

APPROVED

MINUTES OF APRIL 22, 2014 REGULAR BOARD MEETING
GLENCOE PARK DISTRICT
999 GREEN BAY ROAD, GLENCOE, ILLINOIS 60022

The meeting was called to order at 7:04 p.m. and roll was called. Commissioners present: President Bob Kimble, Vice President Hilary Lee, Treasurer Seth Palatnik, Commissioner Andre Lerman, Commissioner Steve Gaines; Staff present: Executive Director/Board Secretary Lisa Sheppard, Director of Finance/Human Resources Carol Mensinger, Director of Parks Rick Bold, Director of Recreation and Facilities Dave Figgins, Manager of Marketing and Communications Erin Maassen, and Administrative Assistant Jenny Runkel.

Members of the public in attendance included Heller and Heller Consultants, Terry and Janice Mensinger of Baroda, MI, and Glencoe News reporter Dan Dorfman.

Consent Agenda: A motion was made by President Kimble to approve the consent agenda items as presented including Minutes of the March 18, 2014 Regular Board Meeting, Approval of the Bills, and Tax Advantaged Obligations Report. Commissioner Lee seconded the motion. Roll call vote taken:

AYES: Gaines, Lerman, Palatnik, Lee, Kimble
NAYS: None
ABSENT: None

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

Financial Report: Director of Finance/Human Resources Mensinger stated we are one month into the fiscal year.

She pointed out that we are one full year into billing using RecTrac and we are collecting GJK revenue quicker than normal due to auto-charge. In addition, GJK is revising their Kindergarten Extension Program. Last year, they ran it as a fall and spring program whereas this year they are running it as a school year program, so there is about \$65,000 in revenue remitted and paid back at an earlier pace than last year.

Children's Circle is doing great compared to last year at this time. Beach Tokens are down a bit, typically warmer weather early on leads to an increase in pass revenue.

Sheppard positively commented that, overall, revenue is up and expenses are down.

Gaines asked about the Corporate and Other Funds regarding the jump from \$7.5 million to \$9 million. Mensinger explained that it is the first installment of real estate revenue. Typically, March will bump up \$1.8 million. It will show up in all the accounts. Real estate revenue is deposited into our IPDLAF liquid asset account, then during the

course of the month Mensinger checks on CD rates and different investments, so the next month you will see more invested in CD's. PMA financial account has about \$500,000.00 moved to that account. Investments are adjusted according to our commitments over the year.

Public Hearing: 2014/2015 Budget and Appropriation Ordinance No. 815: President Kimble called the public meeting open and asked Mensinger to give a brief summary. Mensinger explained that this is a hearing following display of the budget, so that the public can voice their opinions and concerns.

The budget is slightly higher than last year, the total budget is \$9.3 million including a little over \$3 million capital, \$1.2 million for debt service of payment of bonds & interest on our two outstanding issues, and \$8.3 million for operating expenses. The increase over last year's budget is 3.9% increase over last year's budget. There are no drastic differences over last year. We did add money based on the results of the Master Plan. Other than that we are in line with previous years and our fund balance is continuing to grow.

The next step is the Budget and Appropriations Ordinance which is what would officially be passed and filed at the County Clerk's office.

President Kimble closed the public hearing after there was no input from the public.

Action Item:

Approve Ordinance 815: A motion was made by Commissioner Palatnik to approve the Fiscal Year 2014/2015 Budget and Appropriation Ordinance No. 815 as presented. Commissioner Lee seconded the motion. Roll call vote taken:

AYES: Gaines, Lerman, Palatnik, Lee, Kimble
NAYS: None
ABSENT: None

Resolution No. 816: Nick Ingleby 30 Year Resolution: Although Nick was unable to attend the Board Meeting, President Kimble read the resolution.

Whereas, Nick Ingleby was employed by the Glencoe Park District on the staff of the Parks Department on April 2, 1984. Whereas, Nick has been a vital part of the Parks Department staff on which he has, over the years, brought credit and honor to the Glencoe Park District; and whereas, his service, dedication and leadership abilities have been an asset to the Glencoe Park District through a period of rapid growth; and whereas, Nick has served the Glencoe Park District in a loyal and faithful manner for 30 years; now, therefore, be it resolved, the Glencoe Park District Board of Commissioners, representing all the residents of the Park District, recognize the meritorious service of Nick Ingleby and record it in the permanent records of the Glencoe Park District for all to see. This resolution shall be in full force and in effect immediately upon its passage. Kimble added that Nick's contribution has been amazing. Bold added that Nick has been a vital part of their group first at Watt's and then with the Parks Team.

Action Item:

Approve Resolution 816: A motion was made by President Kimble to approve the Nick Ingleby 30 Year Resolution No. 816 as presented. Commissioner Palatnik seconded the motion. Roll call vote taken:

Roll call vote taken:

AYES: Gaines, Lerman, Palatnik, Lee, Kimble
NAYS: None
ABSENT: None

Staff Reports:

Bold explained that the beach stairs installed two years ago suffered damage over the winter. This repair is covered by warranty and the contractor who installed the stairs are completing repairs at the contractor's expense. Damage was due to moisture under the stairs and the extreme cold temperatures this winter. In response to Lerman's question regarding weather damage, Bold explained there wasn't excessive damage in the beach area, most damage was found in the parks due to excessive thawing.

Bold then gave an update on the Grant applied for last August. The US Dept of Agriculture approved the second phase with up to \$10,000 in matching grant funds. If approved, the third phase of the grant would include work to behind the boat house.

Figgins then added that the final Watts Ice Rink Report is in the board packet presented at the Watts Advisory Committee meeting on March 13. There are a few recommendations for next year.

Figgins then added that it was a beautiful day last Saturday in Watts Park for the Biscuit Bones and Bunnies Egg Hunts for 250 children, 35 dogs, and their families.

Gaines noticed in the Watts Report a number of suggestions from the Advisory Council were included.

Sheppard added that there are three Watts Advisory Committee meetings scheduled for the year, the next meeting will be held in October.

Executive Director Report: Please review my report enclosed in the Board Packet.

Sheppard began with the Spring/Summer brochure complimenting Erin Maassen on the new design including a pull out of summer events. It is still the number one source for information.

Real-time Registration was a success with the combined efforts of the Registration Team, Recreation Team, Erin's marketing, and input from Carol.

Our All Staff Training will occur on May 29. Director Sheppard invited staff from the Village Library and School District. Attendees will include 30 Village staff, 10 School District staff, and 5 Library staff.

Sheppard will be attending the IAPD Legislative Conference on Tuesday and Wednesday. On Thursday, we have two teams participating in the IPRA Park Pursuit, an Amazing Race type event including Dave, Erin, Anthony, Lisa on the Pursuit of Happiness team and Carol, Ali, Lisa Panizo, and Breanne on the G4 team.

Sheppard added she is focused on the Master Plan. Gaines continued that we should all be brainstorming useful programs and activities to bring active adults into the facility and provide programs of their interest.

Other Business: Kimble stated he has been looking forward to the presentation of the Master Plan for two years. Sheppard then excused the Department Heads, who have already experienced the presentation. The focus group will occur then a presentation including highlights from the focus groups previously held.

Barb Heller gave an overview and introduced the Heller and Heller team.

Bill Inman of Hitchcock Design Group explained they are towards the end of research analysis and needs assessment. Once completed, everything they work on is assessing assets and connecting them.

Barb Heller began the Focus Group.

What are the organizational strengths to continue and build on?

Gaines responded: community input, quality of staff, commitment to the Village, Early Childhood programs, beach, Watts Ice Center and delivery and maintenance of those programs and facilities. Kimble added that we are a small community, but are still able to bring quality programs usually only offered by large communities. Lee added the strength of our staff, Glencoe expects the best and we deliver it. Lerman added continuity of new staff that the community can relate to and a high level of ability. Palatnik added diversity of programs, assets of the Park District blending old and new, and an appreciation for the environment as pure, clean and safe.

Strategically, 4-5 years out, what are significant issues the District will be facing?

Gaines offered senior programming. Heller added statistics nationally show that 70% of programming is geared toward youth 12 and under. Adult programming is the most difficult issue not easily achieved by other Park Districts. Lerman agreed with Gaines and added that Glencoe is a concierge town with high expectations. Lee stated that we need to populate the building 24/7. Lerman added, as a small community, we need to do more with less and plan accordingly. Palatnik commented that we need to find a way to keep facilities with longevity up to date and utilize technology to make processes

less expensive and faster. Lerman mentioned working with the Village to correlate what we and they want to accomplish. Kimble added that our finances have been strong for many years, much of the revenue coming from the Takiff Center. This and future Boards will need to deal with changing demographics. A second issue is a lack of parking affecting image and sense of the Takiff Center. Lee spun off Kimble's comments that Glencoe is not used to having a community center and changing the image will be difficult. Heller added that she heard in the focus groups that Glencoe did have relevancy and was considered an important asset to the community. There was a real importance attached to the District's offered services.

What are the District's opportunities for improvement?

Gaines commented on accessibility issues including variety and physical, for example, those who are nervous about the route to the beach to post the cart schedule. Lerman added that our Advisory Groups are important for community driven input and could be expanded to other programs or use more direction. Gaines added that partnering with other organizations to help programs and special events to provide professional events as opposed to amateur events.

What improvements would you recommend for parks and open space?

Lee asked for a dog park. Kimble added that what we accomplished with Friends Park was a home run. Athletic Fields are looking tired and upgrades are necessary. Gaines added partnerships with organizations who like being outside beautifying our parks while getting visibility and receiving input from baseball teams partnerships. Lerman commented that integrated features are important to create each park's own identity. He also added that the Glencoe Beach and Lakefront Advisory Group put together a vision and mission statement to leave the beach the way it is with minor changes or adjustments. Palatnik said even the small parks are important and some need updates.

What improvements would you recommend for trails and connectivity of parks?

Lee began with the belief that the Park District, not the Village, should maintain the bike trail that will soon be connected to the forest preserve. Lerman added that Illinois is behind other states whose trails are labeled and easy to travel. The Green Bay Trail needs a comprehensive plan. Gaines disagreed in that the Glencoe portion of the trail is a straight shot and the Park District would have little effect in the small portion we maintain even if working with the Village on their portion. Lerman added he would still like, as a citizen, to see an integrated vision of the trail.

Regarding facilities, what would you like to remain, improve upon, or add a new facility?

Lee asked that we need to fill the building. Lerman said that he and his wife spend \$1200 a year to work out at the Park District of Highland Park passing Takiff on the way. A fitness center is needed with shower facilities. Gaines added that another opportunity would be to collaborate with another organization and offer Yoga/Pilates at the Beach to which Lee responded that we already offer that. Kimble added that the fitness center needs a philosophy along with it, for example, a fitness trail. In our commitment to a fitness center, the tactic not the strategy is most important. Lee continued that she and Bob were here when Takiff was built which was originally going to have a track and fitness center, although no one wanted to pay for it. In this community, getting a room

and putting machines in it will not do it. It will need to be good with a track and locker rooms with showers. It will have to be nice or people will not use it. Although she would love to have it, Lee thinks there are some hard issues here. Palatnik added that, in general, we need a first class, high quality facility. A first class facility can offer first class programs which brings in the community. Getting right the first time is key. Palatnik also added that Watts is getting tired including the building, rink, and cooling system. We need to continue to adapt to complete with newer facilities like at Winnetka.

Bill inserted that Heller and Heller appreciates the historic view which will be insightful to them during the process.

What improvements would you recommend for programming?

Gaines said we have already experienced new growth in the last year. Kimble added that we have wonderful facilities inside Takiff Center and what looks good on a spreadsheet for another community might not go well here. Lerman brought up the possibility of a “fitness center without walls” combining different opportunities at different locations to increase participation. Palatnik commented that our customers and community are most important and the District does a great job with the young children, but then as they get older they drop out not to return until high school / college to work. Teen programming effort has shown success and now we need to work on the active adult set. Lerman offered that using local organizations in focus groups to find out what we can do to increase offerings here, thereby extending participation through age groups as they grow older. Sheppard and Gaines added that we do a variety of programs and keep abreast with teen needs and building relationships with Village government entities. Lee said that along with what Palatnik said that there is a prevailing atmosphere that the Park District is fine for average kids, but Glencoe kids are above average and our programs are not good enough. The Park District will need to overcome that. The community can be intimidated by the high level of fitness and activity here.

Comments regarding Partnerships?

Lee said the School District has a terrific auditorium, originally built as a community auditorium transferred to the School District. Due to repairs needed, they will not let anyone use it. The School District, Village and Park District should come together to repair it and see it be used on a regular basis. Kimble commented that Lisa has done an amazing job creating partnerships seen through increased attendance. He continued that we need to not only partner with our Advisory and Focus Groups, but also reach out to those who only use our services minimally or not at all. Lerman added that reaching out to organizations, like Writers Theatre, would be an amazing opportunity and current partnerships with Northbrook Park District, for example, should be reevaluated.

What are your thoughts on interaction and connecting with residents via brand, image, and outreach?

Gaines stated that problems need to be fixed immediately by keeping in touch with the community. Kimble added that we need to raise the subject to induce talk about

problems and positive feedback. We received praise for Friends Park, but usually feedback prompted by the resident is negative until the problem is explained and understood by the resident. Overall the image is positive, so we do not receive much feedback without being prompted. Lerman believes the image has improved over the last year with better staff and customer service. As far as brand image, he has seen other towns who have updated their signs and ours look out of date. In terms of outreach, we do a great job planning processes and is pleased with how things are going so far.

Heller and Heller Presentation

Bill presented current Glencoe & Park District demographics, assets, inventory, and service areas.

Barb Heller reviewed focus group input, overall, very positive with clean facilities and great customer service. Parking feedback was negative. Other comments included that communication has improved, adapting to trends, sign upgrades, lack of parking, dog park needed, poor field and playground conditions, lack of teen and young adult programming, and increase communication with residents, business owners, and partners or engaging the community. Every group mentioned a lack of a fitness center, which is striking because other communities comment that there are other opportunities elsewhere, which Barb heard from only one person.

Re|creation digital communication platform results were tremendous. Results included the average participant as a 46 year old female, 363 visitors, 3,754 page views, 2 shares on social media, 94 ideas, 47 comments, and 60 participants over 38 days. This amount of feedback cannot be achieved in focus groups.

The next step is a survey, which the Board will see before it goes out. It will be sent to a random sample and a certain number of returned surveys are guaranteed. It may seem a low number sent out in relation to our population, but statistically the number is valid for a true response. The survey will also hit those who don't use our services in order to receive input from those who wouldn't communicate otherwise. This step could take as long as three months and will not be complete until all the responses are in.

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

Adjourn to Closed Session: At 9:08 p.m., President Kimble moved to adjourn into closed session to discuss minutes of meetings lawfully closed under this Act, whether for purposes of approval by the body of the minutes or semi-annual review of the minutes as mandated by Section 2.06. 5 ILCS 120/2 (c)(21) Commissioner Lee seconded the motion. Roll call vote taken:

AYES:	Gaines, Lerman, Palatnik, Lee, Kimble
NAYS:	None
ABSENT:	None

Return to Open Session: President Kimble moved to return to open session at 9:15 p.m. Commissioner Palatnik seconded the motion, which passed by unanimous voice vote.

Action Taken in Closed Session: President Kimble moved to approve and keep confidential closed minutes including January 7, 2013, September 20, 2011, March 20, 2012, August 28, 2012, September 4, 2012 (2), November 1, 2012, January 15, 2013, September 17, 2013, October 15, 2013, January 21, 2014, February 18, 2014 (1), February 18, 2014 (2), March 18, 2014. Commissioner Palatnik seconded the motion. Roll call vote taken:

AYES: Gaines, Lerman, Palatnik, Lee, Kimble
NAYS: None
ABSENT: None

Action Taken in Closed Session: President Kimble moved to approve and authorize destruction of on or after April 22, 2014 of audio recordings of its closed meetings on the following dates as to which open meeting official minutes have been approved and no litigation under the open meeting act is pending including May 15, 2012 (1), May 15, 2012 (2), and September 4, 2012. Commissioner Palatnik seconded the motion. Roll call vote taken:

AYES: Gaines, Lerman, Palatnik, Lee, Kimble
NAYS: None
ABSENT: None

Adjourn: President Kimble moved to adjourn the meeting at 9:17 p.m. Commissioner Gaines seconded the motion, which passed by unanimous voice vote.

Respectfully submitted,

Lisa M. Sheppard
Secretary