

1. Call the Meeting to Order

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

2. Roll Call

At 7:00 pm roll call was taken:

Present: Commissioners Lange, Sbertoli, Schroeder, Stout

Absent: None

Also Present: Matt Ellmann, Executive Director; Michele Silver, Director of Recreation; Ray Chaussey, Director of Parks and Facilities; Tony Perry, Director of Golf Operations; Frank Bonanno, Assistant Director of Golf Operations; Rhonda Brewer, Director of Finance and Administration; Carolyn Mondlock, Recording Secretary.

Members of the Public:

Wood Dale Park District residents (approximately 60), representatives from Planning Resources Inc: Darrell Garrison, Steve Halberg, John Dzarnowski and Dennis Ulrey.

3. Pledge of Allegiance

The Board, staff and members of the public present stood for the Pledge of Allegiance.

4. Report on the results of the Community Survey and Solicit Feedback on the Comprehensive Strategic Master Plan

President Lange welcomed the residents of Wood Dale Park District present to hear the results of the community survey. Director Ellmann thanked everyone for coming and gave a brief recap about the importance of the Community Survey in the development of a Comprehensive Strategic Master Plan, of which the park district has not had since 1995. Having one enables the park district to make the most out of tax dollars when making improvements and in the application for grants. He stressed the significance of obtaining feedback from the community to help pave the future of the park district.

Director Ellmann introduced the representatives of Planning Resources as Darrell Garrison, Steve Halberg, John Dzarnowski and Dennis Ulrey.

Steve Halberg reviewed preliminary results of the Community Survey with the aid of a visual presentation. The survey was mailed on October 20, and responses were accepted up to November 12. It was mailed to 2,000 Wood Dale Park District households at random. Surveys were also available at the recreation center. In addition, surveys were translated into Polish and Spanish languages. Of the surveys that went out, 250 usable responses were received, which is a 13 percent response rate.

Steve said the survey is one tool used to create the master plan. The data can be cross-tabulated in order to review it in a variety of ways. Questions were broken out by gender, age, demographic areas, park district facilities and programs, and information resources. Steve went through the presentation slides and explained the results of the various categories. Some points to note:

- 70% of the respondents were female
- 92% are from English-speaking households
- 44% are 65 and over
- Of 5 demographic areas, the majority of surveys (34%) came from the southwest part of the community

The survey was broken into three main categories: Programs, Facilities/Parks, and Improvements. Steve reviewed specific programs, facilities and parks, addressing the key element of customer satisfaction results from the different age groups who responded. He skimmed the approximately 80 slides, reviewing the segments of each of the main categories and explaining variations. He also reviewed results of information resources which include website, social media, online news, mailers, flyers, etc.

In response to a question from the audience, Steve reminded the meeting attendees that focus groups were held with park district commissioners, staff and community leaders. In addition, public input sessions were held. The feedback from the group sessions is not included in this presentation because the presentation is solely for the purpose of explaining the Community Survey results. However, all feedback will be reviewed in the development of the Comprehensive Strategic Master Plan.

Steve and park district commissioners and staff answered a few questions from the audience. Director Ellmann said that this presentation of the Community Survey results will be placed on the website for review, and copies will be available at the recreation center. Director Ellmann concluded the meeting by reminding the audience that the survey is a roadmap to help the park district grow, improve and serve the needs of the community.

5. Adjournment

It was moved by Commissioner Stout, seconded by Commissioner Schroeder, to adjourn this Special Meeting at 8:08 pm.

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

The next General Meeting of the Wood Dale Park District Board of Commissioners shall be held on Tuesday, December 9, 2014, at 6:00 pm.
