

**REPORT OF PROCEEDINGS
OF THE
REGULAR BOARD MEETING OF THE BOARD OF TRUSTEES
OF THE VILLAGE OF NORTHFIELD
TUESDAY, AUGUST 22, 2023**

As provided by public notice, the Village Board of the Village of Northfield met in the Council Chambers of the Village Hall immediately following the Special Meeting on Tuesday, August 22, 2023, for the Regular Board meeting. The meeting was called to order by President Greg Lungmus at 6:42 PM. The Village Clerk took the roll call.

PRESENT: President Greg Lungmus

 Trustees Todd Fowler
 Barnaby Dinges
 Tom Whittaker
 Matt Galin
 Tracey Mendrek
 Charles Orth

ABSENT:

ALSO PRESENT: Attorney Buzz Hill

CONSENT AGENDA ITEMS

The Village President asked the Clerk to read the Consent Agenda items into the record. Those were reported as follows:

1. Approve the Report of Proceedings from the July 18, 2023 Village Board meeting
2. Bills and Disbursements from July 1, 2023 to July 31, 2023, in the amount of \$ 1,074,555.38
3. Approval of the following Commission appointments:

<u>Plan and Zoning Commission</u>	<u>Term: 4 years</u>
Dan DeLoys – re-appointment	9/1/2023 to 9/1/2027
Kathy Estabrook – re-appointment	9/1/2023 to 9/1/2027
Todd Berlinghof – re-appointment	9/1/2023 to 9/1/2027
<u>Architectural Commission</u>	<u>Term: 4 years</u>
Jeffrey Eigel – re-appointment	9/1/2023 to 9/1/2027
Patricia Morrell – re-appointment	9/1/2023 to 9/1/2027

Trustee Orth made a motion, seconded by Trustee Fowler to approve Consent Agenda items 1 through 3.

President Lungmus asked if there were any Board members who wanted to comment on this matter.

Trustee Whittaker thanked the individuals for volunteering to be reappointed to the Plan and Zoning Commission and Architectural Commission.

President Lungmus asked if any member of the public wanted to comment on this matter. There was none.

President Lungmus requested a roll call vote to approve the consent agenda.

AYES: Fowler	NAYS:	ABSTAIN:	ABSENT:
Dinges			
Whittaker			
Galín			
Mendrek			
Orth			

CONSIDERATION OF A CONTRACT WITH CORE & MAIN FOR THE WATER CUSTOMER USAGE AND METERING PORTAL SYSTEM

Trustee Fowler made a motion, seconded by Trustee Mendrek, to consider a contract with Core & Main for the water customer usage and metering portal system.

Finance Director Morley stated that during the July 18th Board meeting, the Board was apprised of the updated contract pricing for the customer water usage and metering portal. The Board decided to move forward with the new system and asked that a contract be presented at the August Board meeting for approval. The contract is for a 5-year term with a total cost of \$88,810. The current fiscal year budget (FY2024) includes \$27,700 for the older system that the vendor is no longer supporting. This newer portal system will cost an additional \$9,440 in FY2024, coming in at \$37,140 for the first year. First-year costs are higher due to one-time charges for training and set-up. The cost in the second year will be \$12,350 and will increase each year thereafter at a rate of 3% for the remainder of the 5-year contract.

President Lungmus asked if there were any Board members who wanted to comment on this matter.

Trustee Mendrek inquired when this system would be up and running. Finance Director Morley replied that she was unsure of the timeline but would investigate it.

Trustee Whittaker noted that if the Board decided to move forward with the system, there needed to be a strong push for it within the community via social media as well as the newsletter so people were aware of the technology to take advantage of it.

Finance Director Morley replied that Core & Main had offered to help send out mailers.

Trustee Dinges stressed that he would support this but noted that there needed to be something new and different regarding pushing out the communication of the system to the residents.

Finance Director Morley stated that the system can alert residents when they have a water leak.

Trustee Mendrek recommended placing information about the system on the water bill and not just on social channels because residents have to look at this.

President Lungmus asked if any member of the public wanted to comment on this matter. There was none.

President Lungmus requested a roll call vote to approve a contract with Core & Main for the water customer usage and metering portal system.

AYES: Fowler NAYS: 0 ABSTAIN: ABSENT:
Dinges
Whittaker
Galín
Mendrek
Orth

CONSIDERATION OF AN EXTENSION OF THE TEMPORARY APPROVAL OF AN MRI TRAILER AT THE BLUE PEARL SPECIALTY AND EMERGENCY PET HOSPITAL LOCATED AT 820 FRONTAGE ROAD, UNTIL JANUARY 18, 2023

Trustee Orth made a motion, seconded by Trustee Fowler, to consider an extension of the temporary approval of an MRI trailer at the Blue Pearl Specialty and Emergency Pet Hospital located at 820 Frontage Road, until January 18, 2023.

Community Development Director Gutierrez noted in October 2022, the Village Board approved the temporary installation of an MRI trailer at the Blue Pearl Specialty and Emergency Pet Hospital (Blue Pearl) located at 820 W. Frontage Road. This approval was good through the end of May 2023. In February 2023, Blue Pearl sought an extension of that deadline to August 31, 2023, and now they are requesting a second extension. They are asking for an extension through November 17, 2023, however, if they fall just a few weeks behind their new schedule they will have missed the December 5 Village Board meeting to ask for additional time. Staff recommended providing an extension through January 18, 2024, to coincide with the Village Board's January meeting. Concerning the MRI trailer, staff has not observed any related parking issues, has not received any complaints, and no problems have been reported by any of the Departments.

President Lungmus asked if there were any Board members who wanted to comment on this matter.

Trustee Dinges asked if this trailer would be a semi-permanent fixture. Community Development Director Gutierrez replied that they fully intend to install a permanent MRI fixture inside their facility but it is still a work in progress.

President Lungmus asked if any member of the public wanted to comment on this matter.

President Lungmus requested a roll call vote to approve an extension of the temporary approval of an MRI trailer at the Blue Pearl Specialty and Emergency Pet Hospital located at 820 Frontage Road, until January 18, 2023.

AYES: Fowler	NAYS: 0	ABSTAIN:	ABSENT:
Dinges			
Whittaker			
Galín			
Mendrek			
Orth			

PUBLIC COMMENT

Resident Gavin Blunt noted that he had come to talk to the Board about a couple of issues. The first issue he asked about was the cost of the settlement and asked where that money was coming from because it was not in the budget. He reminded the Board that the former Village Manager sent an e-mail stating that her retirement would be effective July 15th and stated she had an employment contract with the village and she quit. He said this was a decision that she made of her own volition and in doing so she left this village in a very precarious position as the manager knew that the other staff was out on maternity leave and Holly had given her two-week notice. He stated the second issue the Board has is FOIA. He noted that any resident is allowed to make requests to the Village, and over the past several months, he made at least 6 requests to the Village. He remarked that he had requested basic stuff such as a credit card statement for a year and a chart of accounts and expense accounts for meals, and entertainment with the sub-account detail. He asked if the Village had a properly functioning accounting system. He believed the Village paid \$60,000 for an upgrade and inquired how difficult is it to find the expense account for meals and entertainment as well as the sub-accounts. He stressed that none of it had been provided and this information was requested on July 3rd. He said the Village has 22 days to comply which is pursuant to the Freedom of Information Act. He stated that several things could happen if the Village fails to properly comply with that request and was told that he could take this up with the Attorney General's office. He stressed that the Legal department in this Village is supposed to protect the Village from the rules and regulations, and the government issues that go on here to help the citizens not harm the citizens. He said it was his right to proceed at this point to go and file this because those are the laws in the state of Illinois. He wanted the Board to be aware that he had been on the receiving end of no responses and had been labeled a habitual requester. He said the Village wanted to charge him for a jump drive and 60 mags and there should be no charges at all.

Gavin Blunt said that on June 14th, he asked the Village for the name of the IT vendor and a comprehensive list of the Village e-mail addresses. He asked for the written policy for securing text and e-mail communications and asked for the name of the person who is responsible for maintaining that system and keeping it secure. He also asked who in the Village has access to the e-mail and text system and how long are e-mails and texts archived. He said there was no response and noted this was important because the Village Trustees entered into a settlement agreement spending more than \$700,000 and then another \$200,000 tonight for the interim manager. He said that it was \$900,000 of the Village's taxpayers' money without all the facts. He stated that he thought he should threaten the Board with legal action because he was pissed off and he had been aggravated emotionally and thought it was unbelievable what the Board had done. He requested that the Village have the electronic records reviewed by an independent lawyer to ascertain if, while under the employment of the Village using Village assets, anyone in the Village management tried to entice, text, e-mail, or have a verbal conversation about resigning from the Village in the preceding months before this agreement being crafted. He emphasized that all of the Village records were on a server and could be reconstructed, including any emails and texts that had been deleted. He believed that the Counsel should be required to take sworn depositions from the Village's department managers posing the following questions: Were you at any time, asked by any method, electronic or verbal, to leave the employment of this village? He said if the answer to any of these would be yes, then the trustees made a horrific decision. He said to affect other employees leaving is torturous interference with the operations of this village and noted that Holly had quit so he would start the depositions with her.

Gavin Blunt stated that in the last seven months of attending meetings, there was never brought up for a need for an Executive Director of Special Projects which included the duties of the Happ Road, a litigation matter, and other special projects. He believed that since the Village just hired an interim Village Manager for an annual salary of \$218,000, this person should handle these projects. He questioned why the consultant interim Village Manager who was doing half or less of the work was receiving almost the same pay. He inquired why during the legal settlement was there no study conducted as to the potential out-of-pocket expenses if the Village should lose in court. He said if the Village had gone to court and lost, they might only had to pay \$100,000 to \$200,000, which would have been covered by the insurance company. He said this would not have come out of the Village's taxpayers' pocket and asked the Board if they ever considered this or conducted the study. He believed the Village could have paid considerably less than currently had been agreed upon, plus travel, hotels, and airfare, and it would have been covered by the Village's insurance. He stated that there was also the issue of what exactly is considered special projects and their costs. He recommended that once an RFP has been formulated if there was a need for a special project, it should be put out for competitive bid. He noted that it was unbelievable how the Village trustees had failed in their fiduciary responsibilities and that they could or might be collectively held accountable for malfeasance and the expenditure of Village funds. He stated that Resolution 5R58-23 was approved and along with it, the former Village Manager released the Village from all liabilities in the best interest to resolve any threat of legal action. He stressed that was important to note that the Village of Northfield itself has not released either of the plaintiffs and the Village President, who was a plaintiff on the original cease and desist letter, has not released anybody. He noted if there was torturous interference in the Village's operations, then the citizens of Northfield and the Village

itself may have legal recourse against both the plaintiffs for all attorney fees and recovery of any funds paid out of which there seems to be some \$85,000 that is either been paid out or about to be paid out. He stated there was another issue that both the former Village Manager and the current Village President are plaintiffs in a threatening legal matter about the three trustees who have been absolved of any wrongdoing. He stated that Attorney Buzz Hill needed to talk to the Board and solve the issues. He noted that the Village Board President must step down from his position as he could be subject to litigation. He said that a conflict of interest exists and during this period, the Village President should not have any input or say in any official Village matters or proceedings until the issues and relevant answers have been resolved and presented to the public.

Galvin Blunt emphasized that an agenda item should be placed on the Village's docket for modification of the Village Code to provide the residents of the Village the opportunity to recall any duly elected official for cause. He noted that he understood this would require a referendum. He stressed that it was an election year so the Village should get going on that. He stated this could be done expeditiously using the Mount Prospect ordinance as a guide which was a very well-written, concise 10-page document. He recommended that the Village also place on the agenda to create a committee of trustees and citizens, to be chaired by a former village president to review the complete operations of the village, along with department flow staffing budgets, consulting agreements, and compensation of all employees. He believed that the Village had outsourced too much and there were not enough people to do the job. He felt this committee could get this job done within 60 days. He said the Village Attorney must hire outside counsel to review all of the electronic records and conduct the sworn depositions of senior village staff and report back to the Board, producing a written report available to the public. He stressed that these actions must be taken before the next board meeting and there must be public notification over the next 30 days so that the residents know they are being addressed and will be on the Village's agenda for a robust discussion. He emphasized that if the Village elects not to do anything, a letter documenting all the issues starting with January through August will be crafted, along with all the factual details and documentation signed by the Village's residents addressed to the Attorney General of the State of Illinois. He said the letter would ask his office to open a full investigation into the improper expenditure of 700,000 to \$1,000,000 of taxpayer funds and request the replacement of the current Village President with an interim caretaker from outside the Village.

Gavin Blunt stressed that President Lungmus had a conflict of interest. He said that President Lungmus could not sit on the board and threaten the Village with legal action and then be part of crafting the solution. He hoped the Board would work with Attorney Buzz Hill to address the issues because the alternative was not great. He reiterated that the former Village Manager resigned and in effect, terminated her contract with the Village, noting that she quit and was not owed a dime. He stated there were residents in the hall that evening who didn't want him to speak and just wanted to go directly to the Attorney General. He said he suggested that they at least allow the Village to solve the problems. He stressed that if this does not happen, the issues will be brought to the attention of the Attorney General. He emphasized that President Lungmus needed to step down temporarily until the matter was resolved.

Resident and owner of Metamorphosis Spa, Pamela Papadato stated that she was present to discuss the roundabout, which will be which will remove all parking from the front and side of her building. She noted that she had owned and operated the Metamorphosis Spa for 28 years and employed 20 people, most of whom rely on their income to help support their families. She remarked that a year ago she sold her house in Northfield and moved into the apartment upstairs in her building. She services over 1500 customers per month and they have managed to thrive with no evening hours, which has allowed them to not compete with the parking of the evening restaurants. She said that 1500 square foot space of her space is primarily used for retail product sales and many customers run in for a quick purchase of a shampoo or a skin care product, noting that retail is an important part of the success of her business. She said if the ease of doing this is removed, her customers will find an alternate place to shop. She stated that her building is 2 stories and 12,000 square feet and the front of the building was built on the property line, which she believed was the only building in the town like this. The back of her building has two tandem parking spaces, used by her family that occupies the apartment upstairs. She said they access the back through the alley on the east side of the building during the day. There are often delivery trucks blocking the alley as they deliver important supplies and food to the neighboring restaurants. She noted that it is a very tight fit and her building had been clipped and or hit many times by these trucks entering the east side. Many evenings her family has experienced near collisions with cars coming from behind the neighboring buildings around as they attempt to turn into their tandem parking spots.

Pamela Papadato remarked that she had great appreciation for any improvements made in the Village and had spent over \$2,000,000 to improve and modernize her business. She stressed if there were no reasonable parking for her customers, she would not be in business, because these limited spaces are also used by the neighboring restaurants. She said she received the proposed plan for the roundabout and it eliminates all parking in front and the side of my building. She stated that she believed the purpose of the roundabout was safety and questioned if there was any consideration of having Orchard Lane become one-way so that people would not be turning off of Happ Road. She stressed how the removal of parking spaces would lead to the loss of her business and stated that if she had known about this 28 years ago, she would not have invested in this town. She said that she met President Lungmus at the last meeting I had with Stacy Sigman and he very kindly told her that she was an important part of this community with her business. She addressed President Lungmus stating she did not see how she would continue to have a business with all her parking taken away.

President Lungmus replied that he had great empathy for her concerns and noted there was a safety issue with that five-way interchange there. There are accidents all the time there and it is hazardous for pedestrians as well. It is a County Road so they were brought in to study and after investing \$1,500,000 studying it over the last three or four years at Happ Road and Orchard Road, the roundabout plan was selected with the emphasis of preserving as much parking as possible. He stressed that the Village is trying to develop a parking lot in the County and IDOT right of way that is behind her property and they continue to put political pressure on them to make this happen. He noted he was having lunch with the state Rep shortly to ask him to help push this forward with IDOT since there would be 23 additional parking spaces.

Pamela Papadato noted there would be a total of 20 parking spaces that would be removed.

President Lungmus said the Village did not have jurisdiction over the spaces on Orchard that are across from her building because those are the County's property. There is no other way to get this circle in there without sacrificing those spaces. He stressed that it is very important the Village wants to find a solution to allow her customers to find alternatives to parking in front of her salon.

Gavin Blunt inquired how many accidents had occurred at the intersection where the roundabout would exist. He noted that just because a study was done, it did not necessarily mean that a roundabout was necessary. He noted that the business that could potentially lose parking spots was a hair salon. He stated that Trustee Tracy Mendrek, of all people, should understand the fact that when you spend 150 or 200 bucks having your hair done the last thing you do is go out of the building in the winter time, slip and fall go off to some parking lot in the back of somewhere to get in your car.

Trustee Mendrek replied to Gavin Blunt that she gets her hair done in the West Loop and walks through the elements rain or shine and asked him not to use herself as an example.

Gavin Blunt noted that there might be other customers who feel that way and just want to dash across the street to their car. He noted the Village needs to look at what that business is and not necessarily go because it has been studied over a long period. He said that just because something has been studied does not mean that it works.

Resident Kathy Estabrooke said that Gavin Blunt made a wonderful presentation and noted that no one said a word and yet a nice woman who owns a hair salon and there is a conversation that lasts fifteen minutes. She said that there were problems in the Village and no one was responding to them. She said, "Shame on all of you." She noted that residents wanted a response from the Board. She thought the Attorney General was not the right answer but it might end up being.

Trustee Dinges noted he respected the public comments and agreed with some of Gavin Blunt's ideas. He felt that a recall ordinance would not be bad for the Village but noted it takes a lot of time. He stressed that Gavin Blunt had a lot of facts wrong. He noted that Pamela Papadato had an iconic, quality business in town and the Board needed to listen to the businesses in town. He said there is a lot of debate and disagreement about the roundabout and what should go in the roundabout. He thought these were good discussions to have, and noted that Pamela Papadato raised her concerns, articulated them well, and got a good response from the Village. He stressed that everyone in this room was there because they cared about this Village. He stated that he would like to see senior housing in the community and hoped to make it happen. He recommends that everyone come with good energy, good intentions, and respect, and work on a new style as a Village.

Resident Kathy Estabrooke stated that it all started in January. She stressed they wanted a comment from President Lungmus. President Lungmus replied that he would not give any comments.

Resident Don Graf said, “Transparency 101.”

Administration

Acting Village Manager Noble stated that he and Chief Lustig would be attending a meeting tomorrow with the Villages of Glencoe, Winnetka, and Kenilworth to continue the negotiations and strategies for working out an extended contract for the 911 facility in Glenview.

Community Development Department & Building Department

Community Development Director Gutierrez said the Plan and Zoning Commission will hold a Public Hearing on Tuesday, September 5, 2023. He noted that the property owners, Mr. and Mrs. Dietz, at 119 and 123 Happ Road are requesting to divide this one lot into two separate lots – one lot for each existing residence with the hopes of selling both of the properties. The proposal contains two variations – one for lot width and the other for an acute angle within the subdivision. The Zoning Board of Appeals will hear this petition on September 5th as well as a petition from the Josselyn Center which is seeking Zoning Code amendments to create a Special Use category titled Community Mental Health Campus. This would include all of their existing programs and services in the four buildings they currently occupy in the Village’s O/R District. This will also be going to the Plan & Zoning Commission who will make a recommendation and then go to the Village Board for a final vote. Concurrent with the Zoning Code amendments they are seeking, the Josselyn Center will also be submitting a Special Use for themselves for their activities and the Mental Health Campus. The Bloc Cannabis Dispensary is hoping to open within 60-90 days.

Finance Department

Finance Director Morley stated the June financial reports were provided, noting that the Village was now two months into the new fiscal year. Sales tax revenues get better and better year after year for the Village and after 2 months are coming in at \$67,000 higher than budget which is \$145,000 higher than the same time last year. General Fund revenues are better than expected by \$168,000 and Department expenses are below budget by \$103,000. Even though property taxes are coming in later than expected, the Village has adequate liquid cash reserves to continue to pay bills as they come due. The Village recently underwent a full review by Standards & Poor, the bond rating agency and they re-affirmed the Village’s AAA rating after reviewing the Village’s financials, cash reserves, budgeting, policies, and strong management. Having an AAA rating allows the Village to get the best rate on debt in the marketplace if the Village needs it. Right now, the Village is not looking to go to the market due to high-interest costs and building material prices that have skyrocketed due to supply chain and a labor shortage. In Water/Sewer, water sales increased dramatically compared to the same time last year, which led to a positive revenue variance of \$200,000. However, expenses still stayed in line but remained under budget. This led to a net surplus in the water fund of \$513,000 versus the budgeted surplus of \$256,000, which is an almost 50% increase in the surplus.

Fire-Rescue & Public Works Departments

There was no report.

Police Department

Police Chief Lustig stated that the Police Department had been preparing for schools reopening and noted there was a banner at Wagner and Willow reminding drivers that school is open. He said that officers are reminded to patrol the school routes. They increased enforcement because there was more cut-through traffic as many people were cutting through streets to get their students to Loyola and New Trier. The Board of Police Commissioners interviewed three candidates to become police officers and two of them did not pass the backgrounds, but the remaining candidate looks promising. They will be advertising to get the other positions filled.

President Lungmus noted there were the following five special Board projects:

- 1) Centennial – Lead by Trustee Mendrek and Trustee Dinges – Trustee Mendrek presented some PowerPoint slides (See Attachment A) based on feedback received from ChandlerThinks, an agency that has worked on many of these sorts of projects in the past. She noted that 2026 is the hundredth anniversary of the Village of Northfield but it also coincides with the 250th anniversary of the United States of America. It's an opportunity for us to come together as a community and do some exciting, fun, celebratory things to recognize the Village of Northfield's history and provide an opportunity for the community to come together. Trustee Dinges noted that there was a lot to think about, but if they wanted a successful event, decisions would need to be made in the coming months.
- 2) Wayfinding Signage – Lead by Trustee Mendrek and Trustee Dinges – There was no report.
- 3) Sidewalk Committee – Lead by Trustee Galin and Trustee Whittaker – Trustee Galin said the committee met last Thursday. They have finished all the field work and are in the process of drafting an initial report where they rank from high priority, medium priority, and no priority. They will then present this initial draft to the public. In mid-October, they will host a workshop to get meaningful feedback from the public regarding the priorities of the sidewalk improvements.
- 4) Mid-block Crossings – Lead by Trustee Orth – Trustee Orth stated that he spoke to the consultant today and there have been some delays due to legal reviews by our legal staff and their legal staff. He was still working with the County and moving forward to hopefully get this taken care of soon. He noted this crossing was at the Lagoon and Winnetka Ave. He noted there were two other locations in town where mid-block crossings are needed that were also on County roads. He thought that once the first one was completed, the other two would go much quicker. Trustee Mendrek inquired about the kind of communication that was being done so residents were aware of the status of this project. Resident Gavin Blunt inquired about the budget for one crossing. Trustee Orth replied that the original budget was in the \$25,000 to \$35,000 range and he felt this was doable. He stated that with the subsequent two crossings, there are Cook County grants available that are matching fund grants.

Resident Jeff Shipko stated he thought the Board was dysfunctional and needed to change. He said that they wanted President Lungmus to resign and they wanted Stacy Sigman out. He said the Board was not listening to many of the residents.

Resident Jenny Wilson said that she wanted to respond to Trustee Mendrek's question about whether the residents are aware of things. She noted that many residents were on a group text and communicated with one another. She said that they were reading the meeting minutes as soon as they were posted. She said that she came to hear the parking discussion concerning the roundabout and noted this was the first she had heard about the discussion of what was going to happen behind the building. She noted being one of the owners of Stormy's, she hoped that they were included in the conversation regarding what was going to happen behind their property. She noted if parking was placed behind their property there would be more wear and tear that they would have to maintain. And with more people coming across their property, they could fall down so they could be liable. She noted that she hoped they would be included in that conversation.

- 5) Library Campus – Lead by Trustee Fowler and President Lungmus –President Lungmus stated there have been ongoing conversations with the Winnetka-Northfield Public Library. He said that Trustee Fowler and he just sent them a letter and have not heard back but by next month there should be an update. Trustee Dinges stated that he was listening to the library board meeting last night. He noted that they had sent the Village a lease proposal and a response was sent. He asked if board members could see any of that information. President Lungmus replied that it was possible.

ADJOURNMENT

There being no further business or issues to come before the Board, Trustee Orth made a motion, seconded by Trustee Fowler to adjourn the meeting.

Upon the following roll call vote, the motion was approved.

AYES:	Fowler	NAYS: 0	ABSTAIN: 0	ABSENT:
	Dinges			
	Whittaker			
	Galín			
	Mendrek			
	Orth			

The meeting was adjourned at 8:23 PM.

Centennial Plan for Village of Northfield



CHANDLERTHINKS

Updated 8/14/23

Chandlerthinks, LLC

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615-498-8313

steve@chandlerthinks.com

SITUATION

The Village of Northfield was established in 1926 and will be celebrating a Centennial (100th) Anniversary in 2026.

A Centennial Anniversary celebration is an exciting time for any community. This milestone anniversary creates opportunities to connect with residents and businesses, celebrate heritage, and inspire unity in working together for what's ahead. It can be an exciting time to dress up the community with commemorative merchandise, pole banners and fun themed events.

This document outlines recommendations for planning and organizing a centennial celebration.



PHASE I - VISION & GOALS

To be successful, it's important we get the local community involved and excited about celebrating.

Begin the efforts, by establishing your vision and goals for the Village of Northfield Centennial Celebration.

Below is a vision that the initial team provided:

The vision of a Centennial Celebration is to take this opportunity to host several fun, safe, and educational opportunities throughout the year that helps to bring the community together to celebrate 100 years of Northfield.

Once you have the vision and goals established, prepare stakeholder presentations that can be shared with the community. This can be done at community meetings and or an invitation to attend other events in the community.



PHASE II - ORGANIZATION & STRUCTURE

ESTABLISH A PLANNING TASK FORCE

Enlist Advocates. We recommend establishing a **Northfield Centennial Planning Task Force** to serve as the overarching group to help guide and oversee the planning for the Centennial.

Recruit people from different groups and organizations throughout the community who could take the lead in planning and executing the ideas for the centennial celebration

- Chamber of Commerce and Businesses in Northfield
- Residents in Northfield
- Teachers and Students from the Schools and Library
- The Arts Community
- Heritage & Preservation
- Park Districts (Northfield, Winnetka, & Glenview)
- Downtown merchants' representation



PHASE II – ORGANIZATION & STRUCTURE

DEVELOP SUBCOMMITTEES

As you are planning the centennial celebration, consider developing subcommittees to help manage various parts of the celebration. Listed below are some suggested sub committees to organize:

- Communications (Branding, Positioning, Website, Social Media, PR)
- Logistics Committee
- Historical Committee
- Arts Committee
- Events Committee
- Education Committee
- Parks Committee
- Businesses

Each committee should be responsible for putting together a plan (with budget and timelines) for how each group can participate in the Centennial Celebration throughout the year.



PHASE III- BRANDING & MESSAGING

Develop the branding and messaging for the 100th anniversary that could be used in marketing and promotions throughout the year.

I. DEVELOP THEME/POSITIONING

Determine an overall theme/positioning for the anniversary. Should we leverage our current positioning line “The comfortable corner of the North Shore”?

II. DEVELOP IDENTITY

Should there be a logo and/or a seal created?

III. DEVELOP A WEBSITE OR WEB PAGE

Design and develop a dedicated website about the 100th anniversary or create a section on the existing website. This website/web page should include details about the Centennial Celebration – the history of Northfield, events that will take place and any other pertinent information. (Here is an example of a well-done website - <https://www.colliercounty100.com/>)



PHASE IV – PLANNING

EVENT PLANNING

Any events planned must be founded on one or more of the following criteria:

- Be open to the public.
- Nurture a sense of community pride.
- Represent the values of the Village of Northfield
- Recognize the contributions to the community that have impacted the development and growth.
- Support the vision and goals of the Centennial Celebration.
- Provide opportunities for individuals, groups, and businesses to come together to celebrate their part in history.



TIMING

Phase I – Vision & Goals – August '23 – October '23

Phase II – Organization & Structure – October '23 – December '23

Phase III – Branding & Messaging – January '24 – April '24

Phase IV – Planning & Budgeting – January '24 – December '24

Phase V – Finalize Plan & Approve Budget – Jan '25 – March '25

Phase VI – Development & Execution – March '25 – March '26



BUDGET CONSIDERATIONS

Outlined below are some rough budget ranges. There is a potential to get sponsorships or additional funding/grants for some events and other projects.

- Logo Development - \$4,000 –\$6,000
- Messaging/Positioning – \$3,000 – \$5,000
- Signage Design & Production – \$15,000 – \$20,000
- Promotional Items (shirts, hats, etc.) – \$20,0000 *(these items could be sold to generate revenue to cover the expense)*
- Website Development – \$5,000 –\$10,0000
- Events – \$100,000 – \$150,000
- Mural/Statues – \$3,000 – \$10,000



IDEAS

