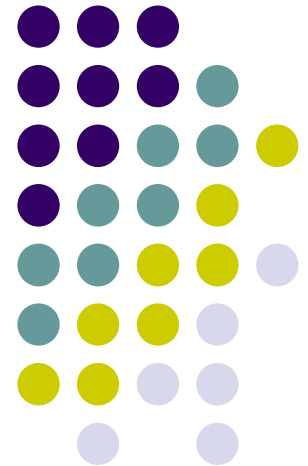


Tom Simonian For Mayor

“Bringing Fairness and Common Sense to Government”

Mayoral Plan 2021 - 2025



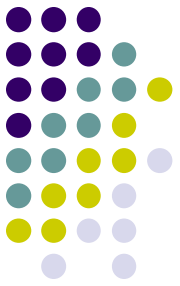
Tom Simonian's Mayoral Plan Summary



- No New Taxes until Entire Budget is Reviewed and Expenses Reduced if and Where Applicable
- Implement “Listen 360” Citizen, Business Owner, Developer & Visitor Satisfaction Survey
- Implement a “Fairness & Common Sense” Policy
- Present to Every employee my Vision regarding how the City moving forward will deliver to its Citizens, Business Owners & Developers a New Culture and way of doing business with Geneva
- Appoint a Budget/Finance Committee to go through the Budget line by line to begin cutting waste out of the budget and reduce expenses
- Make key staff positions appointed positions vs. employee positions to bring the control and accountability back to elected officials vs. city staff
- Appoint task forces of restaurants, businesses, developers and citizens to review city ordinances and revisit those that don't satisfy my “Fairness & Common Sense” Agenda
- Encourage out of the box thinking to look at alternate revenue sources
- Work hand in hand with the Chamber to drive traffic into the local businesses
- Work with unions on contracts that are both fair and equitable to both the Geneva taxpayers and union employees

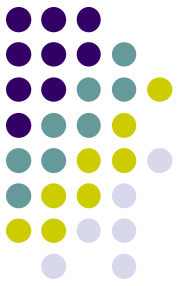
Tom Simonian's Mayoral Plan

Summary



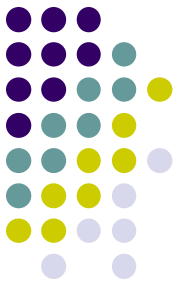
- Begin discussions with city of Batavia and St. Charles to see if/how the Tri-Cities can work together to impact economic development
- Begin discussions with the School District, Park District & Library District to collaborate in being “One Geneva”
- Laser focus on FAIR economic development including but not limited to:
 - Theatre
 - Convention Center
 - Downtown “Realistic” Density Plan
 - Industrial Park
 - Take Advantage of resources such as the Train and River
- Eliminate Succession Planning
- Begin discussions with Northwestern/Delnor hospital, on a fair agreement to be compensated for City services
- Communicate to EVERY citizen, business, elected officials and other governing bodies what is happening in Geneva from the planning stages
- Meet with builders/developers to strategize public/private partnerships that support Geneva’s vision as defined by citizens, elected officials and business owners
- Appoint a new/alternative Revenue Committee
- All appointments will be done collaboratively with the aldermen/alderwomen

Tom Simonian's Mayoral Plan Summary



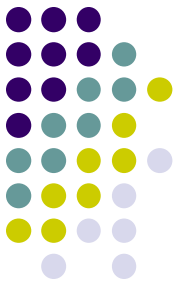
- Cannot say “NO” policy
- Focus on East Side revitalization and development

Tom Simonian's Mayoral Plan Details



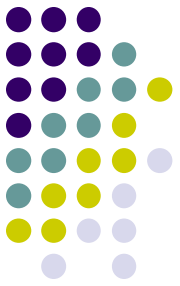
- **No New Taxes until Entire Budget is Reviewed and Expenses Reduced**
 - Will form a “Finance/Budget Committee” made up of elected officials and citizens to review the budget line by line to cut expenses from an over bloated \$108 million dollar budget
 - Investigate and encourage new and additional revenue sources/partnerships
- **Implement “Listen 360” Citizen, Business Owner, Developer & Visitor Satisfaction Survey**
 - Every citizen, visitor, business owner and developer will be surveyed by a third-party research company (Listen 360) to provide a citizen satisfaction survey
 - These citizen satisfaction scores will be shared with staff, employees, elected officials, citizens, business owners and developers of Geneva through:
 - City’s Website
 - City’s weekly, monthly and quarterly newsletters
 - City’s utility bills
 - Geneva Broadcast Network
 - Employees/Staffs annual pay raises will be tied to the performance of their citizen satisfaction score along with their annual reviews.

Tom Simonian's Mayoral Plan Details



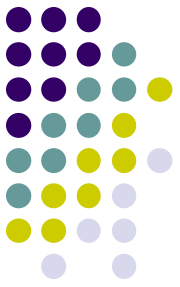
- **Implement a “Fairness & Common Sense” Policy**
 - Any decisions being made on behalf of citizens/tax payers/business owners of Geneva have got to be in the best interest of majority of these Geneva stakeholders with Fairness and Common Sense as the common denominator
- **Present to Every employee my Vision regarding how the City moving forward will deliver to its Citizens, Business Owners & Developers a New Culture and way of doing business with Geneva**
 - Unfortunately the current Culture with City Staff and Employees is not serving the stakeholders (citizens, taxpayers, business owners and developers) in their best interest
 - We have unbelievable people working for our City but unfortunately the mayor's poor leadership has created a culture not in the best interest of the citizens of Geneva but in their best interest serving their agendas. This culture is going to change and those employees that don't change will be asked to leave and replaced by ones who do
 - The City's organizational chart with the importance ranking will be changed to the most important group will be the citizens, taxpayers and business owners. The next most important group will be the elected officials (the voice of the people) and lastly the city employees.
- **Appoint a Budget/Finance Committee to go through the Budget line by line to begin cutting waste out of the budget and reduce expenses**
 - Appoint elected officials and citizens to a Finance/Budget Committee
 - Committee will be instructed to go line by line through the current bloated \$108 million dollar budget and reduce and eliminate expenses where and if applicable

Tom Simonian's Mayoral Plan Details



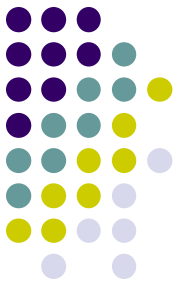
- **Make key staff positions appointed positions vs. employee positions to bring the control and accountability back to elected officials vs. city staff**
 - Over the last 12 years the previous city administrator and mayor have removed control by the elected officials
 - All director and key staff positions will be return to appointed positions controlled by elected officials vs. employee positions controlled by the city administrator
- **Review city ordinances and revisit those that don't satisfy my "Fairness & Common Sense" Policy**
 - Many of the current ordinances are not fair and do not make any common sense
 - Put together restaurant, business, developer and citizen task forces to review city ordinances that are not fair or make common sense and make recommendations to the City Council on how to remove or make fair and common-sense changes
- **Encourage out of the box thinking to look at alternate revenue sources**
 - Change the current culture to encourage government employees to buck the status quo and think outside the box to come up with creative ways to generate incremental and alternative revenues
- **Work hand in hand with the Chamber to drive traffic into the local businesses**
 - Put together a committee to look into, consider, review and vet new and visionary Geneva Brand marketing and advertising ideas/concepts
- **Work with unions on contracts that are both fair and equitable to both the Geneva taxpayers and union employees**
 - Put together a mutually agreeable task force/committee to look into alternative options that are mutually agreeable and fair to both the Geneva taxpayers and union employees. Basically sharing in the heavy lifting.

Tom Simonian's Mayoral Plan Details



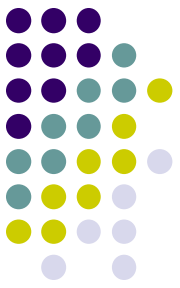
- **Begin discussions with city of Batavia and St. Charles to see if working together the Tri-City can impact economic development in the Tri-Cities that would benefit its citizens**
 - Step 1-: Get Mayors and City Councils to Agree to due diligence efforts economic development
 - Hire a consultant to provide elected officials any and all ideas/options
 - Put together a Tri-City task force to vet any and all ideas/options
 - Deliver ideas/options to mayors, elected officials and the public
 - Agree to short, middle and long-term plans
- **Begin discussions with School District, Park District & Library District to collaborate in being “One Geneva”**
 - Meet on a regular basis to share and communicate each districts objectives/goals
 - Work together on a “One Geneva” initiative

Tom Simonian's Mayoral Plan Details



- **Laser focus on economic development including but not limited to:**
 - Theatre
 - To impact local business, restaurants, hotels and bars
 - Co-op marketing and advertising
 - Convention Services/Center
 - To impact local business, restaurants, hotels and bars
 - Focus on Sunday thru Thursday business
 - Downtown “Realistic” Density Plan
 - Finding and delivering that “sweet spot” of mutual agreement between businesses and residents
 - Industrial Park
 - Fast track with strategic partners that will advance the IP infrastructure and streetscape needs with claw back conditions
 - Take Advantage of resources such as the Train
 - Market, advertise and promote access to Geneva via train
 - Design and develop trolley system from train to entire downtown business district and theatre

Tom Simonian's Mayoral Plan Details



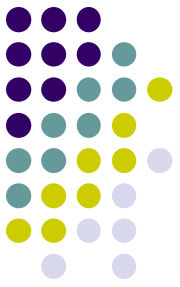
- **Eliminate Succession Planning**

- The current employee manual allows that anyone who leaves a position for any reason that position is automatically filled by the next person in line. Unless they decline the position will the City consider interviewing for the position
- I will stop this practice immediately. Any job opening will require posting and an interview process from both internal and external candidates

- **Begin discussions with Northwestern/Delnor hospital, on a fair agreement for Geneva to be compensated for City services**

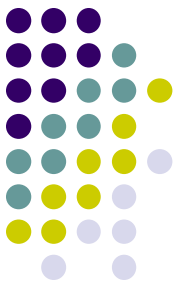
- Northwestern/Delnor hospital pays zero property taxes but uses hundreds of thousands of dollars of city services such as police, fire and public works all at the cost of the taxpayer.
- Enter into discussions with the hospital to find a mutually agreeable way for the City to be compensated for the services we provide and lessen the burden to the taxpayer. Winfield negotiated a \$4.5 million dollar contribution by CDH. Other municipalities have done the same.

Tom Simonian's Mayoral Plan Details



- **Communicate to EVERY citizen, business, elected officials and other governing bodies what is happening in Geneva from the planning stages**
 - Our current communication process to citizens, businesses, elected officials and other governing bodies is deplorable. Communication is not defined by me as how many places you post information but whether or not the end user actually receives the information.
 - All citizens, businesses, elected officials and governing bodies will be communicated to via utility bills, direct mail, email, phone and text along with the city web-site, Facebook, twitter and Linked In right from the beginning of any planning being done that impacts the City.
- **Meet with builders/developers to strategize public/private partnerships that support Geneva's vision as defined by citizens, elected officials and business owners**
 - Instead of waiting for opportunity to come knocking on Geneva's door I will put a marketing plan/team together to see pursue those opportunities that make strategic sense for Geneva
 - Work shoulder to shoulder with builders and developers to achieve Geneva's vision as defined by the citizens, elected officials and business owners
 - Create public/private partnerships that focus on Geneva's future and vision

Tom Simonian's Mayoral Plan Details



- **Appoint a new/alternative Revenue Committee**
 - Put together a revenue committee made up of elected officials, citizens, staff and business owners whose sole purpose is to “think outside the box” and come up with new and alternative means of increasing revenue
- **All appointments will be done collaboratively with the aldermen/alderwomen**
 - Currently the mayor does not collaborate with the elected officials on any appointments. He makes the choice with no input whatsoever from the aldermen/alderwomen.
 - Any and all appointments, especially those in critical positions, will be discussed and collaborated with all aldermen/alderwomen before I make a final decision.
- **Cannot Say No Policy**
 - When an elected official requests information then that information will be provided by the staff unless it is legally or confidentially not allowed.
- **East Side Revitalization and Development**
 - Put together with elected officials, staff, citizens and developers a short, medium and long term revitalization and development strategy for the east side of Geneva that will include infrastructure, roads, streetscapes, residential, commercial and industrial solutions.