



COUNTY OF KENDALL, ILLINOIS
ECONOMIC DEVELOPMENT & ADMINISTRATION
Kendall County Historic Courthouse
110 W. Madison Street, Yorkville IL 60560
Wednesday, July 16, 2025, 5:30 PM

1. Call to Order
2. Roll Call: Dan Koukol (Chairman), Brooke Shanley(Vice Chair) Elizabeth Flowers, Seth Wormley, Scott Gengler
3. Approval of Agenda
4. Approval of Minutes from April 16,2025, Committee Meeting (p.2)
5. Committee Reports and Updates
 - A. Animal Control Department Update – Director Taylor Cosgrove (p.5)
 - B. Emergency Management Agency Update – Director Roger Bonuchi (p.9)
 - C. Revolving Loan Status Update - Finance & Budget Analyst Jennifer Breault (p.11)
 - D. Kendall Area Transit Update- PCOM Jennifer Breault (p.12)
 - E. Economic Development Update – Economic Development Coordinator Todd Volker (p.13)
6. New Committee Business
 - A. Discussion of three new vans for Kendall Area Transit (p.14)
 - B. Discussion and Approval of Advertising Policy (p.15)
 - C. Discussion and Approval of RFP for Advertisement on Kendall Area Transit Vehicles (p.19)
 - D. Discussion of Economic Development Branding and Marketing (p.20)
7. Old Committee Business
8. Chairman’s Report
9. Public Comment
10. Executive Session
11. Items for Committee of the Whole
12. Action Items for County Board
13. Adjournment

If special accommodations or arrangements are needed to attend this County meeting, please contact the Administration Office at 630-553-4171, a minimum of 24-hours prior to the meeting time

COUNTY OF KENDALL, ILLINOIS
ECONOMIC DEVELOPMENT & ADMINISTRATION COMMITTEE
Meeting Minutes for Wednesday, April 16, 2024, at 5:30 p.m.

Call to Order: The meeting was called to order by Committee Chair Dan Koukol at 5:30 p.m.

Roll Call

Attendee	Status	Arrived	Left Meeting
Dan Koukol	Here		
Scott Gengler	Absent		
Elizabeth Flowers	Here		
Brooke Shanley	Here		
Seth Wormley	Absent		

With three (3) members present a quorum was established.

Staff Present: Christina Burns, RaeAnn VanGundy, Taylor Cosgrove, and Roger Bonuchi

Approval of Agenda – Member Flowers made a motion to approve the agenda, second by Member Koukol. **With three (3) members voting aye, the motion was carried by a vote of 3 - 0.**

The recorder, Nancy Villa, pointed out a mistake on the minutes from February 19, 2025, minutes. The date should be Wednesday February 19, 2025, and not Thursday February 19, 2025.

Approval of Minutes – Member made a motion to approve the corrected February 19, 2025, Committee Meeting minutes, second by Member Shanley. **With three (3) members voting aye, the motion was carried by a vote of 3 - 0.**

Committee Reports and Updates

A. Animal Control Department Update –

Taylor Cosgrove, Director of Animal Control, directed the committee to page 6 in the packet for reports and updates. She informed the committee that a microchip report has been added. Kendall County Animal Control’s pet food pantry is operational and actively serving the community. They have also received donations to support this initiative. Mulch has been installed in the dog's yard, generously provided by the City of Yorkville, with the assistance of 15 high school students who helped lay the mulch.

B. Emergency Management Agency Update –

Roger discussed the Illinois Search and Rescue Council. The training is primarily conducted by three experienced long-term members. They provide instruction on search and rescue techniques, field operations, search management, lost person behavior, and basic navigation skills using compass and GPS. A total of 25 participants attended a ground search and rescue training camp, which functions as an intensive introductory program for search and rescue. The first day consists of classroom presentations, while the second day involves outdoor training activities, including night search exercises. Roger mentioned that we are approaching festival season, and the command post has already been requested to attend several festivals. Currently, KCEMA has 22 active volunteers. Although the department recently lost a few volunteers, we remain strong with a team of 22. Committee members discussed the funding sources for KCEMA during the year. Roger explained that some funds are received through Nuclear safety programs, while others come from IEMA. The committee also discussed whether KCEMA provides assistance during emergencies in businesses. Roger clarified that KCEMA only offers assistance when specifically requested by fire departments.

C. Revolving Loan Status Update –

Christina informed the committee that there are currently five outstanding loans. The Law Office Corporation and Grace Holistic Center for Education are both current with their payments. There is no update available regarding the Minooka Water Project. Lucky’s Beef N Dogs and Camp Mutty Paws are both behind on their payments. Lucky’s Beef N Dogs last made a payment on December 31, 2024. They are currently on payment number 59, whereas they should be on payment number 83. Their outstanding balance is \$5,625. Staff have sent certified letters to both parties, all of which have been returned. Camp Mutty Paws last made a payment in September 2024. They are currently on payment number 28, whereas they should be on payment number 38. In the fall of 2024, they requested a loan modification, which was approved by the committee with the condition of making a payment to proceed. However, this payment has not yet been received.

D. Economic Development Update –

Christina reviewed the economic development monthly report included in the packet on page 21.

- Staff continues to collaborate with the KEDA Summer Internship Program.
- A Spring KEDA Factory Tour at Tangent Technologies is scheduled for April 25.
- The Kendall County Career Resource Fair will take place on May 7 at the Fox Valley YMCA.
- Staff also assisted with GCEP’s brochures about the Chicago region for the SelectChi event.
- Staff met with Nicor regarding the 2026 Made in Kendall sponsorship.
- Staff attended the KEDA Quarterly meeting held at Joliet City Hall.

New Committee Business

A. Health Department Update

Member Koukol invited the Executive Director of Kendall County Health Department, RaeAnn VanGundy, to present to the committee regarding the various resources available through the Department. She shared that the Health Department is comprised of four distinct units: Community Health, Mental Health, Environmental Health, and Community Action. The Department offers support to the community on a range of issues, with staff serving as a valuable resource for different services. Committee members commended her for the work and support provided to the community.

Old Committee Business – None

Chairman’s Report –None

Public Comment - None

Executive Session - for the purpose of the review of discussion of minutes of meetings lawfully closed under the Open Meetings Act, whether for purposes of approval by the body of the minutes or semi-annual review of the minutes as mandated by Section 2.06, 5ILCS 120-2/21.

With three (3) members present voting, the motion was carried 3-0.

Dan Koukol	Yes
Scott Gengler	Absent
Elizabeth Flowers	Yes
Brooke Shanley	Yes
Seth Wormley	Absent

The consensus from the Committee was to retain all past Executive Session minutes from Economic Development & Administration, Animal Control and Law Justice and Legislation and release April 16, 2025, Executive Session Review minutes.

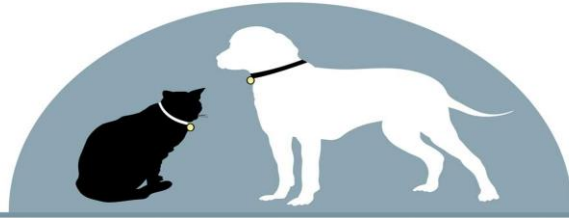
Open session reconvened at 6:03 pm.

Action Items for Committee of the Whole: None

Action Items for County Board: None

Adjournment – Member Flowers made a motion to adjourn, second by Member Shanley. **With three (3) members present voting aye; the meeting was adjourned at 6:04 PM.**

Respectfully submitted,
Nancy Villa
Executive Administrative Assistant



KENDALL COUNTY
ANIMAL CONTROL

Financial Statements FY25
June 2025

KENDALL COUNTY ANIMAL CONTROL FUND #1301
Statement of Revenues And Expenditures
6/30/2025

	CURRENT YEAR				PRIOR YEAR	VARIANCE
	FY25 Budget	June Actual	FY25 YTD	YTD Percent of Budget	FY24 YTD	FY25 YTD v. FY24 YTD
REVENUE						
Fines & Fees	\$ 50,000	2,706	38,061	76%	41,543	\$ (3,483)
Miscellaneous	100	-	-		425	(425)
Donations	5,000	-	149	3%	29,010	(28,861)
Rabies Tags Sold	320,000	6,535	155,912		149,441	(149,441)
Intact Registration Fee	13,000	130	6,885	53%	9,205	(2,320)
Total Revenue	\$ 388,100	\$ 9,371	\$ 201,007	52%	\$ 229,624	\$ (184,529)
EXPENDITURE						
Salaries-Part-Time	93,444	7,289	45,996			
Salaries-Full Time	38,613	3,264	20,880			
Salaries - Other		-			56,334	(56,334)
Salaries - Administration	15,000	1,154	8,077	54%	5,585	2,492
Sal Animal Control Warden	70,000	5,385	37,692	54%	34,185	3,507
Sal Asst Animal Ctrl Warden	47,590	4,474	26,557	56%	24,816	1,741
Salaries - Overtime	510	-	18	3%	83	(65)
Office Supplies	1,500	29	431	29%	517	(86)
Postage	1,600	83	667	42%	567	100
Training	2,500	-	450	18%	798	(348)
Cellular Phones	1,200	85	592	49%	592	1
Contractual Services	6,000	-	6,300	105%	5,760	540
Equipment	4,000	415	4,910	123%	2,548	2,362
Vehicle Maintenance / Repairs	1,600	-	2,196	137%	-	2,196
Gasoline / Fuel / Oil	100	-	122	122%	-	122
Uniforms / Clothing	750	-	537	72%	-	537
Refunds	500	-			-	
Observation / Disposal	750	225	1,223	163%	-	1,223
Microchips	1,850	-	1,075	58%	955	120
Volunteers / Public Relations	1,000	-	183	18%	122	61
Rabies Tags	2,500	-	2,511	100%	2,422	89
Transportation Board and Care	8,000	3,147	7,732	97%	4,663	3,069
Total Operating Expenditure	\$ 299,007	\$ 25,549	\$ 168,150	56%	\$ 139,946	\$ (38,672)
TRANSFERS OUT						
Transf. to General Fund		-	-		4,866	(4,866)
Transf. to IMRF Fund	16,500	1,188	8,147	49%	7,155	992
Transf. to SSI Fund	20,668	1,650	11,371	55%	9,836	1,535
Transf to Animal Cntr Cap Imp	15,000	-	-		-	-
Trns. to Health Care Fund	22,781	1,779	13,192	58%	8,876	
Total Transfers Out	\$ 74,949	\$ 4,616	\$ 32,711	44%	\$ 30,733	\$ (2,339)
Total Expenditure & Transfers Out	\$ 373,956	\$ 30,166	\$ 200,860	54%	\$ 170,679	\$ (41,010)
Total Revenue Over/(Under) Expenditure	\$ 14,144	\$ (20,795)	\$ 146	1%	\$ 58,945	\$ (58,798)

**KENDALL COUNTY ANIMAL CONTROL FUND #1301
FUND (CASH) BALANCE
FY 2025**

MONTH	FY25 Monthly REVENUE OVER/(UNDER) EXPENSES	FY25 FUND (CASH) BALANCE	FY24 Monthly REVENUE OVER/(UNDER) EXPENSES	FY24 FUND (CASH) BALANCE
Beginning Fund (Cash) Balance		\$ 279,472		\$ 203,399
December-24	\$ (7,961)	\$ 271,511	\$ (3,135)	200,264
January-25	(4,443)	\$ 267,068	56,230	256,493
February-25	34,430	\$ 301,497	(9,950)	246,543
March-25	2,638	\$ 304,136	(3,377)	243,167
April-25	786	\$ 304,922	8,932	252,098
May-25	(4,510)	\$ 300,412	8,604	260,702
June-25	(20,795)	\$ 279,617	1,245	261,947
July-25			(12,043)	249,904
August-25			15,439	265,343
September-25			(139)	265,204
October-25			(15,355)	249,850
November-25			(4,201)	245,649
Year End Adjustment			33,823	279,472
Fund (Cash)	\$ 145		\$ 76,073	
YTD Fund Balance		\$ 304,136		\$ 279,472

KENDALL COUNTY ANIMAL CONTROL
Statement of Revenues And Expenditures
6/30/2025

Animal Medical Care Fund #1302

	FY25 Budget	June Actual	YTD Actual	YTD Percent of Budget	Fund Balance
Beginning Balance	\$ 16,300	\$ 27,189			FY13 \$250 FY14 21,935 FY15 33,497
Revenue					FY16 32,810 FY17 32,325 FY18 26,165 FY19 20,132
Donations & Receipts	10	696	16,148	161482.0%	FY20 18,939
Total Revenue	10	696	16,148	161482.0%	FY21 18,050 FY22 16,300
Expenditure					FY23 18,140 FY24 26,429
Animal Medical Care Expenses	3,000	931	14,351	478.4%	
Heartworm Testing	500	-	69	13.8%	
FeLuk/FIV Testing	2,000	-	325	16.3%	
Total Expenditure	5,500	931	14,745	268.1%	
Ending Balance	\$ 10,810	\$ 28,593	\$ 1,403		

County Animal Population Control Fund #1309

	FY25 Budget	June Actual	YTD Actual	YTD Percent of Budget	Fund Balance
Beginning Balance	\$ 114,739	\$ 82,933			FY11 \$ 46,246 FY12 60,939 FY13 64,358
Revenue					FY14 71,549 FY15 83,094 FY16 97,935 FY17 106,508
Fees	18,000	320	12,610	70.1%	FY18 108,859
Total Revenue	18,000	320	12,610	70.1%	FY19 117,265 FY20 115,665 FY21 114,716
Expenditure					FY22 114,739 FY23 94,959 FY24 83,124
Spay/Neuter Fees - Targeted Dogs/Cats	10,000	347	6,452	64.5%	
Spay/Neuter Fees - Adopted Dogs/Cats	20,000	2,905	16,454	82.3%	
Total Expenditure	30,000	3,252	22,905	76.4%	
Ending Balance	\$ 102,739	\$ 72,637	\$ (10,295)		

Animal Control Capital Fund #1400

	FY25 Budget	June Actual	YTD Actual	YTD Percent of Budget	Fund Balance
Beginning Balance	\$ 42,131	\$ 61,941			FY11 \$ 87,769 FY12 41,062 FY13 46,762
Expenditure					FY14 51,661 FY15 69,276 FY16 125,571 FY17 134,712 FY18 142,293
Expense - Building Improvements	10,000				FY19 113,553
Capital Expenditure	5,000	-	-	0.0%	FY20 3,551 FY21 23,607
Total Expenditure	15,000	-	-	0.0%	FY22 42,131 FY23 60,931
Transfers In					
Transfers In - from Animal Control Fund	15,000	-	-	0.0%	
Total Transfers In	15,000	-	-		
Ending Balance	\$ 42,131	\$ 61,942	\$ -		

Kendall County Emergency Management Agency

1102 Cornell Lane, Yorkville Illinois 60560

Roger Bonuchi, Director

Rob DeLong, Deputy Director

Emergency Management Report

June 2025

○ KCEMA Operations

- No Change: Although we've had meetings to discuss the proposed State changes to the EMA Admin Rule (Part 301), no other information is available at this time.
- D4H - We have not yet invited county municipalities, fire departments, police, and school districts to join the incident management portal. We need to nail down funding for the additional users first. The Illinois REP team, who paid for half of the subscription fee originally, has encouraged me to add that entire subscription fee and the fee for additional users to my REP grant application.
- We plan to look at our first sessions on "Emergency Preparedness for Children" this fall. Beth Drendell of Kane County EMA would teach the first session.
- We're haven't heard back from Oswego school district #308 on their planned full-scale exercise next year. We'd utilize the FEMA HSEEP method to build the event.
- OFD requested the UCP for a gas fire on Wolf's Crossing. OP requested assistance with traffic control. 8 KCEMA members responded with our 4 squad cars to man interceptions. (June 6th). Rob reported the event to the State LEPC.

○ Nuclear

- The new EPF phone directory was published.
- KCEMA created our 2026 REP grant application.

○ UCP

- Several projects are in the works for equipment upgrades.
- We're planning a number of maintenance activities for our next KCEMA meeting "work night".
- ILEAS is hosting a communications exercise this summer; "Prairie Voice" on Saturday, August 9th. We will be a participant. The exercise will be centered on the UCP communications operations. The event will serve as a demonstration of particular communications skills for our member's "task books" for certain qualifications.
- The UCP was at Prairie Fest and Plainfield Fest in June.

- **Search & Rescue**
 - No SAR training schedule at the moment. KCEMA now has 10 SAR team members.
 - We received several SAR calls in June, the most notable was a missing 16-year-old female in the area of Yorkville Middle school. Our SAR team responded along with some 60 trained SAR personnel with ISARC. The subject was found deceased 3 days later by the Yorkville police using a drone.
- **EMA Intern**
 - Savannah Troyer has completed all the FEMA training requirements and edited the KC EOP. Savannah programmed some of our radios, participated in the Swedish Days bike communications support event as well as responded with KCEMA to one of the chicken recovery efforts with Animal Control. Savannah concluded her internship Friday July 15th. It was a pleasure to have Savannah working with the EMA.
- **CERT**
 - The Oswego CERT class for adults was postponed due to lack of students. We'll try again this fall.
 - We delivered several CERT sessions to the Sheriff's Youth Academy students and provided each student with a CERT pack.
- **Meetings/Training/Volunteers/Details**
 - KCEMA Leadership Meetings
 - Monthly Starcom/IPAWS Monthly Testing
 - Monthly nuclear NARS alert testing
 - The next KCEMA monthly meeting is July 21st.
 - Kendall County Association of Chiefs.

	A	B	C	D	E	F	G	H	I	J	K	L	M
Account Name	Loan Status	Loan Terms				Amounts Paid			Balance	Bank Balances			
		Original Loan Amount	Interest Rate	Loan Years	Loan Dates	Monthly Payment	Principal	Interest	Total Paid	Principal Balance	Interest Earned	Deposits	Total Bank Balance
Surplus EDC (Unloaned Balance)													
Bank BB #815-535											\$ 444,377.69	\$ 299,236.42	\$ 743,614.11
Law Office Corporation													
Midland State Bank - 03/11/2015 Payment #112 of 242													
Loan Terms/Pymnt Due Date	6/1/2025	\$ 120,000	1.5%	20 years	7/15/2015 - 6/1/2035	\$ 579.05							
Due Date/Current Payment Date	6/3/2025					579.05	492.83	86.22					
Cummulative Payments							\$ 45,873.78	\$ 13,250.96	59,124.74		141.42	59,124.74	59,266.16
Loan Principal Outstanding										\$ 74,403.73			
Lucky's Beef N Dogs													
Bank BB 286 - 5/23/2017 Payment #57 of 176													
Loan Terms/Pymnt Due Date	6/1/2025	32,500	2.9%	6 years	6/1/2017 - 4/15/2033	225.00							
Due Date/Current Payment Date	12/31/2024					225.00	169.54	55.46					
Cummulative Payments							9,305.43	3,819.57	13,125.00		1,891.96	11,233.04	15,016.96
Loan Outstanding										22,780.77			
Grace Holistic Center for Education													
Midland State Bank - 5/1/2011 Payment #49 of 84													
Loan Terms/Pymnt Due Date	6/1/2025	1,000,000	3.3%	7 years	5/1/2021 - 4/1/2028	1,332.63							
Due Date/Current Payment Date	6/27/2025					1,332.63	1,172.97	159.66					
Cummulative Payments							42,222.48	10,306.21	52,528.69		119.27	52,528.69	52,647.96
Loan Outstanding										58,621.69			
Camp Mutty Paws													
Midland State Bank - 5/1/2022 Payment #30 of 84													
Loan Terms/Pymnt Due Date	6/1/2025	54,100	3.5%	7 years	6/1/2022 - 5/1/2029	727.10							
Due Date/Current Payment Date	6/15/2025					727.10	622.24	104.86					
Cummulative Payments							18,768.73	3,953.57	22,722.30		40.66	22,722.30	22,762.96
Loan Outstanding										35,953.51			
Minooka Water Project													
Midland State Bank - 2/7/2023 Payment													
Loan Terms/Pymnt Due Date		750,000	1.0%		2/7/2023-								
Due Date/Current Payment Date													
Cummulative Payments													
Loan Outstanding												750,000.00	750,000.00
Total Loan Statuses						2,863.78	116,170.42	31,330.31	147,500.73	191,759.70	446,571.00	1,194,845.19	1,643,308.15

Total Assets (J +M)

1,835,067.85

KAT Year End Report

	Q1	Q2	Q3	Q4	Year Totals
Service Days	64	62	63	64	253
Rides	8,410	7,926	7,433	7,130	30,899
Live Miles	89,641	84,979	80,106	75,760	330,486
Empty Miles	20,359	20,004	19,682	17,729	77,774
Total Miles	110,000	104,983	99,788	93,489	408,260
Live Hours	6,531.82	5,823.77	5,500.53	5,291.10	23,147
Empty Hours	1,088.72	1,060.58	1,029.16	1,047.31	4,226
Total Service Hours	7,620.54	6,884.35	6,529.69	6,278.37	27,312.95
On Time Percentage	98.4%	98.5%	99.0%	98.7%	98.6%
Advanced Cancel	1,615	1,623	1,553	1,291	6082
No Show/LC	144	141	116	86	487



Kendall County, Illinois
Economic Development
807 West John St, Yorkville, IL 60560
Todd Volker, Economic Development Coordinator

Economic Development

July 2025 Monthly Report

- Review, update, and work on **sites and building** database/DCEO training on system, this includes mapping resources for ED purposes and including municipal development plans
- Attended Yorkville Chamber of Commerce tour of county jail
- First organizational meeting for fall **Kendall County Career Resource and Job Fair**
- Review of **internship** program taking place
- Attended Waubensee Community College's introduction of industrial maintenance micro credential
- Exploring potentials for **outdoor tourism promotion** with Scott Mehaffy of Farnsworth House and Cort Carlson, AACVB
- Setting up a quarterly chamber directors meeting
- Planning underway for **Fall Factory Tour** at MTH Pumps
- Meeting with ComEd's representative
- Discussion with SCORE, re: **business finance workshop** for entrepreneurs' session this fall
- Economic development office budget input
- Reviewed progress on county website economic development content
- Soliciting sponsorship for **Made in Kendall** promotion 2026



Kendall County Agenda Briefing

Meeting Type: Economic Development and Administration
Meeting Date: 6/16/2025
Subject: Discussion of three new vans for Kendall Area Transit
Prepared by: Jennifer Breault, PCOM
Department: Administration

Action Requested:

N/A

Board/Committee Review:

N/A

Fiscal impact:

\$215,506

Background and Discussion:

Kendall Area Transit has received a grant of \$505,494 for the procurement of new vans and architectural & engineering services for the KAT building. Of this amount, \$215,506 has been allocated for the purchase of three new vans, which were delivered on July 15, 2025. In total we have 24 ADA buses and 8 ADA vans.

Staff Recommendation:

N/A

Attachments:

N/A



Kendall County Agenda Briefing

Meeting Type: Economic Development and Administration
Meeting Date: 6/16/2025
Subject: Discussion and Approval of Advertising Policy
Prepared by: Jennifer Breault, PCOM
Department: Administration

Action Requested:

Discussion and Approval of Advertising Policy

Board/Committee Review:

N/A

Fiscal impact:

N/A

Background and Discussion:

The purpose of the Advertising Policy is to provide guidance to Kendall County on acceptable forms of advertising for the Kendall Area Transit Program on or inside Kendall Area Transit (KAT) vehicles, bus shelters, or other assets and media owned by Kendall County for the operation of Kendall County Transit. Kendall Area Transit is funded by federal, state, and local government allocations to operate the system.

Staff Recommendation:

Discussion and Approval of Advertising Policy

Attachments:

N/A

Kendall Area Transit Advertising Policy

Purpose:

—The purpose of the Advertising Policy is to provide guidance to Kendall County on acceptable forms of advertising for the Kendall Area Transit Program on or inside Kendall Area Transit (KAT) vehicles, bus shelters, or other assets and media owned by Kendall County for the operation of Kendall County Transit. Kendall Area Transit is funded by federal, state, and local government allocations to operate the system.

Policy:

Kendall County will enter into a contractual agreement with a third-party advertising agency for Kendall Area Transit advertising. This contract will provide Kendall County and the third-party vendor mutually beneficial opportunities to advertise on and inside KAT vehicles, and the possibility to use bus shelter locations, other assets and media. The contractual agreement will allow the third-party advertising agency to subcontract all, and, or parts of the advertising campaign. No KAT advertising will be subcontracted, nor will an advertising agreement be signed between the third-party vendor and a client they are working with until it has been approved by the Kendall County Administrator or her designee.

Application of Policy

- a. The Policy applies to all advertising intended for display on any Kendall Area Transit property, including vehicles, bus shelter, other assets and media.
 - b. Kendall Area Transit will only accept advertising that falls within acceptable viewpoints appropriate for Kendall County to support.
- 2) **Non-public Forum**
- a. It is the express intent of this Advertising Policy that Kendall County's transit system property designated for advertising is a non-public forum to be used to generate additional revenue for the operation of the system. The County / Kendall Area Transit does not intend to use advertising on system property to be used as a public forum for discourse, debate or other expressive activity.
 - b. Advertising for a political viewpoint or candidate for public office will not be an acceptable form of advertising.
- 3) **Disclaimer for Endorsement**
- a. The acceptance of advertising by Kendall County and Kendall Area Transit does not constitute any endorsement of the content or message of the advertisement, including any person, organization, products, services, information or viewpoints contained therein. This endorsement disclaimer extends to and includes content that may be found via internet addresses, quick response (QR) codes, and telephone numbers that may appear in posted ads that direct viewers to external sources of information.
- 4) **Permitted Content**

- a. Commercial Advertising. Commercial advertising promotes or solicits the sale, rental, distribution or availability of goods, services, food, entertainment, events, or programs.
- b. Public Service. Public Service advertising is defined as advertising a service that promotes to the public specific assistance with non-commercial needs. Examples include but are not limited to, substance abuse treatment help, or suicide prevention assistance.

5) Prohibited Content

- a. Political.
 - i. Advertising supporting a specific political party, movement, forum, or viewpoint.
 - ii. Candidates. Candidates for political office in any form local, state, or federal including judicial candidates.
- b. Public Issue
 - i. Advocation for or against a public issue or viewpoint on matters of public debate, including but not limited to economic, political, religious or social issues
- c. Products, Services or Activities
 - i. Commercial entities that promote as their primary business activity. (Unless as set forth above in 4b)
 - 1. Drugs an any type, brand, prescription, or non-prescription used for medicinal or recreational purposes.
 - 2. Alcohol sales, or use.
 - 3. Tobacco, tobacco related products, vaping or vape related products
 - 4. Gambling, promoting gambling in any form, in-person, or online. Gambling machines or vendors who sell gambling devices as a primary means of business activity. Commercial entities whose primary business activity is gambling.
 - 5. Adult / Mature content
 - a. Films, video games that promote adult oriented content.
 - b. Adult Entertainment facilities, including bookstores theatres, video stores nude dance clubs or other adult entertainment facilities not mentioned specifically above.
 - c. Other adult services, phone services, internet sites, or escort services.
 - d. Nudity, Sexual Content, any material displaying / promoting sexual conduct, content, or nudity.
 - 6. False or misleading information, any advertising promoting false or misleading information.
 - 7. Illegal activity. Any advertising that promotes any illegal activity or product that is illegal under federal, state or local law.

8. Profanity and Violence. Any advertising that contains profane language, or portrays images or descriptions of graphic violence, including dead, mutilated or disfigured human beings or animals or intentional infliction of pain or violence upon a human or animal.
9. Weapons. Advertising firearms, knives, or other devices that have a primary use the ability to destroy or inflict injuries on humans or animals.
10. Adverse to Kendall County and or Departments within the control of the County.
11. Insulting, Degrading, or Offensive. Advertising material that is so insulting, degrading or offensive that it could invoke or incite lawless action in the form of retaliation, vandalism or other breach of public safety, peace and order.

Procedure:

- 1) The third-party advertising vendor will notify the Kendall Area Transit PCOM (spell out full title) in writing by email or U.S. Postal Service mail that they are prepared to contract with a client that they have identified who is interested in advertising with Kendall Area Transit.
- 2) The Kendall County Administrator will review the proposed client to confirm that the advertising proposal meets the guidelines of the Kendall Area Transit Advertising Policy. The Kendall County Administrator will notify the contracted vendor that the client either meets or does not meet the guidelines set forth in this policy.
 - a. Accepted client:
 - i. The Kendall County Administrator will notify the advertising vendor in writing to proceed with preliminary work.
 - ii. Advertising vendor will produce preliminary artwork of the proposed advertisement and provide the artwork to the County Administrator for final approval
 - iii. COST conversation??
 - b. Denied client Appeals Process:
 - i. The Kendall County Administrator will notify the advertising vendor in writing the reasons for not proceeding with a contract.
 - ii. Decisions made by the County Administrator are final.



Kendall County Agenda Briefing

Meeting Type: Economic Development and Administration
Meeting Date: 6/16/2025
Subject: Discussion and Approval of RFP for Advertisement on Kendall Area Transit Vehicles
Prepared by: Jennifer Breault, PCOM
Department: Administration

Action Requested:

Approval of RFP for Advertisement on Kendall Area Transit Vehicles

Board/Committee Review:

N/A

Fiscal impact:

N/A

Background and Discussion:

Investigating opportunities to generate additional revenue through advertising both within and outside transit vehicles. Outreach to the PCOM email group has led to contact with Quincy, Illinois, which has successfully promoted external bus advertising. The advertising space would include both the interior and exterior of buses and vans. All advertisements will require prior approval before being displayed on the vehicles.

Staff Recommendation:

Approval of RFP for Advertisement on Kendall Area Transit Vehicles

Attachments:

N/A



Kendall County Agenda Briefing

Meeting Type: Economic Development and Administration
Meeting Date: 7/16/2025
Subject: Economic Development Branding and Marketing
Prepared by: Natalia Borowska, Management Analyst
Department: Administration

Action Requested:

Staff is presenting concepts of Kendall County’s Economic Development webpage.

Board/Committee Review:

NA

Fiscal impact:

NA

Background and Discussion:

The Kendall County Administrative team is in the process of updating the Economic Development section of the County website to enhance its clarity, functionality, and overall user experience. The revised webpage will serve as a centralized landing page for all economic development-related information in Kendall County. It will include key county and municipal resources aimed at attracting and supporting prospective businesses and investors. Staff is also seeking feedback on potential taglines that will guide branding and potential creation of an economic development logo.

Staff Recommendation:

NA

Attachments:

Economic Development Tagline Ideas

Economic Development Tagline Ideas

Growth & Momentum Focused

- "Illinois' Fastest Growing Opportunity"
- "Growing Strong, Growing Smart"
- "Momentum Meets Opportunity"
- "Fastest Growing, Always Moving"

Heritage & Innovation Balanced

- "Rooted in Tradition, Built for Tomorrow"
- "Growing Forward Together"

Unique/Creative Options

- "Where Ideas Take Root"
- "Made for More"

Action-Oriented

- "Build Your Future Here"
- "Choose Growth, Choose Kendall"