

VILLAGE OF ROCKTON
BOARD OF TRUSTEES
SPECIAL MEETING MINUTES

March 16, 2022

Mayor Peterson called the meeting to order at 6:00 pm.

Present were: Mayor Peterson, Mr. Danielson, Mr. Fridly, Mrs. Honkamp, Ms. May, Mr. Seever and Mr. York

Staff present: Ms. Diduch

PUBLIC COMMENT

None.

ADMINISTRATIVE STRATEGY DISCUSSION

Mayor Peterson stated that he had several items that he wanted to discuss with the Village Board in order to get an idea of what our priorities are as a Village. Mayor Peterson said that this would, in turn, help with planning and budgeting for the Village as well. Some of the topics that were discussed were as follows:

- **DOWNTOWN MURALS** – The Village Board discussed possible locations for future murals and how the murals would be funded. After much discussion, Mayor Peterson stated that downtown murals are a low priority at this point, unless they are funded/sponsored by another entity.
- **SONOCO PROPERTY** – The Village Board discussed the future of the property and thought that this may be a good time to list the property with a commercial realtor once the zoning is changed from CH (Commercial Highway) to CR (Commercial Retail).
- **COMMUNICATION** – The Village Board discussed their thoughts about a monthly email newsletter and a new Village website. Ms. Diduch stated that the business owners would love to have a website that features the downtown businesses. Mayor Peterson stated that there is the \$100,000 that was set aside from the American Rescue Plan Act (ARPA) to be used for the downtown area. Mayor Peterson added that a monthly email newsletter was the most economical way to communicate with residents. The Village Board discussed the possibility of outsourcing the newsletter and agreed that communication is high on their priority list.
- **SPECIAL EVENTS** – The Village Board discussed the current special events application and were okay with adding a smaller scale application for other events such as block parties. The Village Board also discussed the number of special events affiliated with the Village and agreed that a lot of the events need to remain the same size. Mayor Peterson said that many of these events have given the Village an identity in the area and that he has three women that would like to volunteer their time and help with these events. The Village Board also discussed staffing these events and agreed that if the events are making money, then extra staff should be budgeted for the events. Ms. Diduch stated that the events that the Village hosts brings value, but that the Village also needs to have branding and market the events.
- **STREETSCAPE PLAN** – Mayor Peterson discussed how to prioritize the streetscape plan with the Village Board. The Village Board agreed that the wayfinding signage could be where the Village starts because the signs are something that could be worked around. Mayor Peterson inquired how the Village should budget for this. Ms. Diduch said that all of the projects or phases of the streetscape plan are going to need grants to fund them because they are several million dollars. The Village Board discussed the possibilities of grant writing for the streetscape plan or other areas in the Village (infrastructure). The Village Board also discussed finding ways to increase revenue within the Village to help fund major projects.

ANY OTHER BUSINESS ALLOWED BY LAW

None.

ADJOURN

Hearing no further business, motion by Mrs. Honkamp, second by Ms. May, to adjourn at 8:01 pm. All ayes.
Motion approved 6-0.

Respectfully submitted,

Christina Stewart
Village Clerk