



Our Mission: *To foster an environment of economic growth and opportunity through effective partnerships with our citizens, businesses, and visitors while maintaining a high standard for quality of life in a progressive community which embraces its heritage.*

**City of Oregon Council Agenda,
Tuesday March 11th, 2025, 5:30 P.M.
115 N 3rd Street**

Public Option: Join Meeting via Zoom

Meeting ID: 839 9683 8436

Passcode: 875303

One tap mobile

+13092053325

1. **CALL TO ORDER**
2. **ROLL CALL**
3. **PLEDGE OF ALLEGIANCE**
4. **PRESENTATIONS**
 - a. **2025 Sidewalk Replacement Program**
5. **PUBLIC COMMENT**
6. **APPROVAL OF MINUTES**
7. **APPROVAL OF WARRANTS AND PAYROLL**
8. **ORDINANCES**
9. **RESOLUTIONS**
10. **MOTIONS**
 - a. **a5 Marketing Proposal with Authorization for the City Manager to execute all documents**
 - b. **Purchase of a 2025 Ford F150 Squad Car and Equipment not to exceed \$75,000.00 with Authorization for the City Manager to execute all documents**
11. **DISCUSSION ITEMS**
12. **PROCLAMATIONS, COMMENDATIONS, ETC**

The City of Oregon, in compliance with the Americans with Disabilities Act, requests that persons with disabilities, who require certain accommodations to allow them to observe and/or participate in the meeting(s) or have questions about the accessibility of the meeting(s) or facilities, contact the City Manager Darin DeHaan at 815-732-6321 at least 24 hours before a scheduled meeting to allow the City to make reasonable accommodations for these persons.

13. BOARD AND COMMISSION REPORTS

- a. **PLANNING**
- b. **ECONOMIC AND COMMUNITY DEVELOPMENT**
- c. **FINANCE**
- d. **SUSTAINABILITY**
- e. **TREE BOARD**
- f. **PUBLIC ART COMMISSION**
- g. **OTHER**

14. DEPARTMENT AND OFFICER REPORTS

- a. **POLICE**
- b. **PUBLIC WORKS**
Engineering Report
- c. **CITY CLERK**
- d. **CITY ATTORNEY**
- e. **CITY MANAGER**
City Manager's Report

15. COUNCIL REPORTS

- a. **MEMBER WILSON**
- b. **MEMBER SCHUSTER**
- c. **MEMBER COZZI**
- d. **MEMBER KRUG**
- e. **MAYOR WILLIAMS**

16. EXECUTIVE SESSION

17. ADJOURNMENT

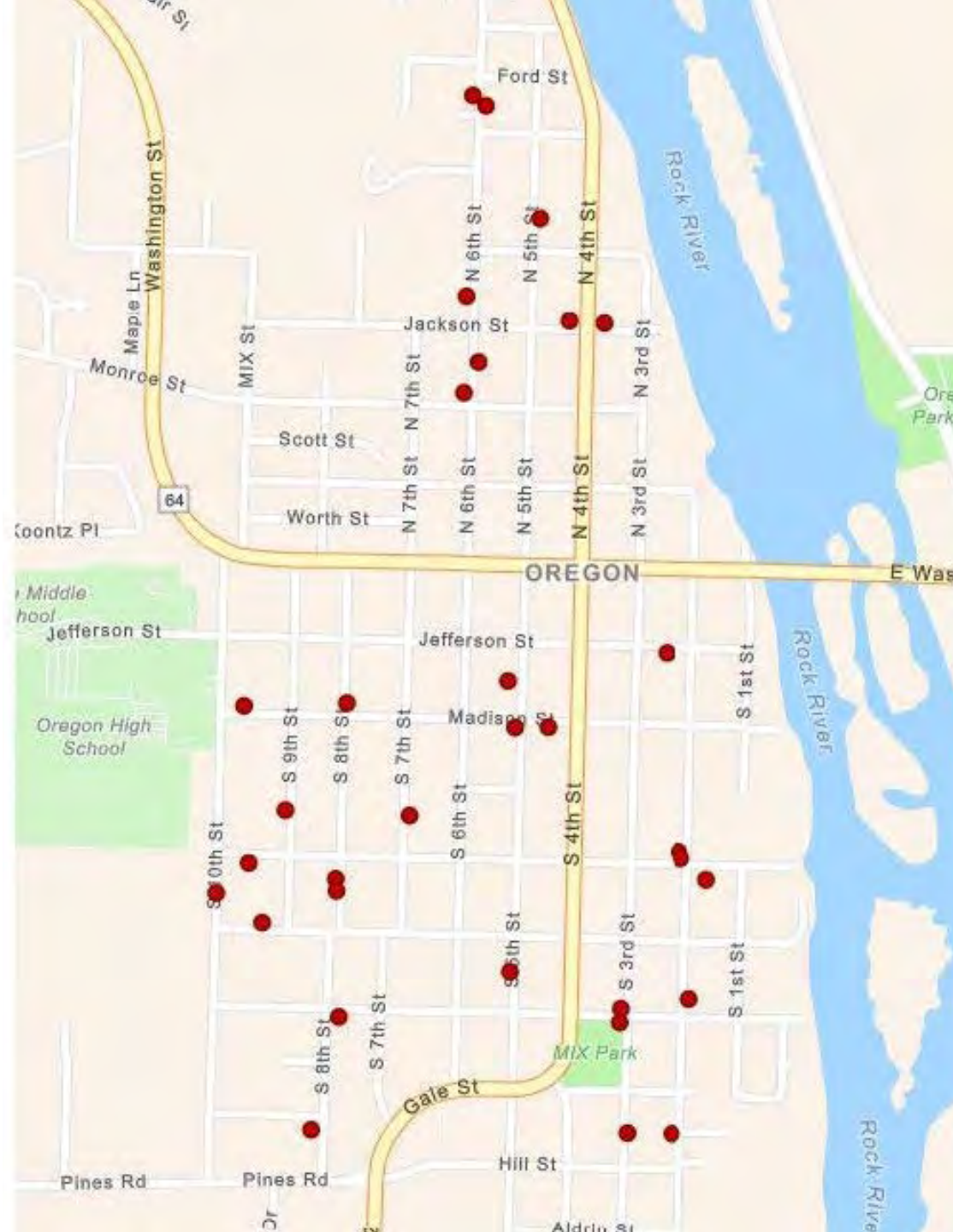
***People may attend the meeting in person at City Hall or may watch and participate via Zoom.**

A portion of the meeting maybe closed to the Public, immediately as permitted by 5 ILCS 120/2 (c) to discuss the appointment, employment, compensation, discipline, performance, or dismissal of specific employees of the City of Oregon, and as permitted by 5 ILCS 102/2 (c)(11) to discuss litigation against, affecting, or on behalf of the City which has been filed and is pending in a court or administrative tribunal of which is imminent and as permitted by 5 ILCS (c)(21) to review and approve closed session minutes and as permitted by 5 ILCS 120/2 (c) 2 Collective negotiating matters. **Possible action after executive session**

2025 Sidewalk Replacement Program

Priorities are based on:

- *Pedestrian Traffic Patterns**
- *Walkability and Access**
- *Condition**



Jordan canvassed the community and has created a list by Priority 1-3.

1 being the highest priority.

This map shows this year's priority 1 locations.



Examples

Budget

\$7,500 - \$10,000

Thank you to Jordan and Bill for their work on this.



COUNCIL MEETING MINUTES
 Tuesday February 25th, 2025, 5:30 P.M.
 City Hall Council Chambers
 115 N 3rd Street

The Council of the City of Oregon met Tuesday February 25th, 2025, at 5:30 P.M.

The meeting was held at the City Hall Council Chambers and on Zoom.

- Present: Mayor Ken Williams
 Council Member Kurt Wilson
 Council Member Melanie Cozzi
 City Manager Darin DeHaan
 Chief of Police Matt Kalnins
 City Clerk Cheryl Hilton
 City Attorney Paul Chadwick
- Present via Zoom: Council Member Terry Schuster
- Also Present: Mike Ring and Luke Ziegler.
- Absent: Council Member Tim Krug.

Mayor Ken Williams called the meeting to order at 5:30pm.

City Manager Darin DeHaan started the pledge of allegiance.

Council Members Cozzi, Wilson and Mayor Williams answered roll call. A quorum was present. Council Member Schuster was present via Zoom. He was away on city business.

Public Comment

None.

Presentation

None.

Approval of Minutes

Council Member Melanie Cozzi moved to approve February 11th, 2025, minutes,
 Seconded by Council Member Kurt Wilson.

Roll Call: Schuster: Aye. Williams: Aye. Cozzi: Abstain. Wilson: Abstain. No Nays.
 Absent: Krug.

Approval of Warrants & Payroll

Council Member Kurt Wilson moved to approve payroll in the amount of \$62,800.14 and
 the current warrants as listed:

Brooks Jewelers	\$225.00
Brooks Jewelers	\$830.00
Bushman's Service	\$1,240.08
Caspers Home Inspection LLC	\$1,550.00
Cheryl Hilton	\$182.11
Cintas	\$147.18
City of Oregon	\$5,500.00

Comcast	\$999.38
Comcast	\$1,063.81
ComEd	\$400.37
ComEd	\$910.25
Critical Research	\$140.00
EM Benefits	\$1,937.07
Fehr Graham	\$458.50
Frontier	\$92.06
Grainger	\$6,434.40
Hawkins, Inc	\$386.70
Jen's Artisan Breads, Ltd	\$375.00
Physicians Immediate Care	\$256.00
Polo Cooperative Association	\$2,706.12
Postmaster	\$752.08
Rockford Tech-Systems, Inc	\$229.50
Sauk Valley Community College	\$7,688.14
Shawn Melville	\$250.00
Stillman BancCorp	\$2,036.03
Verizon	\$791.22
Village of Progress	\$1,080.00
Visa	\$1,551.65
Ward, Murray, Pace & Johnson, P.C.	\$211.50
Zoro Tools, Inc	\$451.31
	\$40,875.46

Seconded by Council Member Melanie Cozzi.

Roll Call: Cozzi, Schuster, Wilson, Williams. No Nays. Absent: Krug.

Ordinances

None.

Resolutions

None.

Motions

None.

Discussion Items

None.

Proclamations, Commendations, Etc.

None.

Committee Reports

Economic & Community Development: Beam Beauty & Wellness submitted a Façade Grant application. The young adult focus group was also held. There were approximately twenty attendees with a diverse range of backgrounds. They discussed housing, jobs,

fresh food options, family friendly spaces, and other opportunities for the community. The participants also expressed interest in community groups where they could be more involved.

Sustainability: March 10th Lunch and Learn. Representatives from Nicor and ComEd will be there.

Tree Board: Upcoming meeting on March 17th.

Public Art Commission: Will be updating the City welcome signs.

Department Reports

Public Works: Luke Ziegler with Fehr Graham gave an update about the federal funding freezes.

City Clerk: Economic Interest Statements have been distributed.

City Manager Darin DeHaan: The purchase of the railroad property at the old Dayton Superior location has been finalized.

Council Reports

Mayor Ken Williams: Thanked the young adult focus group.

Council Member Kurt Wilson moved to adjourn the meeting, Seconded by Council Member Melanie Cozzi.

Roll Call: Cozzi, Schuster, Wilson, Williams. No Nays. Absent: Krug.

Adjourn: 5:52 P.M.

Ken Williams, Mayor

Attest: _____
Cheryl Hilton, City Clerk



March 11, 2025

Payroll in amount \$67,188.16

Ancel Glink, P.C.	\$1,285.00
Blackhawk Hills Regional Council	\$1,052.86
Blue Cross Blue Shield	\$18,352.05
Butitta Bros. Automotive- Oregon	\$572.81
Certified Balance & Scale Corp	\$1,623.00
Comcast	\$330.41
Ecolab	\$166.46
Ehmen	\$235.00
Envision Healthcare	\$228.00
Ferguson Waterworks #2516	\$17,392.58
Fidelity Security Life Insurance	\$170.02
Fischer's	\$998.17
Frontier	\$117.68
Hackbarth Truck & Equipment	\$1,695.02
Hawk Auto Wash & Storage	\$1,500.00
Hector's Cocina	\$429.00
Jen's Artisan Breads, Ltd	\$375.00
LeadsOnline Parent LLC	\$2,688.00
Manheim Solutions	\$2,592.00
Menards	\$33.95
Meters inv 0513718	\$599.00
NAPA	\$143.24
Nicor	\$158.27
Northern Illinois Disposal Services	\$24,551.15
Ogle County Clerk & Recorder	\$60.00
Oregon Rotary Club	\$115.00
Pace Analytical Services	\$361.50
Quill	\$270.52
Ray O'Herron Co, Inc	\$1,385.98
Raynor Door Authority	\$599.00
Security Lock Inc	\$206.50
Shawn Melville	\$250.00
Sirchie Acquisition Company, LLC	\$99.08
Snyder's Pharmacy	\$245.60
Steve Benesh & Sons	\$6,935.00
Stratus Network Inc	\$64.09
Sun Life Financial	\$427.65
SundogIT	\$2,643.15
Village of Progress	\$1,080.00

Visa	\$321.22
Willett Hofmann & Associates	\$5,005.30
Zoro Tools, Inc	\$454.14
	\$97,812.40

City Manager

a5 Project Authorization / City of Oregon

page 1 of 5

February 26, 2025

Foundational Tactics

Story Development

The key to understanding Oregon is to experience the community and to connect with the people who make it special. We propose to get to know the community by talking with community leaders and those who lead area attractions via:

- Up to ten one-on-one interviews
- Two focus groups of up to 12 people each (Can be in person or via zoom)
- Email survey

Through community engagement, we will learn first hand what makes Oregon different. We will utilize this information to create the foundation for a campaign and the associated marketing plan.

Marketing Plan Development

From this process, we will analyze the results and develop a marketing plan that provides recommendations on how to roll out the campaign and sustain it beyond the first year. In addition to a highly differentiated story, targeted promotion is a key to success. Looking at competitors and your targeted key markets, we will develop a marketing plan that includes:

- Goals
- Audiences
- Key messages
- Strategies for success
- Options and recommendations on how to develop a sustainable structure.
- Partnership development, including other taxing bodies, the CVB, Chamber of Commerce, etc.
- Tactical recommendations
- Timeline
- Media budget recommendations (three media plan options)
- Metrics

For tactical recommendations, we would build into the plan numerous items, including social media, web site, email, collateral, signage, PR, events and more. For PR, we will develop and execute an approach to connect with influencers and bloggers as well as traditional media.

For metrics, we would recommend ways to measure success. This could include soft metrics, such as website traffic, social media engagement, email opens, etc. It should also include data on the number of people who visit Oregon. If no current system exists, this would entail setting up a data gathering system with area attractions.

A note on timing: given our experience, we highly recommend that Oregon leadership commit to a three-year effort. This will enable the campaign to be developed and launched – and progress can be measured.

a5 Project Authorization / City of Oregon

February 26, 2025

Campaign Creative Concept Creation

Oregon needs a story that is specific to Oregon. The chosen campaign concept will communicate what makes Oregon special – and encourage people to visit.

Using what we learned in the outreach and engagement, we would develop and present three campaign concepts that meld visuals – campaign logo/graphics/imagery, etc. – with themes and words that capture and convey the energy of Oregon. a5 would make up to two rounds of refinements to one concept. Additional rounds may require additional budget.

When the campaign concept development is finalized, the campaign applications would be designed, produced and deployed.

Campaign Applications

Once the campaign concept has been selected and the launch plan is developed, we will begin producing the assets needed to promote tourism and economic development. Based on the budget outlined in this proposal, we propose to create the following elements:

- Develop a microsite in Squarespace focused on tourism
- Provide branding elements and messaging to Oregon for placement on the City's website
- Develop print and digital ads to be deployed in key markets to targeted audiences
- Develop a social media campaign; create social media platforms
- Create collateral (a 4-page brochure)
- PR (one press release and media pitches)

Additional elements can be created, including video and Google Ads, following a discussion with the City of Oregon.

Microsite

The tourism-focused microsite would be approximately ten pages and include information on Oregon and its various attractions. A calendar of events would be included. Stories of people and places will be featured prominently to create a high level of engagement. a5 would maintain the website for the first year and could continue to do so beyond year one.

Branding Elements

Campaign graphics and messaging will be provided in sizes and formats that will integrate within the City web site.

a5 Project Authorization / City of Oregon

February 26, 2025

Print & Digital Ads

Using the campaign concept developed in the first phase, a5 will design and present a campaign of three to five different ads. These ads will be modified for media (print, digital) and audience. When available, the ads will use imagery captured during a photoshoot in the spring or summer.

Social Media

Working with the City, a5 will set up the determined social media platform(s), which includes account setup and the placement of graphics. After launch, a5 will manage social media, creating and deploying three to four posts per month.

Collateral

a5 will design and present two to three design directions for a four-page brochure (a sheet of paper folded in half is a four-page piece). The brochure concepts will use the campaign messaging and will explore size and imagery within the campaign visuals.

PR/Media Relations

a5 will distribute one press release and conduct summer activity media pitches to Chicago and Rockford markets.

Account Management/Progress Reports

Throughout this process, we propose meeting regularly. Monthly standing meetings – which could increase in frequency depending on the scope, workload and timing of the campaign development and rollout – will be at a set day and time to ensure consistent and timely communication.

Each quarter, a5 would present a report detailing campaign activities and results. This could be compiled into an annual report in the form of a document or presentation.

Photography

Each year, a5 proposes to conduct one day or more of photography. Photography is critical to telling the story in an impactful way. A central element of the campaign will be capturing the people and places that make Oregon special.

We work with a stable of photographers and would present portfolios for your review and select the photographer that best fits the campaign direction.

The campaign would evolve each year with photographs of new people and different places.

a5 Project Authorization / City of Oregon

February 26, 2025

a5 Estimated Fees / Year One

Depending on the marketing plan, the tactics and scope of work may need to be adjusted.

Foundational Tactics

Story Development	\$12,000
Marketing Plan	\$6,000
Campaign (Creative Concepts)	\$15,000

Campaign Applications

a. Microsite	\$12,000
b. Social Media Setup	\$3,250
c. Social Media Management	\$12,000 (May through February)
d. Collateral	\$3,000 (4-page brochure)
e. Print & Digital Ads	\$5,000
f. PR	\$3,000 (one release, media pitches)

Total a5 Fees, Year One **\$71,250**

Budget, Year One

a5 Fees	\$71,250
Media Budget	\$25,000
Photographer Fees (estimated)	\$3,500
Web Site hosting/Squarespace (per year)	\$250
Total Budget, Year One	\$100,000

a5 Project Authorization / City of Oregon

February 26, 2025

This project authorization is for a5 fees of \$71,250 for one year (March 1, 2025 to February 28, 2026). After one year, we will revisit the contract with the City of Oregon to confirm needs for years two and three.

Terms

- Estimates are based on a5's experience with similar projects, using a blended billing rate of \$175/hour. If hours exceed the estimated fees, the additional time will be billed at \$175/hour.
- a5 does progressive invoicing, so the client is only billed for completed work during the previous month. Billing-to-date amounts will also be included.
- Invoices are issued monthly through QuickBooks and will show the number of hours worked by each team member.
- Terms are net 15. Secure online payment via QuickBooks is preferred.
- Payment of fees and expenses is not contingent on the client's acceptance of recommendations.
- Outside expenses such as printing, FedEx, etc. are additional.
- Invoices for media, outside vendors used for photography, printing, etc. will be billed to the client to avoid agency markup. If the City of Oregon prefers a5 to pay vendors directly, a 15% markup will be added to vendor invoices.
- Final proofreading is the exclusive responsibility of the client; neither a5 Branding & Digital, nor their suppliers, will accept responsibility for errors in copy.

If the contents of all pages of this contract meet with your approval, please countersign this form (below) and email to John Harris as authorization to proceed.

Principal, a5 Group Inc.

Authorized Signature

Date



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CITY OF OREGON

115 N. 3rd Street, Oregon, IL 61061

Phn: 815-732-6321/ website: cityoforegon.org

To: Mayor Ken Williams & Oregon City Council

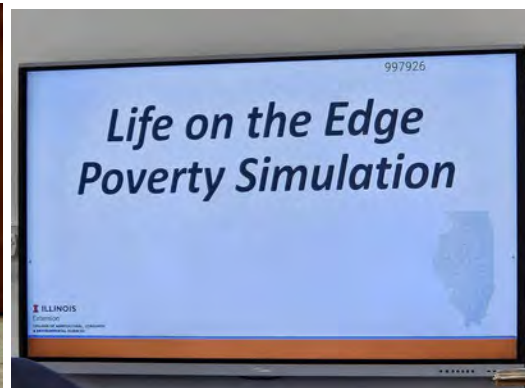
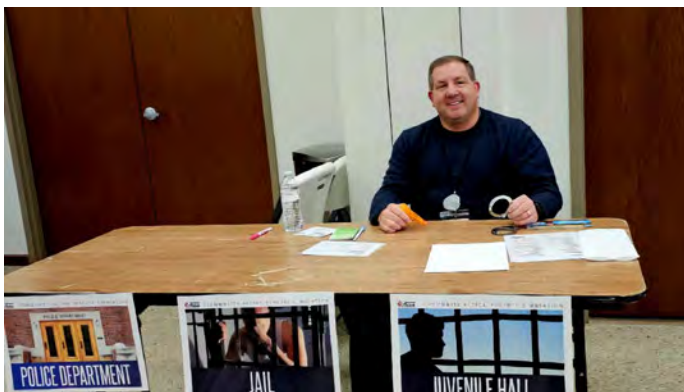
From: Darin J. DeHaan, City Manager

DATE: Mar 10, 2025

I am pleased to provide Mayor Williams and the Oregon City Council with the following synopsis of City Business for – Feb 22, 2025 – Mar 7, 2025

Submitted by Darin DeHaan - City Manager:

- I wanted to take the time to explain this in this report. The City of Oregon has received a generous grant from a private foundation to allow us to hire a major marketing firm on behalf of the City of Oregon. We will be working with the firm a5 Branding & Digital (<https://a5inc.com>). They have an extensive list of municipal and local government clients and come highly recommended. We will be working on branding, digital information for tourism, as well as overall marketing of our community to strategic markets. We will be forming a small committee to help set the vision and direction of this marketing campaign and other related projects.
- Terry Schuster and I volunteered to help with the Ogle County Poverty Simulation with the Ogle Co. Health Dept and University of Illinois Extension Office. I played the role of a Police Officer. (Big Stretch) This is an amazing eye opening exercise that brings awareness of the struggles our community members, neighbors, and oftentimes own family members who struggle to make ends meet, or to put food on their tables. If you have the opportunity to go through this simulation I highly recommend it! We still have work to do to care for those who need it most. Great group of participants attended today as well as holding very insightful discussions.



- Terry Schuster and I held a focus group meeting with 20-35 year olds and discussed their thoughts and what they would like to see as priorities for the future of Oregon. This is a quick synopsis of those discussions. We did a “nothing is off the table” discussion and put all of the ideas on the wall. The group were given stickers to put next to their priorities and were given a “Cool” sticker that represented if you had \$1,000,000 what would you do immediately. Thank you to Mike Delany and the Illinois Extension office for helping to facilitate and the use of the space.
- This was a great discussion and this group certainly wants to get involved with the future of Oregon. I think it’s also important to see the words they used to describe our community.
- I continue to work on various potential economic and business development projects.
- I’m excited to hear that the Oregon School District and the City of Oregon will partner again for this year’s Walk, Bike and Roll Event. We are starting to work out the details and have a planning meeting schedule coming up.
- I’m working with the Street Department to prepare for terrace tree planting for this year. I’d like to encourage residents to take advantage of our tree planting program. We normally pay 50% up to \$100.00 with residents for new trees planted in the terrace. We are running a special where we will pay 80% of the cost up to \$160.00 for the first 10 tree applications we receive this year.



City Hall - Cheryl Hilton - City Clerk:

- 4 Building Permits were issued for the month of February.
- Brush pickup begins March 31st, 2025 - Yard waste pickup begins April 1st, 2025
Schedules can be picked up at City Hall, they are also available on the city website
- Please contact City Hall if you would like to start direct debit or email billing for your water/sewer/garbage bill.

MEETING INFORMATION

Tree Board:

Next meeting Mar 18, 2025 at 4:30pm at Oregon City Hall Conference Room

Planning & Zoning:

Next meeting Mar 18, 2025 at 5:30pm Oregon City Hall Council Chambers.

City Council Meeting:

Next meeting Mar 25, 2025 at 5:30pm Oregon City Hall Council Chambers

Economic and Community Development Committee:

Next meeting: Apr 1, 2025 at 5:00 p.m. City Hall Conference Room

Sustainability Committee:

Next meeting: Apr 14, 2025 at 9am Oregon City Hall Conference Room

Public Art Commission:

Next Meeting TBD

PUBLIC WORKS:

Director of Public Works Submitted by Bill Covell:

- Tree Board
 - Reviewed prices for trees and began planning additional location
 - Meeting w. City Manager
- Monthly Fuel Reports
- Frontier Communications
 - Nothing
- Trestle Ridge
 - Discuss Comcast permit and review
- Daily Scheduling
- Headworks Project
 - Meeting to review 90% of plans submitted by Fehr Graham
 - Had FG change lift station pumps
- Lead Service Inventory
 - Updated list for IEPA
 - Sent list back to FG
 - Started planning pothole project
- Lead & Copper Samples
 - Review finalized report

- Discussed sampling with the water operator
- 2025 Road Project
 - Work on 2025 MFT work with Fehr Graham
 - Review FG cost estimates
 - Discuss Jefferson Street traffic control with Department heads
 - Phone conversation with FG about installed fiber optic
- Pedestrian Crossings
 - Nothing new
- Prepared bills for payment
- SCADA Upgrades
 - New cellular connections in two lift stations and both new generators
 - Review work on generators
 - Schedule conduit installation with Helm
- SPP LED Sign
 - Reviewed installation of electrical and sign
 - Scheduled electrical work
- Participated in department head meetings
 - 3 total meeting
- Flag pole adjustments
 - Spoke with Beesing about modifications that are needed

Street Department Submitted by Jordan Plock:

- Street Department Foreman continued with his continuing education classes.
- The crew worked on maintenance and repairs of snow removal equipment.
- Crew working on sign replacement inventory.
- Crew is continuing to work on improvements to the Street Garage.
- Several members of the crew helped with the lead line program.
- The mechanic worked on general vehicle maintenance.
- Worked on getting an inventory for the sidewalk replacement program.
- Worked on getting tree lists and availability for the upcoming planting season.
- Crew took down winter decorations and banners and replaced them with the summer banners.
- Crew worked on repairing some potholes from the previous plows.
- The crew worked on preparing some items to be auctioned off.
- The crew completed and updated their OSHA training.

Sewer Department Submitted by Scott Wallace:

- Daily chores
- Full testing (process control/EPA Monitoring)
- Half testing (process control)
- Pumped Sludge
- Cleaned bar screens multiple times a day due to rags, debris
- Daily netting of Tanks
- Daily reporting of National Weather Service recordings
- Lift Station usage recording
- Assisted the Water department when needed
- Generator/ Well checks
- Worked with various customers on water and sewer issues (leaks, sewer backups)
- Monthly reports to EPA
- Training of new employees on testing and process control
- Pulled RAS pump due to rags
- Department head meetings with the Public Works Director
- Worked to schedule upcoming work, hauling sludge from digester and cleaning/ vector of RAS Station
- Prepared for upcoming sampling for EPA
- Spring cleaning of clarifiers and contact basins
- Changed RAS pump due to impeller bolt breaking
- Took RAS pump to Metropolitan Pump for repair and overhaul
- Updated procedures for Ammonia testing
- Updated sample protocols to coincide with recent limit changes
- Department head meeting with City Manager to discuss city operations

Water Department Submitted by Jeff Pennington:

- Daily water chores
- Daily water testing
- Repair and Replacement of Chemical feed pump issues as needed
- Chemical Delivery
- Julie Locates
- Submitted Monthly reports
- Assisted the Sewer department when needed
- Water shutoffs
- Water turn-ons
- Jet Sewer lines

- Camera Sewer line
- Final reads
- Worked with various customers on water and sewer issues (leaks, sewer backups, frozen pipes, frozen meters)
- Generator/ Well checks
- Department head meetings with the Public Works Director
- Worked on lead line inventory updates
- Training of new employee
- Worked on the Meter Replacement Program
- Worked with contractors for quotes on necessary improvements for wells
- Department head meeting with City Manager to discuss city operations
- Cleaned well houses
- Finished removing old water heater units for eyewash stations at wells 2,3,4 for updated units.
- Started installation of Double wall tanks and new scale at well #5
- Pulled RAS pump at treatment plant due to rags
- Pulled Jefferson St. Lift station pump due to rags in the pump

Oregon Police Department Submitted by Chief Matthew Kalnin

- The Oregon Police Department would also like to give a few safety tips for anyone that is going to be out and about in the snow/cold temperatures.
 - Dress in Layers and wear a hat and gloves when outside
 - Wear outer garments that are water-repellent
 - Wear sturdy boots and will protect your feet.
 - Watch for frostbite and hypothermia
 - Carry a winter kit in your car, one that includes a shovel, windshield scraper, jumper cables, flashlight, warning devices and a blanket.
 - Don't crowd snowplows and be careful approaching intersections, ramps and bridges.

