

Minutes
Finance Committee
Tuesday, April 20, 2010

Please note: Minutes are unofficial until approved by the Finance Committee at the next regularly scheduled meeting

Members Present: Mayor Chiovarero, Aldermen Wysocki, Ament and Hopkins, Citizen Member Kapfhammer, and Ralph Chipman, Finance Director

Meeting called to order at 5:30 p.m.

Old Business

08-10 Citizen Survey, review, discussion and possible action

Alderman Wysocki begins the conversation, and introduces Bill Foster of Community Perceptions. Mr. Foster gives some detail on the company background, and explains the nature of the proposal for the City. He goes on to detail how the survey will be presented, what is to be included, the time line, and how the data will be retrieved and analyzed.

At Alderman Wysocki's request, Mr. Foster goes on to explain the cost calculation to which he responds that included is the cost of printing, postage, and, if a survey is mailed to every household, with postage for return mail included, the cost would be roughly \$20 to \$21,000. This cost would also include their analysis as well. If it is determined to use a postcard instead, the cost would be reduced to \$13 to \$14,000.

Discussion revolves around what questions to include, how those questions are phrased, as it is the committee contention that the nature of the questions will be critical. Ms. Kapfhammer wonders if there is a noticeable difference in survey vs postcard to which Mr. Foster responds that his findings show a higher response rate if both options are provided...ie sending a survey with the choice to mail it back, or, respond online.

Mr. Foster concludes that Community Perceptions will also provide support and input as to what and how questions are posed, to include sample questions based on other community comparisons.

Alderman Wysocki summarizes that this survey is budget driven; the main purpose being to get the pulse of community. For purposes of sending this issue to the Common Council, he also requests Mr. Foster provide a best guess "not to exceed" estimate to which Mr. Foster responds it will be in the area of the \$21,000.

Mr. Chipman explains the budget handout included in the packet which breaks down the average cost of city services per household, to be used as a guide for survey question purposes.

Motion by Alderman Hopkins to recommend the Common Council work with Community Perceptions for services to include consulting, printing, mailing, postage and analyzing a citizen survey for the purposes of budget analysis at a cost not to exceed \$24,000. Second by Citizen Member Kapfhammer, and approved unanimously.

12-10 Personal Property Tax Delinquencies, review, discussion and possible action

Mr. Chipman begins the discussion with an explanation of the handout, an update on how the process works, and those bills still outstanding.

Alderman Wysocki opens discussion noting the increase in the amount of outstanding debt compared to previous years.

Motion by Alderman Ament to recommend Common Council authorize the Director of Finance to publish the outstanding Delinquent Personal Property Taxes in the media, and the City's website. Second by Alderman Hopkins, and approved unanimously.

Adjourn

Motion by Alderman Hopkins to adjourn at 6:30 p.m. Second by Citizen Member Kapfhammer, and approved unanimously.

Respectfully submitted
Karin Ambrosh
Office Coordinator, Finance Dept
c: fincomm/04-21-10/kma