



**Meeting Date:** Thursday, June 24, 2021  
**Meeting Time:** 4:00 p.m.  
**Meeting Location:** City Hall  
 118 Hillsboro Avenue  
 Edwardsville, IL 62025

# FINANCE COMMITTEE AGENDA

## Committee Members

Jack Burns, Chair

Jennifer Warren

Elizabeth Grant

- 1) Call to Order
- 2) Citizens wishing to address the Committee
- 3) Approval of Minutes of June 10, 2021 meeting [page 2](#)
- 4) Group Health Insurance Fund Report will be announced at the Tuesday, July 06, 2021 Council meeting
- 5) Old Business
- 6) New Business
  - a) Claims amount will be announced at the Tuesday, July 06, 2021 Council meeting
  - b) A Resolution Approving an Agreement Between the City of Edwardsville and Great Rivers & Routes Tourism Bureau (*returned to Committee by City Council at meeting held on June 15, 2021*) [page 4](#)
  - c) Approval of a Tourism Fund Request from the EGHM Foundation USTA Pro Circuit for their USTA Pro Circuit Tennis Tournament event in an amount not to exceed \$8,000.00 [page 9](#)
  - d) Reports
    - a. James Arnold, Economic Community Development Director
    - b. Jeanne Wojcieszak, Finance Director
- 7) Next Finance Committee meeting will be held on Thursday, July 15, 2021 at 4:00 pm in City Hall.

*If prospective attendees require an interpreter or other access accommodation, please contact the Edwardsville City Clerk's office at 618-692-7500 no later than 48 hours prior to the commencement of the meeting to arrange the accommodations.*

**City of Edwardsville**  
**Finance Committee Minutes**

**June 10, 2021**

**4:00 p.m.**

Alderman Jack Burns called the meeting to order at 4:01 p.m. in the Governor Edwards Conference Room in City Hall, located at 118 Hillsboro Avenue in Edwardsville, Illinois.

Roll Call: Aldermen Burns, Chairman, Alderwoman Warren, and Alderwoman Grant answered present.

Also Present: Jeanne Wojcieszak, Director of Finance; Jay Keeven, Director of Police; James Whiteford, Fire Chief; Eric Williams, Public Works Director; Ryan Zwijack, City Engineer; Ryan O'Day, Edwardsville Resident; Randy Malawy, Edwardsville Resident and Chuck Bolinger, Edwardsville Intelligencer.

No public comment was made.

Motion by Burns, seconded by Grant, to approve the minutes of the Finance Committee meeting held on May 13, 2021. Motion carried with Burns, Warren and Grant voting aye.

Group Health Insurance Fund Insurance Report will be announced at the Tuesday, June 15, 2021 Council Meeting.

**Old Business:**

None

**New Business:**

Claims amount will be announced at the Tuesday, June 15, 2021 Council meeting.

Motion by Burns, seconded by Grant to approve and forward to Council a Resolution Approving an Agreement Between the City of Edwardsville and Great Rivers & Routes Tourism Bureau. Motion carried with Burns, Warren and Grant voting aye.

Motion by Burns, seconded by Warren to approve and forward to Council a Resolution Approving the Special Parks 2020-2021 Allocations to the Edwardsville Children's Museum, Nature Preserve Foundation, and the Friends of Col. Benjamin Stephenson House in the total amount of \$75,000.00. Motion carried with Burns, Warren, and Grant voting aye.

Motion by Burns, seconded by Grant to approve and forward to Council a Tourism Fund Request from Route 66 Kicks Inc. NFP for Kicks On 66 Event in an amount not to exceed \$8,000.00. Motion by Burns, seconded by Warren to amend the previous motion to an amount not to exceed \$4,000.00. Motion to amend carried with Burns, Warren and Grant voting aye. Motion to approve carried with Burns, Warren and Grant voting aye.

Motion by Burns, seconded by Warren to approve and forward to Council a Resolution Authorizing the Transfer of Funds to Other Designated Funds of the City of Edwardsville (Nickel Plate Depot). Motion carried with Burns, Warren and Grant voting aye.

Motion by Burns, seconded by Warren to approve and forward to Council a Resolution Authorizing the Transfer of Funds to Other Designated Funds of the City of Edwardsville (Capital Equipment Acquisition). Motion carried with Burns, Warren and Grant voting aye.

Motion by Burns, seconded by Warren to approve and forward to Council a Resolution Directing the Use of American Rescue Plan Act Funds. Motion carried with Burns, Warren and Grant voting aye.

Motion by Burns, seconded by Warren to approve and forward to Council a Resolution Authorizing the Purchase of One Horton 623 Pass Through Ambulance and Associated Equipment in an amount not to exceed \$315,000.00. Motion carried with Burns, Warren and Grant voting aye.

The Committee discussed funding future fire apparatus purchases.

Finance Committee will meet on Thursday, July 01, 2021 at 4:00 pm in City Hall.

There being no further business, meeting adjourned at 5:05 p.m.

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Jack Burns, Chairman

JW/saj



**DATE:** June 10, 2021

**ACTION ITEM TITLE:**

Resolution Approving an Agreement Between the City of Edwardsville and the Great Rivers & Routes Tourism Bureau

**ORIGIN:** Economic and Community Development

**SUMMARY:**

**Finance Committee approved on 06/10/2021; Council returned item to Committee on 06/15/2021.**

Council asked for revision of termination provision in Contract. Termination provisions revised as requested.

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The proposed agreement extends the City's current agreement with Great River & Routes Tourism Bureau to market and promote the City of Edwardsville, its Special Parks, and Edwardsville attractions utilizing the following methods designed to attract and welcome tourists to Edwardsville: print, radio, direct mail, rack cards, online advertising, social media and banners.

For the FY 21/22 the City is proposing:

In consideration of GRRTB performing the above-mentioned services, the City agrees to pay GRRTB an amount not to exceed \$6,250.00 per month.

**RATIONALE:**

Tourism bureaus are important tourism marketing organizations in their respective tourist destinations, as they are directly responsible for marketing the destination brand through travel and tourism product awareness to visitors. It has been proven that tourism bureaus produce significant dollars in direct and indirect revenue and taxes for their destinations' economies with their marketing and sales expertise.

**COMPLIANCE WITH COMPREHENSIVE PLAN OR OTHER PLAN:**

Funds were designated for marketing and tourism promotion in the FY 21/22 budget.

**SUGGESTED COUNCIL ACTION:**

Staff request approval of this resolution.

**RESOLUTION NO. \_\_\_\_\_**

**RESOLUTION APPROVING THE AGREEMENT BETWEEN THE CITY OF EDWARDSVILLE AND THE GREAT RIVERS & ROUTES TOURISM BUREAU**

**WHEREAS**, the City of Edwardsville, the City and Bureau propose to enter into an agreement to allow Great Rivers & Routes Tourism Bureau to Market and promote the City of Edwardsville, Special Parks, Edwardsville attractions including some or all of the following methods designed to attract and welcome tourist to Edwardsville: print, radio, direct mail, rack cards, online advertising, social media, and banners; and

**WHEREAS**, the Mayor for the City of Edwardsville will annually appoint a board member from the City of Edwardsville to represent City the on the board of the Great Rivers & Routes Tourism Bureau; and

**WHEREAS**, pursuant to the City's Agreement, the City will provide compensation to the Great Rivers & Routes Tourism Bureau from the funds that were designated for marketing and tourism promotion when the City of Edwardsville increased its municipal hotel/motel tax rate; and

**NOW THEREFORE, BE IT RESOLVED** by the City Council of the City of Edwardsville, Illinois does hereby approve the attached agreement between the City of Edwardsville and Great Rivers & Routes Tourism Bureau.

**PASSED BY THE CITY COUNCIL OF THE CITY OF EDWARDSVILLE, ILLINOIS**, this \_\_\_\_\_ day of July, 2021.

Pursuant to a roll call vote as follows:

AYES:

NAYES:

ABSTENTION:

ABSENT:

**APPROVED BY THE MAYOR OF THE CITY OF EDWARDSVILLE, ILLINOIS**, this \_\_\_\_\_ day of July, 2021.

\_\_\_\_\_  
Art Risavy, Mayor

ATTEST:

\_\_\_\_\_  
Michelle Boyer, City Clerk

**AGREEMENT BETWEEN THE BETWEEN THE CITY OF EDWARDSVILLE  
AND GREAT RIVERS & ROUTES TOURISM (GRRTB)**

This Agreement is made and entered into by and between the City of Edwardsville (City) and Great Rivers & Routes Tourism GRRTB (GRRTB) an Illinois non-profit corporation; acting by and through its duly authorized representative and the City of Edwardsville, an Illinois home-rule municipal corporation, acting by and through its duly authorized Mayor, to request tourism promotion, programming, and documentation of the impact of said activities.

**RECITALS**

**WHEREAS**, City desires to enter this Agreement with GRRTB for tourism promotion services; and

**WHEREAS**, GRRTB is qualified and willing to provide tourism promotion services for the City; and

**WHEREAS**, City is willing to compensate GRRTB for tourism promotion services at an agreed upon price.

**1. Board of Directors**

This Agreement entitles one representative appointed by the Mayor of the City of Edwardsville to the board on GRRTB.

**2. Term**

The term of this Agreement shall be from July 1, 2021, to June 30, 2022. This Agreement may be extended for additional annual terms of time upon the mutual written agreement of the City and GRRTB.

**3. GRRTB's General Marketing and Promotional Obligations**

- a) Paid marketing and promotion of the City of Edwardsville including annual special events, sites, attractions, and small businesses.
- b) Lead the development and growth of the tourism industry in the City.
- c) Maintain the region-wide tourism website and the City of Edwardsville landing page that refers to all City tourism entities and events.
- d) Respond to online requests for visitor information concerning City tourism.
- e) Create and manage a tourism calendar of events on the platform of EnjoyIllinois.com and the Edwardsville region site. This calendar will focus on tourism events capable of pulling visitors from a 50-mile radius and will be made available via link to the City's Tourism webpage.

- f) Participate/partner with the City's signature events and Special Parks, lending support to media and promotions.
- g) Provide direct public relations support for City as GRRTB works with both regional and national travel writers and media outlets throughout the tourism industry to engage audiences through strategic messaging.
- h) Provide detailed analytics for City on hotel occupancy rates, assist in negotiating hotel room rates for City signature events, report to the City the number of rooms booked for specific events and estimated economic impact.
- i) Provide technical assistance in tourism product development, marketing coordination, and potential funding sources for City tourism opportunities.
- j) Integrate City's regional tourism assets and raise awareness for media pitch and all PR efforts through state's agency and the state's social media pushes as appropriate.
- k) Provide content concerning City tourism opportunities on all Illinois tourism micro-sites for specific market segments, including sports, group, and corporate meetings.
- l) Submit appropriate City events through member portal to the state for possible inclusion on [www.EnjoyIllinois.com](http://www.EnjoyIllinois.com).
- m) Represent City at national trade shows for leisure group travel as well as potential sports marketing and meetings markets. Support group arrivals to City, including welcome bag distribution with giveaways, coupons, and market publications as provided to the GRRTB, with information to help drive business to attractions, restaurants, and shops.
- n) Promotes facilities that can accommodate family reunions, meetings, or convention groups in the City. Assist in responding and sending out Request for Proposals for group arrivals in the City.
- o) Conduct media and group familiarization tours and site visits to the City, offered to travel writers, meeting planners, and group travel organizers as appropriate.

### **3. Total Compensation**

In consideration of the GRRTB performing the above-mentioned services, the City agrees to pay the GRRTB an amount not to exceed SEVENTY-FIVE Thousand and No/100 Dollars (\$75,000). Payment will be divided equally into twelve (12) monthly installments of \$6,250.00. The first payment will occur on July 1, 2021, and subsequent payments are due on the 1<sup>st</sup> of each month.

### **4. Termination**

Either party may terminate this Agreement by providing 30 days written notice to the other party. Upon receipt of notice of termination, City will honor all reasonable expenses for which City allocated funds have been budgeted prior to receipt of notice of termination.

### **5. Certification**

The City will certify with the State of Illinois annually during the month of February that GRRTB is the tourism bureau of record during the term of this agreement.

**6. Independent Contractor**

GRRTB is an independent contractor under this Agreement. GRRTB is not an agent or employee of the City for any purpose and the employees of the GRRTB neither are employees of the City for any purposes, nor entitled to any benefits that City provides its employees.

**7. Assignment**

GRRTB shall not assign, subcontract, or otherwise transfer any rights or responsibilities under this Agreement except upon the written consent of the City.

**8. Indemnification**

GRRTB shall defend, protect, indemnify, and hold harmless the City, its officers, agents, and employees from and against any and all claims, loss, damage, injury, or liability including claims for misapplication of contributions or other funds, State or Federal anti-trust violations, personal injury or death, damages to property, liability arising out of the use of materials, concepts, or processes protected by intellectual property rights and liens resulting directly or indirectly from the performance of this Agreement by GRRTB, unless caused by the negligence or willful conduct of the City.

**9. Reporting of Results**

- a) GRRTB will provide quarterly progress reports with results on tourism promotion, research, and sales.
- b) GRRTB will make an impact result presentation to the City of Edwardsville on an annual basis.

**10. Entire Agreement**

This agreement constitutes the entire agreement between the parties and supersedes any prior agreement, whether oral or written, covering the same subject matter. This agreement may not be modified or amended except in writing mutually agreed to and accepted by both parties.

EXECUTED this \_\_\_\_\_ day of \_\_\_\_\_, 2021.

CITY OF EDWARDSVILLE

GREAT RIVERS & ROUTES TOURISM GRRTB

By: \_\_\_\_\_

By: \_\_\_\_\_

Mayor Art Risavy

Cory M Jobe, President & CEO





**DATE: 06/24/2021**

**ACTION ITEM TITLE: Approval of Tourism Fund Request from the EGHM Foundation USTA Pro Circuit for their USTA Pro Circuit Tennis Tournament event in an amount not to exceed \$8,000.00**

**ORIGIN:** Economic/Community Development

**SUMMARY:**

The USTA Pro Circuit is held annually at Edwardsville High School. This event attracts more than 100 players from 20+ countries, and 1500 spectators throughout the week of the tournament. This year's event will be held July 15-25. The USTA-sanctioned tourney features some of the top collegiate players in the nation, plus a strong group of international and professional players who are trying to work their way up the ATP ladder. The men's singles and doubles tournament offers \$15,000 in prize money. The Edwardsville tournament features qualifying rounds on July 15-19, with the main draw on July 20. The Pro Wild Card Challenge, July 14-15, gives players a chance to earn a berth in the main draw. An economic impact study conducted in 2019 showed that the Futures tourney accounted for 464 hotel room nights.

**RATIONALE:**

The City of Edwardsville Tourism Grant Program awards funds to projects that strengthen Edwardsville's economy through the development and enhancement of the City's tourism industry.

**COMPLIANCE WITH COMPREHENSIVE PLAN OR OTHER PLAN:**

The USTA Pro Circuit has submitted a complete application for their request for funds to the Economic/Community Development Department. Applicant has submitted all required paperwork for funds from previous years. There are no outstanding issues or concerns from previous years.

**SUGGESTED COUNCIL ACTION:**

The Economic/Community Development Department requests approval of this Tourism Fund request.



APPLICATION FOR TOURISM FUNDING FESTIVALS, CONFERENCES, SPORTING EVENTS  
FISCAL YEAR 2021 - 22

**GENERAL INFORMATION**

To assist us in evaluating the impact your event may have on the city and to better understand what support you are requesting, the following questions must be answered in full.

1. Name of organization EGHM FOUNDATION USTA Pro Circuit
2. Name of event or project USTA Pro Circuit TENNIS TOURNAMENT
3. Contact person's name DAVID LIPE - TOURNAMENT DIRECTOR  
 Telephone 618-656-7100 Cell 618-410-3343  
 Email dlipe@ecusd7.org
4. Complete address of organization P.O. Box 514  
EDWARDSVILLE IL 62025  
 Telephone 618-656-7100 Fax -  
 Website www.edwardsvillefutures.com
5. Chief official's name DAVID LIPE  
 Title TOURNAMENT DIRECTOR  
 Telephone 618-656-7100 Fax -  
 Email dlipe@ecusd7.org
6. Organizational structure  Non-Profit ( ) Government Agency
7. Grant amount requested \$ 8,000<sup>00</sup>
8. Project type (check all that apply)  
 Promotional materials (brochures, flyers, website)  
 Marketing program (advertising, promotion, printing and distribution, public relations, digital, or social media)  
 Other see itemized anticipated qualified expenses
9. If the entire request cannot be funded, may the project be restructured with less funding?  
 ( ) Yes  No



APPLICATION FOR TOURISM FUNDING FESTIVALS, CONFERENCES, SPORTING EVENTS  
FISCAL YEAR 2021 - 22

10. Project description (Describe in detail)

USTA Men's Pro Circuit Futures Tennis Tournament  
Community Outreach via Professional Tennis Players  
and Coaches, with Community Activities

11. Applicant's grant history: Have you received previous tourism assistance from the City of Edwardsville? ( ) No  Yes If Yes, please fill in the blanks below.

Year 2015-2019 Project/Event name EGHM FOUNDATION USTA PRO CIRCUIT  
Previous tourism amount granted \$ \$5000 - \$8000  
# Visitors attracted 700-800 (okays) # Hotel room nights generated 400  
Merchandise sales minimal Sales Tax revenue minimal direct

Attach previous year final status report including attendance, participants, and media coverage to help the city evaluate your prior experience.

12. Other funding sources: List the sources and amounts of confirmed/anticipated funds and planned revenue sources to support the amount of the grant. Tourism dollars cannot be the sole source of funding.

SEE ATTACHED \$ \_\_\_\_\_  
\_\_\_\_\_ \$ \_\_\_\_\_  
\_\_\_\_\_ \$ \_\_\_\_\_  
\_\_\_\_\_ \$ \_\_\_\_\_



APPLICATION FOR TOURISM FUNDING FESTIVALS, CONFERENCES, SPORTING EVENTS  
FISCAL YEAR 2021 - 22

**PROJECT EXPENSES - Using Tourism Dollars**

Please refer to authorized and unauthorized uses on page 2. Provide an itemized summary indicating the intended use of Tourism dollars. Please be as specific as possible, including cities where promotions will occur. Indicate the total amount you plan to spend in each category.

<u>SEE ATTACHED QUALIFIED EXPENSES</u>	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
Total Planned Tourism Dollars Usage	\$ _____

**PROJECT EXPENSES - Other Anticipated Expenses Not Using Tourism Funding**

<u>SEE ATTACHED OTHER EXPENSES</u>	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
<u>Total Other Anticipated Project Expenses</u>	\$ _____
_____	_____
<u>TOTAL ANTICIPATED EXPENSES</u>	\$ _____

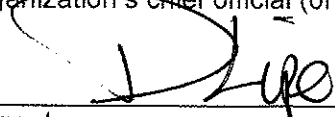


APPLICATION FOR TOURISM FUNDING FESTIVALS, CONFERENCES, SPORTING EVENTS  
FISCAL YEAR 2021 - 22

**CERTIFICATION**

I have reviewed this Application for Tourism Funding from the City of Edwardsville for FY 2021 - 20. I am in full agreement with the information contained herein and have the authority to request this funding on behalf of the organization. To the best of my knowledge, the information contained in this application and attachments is accurate and complete.

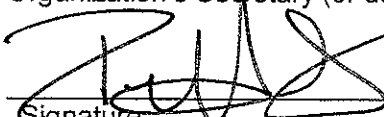
Organization's chief official (or designee)

  
\_\_\_\_\_  
Signature

DAVID LIPS TOURNAMENT DIRECTOR  
\_\_\_\_\_  
Printed Name and Title

6/9/2021  
\_\_\_\_\_  
Date

Organization's Secretary (or designee)

  
\_\_\_\_\_  
Signature

PAUL M. ABERN TOURNAMENT TREASURER  
\_\_\_\_\_  
Printed Name and Title

6/9/2021  
\_\_\_\_\_  
Date

<b>City of Edwardsville Grant Qualified Expenses</b>	<b>2021 Budget</b>	<b>2021 Actual</b>
Insurance	\$ 1,600.00	\$ -
Check Order	\$ 25.00	\$ -
Tennis Balls Edw Open Wild Card - Pro Wild Card Challenge	\$ 1,200.00	\$ -
Water / Towels Players & Officials	\$ 250.00	\$ -
Tshirts Players / Kid's Night / Ball Kids	\$ 2,300.00	\$ -
Posters/Poster Design/Banners/Tickets/Programs	\$ 2,500.00	\$ -
Diversity Day Programming/Media Event/Speaker and Logistics	\$ 3,000.00	
Marketing Promos - Radio & TV	\$ 100.00	\$ -
Marketing - Thank You Ad	\$ 275.00	\$ -
Marketing Tournament Interns	\$ 1,000.00	\$ -
USTA Membership Costs	\$ 75.00	\$ -
<b>Total Grant Qualified Expenses</b>	<b>\$ 12,325.00</b>	<b>\$ -</b>
Players	\$ 15,000.00	\$ -
Officials	\$ 3,450.00	\$ -
Officials Hotel Room Nights	\$ 3,500.00	
Expenses Misc	\$ 100.00	\$ -
Tournament Directors/Program Coordinators	\$ 4,300.00	\$ -
<b>Total Expenses</b>	<b>\$ 38,675.00</b>	<b>\$ -</b>

<b>Sources of Revenue:</b>	<b>Income</b>	
City Of Edwardsville Grant	\$ 8,000.00	
USTA Prize Money	\$ 15,000.00	
USTA Grants	\$ 1,500.00	
Third Party Sponsorships	\$ 8,500.00	
Wild Card and Tournament Entry Fees	\$ 5,000.00	
Misc Revenue	\$ 500.00	
<b>Total Projected Income:</b>	<b>\$ 38,500.00</b>	
<b>Excess / Shortfall:</b>	<b>\$ 175.00</b>	