

APPROVED

GLENCOE PARK DISTRICT
999 Green Bay Road
Glencoe, Illinois 60022

RECREATION COMMITTEE
Wednesday, April 11, 2012

Minutes

Roll Call The meeting was called to order at 7:40 p.m. and the roll was called. Present were Commissioners Max Retsky (Chair) and Bob Kimble. Staff present included Executive Director Don Van Arsdale, Director of Recreation Cheryl DeClerck, Registration Office Manager Lorise Weil, and Executive Assistant Nancy Symonds.

Approval of February 15, 2012 Committee Minutes Commissioner Kimble moved to approve the minutes of the February 15, 2012 meeting. Commissioner Kimble seconded the motion which passed by unanimous voice vote.

Matters from the Public There was no one present wishing to address the Committee at this time.

On-Line Registration Process Chair Retsky asked staff to lead the discussion. Executive Director/Secretary Van Arsdale then asked Registration Office Manager Weil to begin the discussion because of her familiarity with the District's registration system. She began by explaining how the program registration system operates and how information is placed on the District's website for patrons to access. She stated the system has been down recently, which made it impossible for patrons to register for programs. She stated the registration lottery for the District's spring/summer program was impacted.

Commissioner Retsky indicated she was concerned about the information on the District's website which was not accurate, i.e., classes that had ended or were cancelled were still being shown. Ms. Weil indicated that a recent modification was put through via Harris (the service provider for the registration system) which now removes cancelled classes being shown on line. However, if there are several programs "linked" on the web registration site, it is difficult to remove only one "linked" program without removing or compromising the other "linked" programs. Certain categories cannot be removed, only classes. Ms. Retsky then indicated she would like to have one of the registration headings revised to include "sailing camps" so that information is easier to find. Ms. Weil stated she would check with Director of Finance/ Human Resources Mensinger to see if that revision could be made.

Discussion ensued. She then stated when the District runs its lottery for programs the registration system becomes unavailable so patrons are unable to register for a class on line. She stated while the system is down and shortly after the lottery has been conducted, staff has the opportunity to add classes or transfer registrations from the wait line into the class by changing the maximum. In essence, Program Managers can increase the size of a class and/or

add another section of a class in order to accommodate residents before the online registration program is re-started or again made available.

Ms. Retsky then inquired about the ink color of the text for web registration. She indicated a large amount of text in red is difficult to read. Ms. Weil indicated she would contact the computer provider support team to see if the text color could be changed to black.

Mr. Van Arsdale indicated that categorical program information cannot be removed from the web registration system until all the programs in a registration season are complete.

Ms. Weil stated the lottery system is designed so all registrants get an equal opportunity to be in a program, not just the first people who register. Ms. Weil further indicated after the camp lottery was conducted, staff increased some class sizes for summer camps and the District's Counselor in Training (CIT) program.

This concluded the discussion of the on-line registration process.

HUF Agreement Ms. DeClerck indicated that as stated at last month's regular Board meeting, Ms. Boris would like to continue to offer classes for children through the District; however, she would like to discontinue as adult fitness provider on August 26, 2012. Ms. DeClerck indicated Ms. Boris' fitness classes could be continued through August through a Board resolution. She continued by reviewing the transition process and punch card disposition:

Per Ms. Retsky's request, online sale of punch card sales was deactivated. Ms. DeClerck recommended online punch card sales be reactivated since the HUF transition will not occur until the end of August and very few fitness classes are registered programs.

Ms. DeClerck stated a number of HUF owned fitness equipment pieces are utilized by the HUF/District fitness programs and are necessary components. The District will need to have access to similar equipment after August 27. However, there is no money allocated for the purchase of equipment in the Approval Draft of the FY 2012/'2013 budget. Staff is finishing the HUF equipment inventory and will have a cost estimate within a week.

In staff's discussion with Ms. Boris, she expressed she is currently not planning to move her business into a private space and there is mutual interest on the part of Ms. Boris and the District staff for her to continue teaching group fitness for the District. She has offered the District use of the HUF equipment for the upcoming year.

Ms. DeClerck continued by stating Ms. Boris's fitness teachers have been notified that Ms. Boris will not be offering adult fitness. Staff intends to meet with Ms. Boris and some HUF instructors to discuss the District's desire for them to continue teaching at the Park District after the transition. Staff believes a continued relationship with Ms. Boris and HUF staff after August 26 should be a key component in the transition and the District's fitness program. Under the current terms of the HUF Agreement, HUF staff receives a reduced room rental rate (same as Pride Dojo) for privates and small group training. Extending this or a similar provision to Ms. Boris and the HUF instructors is highly recommended. Affording HUF and Pride Dojo staff reduced studio rental rates for privates brings users into the building during typical non-peak times and generates a supplemental revenue stream for the District.

The aim is to keep our current users and popular HUF instructors. Staff recommends negotiating terms with Ms. Boris and HUF staff to teach fitness at the Glencoe Park District and continue to offer the reduced hourly studio rental rates (consistent with Pride Dojo rates) to Ms. Boris and HUF staff who continue to teach at the Park District.

Discussion ensued. Ms. DeClerck stated the deadline for the fall program brochure is in June and she was confident that arrangements will be in place for adult fitness programming to continue seamlessly. She stated some of the instructors might be hired by the District or be hired as independent contractors. She continued by stating currently some of the adult fitness instructors also provide private lessons. She said private classes are typically offered during non-peak times at the Takiff Center.

Commissioner Retsky stated it was important to account for room use.

Commissioner Kimble felt it was important to accommodate good instructors.

Ms. Retsky expressed concern about operating a business for profit and the room rental rate that would be charged.

Commissioner Retsky requested an inventory of the fitness equipment be done so the District knows what it owns and the equipment which is owned by Ms. Boris.

Ms. DeClerck felt it was appropriate to use the District's standard independent contractor agreement from PDRMA and drafted by the District's attorney for the children's classes that Ms. Boris will continue to offer, as well as Pride Dojo.

Mr. Van Arsdale stated that instructors and the District will decide on the payment terms for instructors; he said some instructors could be paid through revenue sharing, while others paid a per hour or per session rate. He continued by indicating that negotiations are underway with Marla Cohen of Pride Dojo to also use the District's standard agreement for her programs.

2012 Summer Camp Update Ms. DeClerck began the discussion by indicating the enrollment numbers look good. She stated the tennis program enrollment typically in years past will increase closer to the start of the program. Ms. DeClerck stated there are two CITs placed in each summer camp group. Staff recommends that CITs not be placed in Action Camp, as they would be the same age as the camp participants.

New Program Development Ms. DeClerck indicated staff has developed an aggressive timeline to implement the new program development process. She continued by indicating staff would like to establish a New Program Development Advisory Committee made up of 10 – 12 members. Ms. DeClerck stated she would like to get input from the Recreation Committee on how to structure the Advisory Committee in terms of committee composition, term length, who would chair the committee, the number of Board members on the committee, etc.

She stated one of the ideas she would like to implement is a brainstorming step utilizing a crowd sourcing tool, such as IdeaScale, to create a community ideation forum for individuals to submit new program ideas, discuss and refine others' ideas, and vote on their favorite program ideas via a voting system. She continued by stating concurrent with brainstorming would a review of trends, current District participant data and programs, and competitor analysis. She indicated the Advisory Committee would select two or three new program options for each

group from the brainstorming and research process. The staff would then develop a model program for the potential new programs including descriptions, revenue, expenses, instructors, marking plan, break-even point, fee, day, time, location, and other details.

She stated through this new process the District will offer thoroughly vetted new or revised recreation programs.

Recreation Department Topics Ms. DeClerck stated there were no additional topics to discuss.

Other Commissioner Kimble stated it was important to proceed with a new computer software system; he realizes there will be challenges because it will be like starting from scratch.

Adjourn With no further business, at 9:30 p.m. the meeting Commissioner Kimble moved to adjourn. Commissioner Retsky seconded the motion.

Respectfully submitted,

Donald P. Van Arsdale
Secretary