

1. **Call the Meeting to Order** – The meeting was called to order at 6:30 pm by President Lange.

2. **Roll Call**

**Board Members Present (roll call):**

Dorothy Lange – President  
Georgia Schroeder – Vice President  
Denice Sbertoli – Secretary  
Greg Stimpson – Commissioner  
Rick Pokorny – Treasurer (*arrived at 7:15pm*)

**Staff:**

Matthew Ellmann – Executive Director  
Ben Appler – Director of Parks & Facilities  
Jan Hincapie – Director of Recreation Services  
Mike Huber – Director of Golf Course Operations  
Katie Iraci – Director of Finance & Administration Apprentice  
Cheryl Mosqueda – Director of Finance & Administration

**Also Present:**

Frank Parisi – Williams Architects  
Dave DiVerde – Staff: Accounting  
Supervisor Apprentice  
Rob Michalak – Head Golf Pro, Salt Creek  
Golf Course  
Carolyn Mondlock – Recording Secretary

**Visitors: (*in alphabetical order*)**

No visitors were present

3. **Pledge of Allegiance**

4. **Additions to Agenda**

Commissioner Lange alerted the group that Commissioner Pokorny will be late to the meeting.

Executive Director Matthew Ellmann stated “amended” agendas have been distributed, correcting a typographical error. In addition, he informed the Board that the presenters for New Business Item 8A Presentation and Acceptance of White Oaks Park Phase #2 could not attend the meeting due to illness, so their presentation will be rescheduled.

Commissioner Lange reported that Item 16 on the Executive Session agenda will be discussed after Item 8D under New Business.

5. **Approval of Consent Agenda Items (*Roll Call*)**

- A. Approval of the Special Board Meeting Minutes of October 28, 2019
- B. Approval of the Special Board Meeting Minutes of November 6, 2019
- C. Approval of the Closed Executive Session Minutes of November 6, 2019
- D. Approval of the monthly expenditures: Approval of the monthly disbursements, totaling accounts payable \$1,517,629.67; Payroll – November 1, 2019 \$72,293.51; Payroll – November 15, 2019 \$64,485.04; Payroll – November 29, 2019 \$62,159.86

It was moved by Commissioner Stimpson, seconded by Commissioner Schroeder, to approve the Consent Agenda as presented. *ROLL CALL VOTE, ALL IN FAVOR, MOTION CARRIED.*

6. **Public Communication - none**

## 7. Written Correspondence(s)

Executive Director Matthew Ellmann read a letter from School District 7 Superintendent John Corbett congratulating the Board and Park District on the construction of The Woodlands at White Oaks Park. He said in the letter that he looks forward to collaborating on programs for the children of Wood Dale.

## 8. New Business

- A. Presentation and acceptance of White Oaks Park Phase #2 Construction Plan – rescheduled to December 18, 2020 Special Meeting.
- B. Discussion of Golf Facility Vision, Architectural Program and Re-Branding (Frank Parisi of Williams Architects) – Executive Director Matthew Ellmann introduced Frank Parisi of Williams Architects and explained that Williams Architects is developing an architectural program for the Wood Dale Park District’s ownership of the former TopGolf facility and will assist in the application for a Park and Recreation Construction (PARC) grant. Grant applications are being accepted through January 21, 2020.

Frank Parisi displayed some PowerPoint slides and said the focus of the discussion this evening is to obtain the Board’s ideas and vision for the facility. After brainstorming, he will share the vision of the Task Force, which consisted of consisted of some Board members and staff. Parisi said visioning is the first step in developing the big picture, followed by branding the facility, and then technical work plans.

After lengthy discussion, Parisi summarized key points discussed by the Board:

- Top Tracer technology – up and running first day of operations. Keep “driving range” out of any marketing because the term does not define what is being offered.
- Be creative with the name and branding aspect, an example being “The 390 Experience at Salt Creek”.
- Do target marketing while the facility is closed, so people are engaged as soon as the facility is opened.
- Enhance the customer experience – this topic had many variations such as a strong focus on customer service and different gaming features to enhance an experience.
- Include gaming (gambling), E-sports, and investigate other sport tracking options with the Top Tracer technology.
- Connect two facilities with a paver path, or a canopy, to create a unified identity and main drop-off point.
- Appeal to all ages, and introduce games for younger kids while they wait, like baggo or arcade games. Make the facility a field trip destination.
- Consolidate operations. For example, have pro-shop in larger facility, not one in each facility.
- Use all event space to its peak. The first floor banquet room holds about 60 people; the second floor holds 80-100.
- Be technology savvy at different levels for different experiences, such as gaming, e-sports, kiosks to order food or bayside food and beverage service, TVs in multiple bays, etc.
- Find a way to draw TopGolf customers back to the facility, perhaps by using “club cards.”

President Lange expressed the importance of saturating the market with general information and advertising of the new brand until opening day, especially in the interim when the facility will be closed for renovations.

Commissioner Stimpson suggested that the bays are redesigned to look more like meeting or party spaces where customers can connect and interact with each other. Currently he feels the bays look like cubicles with concrete around them.

Director of Recreation Services Jan Hincapie introduced the trending concept of E-sports, in which players compete against each other locally or even as far as worldwide in huge tournaments. She explained it is a virtual spectator sport. Director of Golf Operations Mike Huber added that the Top Tracer technology is already a virtual sport and that E-sports is taking it to another level. Utilizing the concept could make it an event, in which case a banquet room could be rented within the facility.

*Commissioner Rick Pokorny arrived 7:15 pm.*

Frank Parisi said the Task Force shared similar ideas as follows:

- Distinguishing the Wood Dale Park District facility
- Creating a broader audience appeal
- Creating a family venue
- Establishing a connection to Salt Creek Golf Course, making it an entertainment complex
- Consolidating golf operations

The Task Force shared the idea of partnership opportunities; for example, advertising in the facility and/or a company leasing or naming a bay(s). These types of partnerships generate revenue with name exposure. Another partnership example is the leasing of a bay(s) by a golf professional who is drawing in customers for lessons that may come back for a larger experience.

Parisi and Director Ellmann touched upon the topic of capital investment dollars – where does the District allocate them in relation to this facility, how to prioritize ideas, what are the most important functional and cosmetic improvements. Investment is necessary for rebranding the identity, so patrons become interested, come to visit and then, come back.

Parisi explained that the next steps are to prepare conceptual plans for the Board, incorporating the public input and the input gathered at this meeting. With public input, Williams Architects and the Wood Dale Park District can then start the paperwork for the PARC grant. The Park District would have to match up to 25 percent of any PARC grant award.

There was talk about “build-out” and what needs to be done once the Park District has possession of the facility on July 1, 2020. Discussion about opening will continue and plans will be determined based on construction timelines and the alignment of finance and branding.

The next meeting, a special meeting scheduled for December 18, is a public forum to review concepts and gain input from the public.

- C. Consensus of Board for City of Wood Dale request to use Community Park for Prairie Fest 2020 (Matthew Ellmann) – The Board gave consensus to allow the City of Wood Dale use of Community Park this coming summer to conduct its annual Prairie Fest celebration and directs staff to prepare a license use agreement for Park Board approval in the spring with provisions to protect the park district’s property and overall liability. *Executive Director Ellmann confirmed that there was consensus from the Board to allow this usage.*
- D. Discussion and approval of authorizing the Executive Director to extend the Community Park Parking Lot Agreement with Power Solutions Inc. subject to attorney review (Matthew Ellmann) – Executive Director Matthew Ellmann said the District is looking to extend a license agreement with Power Solutions for the use of the Community Park parking lot.

It was moved by Commissioner Schroeder, seconded by Commissioner Pokorny, to approve a Park Lot Lease Extension Agreement with Power Solutions Inc. for their use of Community Park parking lot and authorize the Executive Director to execute the

agreement, subject to attorney preparation and review. *ROLL CALL VOTE, ALL IN FAVOR, MOTION CARRIED.*

## 16. Executive Session (moved up)

Discussion of the appointment, employment, compensation, discipline, performance or dismissal of specific employees or legal counsel of the District, pursuant to 5 ILCS 120(2)(c)(1).

It was moved by Commissioner Pokorny, seconded by Commissioner Sbertoli, to enter into Executive Session at 8:02 pm. *ROLL CALL VOTE, ALL IN FAVOR, MOTION CARRIED.*

It was moved by Commissioner Pokorny, seconded by Commissioner Schroeder, to enter back into the Regular Meeting at 8:36 pm. *VOICE VOTE, ALL IN FAVOR, MOTION CARRIED.*

*A brief break was taken. The Regular Meeting continued at 8:41 pm.*

## 8. New Business (continued)

- E. Authorization of the Executive Director to enter into a six-month Professional Services Agreement with Mosqueda Consulting on behalf of the Wood Dale Park District (Matthew Ellmann)

It was moved by Commissioner Sbertoli, seconded by Commissioner Pokorny, to authorize the Executive Director to enter into, up to, a six-month Professional Services Agreement with Mosqueda Consulting and to execute the agreement on behalf of the Wood Dale Park District. *ROLL CALL VOTE, ALL IN FAVOR, MOTION CARRIED.*

- F. Approval of Resolution R-20-07 adopting the 2020 Board Meeting Calendar (Matthew Ellmann) – Executive Director Matthew Ellmann stated that in accordance with Board directive, he presented an annual calendar of Board Meetings for 2020 to include an additional meeting each month. He consistently used the second and fourth Tuesdays of each month, although Ellmann said he did not identify conflicts, such as conferences, spring break or holidays. The Board asked to remove the November 24 and December 22 meetings as they are too close to the holidays. Ellmann confirmed to the Board that should they decide to change the calendar after it is accepted, they can do so by a Resolution.

It was moved by Commissioner Sbertoli, seconded by Commissioner Pokorny, to approve Resolution R-20-07, setting the Board Meeting calendar schedule for 2020 as amended, striking November 24 and December 22, 2020. *ROLL CALL VOTE, ALL IN FAVOR, MOTION CARRIED.*

- G. Approval of a Request for scheduling of a Special Meeting the week of December 16, 2019 (Staff) The Board scheduled a Special Meeting for Wednesday, December 18, at 6:30 pm. Agenda will include a presentation by Altamanu of the White Oaks Phase 2 Construction plan, follow up from Frank Parisi of Williams Architects and a public forum so that residents may contribute opinions about the development of the driving range facility. In addition, Katie Iraci will present an information technology agreement.

## 9. Unfinished Business

- A. Approval of Ordinance O-20-02, levying taxes for the Tax Year 2019, commencing May 1, 2020 and ending April 30, 2021 (Katie Iraci) – Director of Finance & Administration Apprentice Katie Iraci presented the tax levy for May 1, 2020 through April 30, 2021. Iraci stated there have not been any changes since the October Board Meeting. She stated she will need the Certificate of Compliance for the Truth and Taxation Law signed by the Board Treasurer.

It was moved by Commissioner Pokorny, seconded by Commissioner Sbertoli, to approve Ordinance O-20-02, levying taxes for the tax year 2019, commencing May 1, 2020 and ending April 30, 2021. *ROLL CALL VOTE, ALL IN FAVOR, MOTION CARRIED.*

B. Items removed from Consent Agenda – *none*.

**10. Executive Director's Report** (*Matthew Ellmann*)

- Ellmann answered the questions presented at the Shape of Wood Dale and made them available to the Board for review.
- Ellmann informed the Board that the City of Wood Dale has agreed to reimburse the Park District the costs associated with a Land Use Study being conducted by Hitchcock Design Group.

**11. Recreation Department Report** (*Jan Hincapie*)

- Hincapie asked the Board to check their emails. The Fun Committee has invited them to the holiday potluck taking place on December 18.
- Hincapie informed the Board that 25 senior citizens are on a trip at this time to Biltmore, North Carolina, and are having a great time. The trip is going smoothly.
- Hincapie invited the Board to the Chamber of Commerce before-hours event at The Woodlands of White Oaks Park. The focus of the event is to showcase the new facility and introduce the business community to the amenities that can be shared should they decide to rent the building for an event of their own.

**12. Finance & Administration Department Report** (*Katie Iraci*)

- Iraci reminded the Board she was directed to shop around for interest rates for a CD expiring on November 28. She informed them the CD was renewed with Itasca Bank for a 3-month term because they offered the highest rate at 1.9 percent.
- Iraci informed the Board that the Single Path information technology contract is set to expire, and she's been assessing the District's needs and investigating options. A proposal will be presented at the next Board meeting.
- Iraci informed the Board that updates are being made to the Personnel Policy Manual under Employee Reimbursement, and those revisions will also be brought to the Board at the next meeting.
- Iraci gave a monthly financial recap.

**13. Salt Creek Golf Club Report** (*Michael Huber*)

- Huber thanked the Board for assisting at the Veterans' holiday party.
- Huber said 46 participants played in a "1-club" tournament. He said this is the third year the group has set up the tournament.
- Huber reported that Breakfast with Santa had a lower enrollment with 91 attendees and suggested that next years event be pushed back a week due to Thanksgiving being late again in 2020.

- Huber commended Renee Carrell at doing a phenomenal job. The Salt Creek Golf Club currently has 16 weddings on the books, with two more pending. He thanked the Board for allowing the Club the ability to invest in advertising, which is paying off.
- Huber thanked the Board and staff for the opportunity to work as Director of Golf Operations for the past two years. He is moving to a new position closer to home.

**14. Parks & Facilities Department Report (Ben Appler)**

- Appler reported that Park Laborer, Aurello Rosales, will be retiring as of January 1, 2020. He has ten years of service. To show the District's appreciation, a retirement lunch is planned on December 27 at 11:30 am at The Woodlands of White Oaks Park. All staff and Board are invited to attend. There will be food and cake.

**15. Commissioner Comments & Future Agenda Items for Consideration**

Commissioner Pokorny suggested that "no-touch" sinks be considered in the future in the restrooms as they are more healthful. Appler said he does have some pricing. Ellmann said it can be considered in the next budget.


**16. Executive Session (moved up in agenda, after 8D)**

**17. Adjournment**

It was moved by Commissioner Pokorny, seconded by Commissioner Sbertoli, to adjourn the Regular meeting 9:13 pm. *VOICE VOTE, ALL IN FAVOR, MOTION CARRIED.*

Board Member Signatures:

  
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Vice President

  
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Secretary