

**MINUTES
JOINT MEETING OF
THE CULTURAL & SOCIAL AWARENESS COMMISSION
AND ENVIRONMENTAL COMMISSION**

June 16, 2016
City Council Chambers

The Special Joint Meeting of the City of Woodstock Cultural & Social Awareness Commission and Environmental Commission was called to order at 6:00 PM on Thursday, June 16, 2016 in the Council Chambers at City Hall.

I. CALL TO ORDER AND ROLL CALL:

COMMISSION MEMBERS PRESENT: E. Ellinghausen, J. Krandel, S. Wenzel, J. Hudson, J. Rivera, I. Sagrado, Chair E. Poremba, and Chair L. Crain.

COMMISSION MEMBERS ABSENT: L. Kacmar and W. Donato.

STAFF PRESENT: Human Resources Director Debbie Schober, Assistant Public Works Director Tom Migatz and Chief Deputy Clerk Jane Howie

OTHERS PRESENT: None

II. APPROVAL OF MINUTES: Motion by E. Poremba, second by I. Sagrado, to approve the Minutes from both the May 5, 2016 and May 26, 2016 meetings. Ayes: E. Ellinghausen, J. Krandel, S. Wenzel, J. Hudson, J. Rivera, I. Sagrado, Chair E. Poremba, and Chair L. Crain. Nays: None. Absentees: L. Kacmar and W. Donato. Abstentions: None. Minutes approved.

III. PUBLIC COMMENT: None

L. Crain summarized her meeting this afternoon with D. Schober, T. Migatz, Mayor Sager and D. Graff-Ponstein. She described the bag that D. Graf-Ponstein is getting a bid for from a company in India. J. Rivera got a quote and bag from Guadalupe, Zacatecas, Type I canvas bag; however, it's not a cotton blend. Denise is putting together a spec sheet so that the Commission can compare the specs before making a decision. Recommendations from Mayor Sager & D. Graf-Ponstein are that the first bags will hold up better. If the bag is too large it becomes heavy and cumbersome. E. Poremba likes the thicker bags. It was noted that the quote doesn't match the product that was being displayed. Type I bag is thicker and sturdier. The cost would be \$2.12 per bag from Zacatecas. Commission members said that they want the first bag that they'd already agreed upon; not the larger bag.

Printing is done on canvas before bags are constructed. If printing is not done until bags are made, the print area is greatly reduced. Therefore, the bags and printing would have to be done at the same place to get the most print space. Decisions need to be made on all of the choices presented. The bid from China included printing. Two providers that D. Graf-Ponstein has worked with informed her of QCA = Quality Certification Alliance, which means the product is inspected and the business is audited. "QCA is the promotional product industry's only independent non-profit organization dedicated to helping suppliers provide safe and compliant products. QCA's sole purpose is to certify the supplier processes involved in product quality, product safety, supply chain security, social accountability, and environmental stewardship."

Denise recommends that the bags are printed prior to construction.

Prior to making a decision, the Commission would like to find out if Zacatecas meets the QCA standards.

E. Poremba said she feels better about the bags from China now that she has heard about the QCA certification, but she's worried about the timeline. India's price should be here next week and D. Graf-Ponstein believes the cost will be lower, and also indicated that they're QCA-certified. Order should be placed by the end of June to get the bags delivered to residences before Halloween. It was noted that the Commission will need to make this decision via email once the information is received, via D. Schober.

The sponsorship information has been shared with the Commission. D. Graf-Ponstein expressed concern in having sponsors listed all over the bag.

D. Schober thought perhaps sponsors could be listed on a website with links that contained information about the company, and could contain coupons and other perks. A larger sponsor could have a larger banner on the web page. Perhaps create a page to share information about the students that have been involved in the reusable bag initiative, Environmental Defenders of McHenry County, and all the educational pieces. Information can be added as the program progresses. This would allow for a clean, uncluttered bag, which would be more pleasing to the eye.

The Commission discussed other ways in which sponsors could be recognized. It was suggested that, instead of having sponsors listed, the bag could contain community events and locations that are specific and special to Woodstock. Things such as the Woodstock Opera House, Summer in the Park / Barndance, Farmers Market, Fair Diddley, Dick Tracy Day, Environmental Defenders of McHenry County, Historic Woodstock Square, City Band Concerts, Sister City Program. So instead of sponsorships, the side panels would include points of interest within Woodstock.

J. Krandel would like businesses to have the opportunity to provide advertising items to put in the bag. S. Wenzel expects that businesses would be happier to sponsor if their name is on the bag.

D. Schober said the bag would include a list of sponsor names; a marketing piece could be included in each bag. This eliminates the number of issues with the number of sponsors we acquire. The concern is that, for example, WalMart may not want to sell a bag that has Jewel displayed as a sponsor. So, by not listing sponsors on the bag itself, the competition element is not an issue.

The sponsor informational listing would be included in each bag that is going to resident's homes. Learn about our sponsors, learn their story. J. Krandel asked if this will be offered to businesses in the next couple of weeks. D. Schober suggested sponsors could have a sort of luggage tag that says, 'proud sponsor of sustainable woodstock'.

The City will purchase a URL, which would be on the bag and invite others to visit this page. K. Coltrin will contact the person responsible for the logo from the Chamber of Commerce. Perhaps the Commission can obtain in-kind sponsorship with the Chamber.

J. Hudson motioned to have a clean bag, second by J. Rivera. All Commission members agreed with having a clean bag.

It was noted that while Mayor Sager would love to see the bags paid for by sponsors and supporters of this initiative, he is no longer considering that as important as once thought. It is also possible to place a donation location on the page.

This would be an opportunity for businesses to market themselves to all the households in Woodstock, and show their support and investment in the community.

We're getting 3 quotes for clean bags listing events / locations / causes unique to Woodstock. Commission members were asked to email their "things I think of when I think of Woodstock" to D. Schober in the next few days. Mayor Sager will make the final decision.

The Commission agreed that the company selected must have QCA certification: If costs and bag samples are similar, the order of selection is: 1) Zacatecas, 2) India, and 3) China.

The Commission will need to recruit volunteers for bag distribution in the coming months.

V. ADJOURN

Motion by J. Hudson, second by I. Sagrado, to adjourn this Special Meeting of the Cultural & Social Awareness Commission and Environmental Commission. Ayes: E. Ellinghausen, J. Krandel, S. Wenzel, J. Hudson, J. Rivera, I. Sagrado, Chair E. Poremba, and Chair L. Crain. Nays: None. Absentees: L. Kacmar and W. Donato. Abstentions: None. Motion carried. Meeting adjourned at 6:55 PM until the next Special Meeting on Thursday, July 7, 2016 at 6:00 PM.

Respectfully submitted,

Jane Howie
Chief Deputy Clerk