

1. Call the Meeting to Order

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

2. Roll Call

At 6:00 pm roll call was taken:

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

Absent: none

Also Present: Matt Ellmann, Executive Director; Michele Silver, Superintendent of Recreation; Carolyn Mondlock, Recording Secretary; Adam Vasquez, Recreation Supervisor; and Barbara Heller of Heller and Heller Consulting.

3. Review of Fitness Equipment Bids and Consideration of Staff Recommendation

Director Ellmann informed the Board that the strength equipment in the fitness studio is the original equipment, and the capital budget allows for replacement of it this year. Recreation Supervisor Adam Vasquez reviewed the due diligence with the Board and answered questions, along with Superintendent Michele Silver and Director Ellmann. After the Board was satisfied, the following motion was made:

It was moved by Commissioner Lange, seconded by Commissioner Schroeder, to reject the four lowest bidders on the basis that none have met the specifications set forth in the bid documents, and accept the Cybex bid without the alternate at \$39,000 as the lowest, responsible bidder. In rejecting the alternate, staff also recommends that current pieces of equipment be sold by staff to other individuals, businesses or organizations, which in turn, should bring the project under budget of \$37,600.

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

Nays: None

MOTION CARRIED

4. Mission, Vision, Values and Development of Strategic Initiatives Project Update (Barbara Heller, Consultant)

Barbara Heller was present to give the Board an update on the process and results of their working together on the mission and vision statements, values, as well as strategic initiatives. He informed the Board that working sessions with staff have been conducted to obtain their input on the strategic processes, and Barbara will also report those results.

Using a Powerpoint presentation, Barbara briefly summarized the process she took employees through to include focus groups, culture and teamwork workshops, and the development of strategic initiatives with them. As a result, the following top seven focus areas were determined:

- 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

Barbara explained that these focus areas are cross-checked with the strategic initiatives identified that will position the park district for the future. She presented common themes of strengths and areas for improvement as determined by staff and explained the “feelings” of staff that she derived from them.

Some of the areas staff would like to see improved or supported are:

- **Brand and Image** – More marketing support. Barbara said this area is becoming increasingly common among park districts with the need to get your message out there through a variety of means to include website and social media.
- **Change and Innovation** – Employees welcome it but want it explained and need time to adapt to it. Barbara said to innovate is to build the culture by offering incentives and recognition and by changing the way performance is measured.
- **Organizational Culture** – There is a sense of low morale and not being valued as an employee. Barbara explained that often changes in leadership cause people to feel unsettled. The questions, “where do I stand?” and “where are we going?” are commonly asked. People need to feel valued.

The Board was concerned about employees not feeling valued and the sense that they are in a “fear-based environment.” The Board discussed fear as possibly being the change in leadership, in which, naturally, a comfort level is taken away. Dialogue is guarded for fear of saying the wrong thing or for fear of getting shut down. The Board asked Barbara for advice on how to repair these feelings moving forward.

- **Internal Support Systems** – Lack of communication. Barbara spoke about the separation of departments, particularly the golf course being an entirely different business.
- **Staff Changes and Additions** – Staff feels the need to add particular positions to help support various operations.

Barbara said the Mission statement describes the overall purpose of the organization. She said after the Board worked on Mission statement drafts, the staff took the process further. She presented the Board with two resulting statements with similar language for review. The Board discussed the wording and meaning of the statements. “Rewarding” was viewed as most positive in the statements, followed by “healthy lifestyle” and the word “fun.” Discussion about the word “fun” resulted in describing the essence of the business of recreation. The Board threw around other words to describe “fun.”

The Vision statement is meant to describe the future of the organization. Barbara presented the Board with drafts of the Vision statement for the Board’s discussion. “Understanding the community’s needs” was seen as inspirational. The Board offered other ideas and created a third statement, worded as follows: “Strive to understand and provide community recreational needs so that we are your first choice for recreation.” It was agreed that more work should be done to combine the two Vision statements that Barbara presented.

Organizational Values represent the way we work together. Barbara said that three out of the six values derived between the Board and staff were the same – Communication, Accountability and Quality. Barbara recommends that the Board adopt the six as follows: Communication, Quality, Fun, Partnerships, Accountability and Team Oriented.

The remaining slides in the presentation focused on the detail of themes, objectives and initiatives and the levels of each. She described the examples of strategic initiatives, starting with the themes, followed by the objectives of each theme, and then the initiative that will move the park district forward in achieving its strategic plan.

The next steps described by Barbara include further refinement of strategic initiatives, finalizing the Mission and Vision statements, presentations to the staff and Board, and the write-up of information.

5. Discussion of Parking Agreement Request from Al Hira Community Center

Director Ellmann discussed with the Board the lapsed agreement with Al Hira Community Center. The agreement provides the organization to have access up to 30 parking spaces as additional parking each Friday afternoon from 12:30 pm to 2:30 pm at the Beach pool parking lot in support of their religious services.

Director Ellmann recommends that the park district work towards the renewal of the agreement, but ask that a monetary fee of \$100 be added to the agreement to cover costs of maintaining the parking lot. He also recommends that the number of spaces allotted in the agreement to Al Hira be increased to 50 parking stalls because they are in need of more stalls.

The Board agreed to proceed with a new agreement that includes the parameters of the additional parking count as well as the maintenance fee. Director Ellmann said he will present the agreement to the Board at the October Board Meeting.

6. TopGolf Request for Approval for their Flooring Improvement Project

Director Ellmann asked the Board for consensus for TopGolf to perform floor surfacing work in their golf bays and corridors. An epoxy surface would be applied to prevent slippage. The lease agreement between the Wood Dale Park District and TopGolf requires approval from the Park District Board on any project work over \$50,000. TopGolf has bids for the work both below and above \$50,000, and Director Ellmann is seeking consensus should TopGolf accept the bid over \$50,000. The Board gave their consensus.

7. Adjournment

It was moved by Commissioner Sbertoli, seconded by Commissioner Schroeder, to adjourn the Special Meeting at 7:57 pm.

Voice vote taken. All in favor.

MOTION CARRIED

The next Regular Board Meeting is scheduled for Tuesday, October 22, 2013 at 6:00 pm.

Board Member Signatures










