

1. Call the Meeting to Order

President Stout called the meeting to order at 4:00 pm.

2. Roll Call

At 4:00 pm roll call was taken:

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

Absent: none

Also Present: Matt Ellmann, Executive Director, Rhonda Brewer, Business Manager, Tony Perry, General Manager, Ellen Hart, Marketing/PR Coordinator, Gayle Hearn, Administrative Assistant, Waseem Khan, Internet Technology, Mark Goode, Safety Coordinator, Ray Chaussey, Supt. Of Parks, Frank Bonanno, Assistant General Manager, Michele Silver, Supt. Of Recreation.

3. Environmental Scan and Discussion and Prioritization of Major Focus Areas

Barbara Heller from Heller & Heller Consulting, Inc. gave a brief description of her career and some history of Heller & Heller Consulting. Barbara explained how to prepare for the development of the Mission and Vision Statements for the district and what areas the district should make a priority. Also discussions and lists were created on the districts' SWOT (strengths, weaknesses, opportunities and threats).

Strengths

- Customer Service
- Facilities
- Employees' longevity/talent
- Having a sense of humor
- Financial stability
- Cohesive and dedicated board
- Quality programs and events
- Board does not micro-manage
- Community relationships (including intergovernmental)
- Centralized location
- 13,000 population
- Technology: online registration and Website

Weaknesses

- Communication: creating awareness for the continuously changing demographics
- Lack of participation
- Immigrant financial challenges
- Physical challenges
- No true downtown
- Land locked
- Seniors on fixed incomes
- Residents go to other park districts
- Lack of online registration

- Economy
- Lack of corporate support
- Marketing research/data

Opportunities

- Grants
- Cabin area
- Intergovernmental partnerships
- Parks need updating
- School use
- Technology to better reach out to potential customers and residents

Threats

- Competition
- Decreasing tax base
- Elgin O'Hare
- Ourselves
- Loss of jobs; economy
- Obamacare
- Children not engaging in activities
- Obesity
- Language barriers
- Regulations; ADA

4. Review/Refine Mission and Vision

Barbara described the difference between the Mission and Vision Statements. The Mission Statement describes what business you're in and the overall purpose of the organization. The Vision Statement is what you aspire to become and describes the future. Commissioners and Staff participated in listing ideas of having a "balanced scorecard". Strategic planning addresses the leadership infrastructure; master planning addresses the physical assets. Some of the "perspectives" were also discussed, including customer, financial and internal business support.

Vision Statement Ideas

Two groups crafted preliminary vision statement ideas, as follows:

- Making us (the Park District) your First Choice to be Community Connected through Recreation and Entertainment
- Enhancing Opportunities for Everyone to Engage in a Fun, Healthy, and Active Lifestyle

Mission Statement Development

The two groups did an affinity diagram exercise in which group members wrote three key words or phrases on post it notes and grouped them in like categories. Header categories were then developed for each word or phrase grouping.

Group 1

Inspire

Inspire community involvement

Engage

Engaged and Driven

Engage

Promote

Educate

Educate

Responsive

Responsive and Transparent

Quality

Excellent Services

Quality

Ongoing improvements to all

Provide great customer service

Experience

Position memorable experiences

Recreation

Community Programs

Affordable Programs

Opportunities

Recreation

Provide Recreational Opportunities

Activity

Dedicated

Dedicated

Responsible

Develop

Development

Create and Deliver

Develop new programs and services

Group 2

Leisure

Leisure Activities

Customer Service

Customer Service

Provide Excellent Customer Service

Fun Social

Fun

Fun

Family Fun

Social Collaboration

Quality

Quality

Quality

Well-rounded

Quality

Financial

Fiscally Responsible

Leadership

Leadership

Healthy Lifestyle

Healthy Lifestyle

Active

Healthy Lives

Healthier Lifestyles

Mind growing with Fitness

Community

Community

Community

Community Involvement

Community Involvement

Serving the Entire Community

Learning Competitiveness

5. Major Focus Areas

The following was a brainstorm activity in which the group provided ideas about Major Focus Areas. These represent the areas that should be addressed in the strategic initiatives. The bolded items were the areas that received the most votes from the group.

- **Communication; both internal and external**
- **Branding**
- **Renovating Parks and Facilities**
- **Increased use of Facilities and Program Participation**
- **Alternative Revenue**
- **Determining what the Community Wants**
- **Community Engagement**
- Unifying the District
- Creation of Identity Separate from the City
- Identify the purpose of different parts of the District
- Using data for decision making

6. Strategic Themes

The group as a whole brainstormed Strategic Themes for three of the four perspective areas: customer, financial, and internal business support. The bolded item was the consensus choice of the group. The number of votes per item is also listed.

Customer Perspective

- Delight the Customer
- Wow the Customer
- Emotionally Connected
- 3- Engage the Customer
- Satisfy the Customer
- **14-Exceed Expectations**
- 1-Listen to the Customer
- The Customer is Always Right
- 9-Strive for Excellence
- The Customer Drives our Purpose
- If you are happy, we are happy
- 4-The Customer is the reason we are here
- 1- See why we are number one
- 1-Be sensitive to customer needs
- Create memories
- 13-Tailoring to our community

Financial Perspective

- 5-Continue to be fiscally responsible.
- 1-Seek new profit centers
- Putting your money to work
- 8-Financial accountability
- 1-Financial transparency
- 2-Affordability
- 2-Revenue growth
- 4-Financial sustainability
- Financial forecasting
- **13-Allocating resources according to community needs**

- 7-Reinvesting in the community
- Reinvesting in yourself
- 1-Reinvesting in human capital

Internal Business Support

- 5-Communication
- Listening
- 2-Resources
- **6-Team driven**
- 3-Cutting edge IT
- 3-Improving/re-evaluate processes
- 4-Operational Consistency
- 2-Cost analysis
- 2-Prioritize human resources-tools

The employee group on September 26 will continue work on the Strategic Themes and will develop a Theme for the learning and growth perspective.

7. Adjournment

It was moved by Commissioner Sbertoli and seconded by Commissioner Lange to adjourn this Special Meeting At 6:16 pm.

The next Strategic Planning Meeting of the Wood Dale Park District Board shall be held on Tuesday, October 1, 2013. Staff will develop Strategic Objectives and Initiatives at the September 26, meeting.

Board Member Signatures
