, Commissioner Ernst, Commissioner Helgesen, Commissioner Jordan, Chairperson Roback
- **Nays:** Commissioner Ladas
- **Recommendation approved (5–1) by roll call vote** to retain Modus Marketing in a capacity yet to be determined.

Meeting note: Commissioner Ernst had to depart at 7:26 p.m. The meeting continued.

7. Future Meetings

- a. Planned dates: Finalize November 14th, 2024 as the next meeting date at the Save the Prairie Society (11225 Constitution Drive)
 - The November 14th meeting was confirmed pending confirmation from Patricia Reaves.
- b. Discuss and set future meeting dates for remainder of 2024
 - After discussion of committee member availability, the following dates were approved by acclamation:
 - Monday, 12/2 at 6:30 p.m. in the Village Hall Board Room
 - Monday, 12/16 at 6:30 p.m. in the Village Hall Board Room. Note: This will be the final meeting of the Committee in 2024.

8. Adjournment

The Village of Westchester will make all reasonable modifications to policies and programs to ensure that people with disabilities have an equal opportunity to enjoy all of its programs, services, and activities. Anyone who requires an auxiliary aid or service for effective communication, or a modification of policies or procedures to participate in a program, service, or activity of the Village of Westchester, should contact the office of the Fire Chief, 10300 W. Roosevelt Road, Westchester, IL, (708) 345-0433, as soon as possible but no later than 48 hours before the scheduled event.

- **Motion:** Commissioner Alexander
- **Second:** Commissioner Ladas
 - **Ayes:** Commissioner Alexander, Commissioner Helgesen, Commissioner Jordan, Commissioner Ladas, Chairperson Roback
 - **Nays:** None
- **Motion passes by voice vote (5–0).** Meeting adjourned at 7:38 p.m.

Exhibit A
Centennial Idea Submissions
First (and only) round of voting with proposed additions

Note on numbering: Items 1–23 were previously voted on and are not reproduced here. See the meeting minutes from 10/15/24 for an accounting of all previous items. This agenda begins with the first item up for vote, Item 24.

Per established procedure, the Commissioner proposing the item will give a short introduction with clarification (if necessary), and then we will move on to vote on whether to recommend the item in our official list of recommendations.

24. A wine and cheese fundraising event to be held at the Prairie House in conjunction with the Save the Prairie Society
 - No discussion was put forward. Chairperson Roback called for the vote:
 - **Ayes:** Commissioner Alexander, Commissioner Ernst, Commissioner Helgesen, Commissioner Jordan, Commissioner Ladas, Chairperson Roback
 - **Nays:** None
 - **Recommendation passess by voice vote (6–0)**
25. Themed presentations from the Save the Prairie Society to be given throughout the year of the 100th Anniversary and a column to be added to the monthly Village newsletter in 2025 containing historical information, photographs, and other materials to draw further interest to the 100th Anniversary.
 - Commissioner Helgesen will check in with Patricia Reaves regarding willingness to coordinate this item.
 - Chairperson Roback called for the vote:
 - **Ayes:** Commissioner Alexander, Commissioner Ernst, Commissioner Helgesen, Commissioner Jordan, Commissioner Ladas, Chairperson Roback
 - **Nays:** None
 - **Recommendation passess by voice vote (6–0)**
26. Creating and distributing signage to be offered to local businesses and placed in the window announcing that Westchester is celebrating its 100th anniversary this year.
 - Commissioner Ernst had a sample created by Alisun Printing and shared it with the Committee along with a quote, which was met by approval of all present. He expressed the hope that signs would hang in restaurants, realtors, doctor and dentist's offices, grocery stores, gas stations, and hair and nail salons.
 - It was agreed that the sample would be open to redesign and updated with the 100th Anniversary Logo.
 - Chairperson Roback called for the vote:
 - **Ayes:** Commissioner Alexander, Commissioner Ernst, Commissioner Helgesen, Commissioner Jordan, Commissioner Ladas, Chairperson Roback

- **Nays:** None
- **Recommendation passess by voice vote (6–0)**

27. Creation of a drama workshop where students will practice, learn, and then later perform scenes at senior events recounting the trials and tribulations of the founding and history of Westchester.

- Commissioner Nicholson was not in attendance to present this idea, but the general consensus was that the Committee had heard enough at the public comment period of the last meeting to proceed with a vote.
- Chairperson Roback called for the vote:
 - **Ayes:** Commissioner Alexander, Commissioner Ernst, Commissioner Helgesen, Commissioner Jordan, Commissioner Ladas, Chairperson Roback
 - **Nays:** None
- **Recommendation passess by voice vote (6–0)**

28. Commission a centennial logo with a prairie theme that will be designed by a local Westchester graphic artist.

- It was agreed, after discussion, that a small number of graphic designers known to reside in the village would be offered the opportunity to submit a design for the 100th Anniversary Logo. The criteria as established collectively by the Committee and Village Staff are as follows:
 1. A knight figure should be represented, though not featured, in the logo, since every iteration of the village's logo for the past 100 years has included a knight.
 2. The logo should be prairie themed and feature the coneflower, the village's official flower.
 3. The years 1925–2025 should be present in the logo.
- Chairperson Roback suggested an open contest similar to the Illinois Flag Commission redesign contest, but Commissioner Ernst noted that such a contest can get out of control, and others mentioned that there was a limited amount of time to commission and approve a logo in order to ensure proper branding for events going forward in January, sentiments that were met with approval by all present.
- Commissioner Ladas noted that we could pull ideas from all submissions for the final draft.
- The following timeline for submissions and approval process was approved by acclaim:
 - 11/14: Drafts submitted and evaluated by Committee
 - 12/2: Final version of logo approved by Committee
- Chairperson Roback called for the vote:
 - **Ayes:** Commissioner Alexander, Commissioner Ernst, Commissioner Helgesen, Commissioner Jordan, Commissioner Ladas, Chairperson Roback
 - **Nays:** None
- **Recommendation passess by voice vote (6–0)**