

1. Call the Meeting to Order

President Stout called the meeting to order at 7:00 pm.

2. Roll Call

At 7:00 pm roll call was taken:

Present: Commissioners Sbertoli, Pulice, Lange, Schroeder, Stout

Absent: None

Also Present: Greg Kuhs, Executive Director; Michele Silver, Superintendent of Recreation; Raymond Chaussey, Superintendent of Parks; Tony Perry, General Manager; Rhonda Brewer, Business Manager; Carolyn Mondlock, Recording Secretary.

Members of the Public: Wood Dale Park District Staff – Hernesto Barrios, Waseem Kahn, Martin Rosales and Jessica Stanke.

3. Additions to Agenda

None.

4. Approval of Minutes

A. Approval of Minutes of the Special Meeting of December 6, 2011

It was moved by Commissioner Lange, seconded by Commissioner Pulice to approve the Special Meeting Minutes of December 6, 2011. Copy attached to Official Minutes.

Ayes: Commissioners Sbertoli, Pulice, Lange, Schroeder, Stout

Nays: None MOTION CARRIED

B. Approval of Minutes of the Regular Meeting of December 6, 2011

It was moved by Commissioner Pulice, seconded by Commissioner Schroeder to approve the Regular Meeting Minutes of December 6, 2011. Copy attached to Official Minutes.

Ayes: Commissioners Sbertoli, Pulice, Lange, Schroeder, Stout

Nays: None MOTION CARRIED

C. Approval of Minutes from December 6, 2011 Executive Session (Content Only)

It was moved by Commissioner Lange, seconded by Commissioner Sbertoli to approve the Regular Meeting Minutes of December 6, 2011. Copy attached to Official Minutes.

Ayes: Commissioners Sbertoli, Pulice, Lange, Schroeder, Stout

Nays: None MOTION CARRIED

5. Approval of the monthly expenditures: Totaling \$509,236.49 covered by check nos. 71583 thru 71759 (\$232,812.35); and payrolls for 12/9/11 (\$70,845.14), 12/23/11 (\$71,075.14), 1/6/12 (\$61,635.91) and 1/20/12 (\$72,867.95).

Commissioner Schroeder questioned a ComEd charge for Community Park. Rhonda investigated the charge and replied that the bill for Community Park for the period of 11/23 through 12/29 in which the park district used about 2700 kilowatts is similar to a prior charge in which the park

district used about 7000 kilowatts. She explained the reason is because of the delivery service charge, which for both bills was approximately \$460. Rhonda had inquired about the charges to David Hoover (park district energy consultant) of NIMEC who explained that the delivery charge is a flat rate regardless of usage.

Commissioner Lange asked about the types of lights being used out at Community Park. Ray responded that there is security lighting, lighting for football at the end of October, and lighting for the parking lot. He said the lights used to go on at 9:00 pm, but with daylight savings, the lights turn on at 5:00 pm.

Commissioner Schroeder also had a question about the electrical charges by MidAmerica to the water park. Rhonda said the charges are billed back to the school district because it is lighting for their building and bus area.

It was moved by Commissioner Schroeder, seconded by Commissioner Lange to approve the monthly expenditures totaling \$509,236.49.

Ayes: Commissioners Sbertoli, Pulice, Lange, Schroeder, Stout
Nays: None MOTION CARRIED

6. Written and Public Communication

A. Written Communication

City of Wood Dale Request – Prairie Fest 2012

The letter was inadvertently left out of the Board Packet, but Director Kuhs said Prairie Fest is being held the same week as last year in August. The City is asking park district Board approval to use the park district Beach parking lot for fireworks.

It was moved by Commissioner Lange, seconded by Commissioner Schroeder to approve the use the Beach parking lot with the amendment being made that the proper certificate of insurance from the City and the fireworks company is given to the park district.

Ayes: Commissioners Sbertoli, Pulice, Lange, Schroeder, Stout
Nays: None MOTION CARRIED

Letter – Bandits Football and Other

Director Kuhs stated that the letter from Bandits Football is a thank you to the park district for providing a place to practice.

B. Public Communication

Recognition of 5-Year Anniversaries – Martin Rosales and Hernesto Barrios

President Stout, on behalf of the Board, recognized Hernesto Barrios for his five years of outstanding service and dedication to the Wood Dale Park District and presented him with an anniversary check and plaque. Hernesto thanked the Board, and he was congratulated with a round of applause. Pictures were taken of Hernesto with President Stout.

President Stout, on behalf of the Board, recognized Martin Rosales for his five years of outstanding service and dedication to the Wood Dale Park District and presented him with an anniversary check and plaque. Martin thanked the Board, and he was congratulated with a round of applause. Pictures were taken of Martin with President Stout. A group photo was taken of Hernesto Barrios and Martin Rosales, with Ray Chaussey, Tony Perry and President Stout.

Introduction of Jessica Stanke – Recreation Supervisor

President Stout welcomed Jessica Stanke to the Wood Dale Park District. Michele Silver introduced Jessica who came from the York Center Park District where she was the program manager for two years. Michele said the park district is excited to have her here as recreation supervisor.

7. Director's Report

Director Kuhs submitted a Director's Report for the month of January 2012. Copy attached to Official Minutes. He reported and reviewed the following:

Freedom of Information Act (FOIA) Training – FOIA Training is required for all elected officials starting in 2012. Commissioners Lange and Schroeder have completed the online training, and Director Kuhs will email the training link to the remaining Board Commissioners. A certificate is generated at the end of the training.

Board Member Development Program – Along with Commissioners Lange and Stout, Director Kuhs has registered Commissioners Pulice, Sbertoli and Schroeder with IAPD for this program. He included more information about the program in their Board Packets.

History Wall – Director Kuhs stated that the park district is finishing up the History Wall project and would like to have the wall up by Friday, February 24. He asked the Board if they would like to have a reception before the Family Fun Night at about 5:30 pm. It was agreed previously that the park district would unveil the wall at the Family Fun Night event. Director Kuhs said that the park district would publicize the creation and “unveiling” of the history wall to the public. Michele confirmed, in response to a question from Commissioner Schroeder, that preregistration is required for the Family Fun Night.

Park/School Property Boundaries and Brookwood Park – Director Kuhs said the Community Development Commission approved the boundaries last week. The next step is to go to the City Planning and Zoning Committee on February 9 and then follow up with the State Council meeting on the 16th. Director Kuhs said he doesn't foresee problems getting this approved. Once the boundary issue is resolved, the park district can start working on the Brookwood Park expansion.

IAPD/IPRA Conference – January 27-28 – Commissioners Lange, Pulice, Sbertoli and Schroeder have been registered for the Friday and Saturday of the conference.

2011 NRPA Congress Information – Commissioner Lange and Superintendent of Recreation, Michele Silver, attended the NRPA Congress conference in October, and both are providing an overview of some topics and information they obtained.

Commissioner Lange overviewed the following:

- Branding seminar –This was about the identification of yourself and the park district out in public through t-shirts, logo wear, signage, etc. It is important that when people walk through your door they know who is a park district employee.

- Staff doing different things – A person who works in the Recreation building should occasionally go out to a park and see who is using the park that day. Talk to people and ask why they are there today, and what do they like or don't like about the park district. All levels of staff should be out there talking to people. It's really important, and once again, to have a park district shirt on to identify yourself. If you approach somebody in a park and they see you have a park district shirt on, they may be more willing to talk to you.

- Low registration – Commissioner Lange said that everybody is having problems with money these days and not filling their classes. In this seminar, not charging nonresident fees was discussed. It is suggested that to fill classes, all participants pay the same fee. Commissioner Lange is recommending that the park district not charge nonresident fees for about six months to a year for classes, although her suggestion does not apply to the golf course. By taking away the nonresident fees, customers may come from other towns and help fill the classes. Therefore, fewer classes would be cancelled. Commissioner Lange said that this topic would have to be recommended and discussed at a Board meeting. She then gave the pool as an example of families being able to bring more out of district friends to fill the pool if nonresident rates were dropped.

- Affordable marketing – Postcards are an important tool to use in marketing strategy. She suggested that it's a good idea to send out postcard mailings in January and February, telling people when their pool passes are going to be on sale or what's actually going to be offered this summer. These are little blitzes beforehand, prior to delivery of the brochure. A colorful postcard will stand out more than e-mails.

- Other information about sessions that Commissioner Lange mentioned:
 - Helpareporter.com. It is a place to send stories about what's going on at the park district.
 - Customer feedback. She said it would be a good idea at the end of specific events to ask people how they enjoyed the event or class for instant feedback. Michele said that her staff does this already.
 - A mission statement is not any good if everybody that works for you and your Board don't know what it is. It may be too wordy. Two, three, four words in a mission statement are about the maximum of what you should have to identify the park district.

Michele overviewed the following:

- Michele attended the two-day Aquatic Management School just prior to the opening of the NRPA Congress conference. She learned about preventative and operational maintenance and things she can implement at the pool, such as a daily maintenance schedule. She said much networking went on about ideas to implement at the pool, such as looking at the space, time of availability of open space, and adding programs. Michele talked about a "Christmas in July" event she would like to plan this summer at the pool.

- Sponsorships – Michele also obtained information about funding options, grants, sponsorships, and intergovernmental agreements. She mentioned the idea of having a sponsor place a company logo on the park district backboards, or for swim lessons, having a sponsor's logo on the kick boards.

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- Other topics Michele obtained information on were risk management, customer service, employee retention, marketing ideas similar to what Commissioner Lange was talking about, social media, and more.
 - Michele was in attendance at a marketing workshop with Commissioner Lange and adds that it is important to find out where people hang out, such as the local Starbucks, where the park district could place a flyer or poster advertising a program(s). She also said it's important to go to the parks and physically talk to people. Another idea from the session was to get people to sign up for programs by giving them a coupon a few weeks before the end of the current class that they can use to sign up for next session. She said this is a good way to try to get to the people that don't come back or that wait until the last minute to sign up. Commissioner Lange suggested handing out coupons at an event, prior to the start of classes, to capture many new customers.
 - Michele also attended a Burnout Workshop that identified the signs of employees that are burnt out – how to recognize those signs and as a manager how to help change those behaviors to help them by giving them new projects to do and utilizing their strengths rather than just having to do the day-to-day operations.
 - Michele attended many other sessions but she was very interested in a particular speaker who spoke at another school, and this speaker spoke about the Year 2025 and where recreation is going to be from where it is now, and what things to look for to help transition into that period. Health and wellness is the top focus, partnering with hospitals is key, access to bike and pedestrian trails, health initiatives for the community, and focusing on the aging population, as the ones that are here now are the ones wanting to be active and continue to be active. So we will want to focus on programming that will be beneficial to them as far as health and wellness and keep them active.

8. NEDSRA Report

Director Kuhs reminded the Board that the monthly NEDSRA Newsflash for the month of December 2011 is included in the Board packet. He said that NEDSRA is continuing discussions regarding the funding formula which will eventually come back to this Board to be voted on. They are also looking to make some changes to their bylaws which go hand in hand with the funding formula. Director Kuhs anticipates that within the next couple of months, the park district Board will have information to review.

9. Recreation Report

Michele Silver, Supt. of Recreation, submitted a Recreation Report for the month of January 2012. Copy attached to Official Minutes. Michele stated she had no additional information to add to the summary of her report and asked if the Board had any questions.

Commissioner Schroeder inquired about floor hockey, which was canceled due to low enrollment. She asked if staff was going to check into what may have happened to the program because according to Michele's report, the program was very popular last year. Michele did not have an update at this time. Commissioner Schroeder went on to thank the recreation staff for operating the Polar Express event. The Board heard many positive comments.

Commissioner Pulice asked about the classes that are waitlisted – whether the park district thought about doing two separate times on the same night or on different nights? Michele explained that the ones that were on the waitlist were not enough to offer another class. Commissioner Pulice used the kickboxing class as an example and asked that in addition to the class on Tuesday, could another class be added on Thursday. She feels many of the Tuesday participants would also participate on Thursdays as she heard

comments from them wishing the class was two nights a week. Michele said many schedules have to do with room and instructor availability.

Michele summarized participation history from her report. She compared 2010 to 2011 participation history and stated that the numbers are about the same as far as participation is concerned. Overall for the year there's about 40 more in 2011. Michele said it is good that the district is still keeping that number, although she would like to see it grow and feels that it slowly will.

On the charts in her report, Michele compares 2009, 2010 and 2011. She said the numbers are again similar, although some seasons may have more depending on the type of programs offered. Michele offers many opportunities at Addison Pool and if a class is cancelled, the participant can transfer to another class because it is a contractual program. This gives customers a variety of different opportunities. Overall, the recreation department cancellation rate is still pretty good.

10. Parks Report

Raymond Chaussey, Supt. of Parks, submitted a Parks Report for the month of January 2012. Copy attached to Official Minutes. Ray reported and reviewed the following:

Ray spoke to several people asking if the park district is planning on recognizing the late former Commissioner Dan Gratzl for his 18 years of service. Dan was instrumental in building the concession stand at Community Park. Ray explained that the building belongs to the school, so the park district would need approval from the school to install a plaque or other means of recognition.

Director Kuhs said they would investigate pricing and talk to the school. Ray said that many ideas were brought up such as a plaque, or a bench against the building. Director Kuhs said that he will provide options for the Board to consider at the next meeting.

President Stout asked about the windows at the Cabin. Ray explained that they are bringing in the windows one at a time to sand them down and repair the paint. It is basically to enhance the look.

11. Salt Creek Golf Club Report

Tony Perry, General Manager, submitted a report for the month of January 2012. Copy attached to Official Minutes. Tony reported and reviewed the following:

Tony updated the events on his report. Salt Creek has booked several events in the month of February, which is normally a dead month.

Tony wanted to bring the Board up to date with a deal Salt Creek has with GolfNow.com. GolfNow.com is a website where a customer can buy tee times online at a reduced price. Tony would like to promote the business even further and explained to the Board about an offer from GolfNow.com. GolfNow.com has a database of over 500,000 people. When Salt Creek has a fish fry, cook out, or a special event, GolfNow.com will do an e-mail blast of Salt Creek's flyer to its database of people, notifying them what is going on at Salt Creek. In addition to the return on the tee times and the blasting of the e-mails, they can also build Salt Creek a website at no charge. Tony said the Salt Creek website has not changed in about four years. GolfNow.com can rebuild the site from the ground up.

Commissioner Lange asked if GolfNow.com was better than Groupon, and Tony explained that they are two very different marketing vehicles.

The Board talked about the website and noted it should be updated every two or three years. Director Kuhs likes the concept of a new website that GolfNow.com is offering. Tony confirmed that Salt Creek has complete control over the content of the site. Commissioner Pulice wanted to know when the one-year agreement was up, whether Salt Creek will maintain the website. Tony confirmed that GolfNow.com will give Salt Creek all the information needed to maintain the site. General discussion ensued about developing the new website through GolfNow.com. Tony explained that this agreement is in essence a “barter” agreement, which is why Tony wanted the Board to understand what it is about. The Board was comfortable with the GolfNow.com deal.

12. Unfinished Business

- A. Board Manual – The Board discussed the manual during the Special Meeting prior to this regular meeting. No action will be taken on this item at this time. The Board will meet at 5:30 pm prior to the next Board meeting on February 28 to continue discussion about the manual.

- B. Fairway Suites – Update – Director Kuhs and Tony Perry summarized a conference call they had with the representatives of Fairway Suites on this morning, January 24. Fairway Suites are still very interested in pursuing the development of a hotel at Salt Creek. They have worked on arrangements so they are now able to do a 50-year term with the different locations they are looking at in Illinois. A concern that was discussed with them was the timing of construction, because Salt Creek cannot close down the course for six months to a year to let them build this hotel. Further, Director Kuhs reminded the Board that the course has to have a hole relocated or shortened to accommodate the structure of a hotel.

Director Kuhs confirmed that Fairway Suites is willing to work with Salt Creek and the park district. All agree that a fall construction schedule would work. First, Fairway Suites would have to move the hole or make modifications to the hole, and then they would start on the hotel. Work on the hole can start in early September, and construction of the hotel towards the end of September. This date is based on previously scheduled weddings and events booked at the golf course. Construction would begin when the events are over. Also affecting the construction start time is the length of time it would take to get through the permitting process with the City and County. Director Kuhs received a conservative estimate of six months from the City. Fairway Suites would be responsible for covering the permitting fees.

If the Board wants to continue pursuing this concept, the next step is for the park district to develop a memorandum of understanding with Fairway Suites that lays out the framework and the basis for exploratory planning and the negotiation and development of a formal agreement with Fairway Suites and the hotel franchisee. In order to do this, the park district will have to expend approximately \$800 in legal fees.

Commissioner Lange asked about the upfront revenue that is supposed to be received from Fairway Suites upon completion of the hotel. Director Kuhs said that currently it is \$200,000 and 2% of the gross hotel receipts.

Director Kuhs said the City is very interested in seeing Salt Creek pursue this and is willing to assist the park district if they can in terms of moving it along. Director Kuhs is asking the Board if they want him and Tony to develop and work on the memorandum of understanding, which just sets up the framework. It does not bind the park district to anything other than setting up the framework and moving forward on planning. Director Kuhs asked Fairway Suites for a conceptual or superimposed picture of what the hotel would look like on the property.

It was moved by Commissioner Lange, seconded by Commissioner Sbertoli, to grant the approval to pursue the development of a memorandum of understanding.

Ayes: Commissioners Sbertoli, Pulice, Lange, Schroeder, Stout
Nays: None MOTION CARRIED

13. New Business

- A. Park District Website Update – Director Kuhs introduced staff member Waseem Khan, who has been working on the development of a new park district website with Michele. Michele led the discussion. She cited that the current website is not user friendly, and comments from the public have said the same. The site needs a new look and feel and needs to keep up with the technology to make it look appealing and motivate people to use the website to register for programs and look for information.

Michele and Waseem met with four different website designers last October, narrowing them down to two. They also consulted with Ellen Hart, the park district’s marketing and public relations coordinator, to get her feedback. She offered ideas from her perspective and also from a customer’s perspective. Waseem had ideas for the technical aspect of it.

Michele listed out the two top designers- Weblinx and Visionary Webworks. Michele explained the timeline which can take a good 120 days or so from the start of the process to implementation. She said Waseem will be sure that the right tools are obtained to keep the system operating effectively. Michele is looking to launch the new website on approximately May 1 to coincide with summer programs.

Michele reviewed the timeline and projected fees and expenses from both web designers with the Board. She checked references and all had positive comments about both companies. Based on the references and projected costs she received, Michele is recommending Weblinx as the Wood Dale Park District website designer. She said either designer would be good, but Weblinx offers more services for the cost, is more “out of the box” with design, and works with a variety of public entities and businesses. She felt that Visionary Webworks had more of a “cookie-cutter” template, and many of the park district websites they have created look and feel the same.

General discussion ensued about the projected costs and fees for the services the park district will receive. Michele and Waseem answered some questions from the Board.

It was moved by Commissioner Lange, seconded by Commissioner Pulice to enter into an agreement with Weblinx for the creation, implementation and maintenance of an updated website for the park district as presented.

Ayes: Commissioners Sbertoli, Pulice, Lange, Schroeder, Stout
Nays: None MOTION CARRIED

- B. Pool Rental Fees – Michele presented a recommendation for 2012 Private Pool Rental fees, recommending an increase of \$5 on each hourly rate for residents. The increase is to compensate for rising staff costs over the past few years as minimum wage has increased.

The Board reviewed the fees and a short discussion ensued.

It was moved by Commissioner Pulice, seconded by Commissioner Sbertoli to approve the 2012 Private Pool Rental Fees as presented.

Ayes: Commissioners Sbertoli, Pulice, Schroeder, Stout

Nays: Commissioner Lange

MOTION CARRIED

Michele presented a recommendation for adding a four-hour option to the 2012 Semi-Private Pool Rentals. In the Board packet, she listed out fees for a two-hour existing semi-private rental. These fees have been in effect regardless of the length of time of the rental. Michele is recommending to add a four-hour option, applicable to day hours only.

Michele explained that in the past few years, she has had semi-private rentals reserved at the pool under the two-hour rate even if the group was coming from 1:00 pm to 5:00 pm. She is recommending adding another option that would accommodate these groups. She said a day camp would be a good example of a group that would need a four-hour semi-private rental.

The Board reviewed the current and proposed costs under the new option. Michele explained her reasoning for the fees. She doubled the cost from the two-hour option for the under 30 rate and followed suit with the structure from there.

It was moved by Commissioner Sbertoli to approve the 2012 Semi-Private Pool Rental Fees as presented. The motion was not seconded, therefore, no action was taken. Further discussion ensued.

MOTION WAS NOT CARRIED

The Board had many questions about the fees. Michele explained that she is just adding a four-hour option. The fees for the two-hour option have been the same for years. President Stout and Commissioner Sbertoli both agreed that the two-hour rate for a four-hour semi-rental is a great deal, however, the park district may be under-marketing itself and should be charging more for four hours. Commissioner Pulice suggested that the four-hour rates for both residents and nonresidents increase equally from the two-hour rates.

Discussion continued about the fee structure of the four-hour option. The following is what the majority of the Board agreed on:

<u>2hr Semi-Private Pool Rental</u>	<u>Residents</u>	<u>Nonresidents</u>
Under 30 people	\$40	\$60
31 – 75 people	\$70	\$90
<u>4hr Semi-Private Pool Rental</u> (applicable to day hours only)		
Under 30 people	\$80	\$100

31 – 75 people

\$120

\$140

It was moved by Commissioner Pulice, seconded by Commissioner Schroeder to change the four-hour pool option (31-75 people) to be \$120 for Residents and \$140 for Nonresidents and all the remaining fees stay the same as presented.

Ayes: Commissioners Sbertoli, Pulice, Schroeder, Stout

Nays: Commissioner Lange

MOTION CARRIED

- C. Pool Membership Fees – Director Kuhs asked the Board to disregard what was in their packets and refer to a handout – Revised Pool Pass Fees 2012 – that presents a different recommendation to consider.

Michele said fees listed in red are the ones that she would propose for 2012. The former fees were not consistent from tier to tier. Adding different family members to a pool membership varied from \$10, \$12 and \$15. Michele has restructured the membership fees so that they are consistent across the board, up to a family of 6. Tier One to Tier Two fees will increase \$15, and Tier Three fees will increase by \$10. The increase difference from Tier Two to Tier Three is \$5 less because customers are buying pool passes right before the pool opens.

Additionally, to be consistent with the Senior discount age in the fitness center, Michele has dropped the age from 62+ to 60+.

Commissioner Pulice confirmed that costs go up in Tiers One and Two \$15 and Tier Three \$10.

It was moved by Commissioner Pulice, seconded by Commissioner Sbertoli to approve the 2012 Pool Pass Fees as presented.

Ayes: Commissioners Sbertoli, Pulice, Schroeder, Stout

Nays: Commissioner Lange

MOTION CARRIED

- D. Golf Fees – Tony is recommending that Salt Creek golf fees be raised by \$0.25 across the board, resident and nonresident. Tony said that Salt Creek is still priced much lower than other comparable golf courses in the area.

It was moved by Commissioner Lange, seconded by Commissioner Sbertoli to approve the Salt Creek Golf Fees for 2012 as presented.

Ayes: Commissioners Sbertoli, Pulice, Lange, Schroeder

Nays: President Stout

MOTION CARRIED

14. Executive Session *(if needed)*

- A. For the purpose of discussing issues related to the hiring, firing, disciplining or compensation of personnel or status of an employee. 5 ILCS 120/2(c)(1).
- B. For the purpose of discussing the setting of a price for the sale of or lease of property owned by the park district. 5 ILCS 120/2(c)(6).

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- C. For the purpose of discussing imminent or potential pending litigation against the park district. 5 ILCS 120/2(c)(11).

15. Take Action, if any, on Items Discussed in Closed Session

16. Adjournment

It was moved by Commissioner Pulice, seconded by Commissioner Lange to adjourn this General Meeting at 9:05 p.m.

After a voice vote, President Stout declared the MOTION CARRIED.

The next General Meeting of the Wood Dale Park District Board of Commissioners shall be held on Tuesday, February 28, 2012, at 7:00 p.m.
