

MINUTES OF MARCH 2, 2021 COMMITTEE OF THE WHOLE MEETING  
GLENCOE PARK DISTRICT  
Zoom and 999 GREEN BAY ROAD, GLENCOE, ILLINOIS 60022

Commissioners and members of the public confirmed they could see and hear.

The meeting was called to order at 7:07pm and roll was called. All commissioners gave permission to be recorded.

Committee Members present:

Lisa Brooks, President  
Stefanie Boron, Vice President  
Michael Covey, Treasurer  
Josh Lutton, Commissioner  
Dudley Onderdonk, Commissioner

Staff present:

Lisa Sheppard, Executive Director/Secretary  
Carol Mensinger, Director of Finance/HR  
Chris Leiner, Director of Parks/Maintenance  
Bobby Collins, Director of Recreation/Facilities  
Jenny Runkel, Administrative Assistant

Members of the Public in attendance who signed in or spoke: Caleb Barth, Stephani Briskman, Brandon Hinkle, Ann Scheuer, Bart Schneider, Steve Varick, Matt Walker, Adam Wohl, and Linda (no last name)

Matters from the Public: There were no matters from the public.

Discussion on Professional Service Contract for Pier Renovation: Caleb Barth of Baird discussed the professional service contract for pier renovation including tasks and stages, permitting, on-site meetings, the sub-consultant for electrical and lighting services, bids and a recommendation, and assisting during construction. Discussion ensued. The total budget is around \$400,000 for construction. This is a specialized project by its proximity to Lake Michigan not seen in other projects with a different fee structure than used for a playground design. Baird will consider dark sky lighting and the bird flight path. The concrete imprinting demos will be reviewed with the Board at the site including color, pattern, and non-skid surface. Baird will offer fiber reinforced polymer options for the railing.

Chair Brooks, based on committee discussion, directed park district staff to advance this for Board approval at the next Board meeting.

Discussion on Beach Pass and Daily Fees: Executive Director Sheppard indicated staff are looking for a consensus tonight, so pass information can be marketed to the public. Director Collins and Beach/Boating Beach Manager Matt Walker gave the presentation attached to these minutes. At the last Board meeting, the Board chose beach admissions option 2a with hybrid option 2b including daily admissions Monday through Friday and pass holders only on weekends and holidays; pass holders will have access seven days a week and holidays. Based on that decision, staff reviewed how to maximize pass sales, limit the financial burden on taxpayers, simplify the fee structure, and increase access. The history of passes, 2020 pass financials, 2019 daily financials,

pass holder survey results, options A and B best/base/worst financial scenarios, and other local beaches 2021 rates were reviewed. Discussion ensued regarding the senior rate. The senior rate would be consistent with our Watts senior pass and entices that age group to utilize the facility. They need to be a resident over age of 65 to get a free pass and then could use the beach as any other pass holder. In 2020, 169 resident seniors purchased a pass and many of those utilized it for fitness, not for the beach or lifeguard services. The fee rate is by the person, not by household. Discussion ensued on offering free guest passes with season pass purchases because for a family over four the rate was going up. Staff noted that we also hear from families of less than four who feel the old pass fee structure was not equitable. Discussion comments included a big ask to have families lock in on a \$100 guest pass at the beginning of the season not knowing if they will have guests or not, buy early bird passes and get guest passes free, keeping it simple, an incentive to buy the pass during early bird, and one per household/or per pass. From staff's point of view, it must be equitable. Staff also noted that someone from the household has to be there with a guest and that our season passes are paid off in 3.5 visits. Commissioner comments included making it even for all, don't need to do any passes, discussion ensued about creating value in the pass, enticing people to buy a pass, one free pass for each season pass purchased is fair to all, limit to early bird, apply it to non-residents as well with the purchase season passes. Director Collins explained that due to limitations of RecTrac, that the free passes would need to be during early bird only. Our system will not allow for free passes to be available the day of season pass sign up. The early bird time period will end May 1 giving a month and a half to purchase before the season opens.

Chair Brooks, based on committee discussion, directed park district staff to offer one guest pass per season pass purchase for both residents and nonresidents during early bird ending on May 1.

The senior pass rate was discussed a second time. It will remain free, but will not include free guest passes.

Chair Brooks, based on committee discussion, directed park district staff to offer staff a free pass to the beach, but to not offer it to staff of the Village, District 35, Library, and Family Services of Glencoe as done in pre-COVID years.

Staff are hoping to rent out shelters, paddleboards, and kayaks this summer with reservations and time to clean between.

Other Business: Watts is closing on Monday for the season and would like to offer season pass renewal at 2020 rates while users are excited from this season. Discussion ensued. We won't announce next year's policy or rates, but will make it clear, we don't know if there will be daily passes or not based on state regulations. The season structure may change. They would be able to lock in at the current price. Beach/Watts combo pass is not possible until we have the new registration system and the pandemic is over. It can be discussed when that happens. Discussion ensued.

Chair Brooks, based on committee discussion, gave Park District staff the ability to offer Watts renewal passes at 2020 rates if they still think it is advisable after taking into account that communication is critical regarding pricing and policy for 2021.

Adjourn to Closed Session: At 8:21pm, Commissioner Lutton moved to adjourn into closed session to discuss personnel as mandated by Section 2.06. 5 ILCS 120/2 (c)(1). Commissioner Onderdonk seconded the motion. There was no discussion. Roll call vote:

Ayes: Boron, Covey, Lutton, Onderdonk, Brooks

Nays: None

Abstain: None

The motion passed.

Return to Open Session: Commissioner Onderdonk moved to return to open session at 8:47pm. Commissioner Lutton seconded the motion. There was no discussion. Roll call vote:

Ayes: Boron, Covey, Lutton, Onderdonk, Brooks

Nays: None

Abstain: None

The motion passed.

Action taken, if any, from Executive Session: There was no action taken during or after closed session.

Adjourn: Commissioner Lutton moved to adjourn the meeting at 8:47pm. Commissioner Boron seconded the motion. There was no discussion. Roll call vote:

Ayes: Boron, Covey, Lutton, Onderdonk, Brooks

Nays: None

Abstain: None

The motion passed.

Respectfully submitted,

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Lisa M. Sheppard  
Secretary



# 2021 Glencoe Beach Pricing



Enriching lives and creating memorable experiences.



# 2021 Operations Beach Admissions Options

**OPTION 1**  
Season Pass Holders Only  
No Change to  
2020 Operation

**OPTION 2**  
Season Passes  
&  
Limited Daily's

**OPTION 3**  
Return to  
Regular Operations  
Pre-COVID

**OPTION 2A**  
Season Passes: 7 days per week  
Daily Admission: Available  
Monday-Thursday After 12PM  
(No Holidays, Friday - Sunday)

**OPTION 2B**  
Season Passes: 7 days per week  
Daily Admission: Available  
7 Days per Week After 12PM  
(No Holidays)

**OPTION 2A Hybrid**  
(Board Consensus)  
Season passes: 7 days per week  
Limited daily admission: Mon-Fri starting at 12pm  
No daily admission on weekends or holidays

# 2021 Pricing Strategy

## Objective

- Increasing pass value to maximize pass sales

### How?

- Pricing
- Exclusive access
- Guest passes
- Discounts
- Pass holder appreciation events

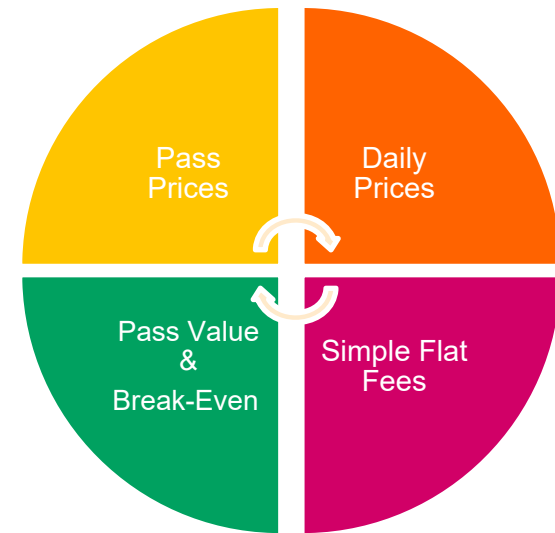
### Why?

- Revenue less impacted by weather
- Pass holders visit shorter, but more frequent
- Pass holders more vested in maintaining the lakefront
- Builds sense of community

- Limit financial burden on taxpayer

- Simplify fee structure

- Increase access



# History of Passes



# 2020 Pass Financials

Season Pass	Price	# Sold	Revenue
Resident	\$76*/95 1st Pass \$42*/54 Senior 1st Pass \$15 Additional Pass Average Pass Price \$29.81	4,399	\$131,127
Non-Resident	\$143*/190 1st Pass \$84*/108 Senior 1st Pass \$30 Additional Pass Average Pass Price \$60.17	1,612	\$97,001
<i>*Early Bird</i>	<b>Total</b>	<b>6,011</b>	<b>\$228,128</b>

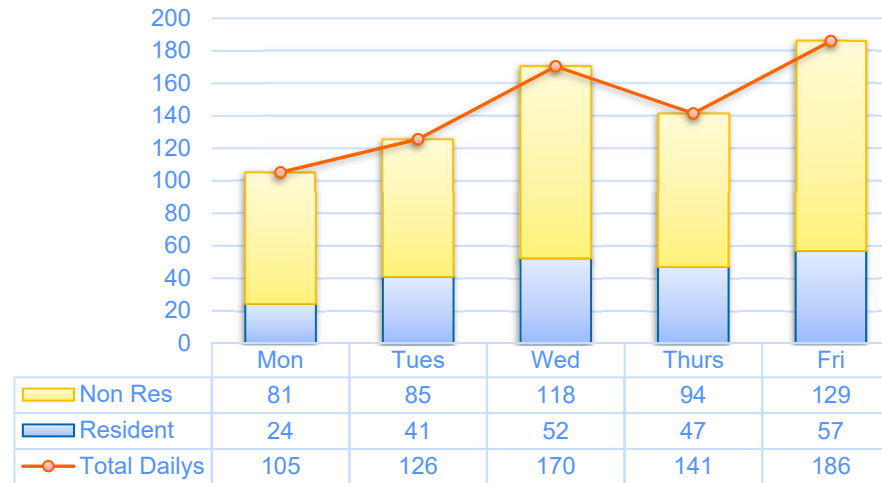
Guest Pass	Price	# Sold	Revenue	% Redeemed	Revenue Per Visit
Resident	\$50 Per 10 Punch	373	\$18,650	37%	\$13.38
Non-Resident	\$100 Per 10 Punch	85	\$8,500	40%	\$25.15
	<b>Total</b>	<b>458</b>	<b>\$27,150</b>		



# 2019 Daily Financials

Daily Visit	Price*	# Visits Mon-Fri**	# Visits Mon-Sun	Revenue Mon-Fri**	Revenue Mon-Sun
Resident	\$7/5 Senior	2,111	4,424	\$14,587	\$29,982
Non-Resident	\$14/10 Senior	4,848	12,606	\$67,184	\$167,922
<i>*Under Age 2 - Free Seniors &lt;5% of visits</i>					
	<b>Total</b>	<b>6,959</b>	<b>17,030</b>	<b>\$81,771</b>	<b>\$197,904</b>
<i>**Excluding Holidays</i>					

2019 Daily's Purchased (Average)

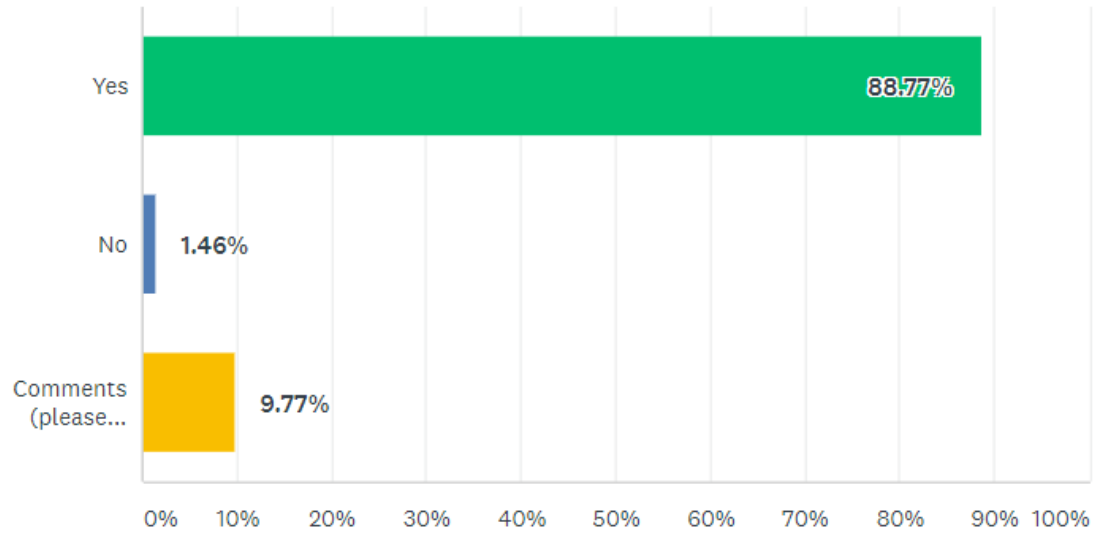


Q22



# Do you plan to purchase a season pass for the summer of 2021?

Answered: 481 Skipped: 28



ANSWER CHOICES	RESPONSES	
Yes	88.77%	427
No	1.46%	7
Comments (please specify)	Responses	9.77% 47
<b>TOTAL</b>		<b>481</b>



# Option A

	2020 Actual	Best	Base	Worst		
% of 2020 Pass Sales	100% (6,011)	100% (6,011)	75% (4,508)	50% (3,006)		
Pass Price <i>*Early Bird</i>	<table border="0"> <tr> <td>Res \$76*/95 1st \$42*/54 Senior 1st  \$15 Add.  \$140 Family of 4</td> <td>NR \$143*/190 1st \$84*/108 Senior 1st  \$30 Add.  \$280 Family of 4</td> </tr> </table>	Res \$76*/95 1st \$42*/54 Senior 1st  \$15 Add.  \$140 Family of 4	NR \$143*/190 1st \$84*/108 Senior 1st  \$30 Add.  \$280 Family of 4	\$35/70 R/NR Each  Free- Under 2 & 65+  \$140/280 R/NR Family of 4		
Res \$76*/95 1st \$42*/54 Senior 1st  \$15 Add.  \$140 Family of 4	NR \$143*/190 1st \$84*/108 Senior 1st  \$30 Add.  \$280 Family of 4					
Pass Revenue	<b>\$228,128</b>	<b>\$266,805</b>	<b>\$200,104</b>	<b>\$161,613</b>		
Daily Sales	N/A	25% of 2019 Resident Sales 75% of 2019 Non-Resident Sales				
Daily Price	N/A	No Price Increase Daily's \$7/14 R/NR Pass break-even is 5 visits				
Daily Revenue	<b><u>\$0</u></b>	<b><u>\$54,600</u></b>	<b><u>\$54,600</u></b>	<b><u>\$54,600</u></b>		
Total Revenue	<b>\$228,128</b>	<b>\$321,405</b>	<b>\$254,704</b>	<b>\$216,213</b>		

# Option B\*\*

	2020 Actual	Best	Base	Worst										
% of 2020 Pass Sales	100% (6,011)	100% (6,011)	75% (4,508)	50% (3,006)										
Pass Price <i>*Early Bird</i>	<table border="0"> <tr> <td><u>Res</u></td> <td><u>NR</u></td> </tr> <tr> <td>\$76*/95 1st</td> <td>\$143*/190</td> </tr> <tr> <td>\$42*/54 Senior 1st</td> <td>1st \$84*/108 Senior 1st</td> </tr> <tr> <td>\$15 Add.</td> <td>\$30 Add.</td> </tr> <tr> <td>\$140 Family of 4</td> <td>\$280 Family of 4</td> </tr> </table>	<u>Res</u>	<u>NR</u>	\$76*/95 1st	\$143*/190	\$42*/54 Senior 1st	1st \$84*/108 Senior 1st	\$15 Add.	\$30 Add.	\$140 Family of 4	\$280 Family of 4	\$35/70 R/NR Each  Free- Under 2 & 65+  \$140/280 R/NR Family of 4		
<u>Res</u>	<u>NR</u>													
\$76*/95 1st	\$143*/190													
\$42*/54 Senior 1st	1st \$84*/108 Senior 1st													
\$15 Add.	\$30 Add.													
\$140 Family of 4	\$280 Family of 4													
Pass Rev.	\$228,128	\$266,805	\$200,104	\$161,613										
Daily Sales	N/A	25% of 2019 Res. Sales 75% of 2019 NR Sales												
Daily Price	N/A	<b>**Daily Price Increase to \$10/20 R/NR</b>  Pass break-even is 3.5 visits												
Daily Rev.	<u>\$0</u>	<u>\$78,000</u>	<u>\$78,000</u>	<u>\$78,000</u>										
Total Rev.	\$228,128	\$344,805	\$278,104	\$239,613										

Option A  
Total Rev.

\$321,405	\$254,704	\$216,213
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# Staff Recommendation

- Pass Price

	Proposed 2021	2020
Resident	\$35/Pass Free/65+Seniors Free/Under 2	\$76*/95 1st Pass \$42*/54 Senior 1st Pass \$15 Additional Pass
Non-Resident	\$70/Pass	\$143*/190 1st Pass \$84*/108 Senior 1st Pass \$30 Additional Pass
		*Early Bird

- Daily Fee

	Proposed 2021	2020
Resident	\$10/Day	\$7/Day
Non-Resident	\$20/Day	\$14/Day

# Other Beaches

- Wilmette: - Undecided
- Winnetka: - Daily's (Mon-Wed only): \$10/20 R/NR  
- Season Pass: \$135/270 R/NR Family of 4  
- Free Senior Resident Pass
- Highland Park: - Season Pass only  
- Free for Residents  
- \$175 NR Family of 4  
- Parking Sticker
- Lake Forest: - Free for Residents  
- Daily Fee NR \$25/person  
- Parking Sticker
- Glencoe: - Daily's (Mon-Fri only): \$10/20 R/NR  
- Season Pass: \$140/280 R/NR Family of 4  
- Free Senior/Under 2 Resident Pass

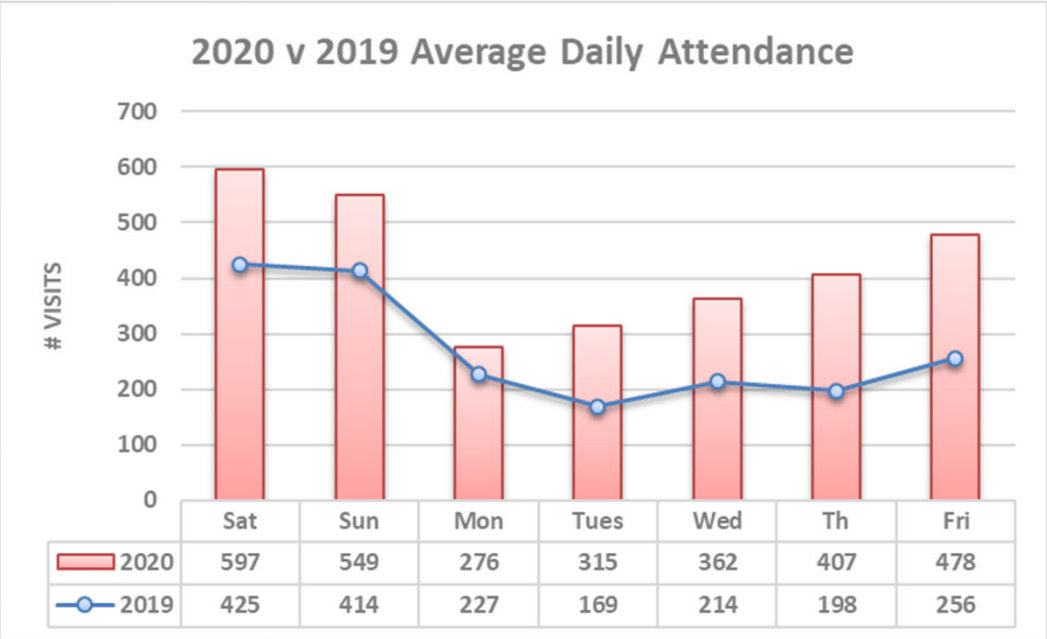


[glencoe parkdistrict.com](http://glencoe parkdistrict.com)

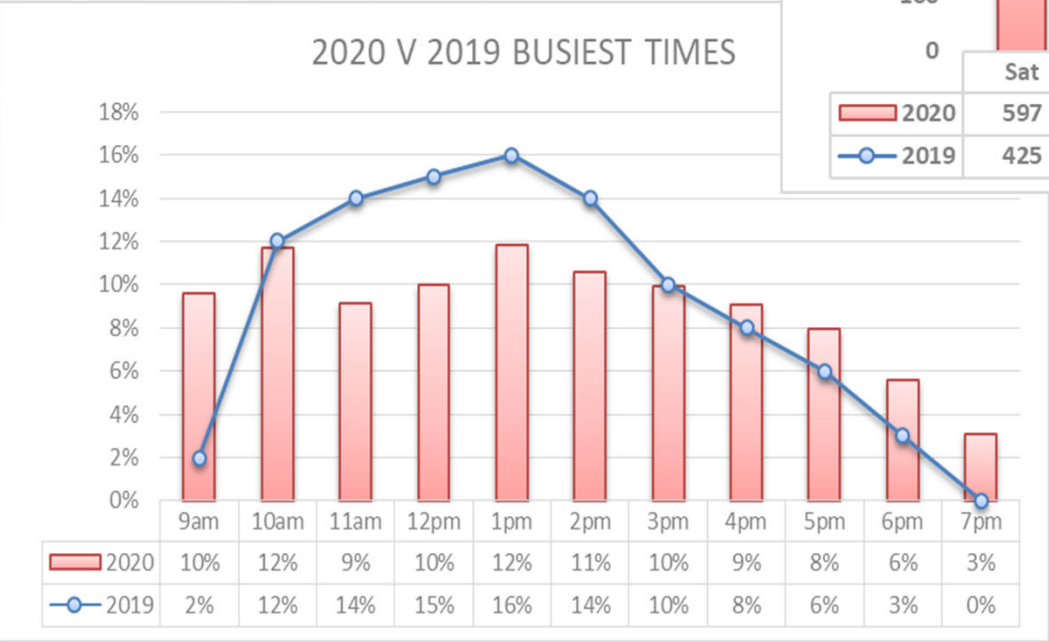


# Supplemental Information

2020 v 2019 Average Daily Attendance

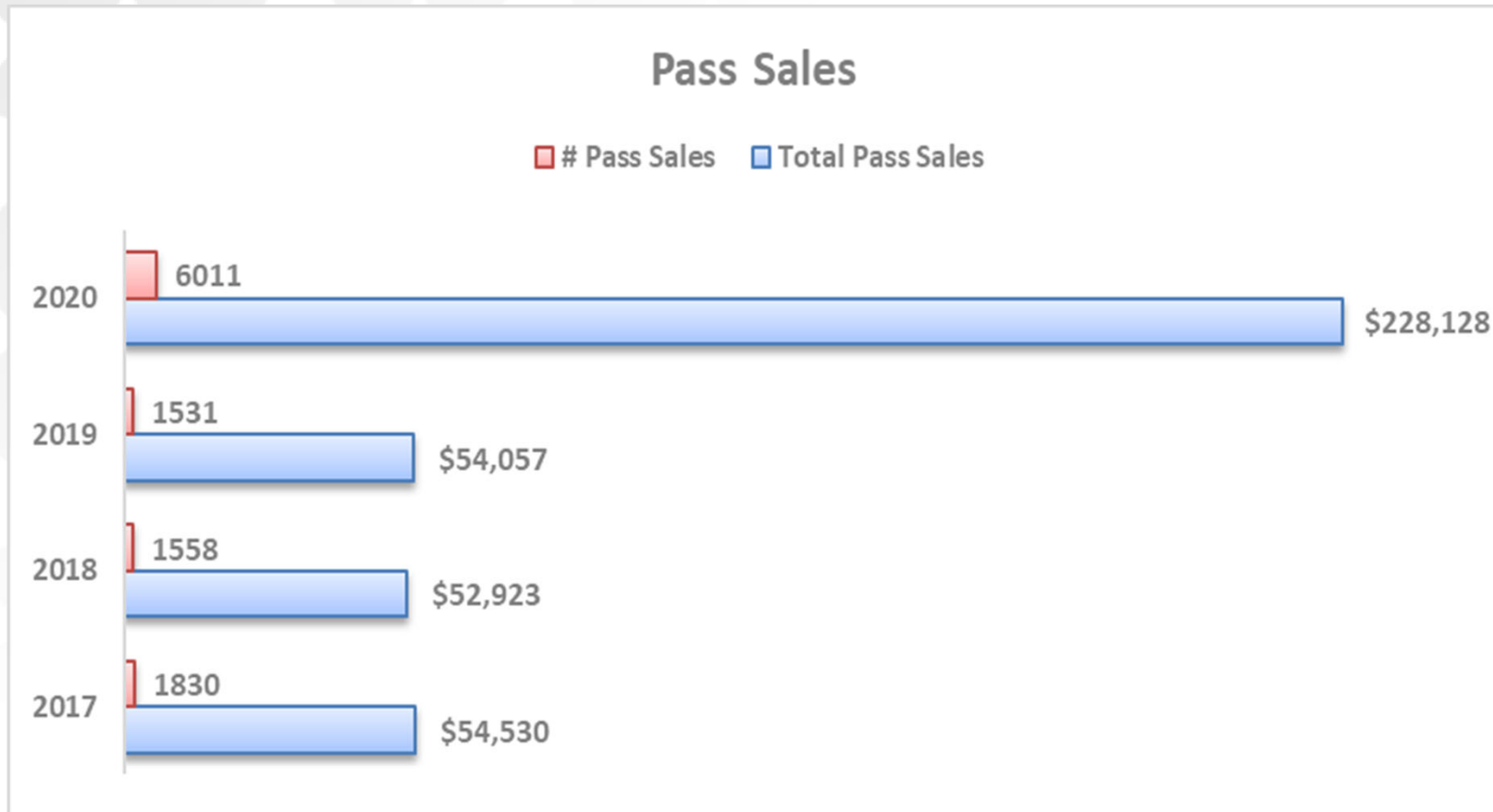


2020 V 2019 BUSIEST TIMES

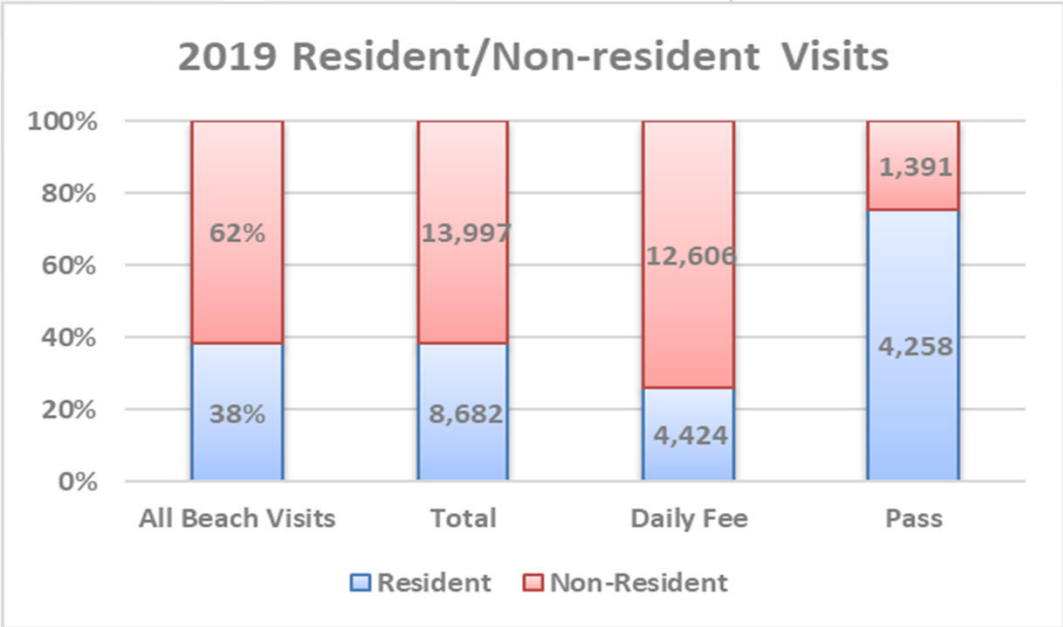
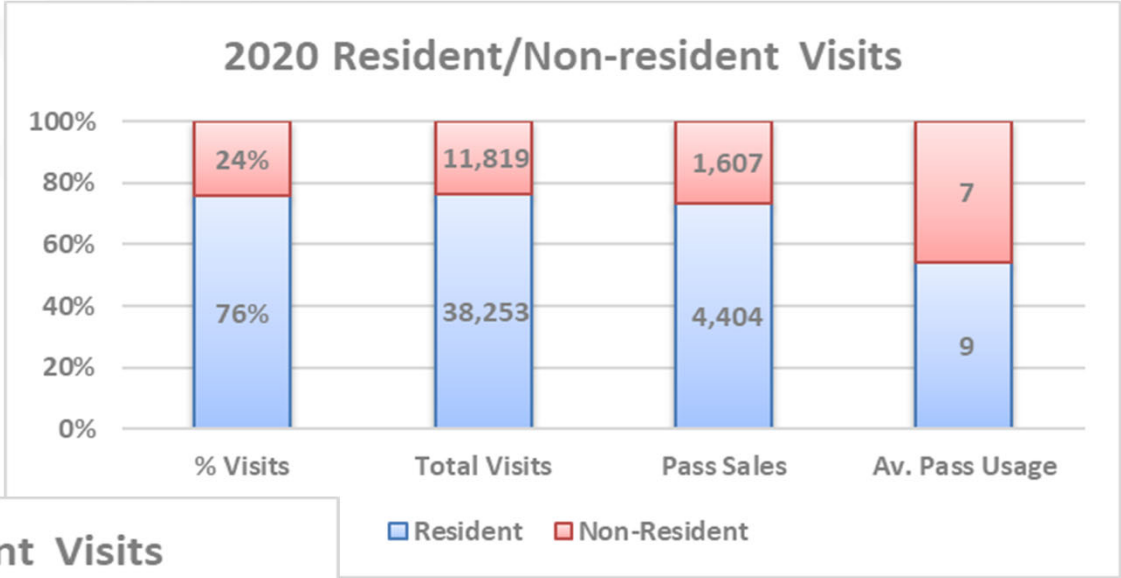




# Supplemental Information



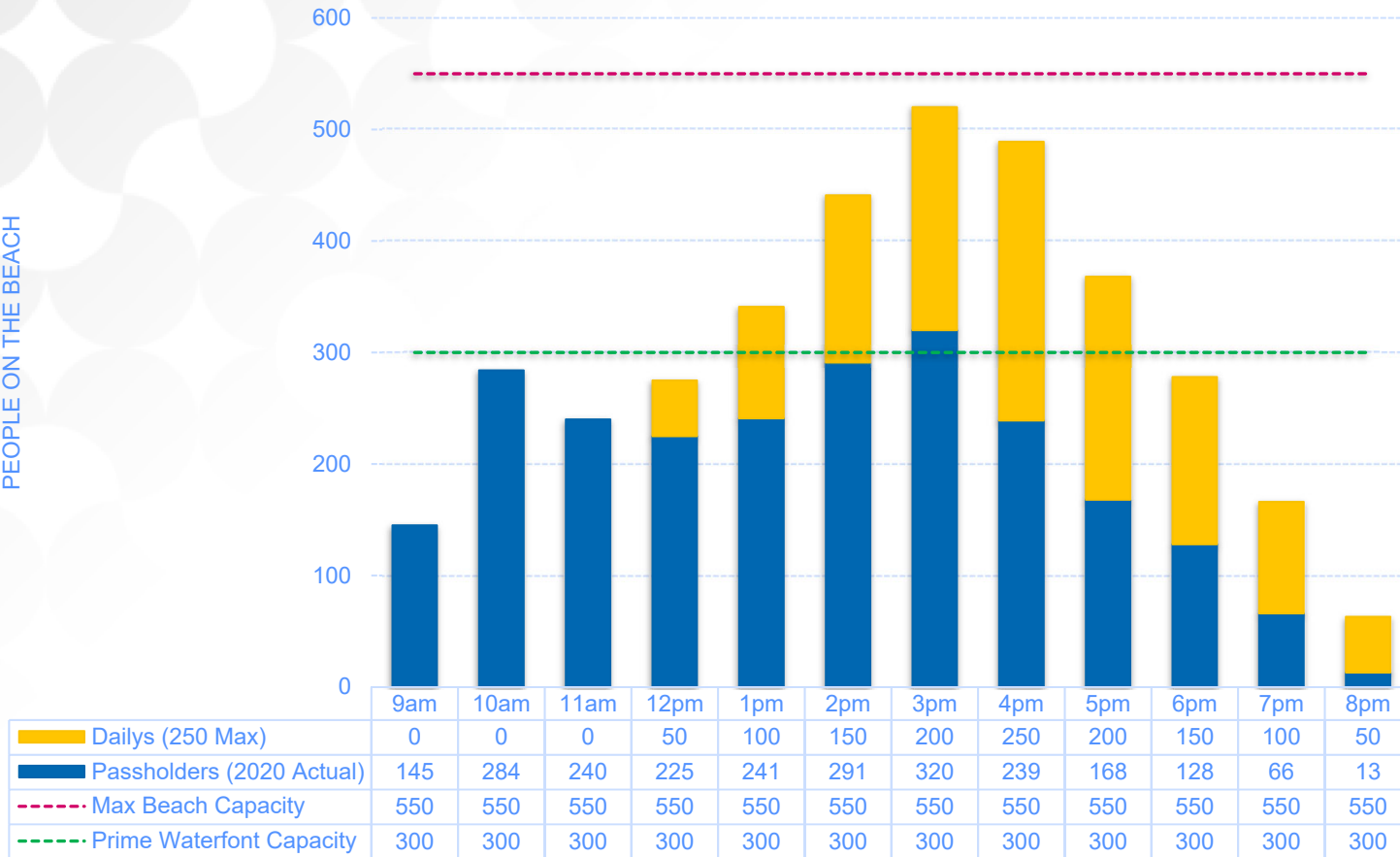
# Supplemental Information



# 2021 Capacity Model

Busiest Day (August 9<sup>th</sup> | 89° & Sunny) v. Capacity Limits

PEOPLE ON THE BEACH

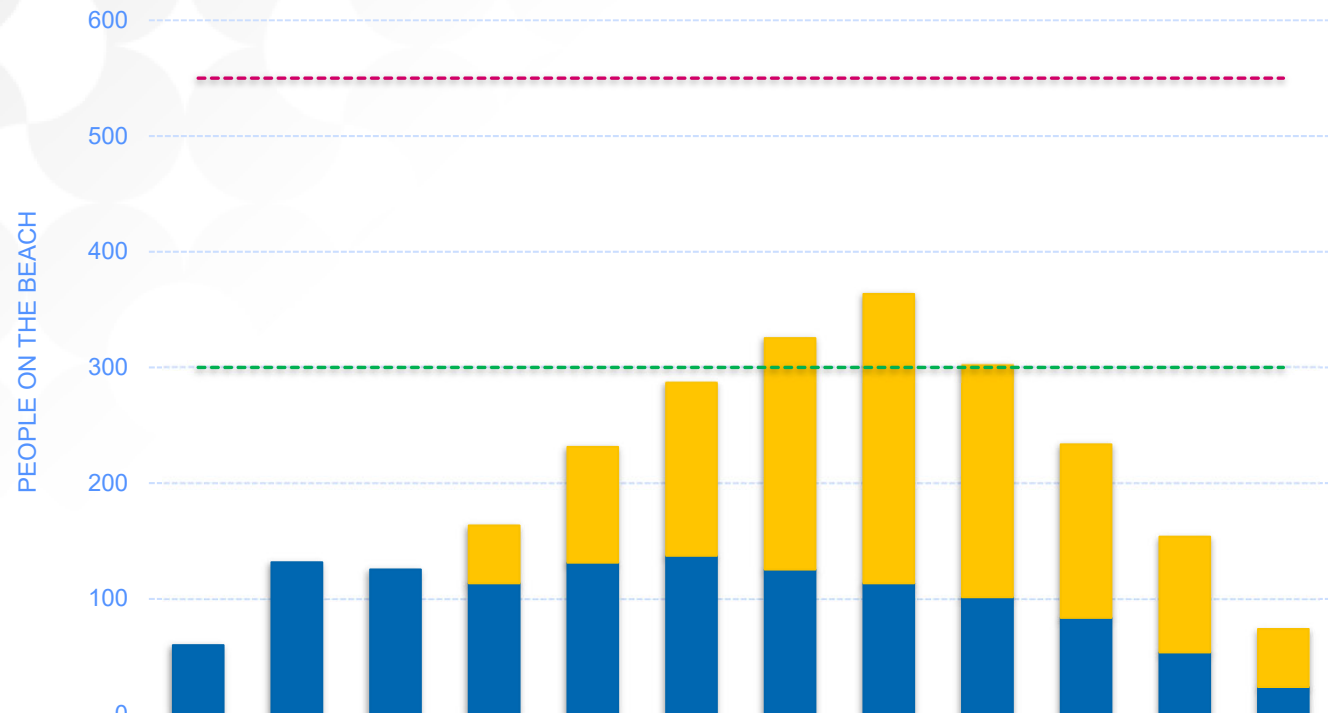


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# 2021 Capacity Model

Average Weekend Day v. Capacity Limits



	9am	10am	11am	12pm	1pm	2pm	3pm	4pm	5pm	6pm	7pm	8pm
Dailys (250 max)	0	0	0	50	100	150	200	250	200	150	100	50
Passholders (2020 Actual)	60	132	125	113	131	137	125	113	101	84	54	24
Max Beach Capacity	550	550	550	550	550	550	550	550	550	550	550	550
Prime Waterfront Capacity	300	300	300	300	300	300	300	300	300	300	300	300