

**GLENCOE BEACH AND LAKEFRONT ADVISORY GROUP**  
**Wednesday, January 13, 2021 – 7:00pm**  
**Via Zoom**

Consistent with the requirements of the Illinois Compiled Statutes 5 ILCS 120/1 through 120/6 (Open Meetings Act), notices of this meeting were posted. Location of the meeting is the Takiff Center, 999 Green Bay Rd, Glencoe, IL 60022

**AGENDA**

- I. Introductions
- II. Approval of Minutes – December 10, 2019 Meeting
- III. 2020 Beach Report Review
- IV. Operational Planning Discussion
- V. Advisory Group Feedback
- VI. Matters from the Public
- VII. Other
- VIII. Adjourn

The Glencoe Park District is subject to the requirements of the Americans with Disabilities Act of 1990. Individuals with disabilities who plan to attend this meeting and who require certain accommodations in order to allow them to observe and/or participate in this meeting, or who have questions regarding the accessibility of the meeting or facilities, are asked to contact the Park District at 847-835-3030. Executive Director E-mail address: lsheppard@glencoeParkDistrict.com

**Three Ways to Join this Meeting on Zoom**

**Meeting ID:** 814 1166 1614

**Password:** 349510

**Via Phone Dial In**

312-626-6799

**Via Computer**

Go to Zoom.us, Click 'Join a Meeting', Enter the Meeting ID and Password above

**Via SmartPhone**

If you don't already have the app, go to your smartphone's app store and load 'Zoom Cloud Meeting' (free)

**Public comments are welcome at all meetings.**

**Via Zoom Video** - Attend the Zoom meeting via video indicate your desire to speak once prompted that it is Matters from the Public.

**Via Zoom Dial In** - Attend the Zoom meeting via Dial In (audio only) and indicate your desire to speak once prompted that it is Matters from the Public.

**Key rules governing participation**

All comments will be limited to three (3) minutes per person and no longer than 30 minutes for all comments.

MINUTES OF TUESDAY, DECEMBER 10, 2019 GLENCOE BEACH AND  
LAKEFRONT ADVISORY GROUP MEETING - GLENCOE PARK DISTRICT  
TAKIFF CENTER, ROOM #1

The meeting was called to order at 7:02pm by Chair Lutton and roll was called.

Members in Attendance: Josh Lutton (Chair), Andre Lerman, Dudley Onderdonk, Eileen Sirkin, Larry Smith, Jon Ruderman (arrived 7:06pm)

Absent: Lisa Brooks, Steve Varick, John Satter, Linda Semel, Stephanie Boron

Staff in Attendance: Executive Director Lisa Shepard, Director of Recreation and Facilities Bobby Collins, Director of Parks and Maintenance Chris Leiner, Beach Manager Matt Walker

Public in Attendance: Janet Lerman

Approval of Minutes: A motion was made by Member Lerman to approve the minutes of the July 30, 2019 Lakefront Advisory Group Meeting. Member Smith seconded the motion which passed by unanimous voice vote. No further discussion ensued.

2019 Beach Report Review: Beach Manager Walker updated the committee on the overall performance and operation of the Glencoe Swimming and Boating Beach. Beach Manager reviewed staffing levels, beach training, the annual PDRMA Audit results, revenue collection, water testing procedures, and beach programming.

Member Ruderman asked for clarification on the recommendation of locking gates on the Sun Shelters per member Varick's email expressing concern about locking the sun shelters. Beach Manager Walker clarified how the sun shelters need to be managed in a more efficient way to prevent non-paying guests from entering the sun shelters. Any barrier would only be utilized during operational hours and all other times, the use of the sun shelters would be on a first-come, first-served basis. Revised reservation times for the sun shelters were also discussed and there was a general consensus it would be appropriate to move to two reservation times per day.

Operational Planning Discussion: Director Collins presented to the committee the effects of minimum wage increases to the beach operation over the next five years. The possibility of increased fees combined with cuts in service were discussed as well as possible changes to our facility hours. Committee members were thankful for the

forward-thinking and groundwork that has already begun to face the forthcoming increase in the minimum wage. A positive conversation ensued about the topic. The overall consensus was to make gradual changes to operating hours as the level of service was more important than price. It was mentioned we are currently seeking a new two year deal with a new concessionaire.

Director Leiner presented on the various capital projects underway at the beach facility as well as addressed the ongoing issue of the high lake levels damaging the bathing beach pier decking.

Advisory Group Feedback: Member Smith expressed concern about the slippery condition of the walkway and stairs used to access the north boating beach. Member Sirkin inquired about the northernmost concrete pier and its current state of disrepair. Member Lerman stated how nice the staff has been and how excited they are to be at work each day. Member Lutton expressed how he would like to see a progressive sailing program start to form down at the sailing beach, offering different age groups as well as skill levels the ability to sail during off sailing camp hours. Staff will look into options for this recommendation. Member Lerman expressed his thanks to the beach staff as a whole and the parks department for a great summer especially on how quickly we addressed the erosion events caused by the high water levels. Member Smith was also complimentary to beach and parks staff for the same reasons.

Matters from the Public: Janet Lerman complimented the beach staff across the board for their continued assistance over the summer.

Other: None

Adjourn: Member Smith moved to adjourn the meeting at 8:47pm. Member Sirkin seconded the motion, which passed by unanimous voice vote.

Respectfully submitted by,

---

Bobby Collins  
Director of Recreation and Facilities

# 2020 Glencoe Lakefront Annual Report



Matthew Walker  
Facilities Manager Bathing and Boating Beach



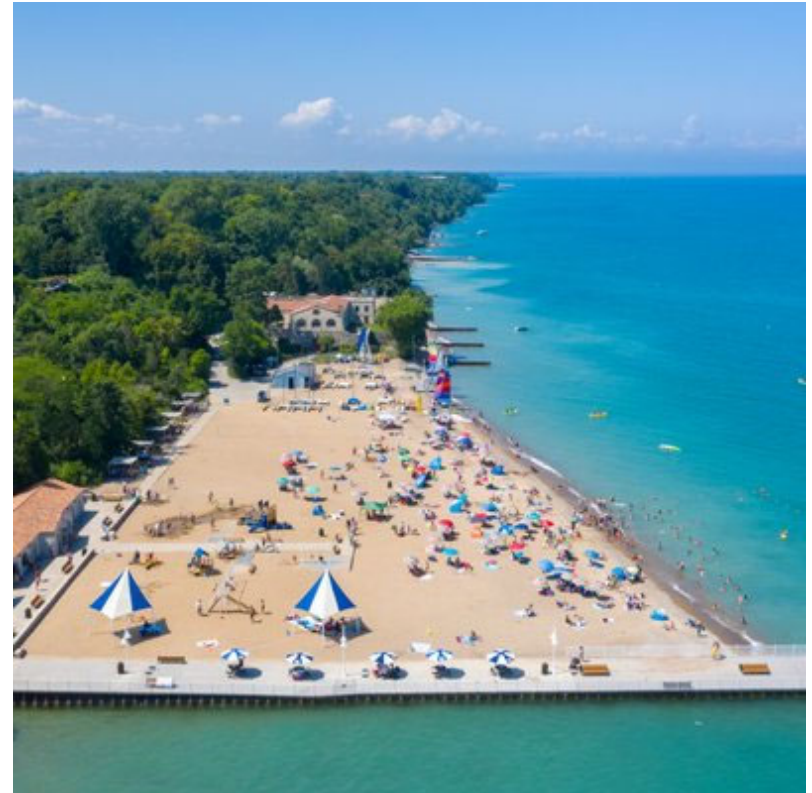
# Beach Report Executive Summary

- 2020 Operation Review
- Beach Closures
- Attendance Stats
- Financials
- Survey Results & Feedback

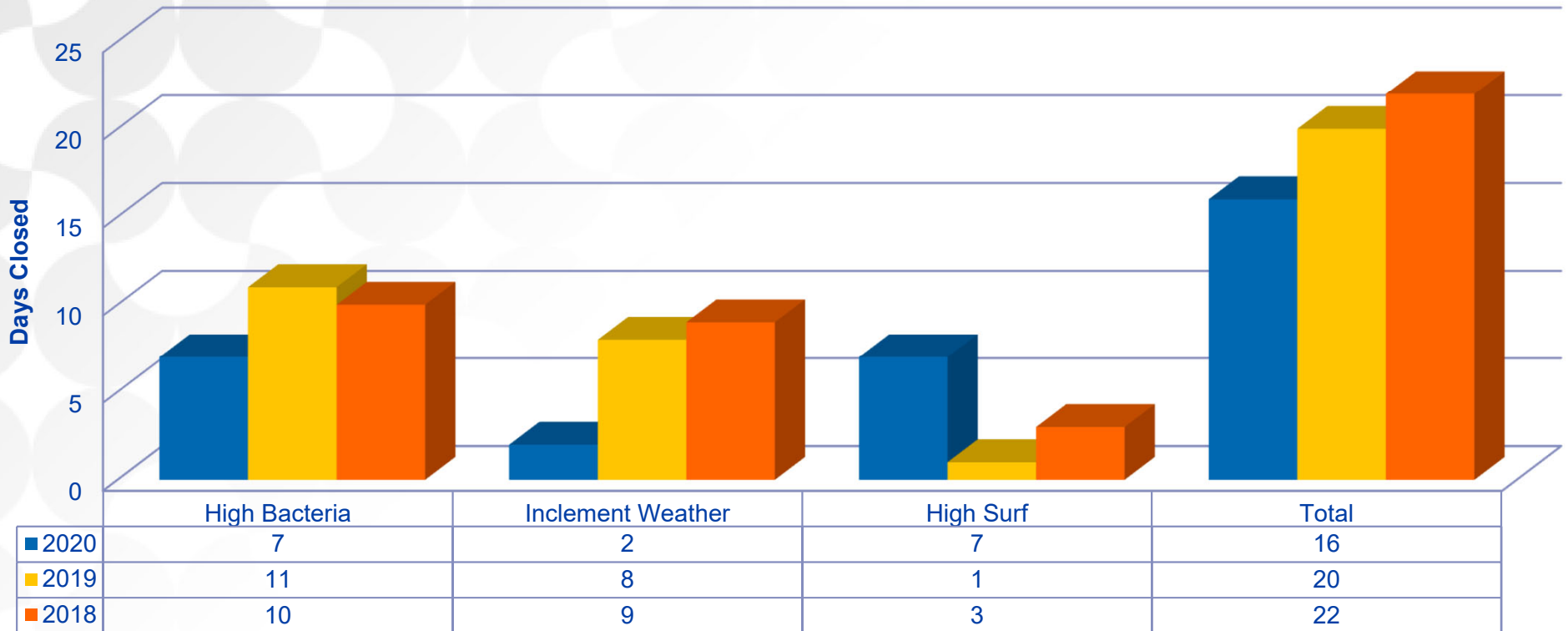


# 2020 Operation Review

- Staffing Levels
- Beach Training
- Audit
- Pass Sales
- Water Testing
- Beach Programming



## 2020 Beach Closures



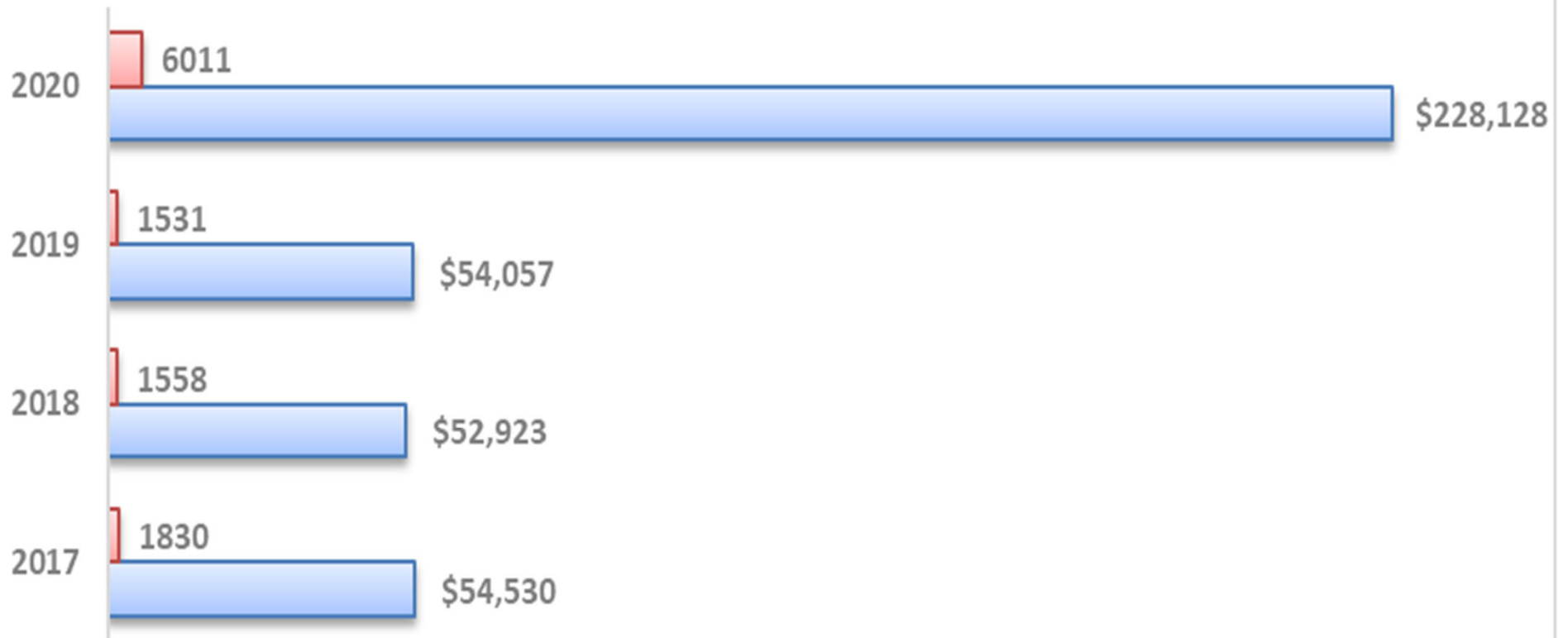
### History of High Bacteria Beach Closures by Season

	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010
High Bacteria Closures	<b>7</b>	11	10	6	2	9	11	7	8	22	7



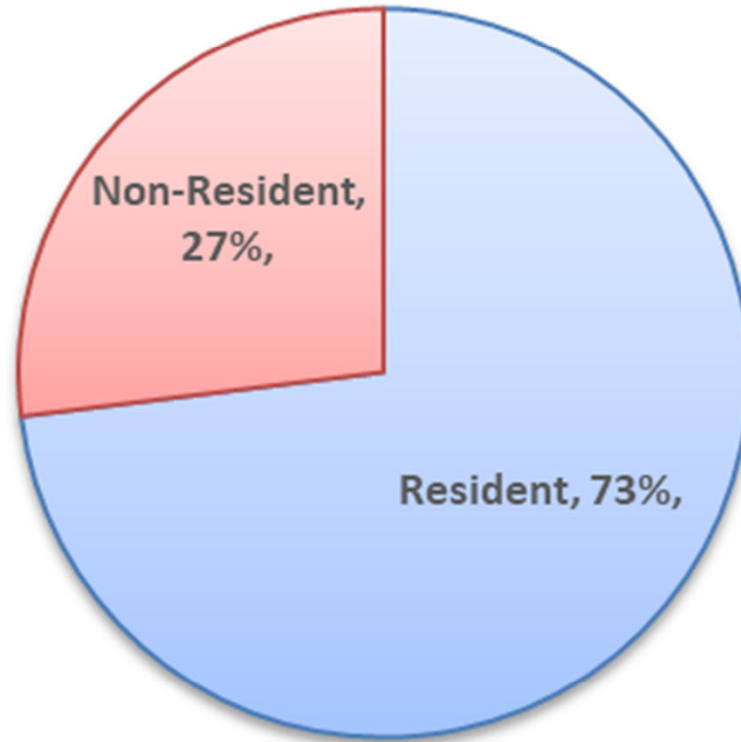
# Pass Sales

# Pass Sales   Total Pass Sales





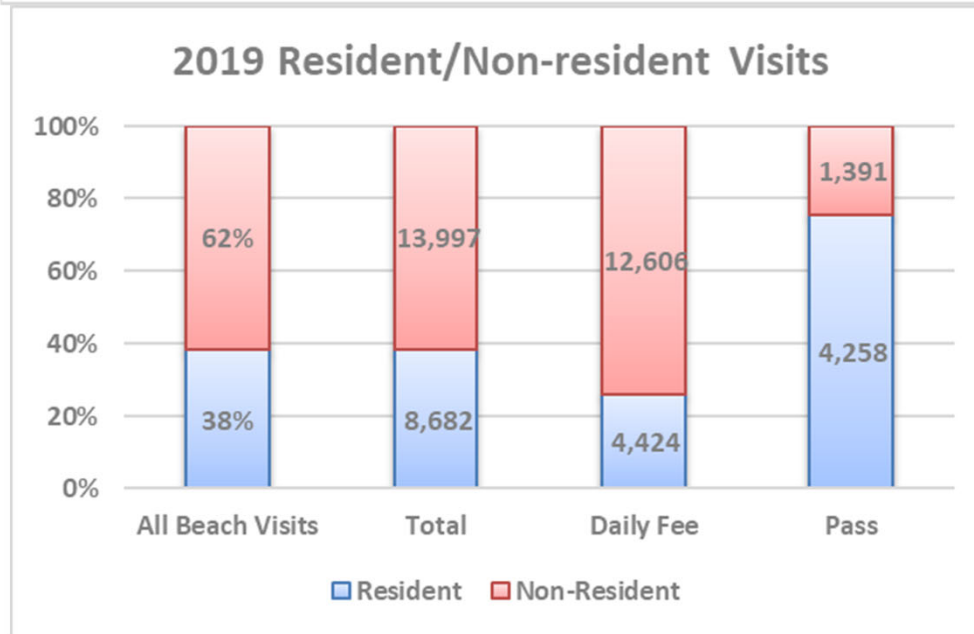
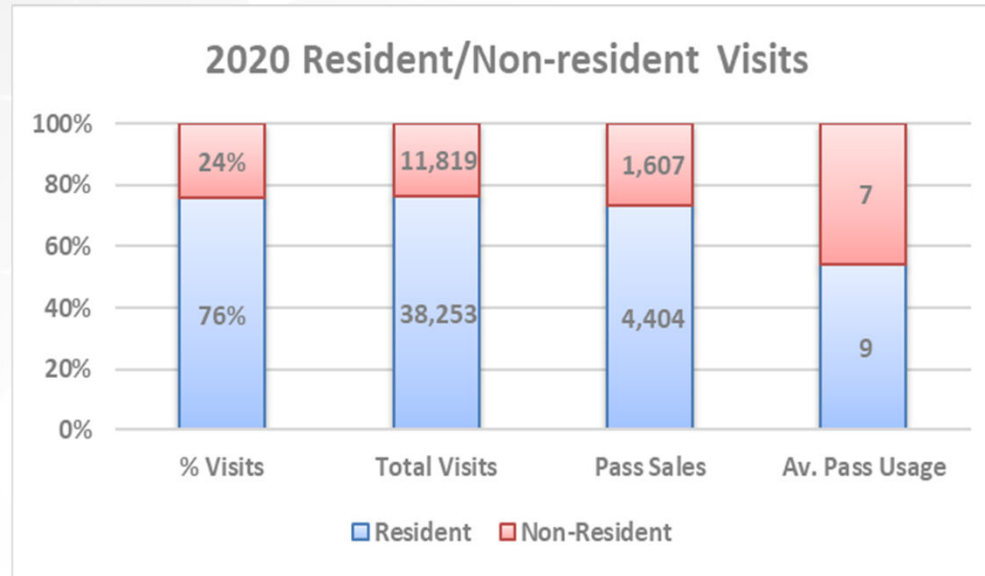
## 2020 Pass Demographics



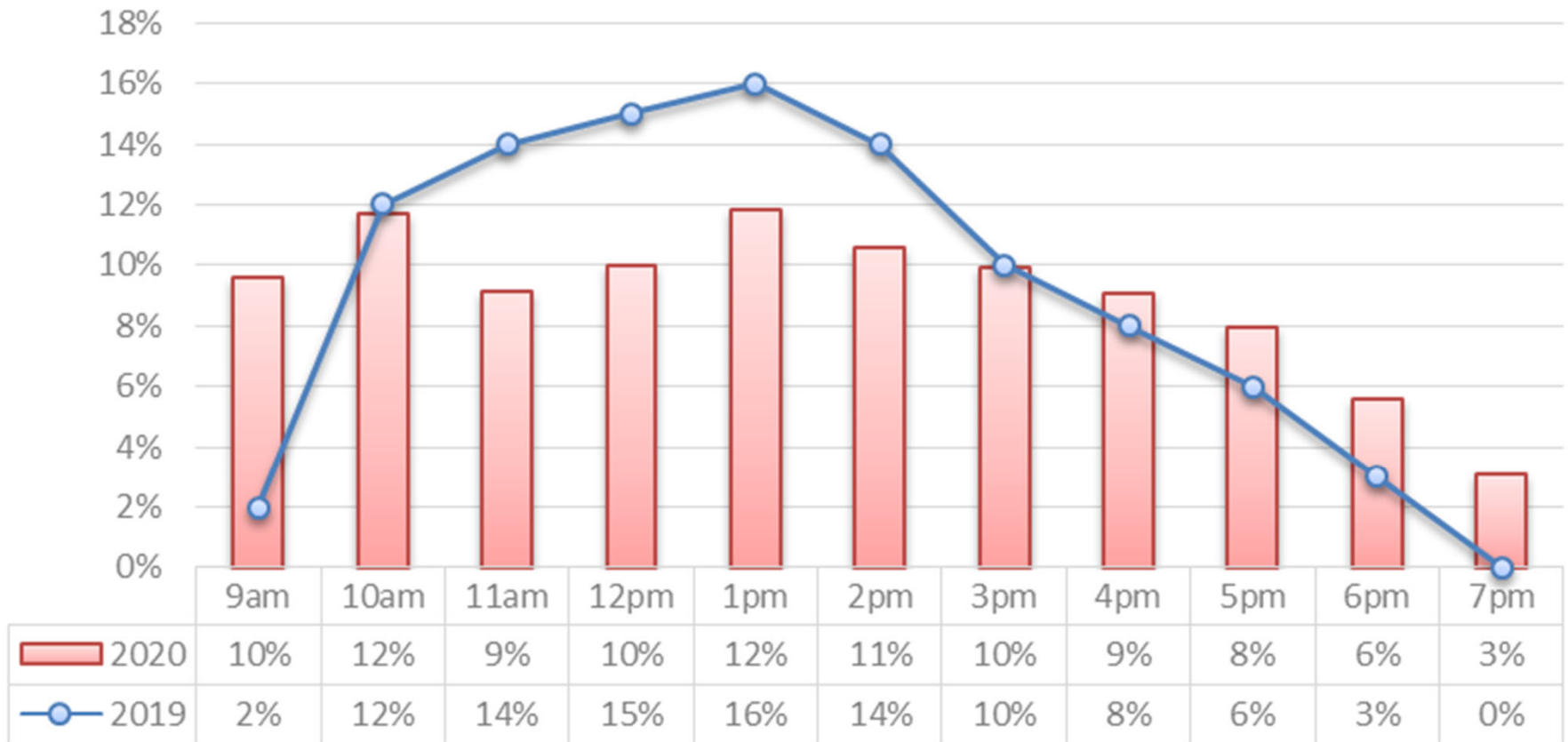
■ Resident ■ Non-Resident



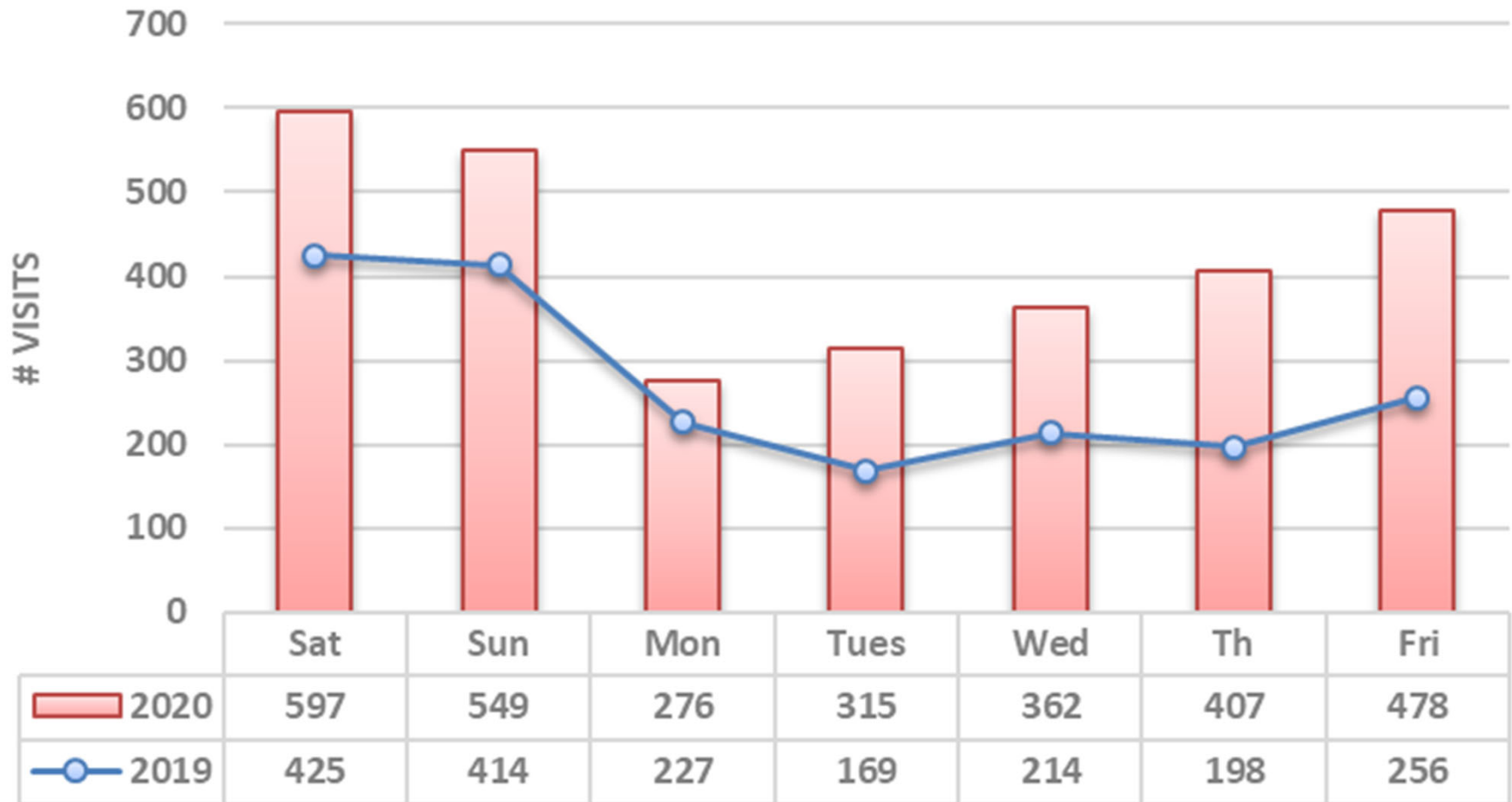
# Year Comparison



## 2020 V 2019 BUSIEST TIMES



## 2020 v 2019 Average Daily Attendance



# Financial Information

## 5 YEAR BEACH REVENUE TRENDS



	2016 Actual	2017 Actual	2018 Actual	2019 Actual	2020 Projected
Beach Operation Revenue	\$324,303	\$319,842	\$322,001	\$287,959	\$254,371
Boat Operation Revenue	\$107,008	\$114,828	\$106,663	\$108,521	\$107,587
Total	\$431,311	\$434,670	\$428,664	\$396,480	\$361,958

■ Beach Operation Revenue
 ■ Boat Operation Revenue
 ■ Total



## 5 YEAR BEACH EXPENSE TRENDS

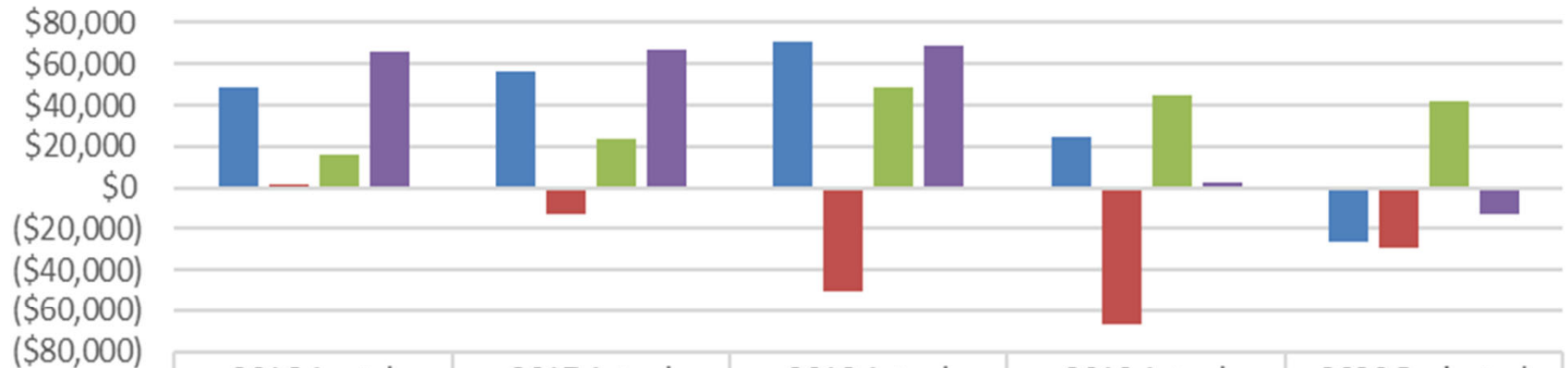


	2016 Actual	2017 Actual	2018 Actual	2019 Actual	2020 Projected
■ Beach Operation Expense	(\$275,611)	(\$263,872)	(\$250,736)	(\$251,909)	\$(280,600)
■ Boat Operation Expense	(\$105,955)	(\$127,616)	(\$157,556)	(\$167,442)	\$(136,450)
■ Total	\$(381,566)	\$(391,488)	\$(408,292)	\$(419,351)	\$(417,050)

■ Beach Operation Expense   ■ Boat Operation Expense   ■ Total



## 5YR BEACH SURPLUS TREND



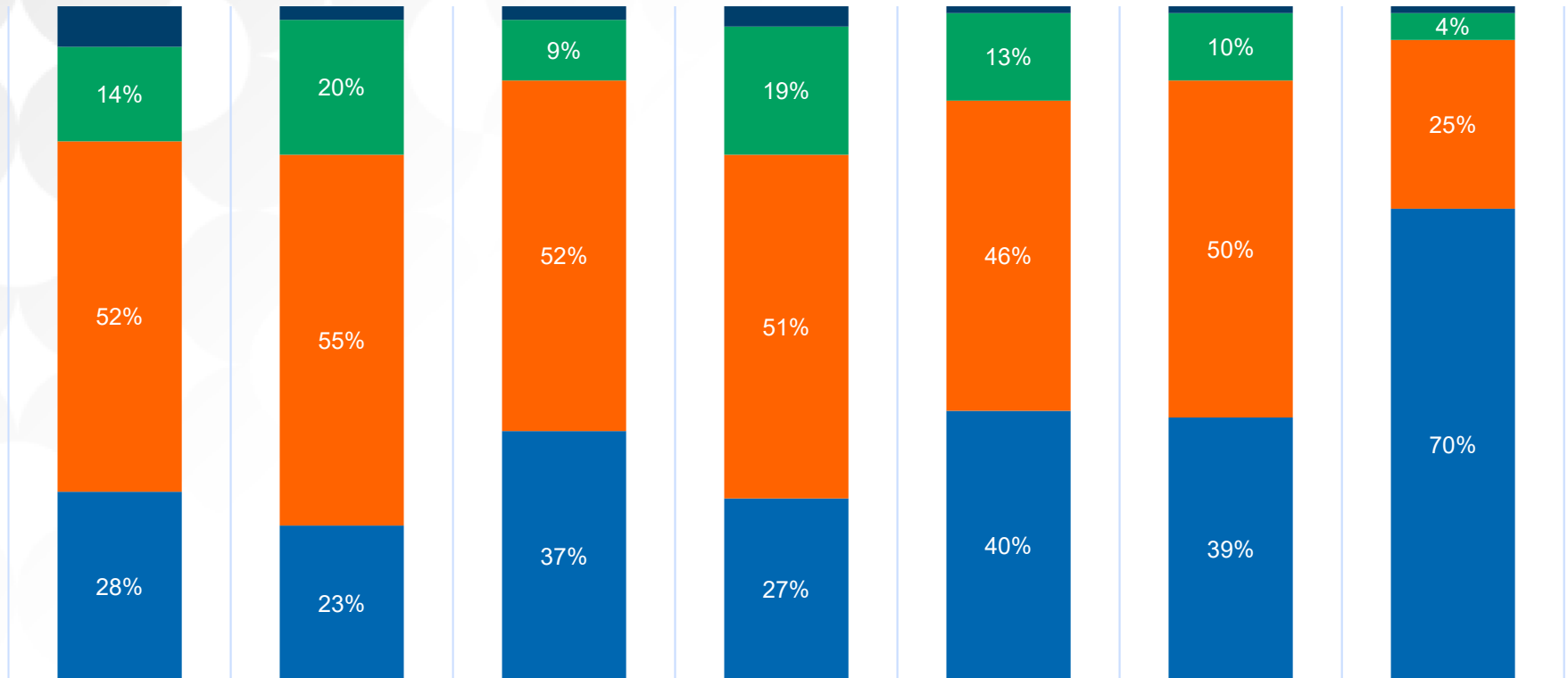
	2016 Actual	2017 Actual	2018 Actual	2019 Actual	2020 Projected
■ Beach Operation	\$48,692	\$55,970	\$71,265	\$24,911	\$(26,229.00)
■ Boat Operation	\$1,054	(\$12,789)	(\$50,894)	(\$67,239)	\$(28,863.00)
■ Beach Program Surplus	\$15,943	\$23,839	\$48,789	\$44,672	\$42,233.00
■ Total	\$65,689	\$67,020	\$69,160	\$2,344	\$(12,859.00)

■ Beach Operation   ■ Boat Operation   ■ Beach Program Surplus   ■ Total



# Survey Results

## 7 YEAR BENCHMARK SATISFACTION



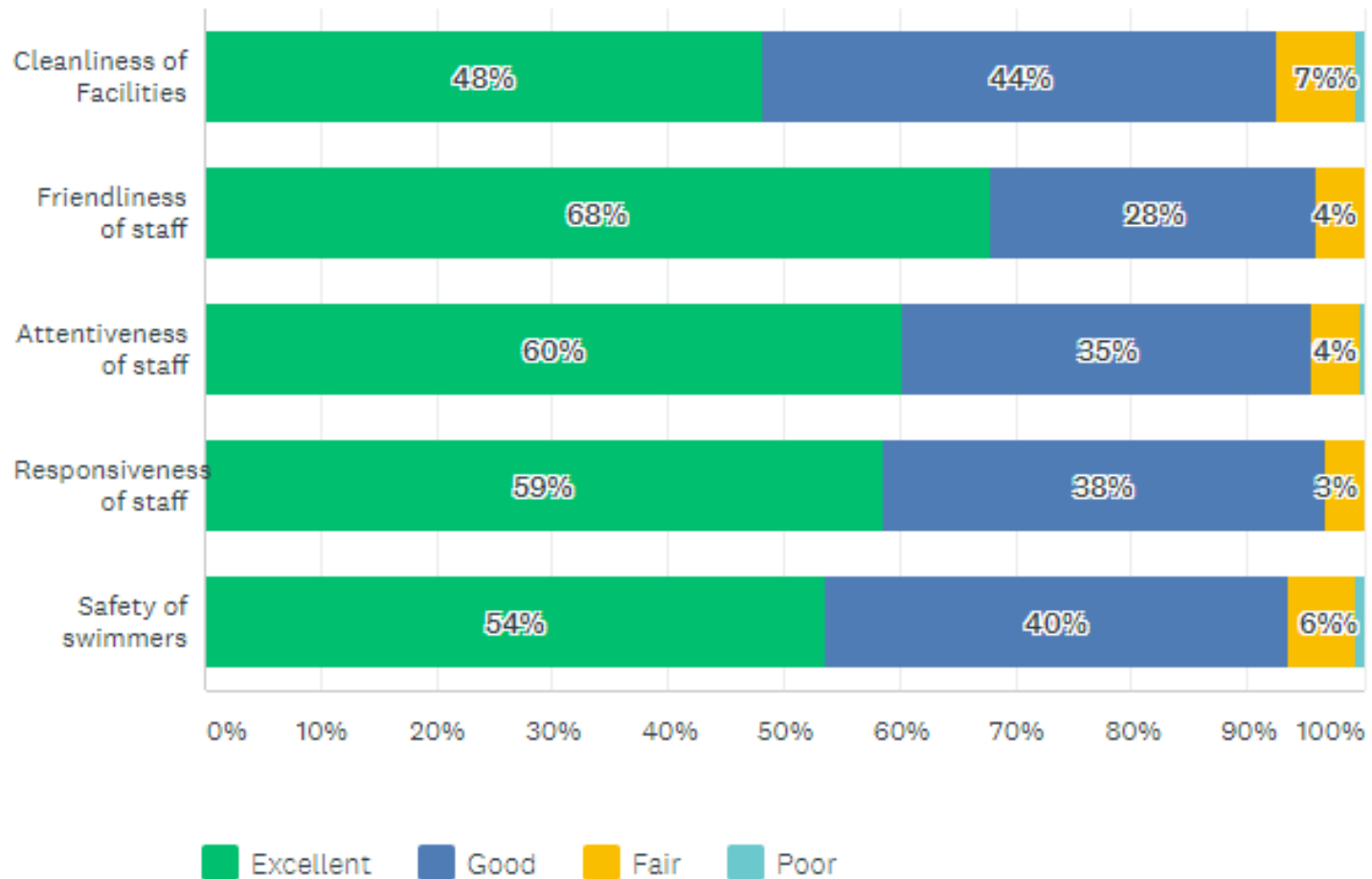
	2014	2015	2016	2017	2018	2019	2020
■ Poor	6%	2%	2%	3%	1%	1%	1%
■ Fair	14%	20%	9%	19%	13%	10%	4%
■ Good	52%	55%	52%	51%	46%	50%	25%
■ Excellent	28%	23%	37%	27%	40%	39%	70%





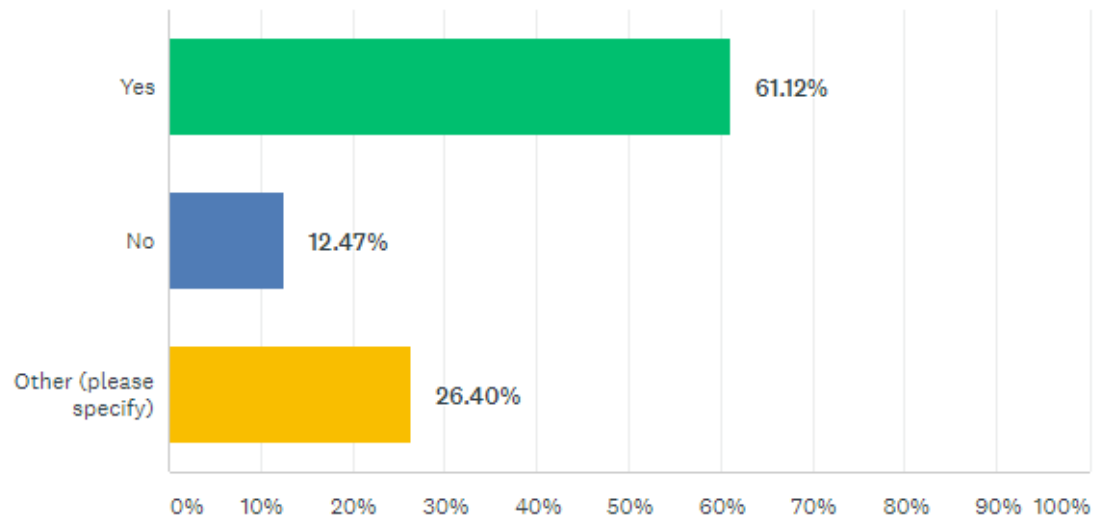
# When thinking about the beach staff, including lifeguards, beach ambassadors, and management, please rate the following attributes:

Answered: 491 Skipped: 18



We did not require reservations for Sun Shelters this season. The shelters were available for use on a first-come, first-served basis. Did you like this change?

Answered: 481 Skipped: 28

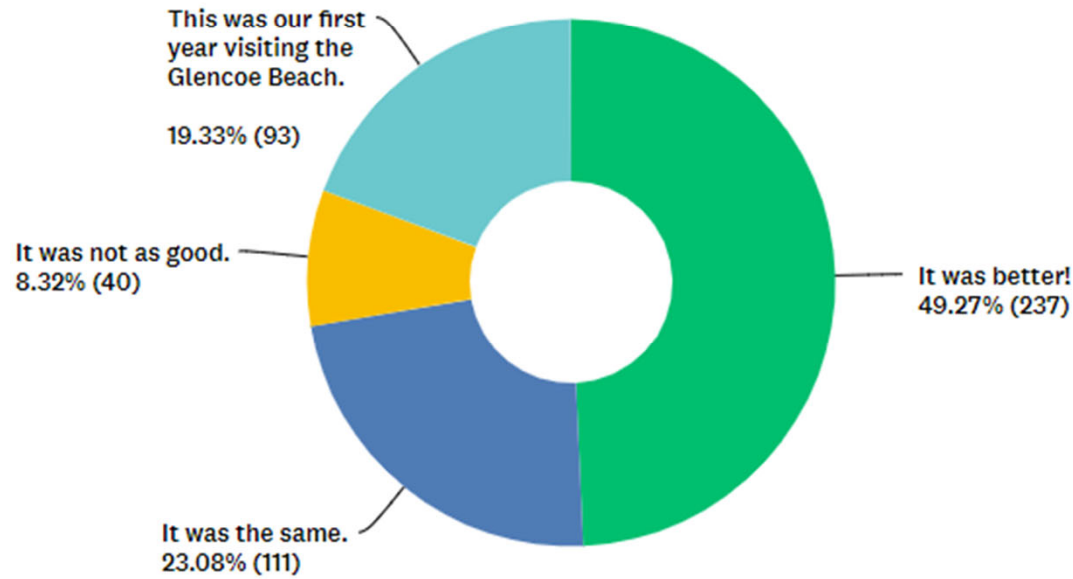


ANSWER CHOICES	RESPONSES	
▼ Yes	61.12%	294
▼ No	12.47%	60
▼ Other (please specify)	Responses 26.40%	127
<b>TOTAL</b>		<b>481</b>



# Compared to previous years, how was your experience at Glencoe Beach this year?

Answered: 481 Skipped: 28

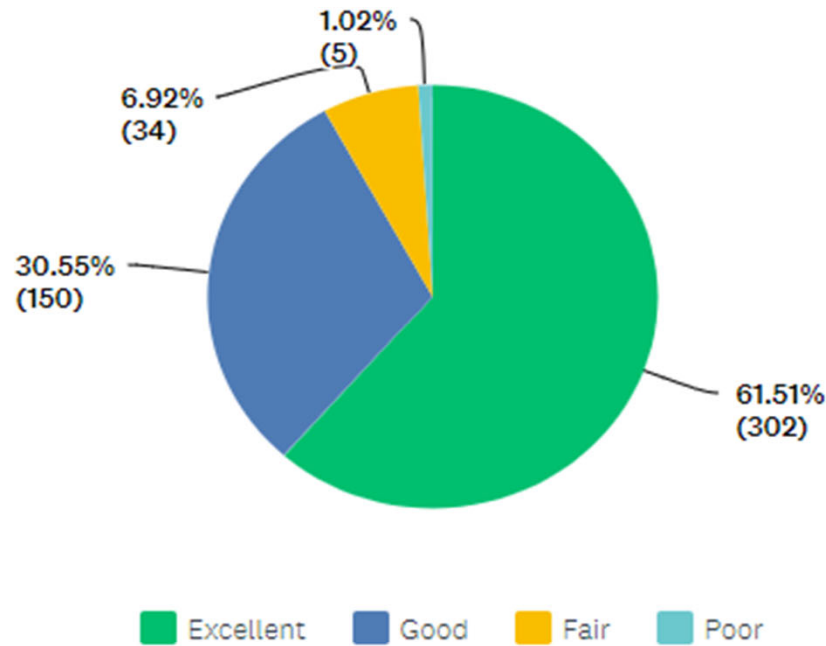


ANSWER CHOICES	RESPONSES
It was better!	49.27% 237
It was the same.	23.08% 111
It was not as good.	8.32% 40
This was our first year visiting the Glencoe Beach.	19.33% 93
<b>TOTAL</b>	<b>481</b>



# Please rate the value of your 2020 Beach Season pass purchase. (Select one)

Answered: 491 Skipped: 18

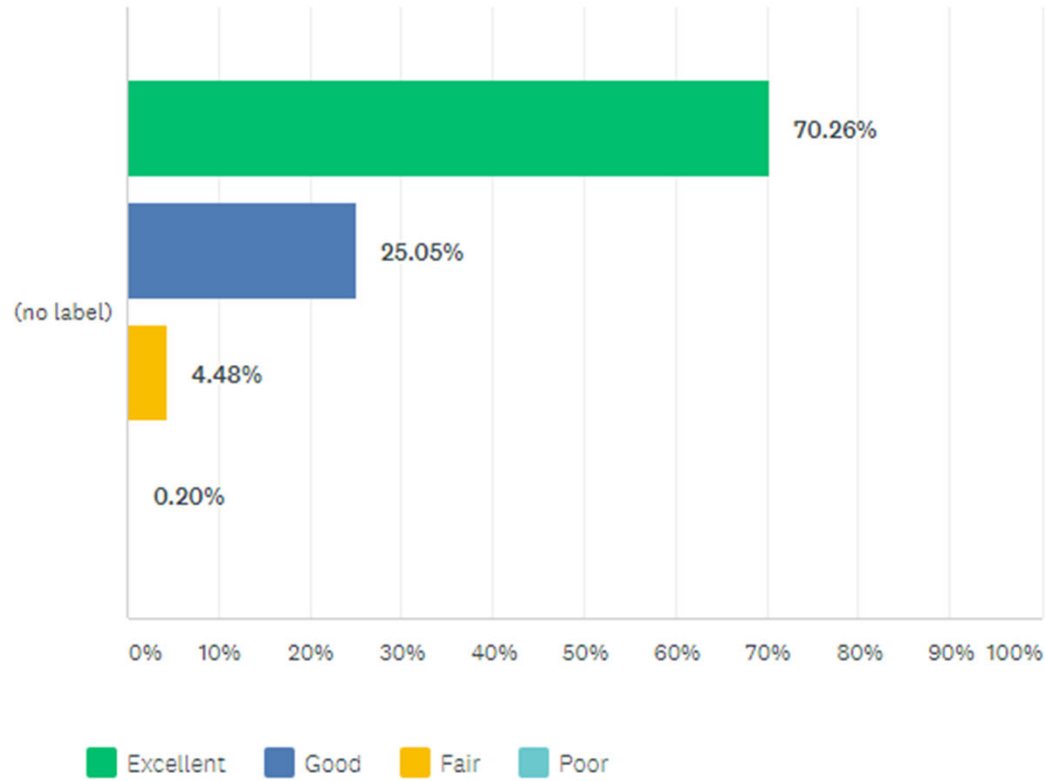


	EXCELLENT	GOOD	FAIR	POOR	TOTAL	WEIGHTED AVERAGE
(no label)	61.51% 302	30.55% 150	6.92% 34	1.02% 5	491	3.53



# Please rate your overall satisfaction with the Glencoe Beach during the 2020 season. (Select one)

Answered: 491 Skipped: 18

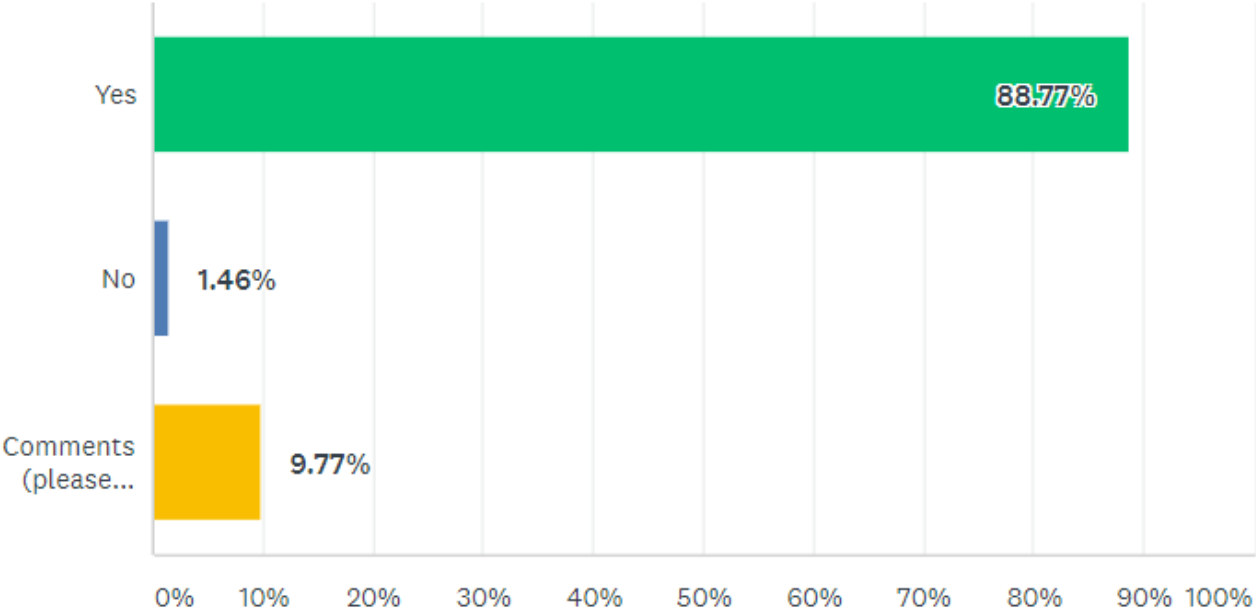


	EXCELLENT	GOOD	FAIR	POOR	TOTAL	WEIGHTED AVERAGE
(no label)	70.26% 345	25.05% 123	4.48% 22	0.20% 1	491	3.65



# 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)	9.77%	47
<b>TOTAL</b>		<b>481</b>





[glencoeParkDistrict.com](http://glencoeParkDistrict.com)

