

1. Call the Meeting to Order

President Lange called the meeting to order at 6:00 pm.

2. Roll Call

At 6:00 pm roll call was taken:

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

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; Liz Serruto, Recreation Supervisor, Griffin Price, Marketing Assistant, Jim Rafferty, Golf Manager.

Members of the Public:

Resident Rick Pokorny, representatives from Planning Resources Inc: Darrell Garrison, Steve Halberg, John Dzarnowski, Tim Miles and Dennis Ulrey.

3. Pledge of Allegiance

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

4. Presentation of Comprehensive Master Plan Draft Executive Summary

President Lange welcomed present staff and consultants to hear the executive summary of the Comprehensive Master Plan draft. She introduced Steve Halberg of Planning Resources, Inc, to make the presentation and suggested that the board hold their questions to the end to keep the evening on track. Steve Halberg proceeded to introduce the project team, which included: Dennis Ulrey, John Dzarnowski, Tim Miles and Darrell Garrison.

Steve Halberg led the audience through a prepared power point presentation, commenting that some slides would be skipped to save time. He began with an agenda slide mentioning that they would focus on five areas: demographics, programming/operations, facilities, Salt Creek Golf Club and Parks. Questions were held until the end of the presentation.

Demographics

Steve Halberg spoke of the projected population growth in Wood Dale and data derived from the Chicago Metropolitan Agency for Planning (CMAP). While the graph indicates significant growth in the community between 2023 and 2040, the consultants feel it will be much less significant due to the absence of available open developable land. However, they do see a surge in the baby boomer population and significant growth in the Latino population, which has an impact on programming, participation and demand. He also pointed out that Wood Dale falls in the middle of the pack relative to income levels in comparison to our neighbors.

Operations: Parks & Facilities

Dennis Ulrey led this portion of the presentation and began by talking about his examination of how the departments operate. This was done through staff meetings and observation of facilities cared for and the tools utilized. He looked at the community survey results and matched respondent perceptions with that of the staffs. He pointed out that both the community and staff agrees that there is a need for flexibility as long as the move forward is being driven by the customer's needs for programming and facilities.

Operations: Programs & Activities

Dennis mentioned that he looked at a year's worth of program guides and determined that our offerings align with industry standards. However, he discovered that offerings appear to be driven by qualitative methods (less formal, e-mail, instructor availability, etc.) as opposed to quantitative (market segment, surveys, etc.). He also pointed out that programming centers around four main areas, aquatics, youth, youth athletics and adult athletics and overall needs to be expanded. He also indicated that our success rate (classes offered vs. held) should ideally be higher at around 80%. He stated that the most important things we should do are to, track participant behaviors and match those behaviors to our offerings. Secondly, we need to do a better job of eliminating unsuccessful programs and expanding successful ones. And finally, we should develop a marketing plan for programming. He also spoke of developing permanent program age groupings and marketing them consistently.

Operations: Park Maintenance

Dennis found that we have no standards and that we should develop and apply them within the department. He went on to explain that standards, if adhered to, will produce predictable results and will assist in creating institutional knowledge. He pointed out that the community survey supported staff's self-assessment in improving park maintenance and that rating scores closer or above 4 should be strived for. He recognized that the department was small and was in need of office assistance for administrative work in organizing. He emphasized that 3 things make employees successful and they are: training, training and training.

Facilities

At this point in the meeting John Dzarnowski took over the presentation indicating that he looked at all our buildings/facilities from an architectural perspective. Overall, he found that they are maintained well but that he looked at them with a critical eye. He explained how he had created an assessment chart for each facility by breaking them down by work needed and the urgency of the work needing to be addressed. He also developed a cost estimate for the work needing to be performed by item. In regards to the Recreation Complex, the largest items of work related to the roof. Commissioner Lange asked if these items were age related, which John replied yes, but that this was normal. John also pointed out that many items on the list needing to be addressed were related to ADA requirements. He mentioned some concerns relating to water damage in the building, particularly in the preschool rooms and the board room. He also indicated that Administrative office space is cramped.

In regards to Salt Creek Golf Club's Clubhouse, the greatest issues are related to the building's exterior and the location and configuration of downspouts. He mentioned some water damage in the pro shop and that it should be more closely examined. He also mentioned concern with openings in the pre-cast floor planks needing attention.

In looking at the Water Park John indicated that the water slides would need to be replaced in the coming 5 to 10 years and that, new features attracting teens should be considered.

Overall, he felt that the pool and bathhouse were in good condition considering their age, but a number of ADA issues existed. He also noticed wood cracking and warping on the exterior and the need for staining and painting as well as door replacement work.

He felt that 2 main issues existed with the Cabin facility, the membrane roof and water in the basement. He suggested reverting the facility back to its original state which would reduce on-going maintenance and open up the facility for greater capacity and access. He also recommended the construction of a

restroom/pavilion adjacent to the facility to allow for park user access and to reduce the ADA issues existing in the Cabin if it remains a standalone facility.

He felt that the Park Maintenance garage was in good condition other than the need for gutters and downspouts and cleaning up and better organizing the space.

Overall he suggested looking at space needs for programs before investing large dollars in any of the facilities.

Salt Creek Golf Club

Tim Miles covered this section of the presentation and started off by indicating that the three major functions (restaurant, banquets and golf) are all in conflict with one another from a space use perspective. He also indicated that the overall facility has an identity issue because of the three functions and proximity of TopGolf. He talked about the changes in the golf industry mainly the decline in participation and the reasons for the decline in society. He said that since the start of the millennium, golf participation has dropped by 42%. He thanked staff for being able to provide good records and data for his report. He stated that staff at Salt Creek was very competent, loyal and hard working from his observation and that their actions can't be blamed for the market position and decline in golf rounds.

The most important thing that the Park District needs to do for Salt Creek is determine the mission for this facility. In other words, do you want to be a golf course, banquet facility or restaurant? He said that you should not and don't draw from more than a 30 mile radius and appear to be best suited to support juniors, women, seniors and players with time constraints. The current fee structure is highly competitive and in relation to nearby courses is in the lower third and easily could be raised. He commented that we provide a satisfactory golf product and that the course was relatively well maintained, but as with the parks, standards need to be developed. He also mentioned that improvements to the maintenance facility are warranted and that more attention to detail needs to take place throughout the course.

Marketing of the facility needs to be a higher priority and more attention needs to be placed on the website. After sharing numerous charts on various revenue and expense related functions of the operation he reiterated the need for a clear purpose (mission) and that currently the operation was not fundamentally flawed, but is a victim of industry at large.

Parks

Steve Halberg spoke of the types of classifications parks are placed in ranging from mini to neighborhood to community to special use. He went on to mention that we have 3 parks classified as mini, 5 classified as neighborhood and 1 classified as community, with all others being classified as special. All the parks were visited and closely examined for condition and function. Furthermore, a photo journal was created along with a chart reflecting his assessment of their condition and where need for replacement or updating is warranted. Handouts reflecting this information were left behind but will be provided tomorrow.

Conclusions and Questions

The presentation concluded with a brief review of the community survey and then opened up for questions. Commissioner Stimpson asked if any of the facility repair needs were life safety related and needed immediate attention. John Dzarnowski needed to look into this but overall didn't feel anything was urgent.

General conversation took place with the board indicating that the report appeared to be very comprehensive and impressive. The board concluded by saying they needed time to digest the information and looked forward to receiving the final report. Steve Halberg informed the board that the

draft written report would be provided to the Executive Director on February 6th for him and the department heads to review and comment on for a week. The report would then be returned to the consultants on or before February 13th with plans for a cleanup copy to be available to the Park Board the last week of February. Steve thanked the board for their time.

5. Selection of Special Meeting date for follow up discussion of Master Plan

Director Ellmann indicated that a Special Meeting needs to be scheduled for when the board could closely examine and discuss parts of the Master Plan of most interest or concern. This meeting should be after the draft written plan is received and digested by both staff and the board. Based on the timetable for the draft plan, it was suggested that the meeting occur no earlier than the end of February. After a brief discussion, the board selected Tuesday, March 3rd at 6:00 pm for holding a Special Meeting for this purpose.

6. Adjournment

It was moved by Commissioner Stout, seconded by Commissioner Sbertoli, to adjourn this Special Meeting at 7:59 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, January 27, 2015, at 6:00 pm.
