AGENDA

I. Call to Order

II. Roll Call

III. Discussion on West Playground and Astor Playground

IV. Matters from the Public

V. Discussion on Proposed Fitness Area (Location, Equipment, and Facility Improvements)

VI. Matters from the Public

VII. Other Business

VIII. Adjournment

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 Email: lsheppard@glencoeparkdistrict.com
III. Discussion on West Playground and Astor Place Playground

Glencoe Park District
February 21, 2017
Special Projects and Facilities Committee Meeting
Delighted to be Here!!!
West Park Playground : Existing Site Aerial
West Park Playground Existing Site Aerial
West Park Playground Existing Trees
West Park Playground: Painted Black Top Examples
West Park Playground: School Black Top Proposals

Full Junior Court & Multiple Games

3 Hoops and Simplified Layout
West Park Playground Drainage

Erosion due to drainage and children’s desire line
West Park Playground Issues: Slope, Drainage and Erosion
West Park Playground Issues: Slope, Drainage and Erosion
West Park Playground Issues: Slope, Drainage and Erosion
West Park Playground Issues: Slope, Drainage and Erosion
West Park Playground Issues: Slope, Drainage and Erosion
West Park Playground: School and PD Priorities

- Sustainability
- Accessibility
- Upper body/Overhead events
- Buddies Bench
- Use poured-in-place.
- Minimal interactive play panels for 5-12
- Potential Discovery Area to the north of the tennis courts 2-5

Not Acceptable:
- No swings
- No Metal Slides
- Tube Slides/Crawl Tunnels
- Bubble Panels
- Roller and Metal slides
- Wooden Components
- Diggers
- Spring toys
West Park Playground: School and PD Priorities

School and Park District Staff Stated:

- Topography to be highlighted
- Slides and climbing features in topography
- Slides at grade if possible
- School serves 8-10 year olds, requested separate 2-5 year old area
- Nature/Discovery area could serve mainly 2-5 year olds
- Park District could provide woodchips, logs cut into different sizes for climbing, seats, tables, etc.
- Would include boulders

Constructions start date June 12th. Completion before August 10th
West Park Playground: Examples School Liked

Climbing Features and Unusual Paths
West Park Playground: Examples Long Slides

All liked the concept but needs lots of slope
West Park Playground: Examples Slopes Sites

Unfortunately we do not have this much slope.
West Park Playground: Examples Slopes Sites

Total existing slope is 5.5 feet over entire playground
West Park Playground: Proposed Plan
West Park Playground : View Looking West
West Park Playground: View Looking West

OmniSpin
West Park Playground: View Looking South East
West Park Playground: View Looking North
West Park Playground : Looking North East

Colors not updated this slide
Comparison Existing and Proposed

Existing Playground Area – 3,310 S.F.

Proposed Playground Area – 5,600 S.F.
Erosion could be prevented by adding a fence around this space and timbers from Astor across slope and planting but it is outside of the scope.
Issues: Drainage and Erosion

Erosion could be prevented by adding a fence around this space and timbers from Astor across slope and planting but it is outside of the scope.
Potential Deck - Tree Protection Not included in the Budget

Tree Protection, Central Feature, Stage, Gathering Place
Potential Deck - Tree Protection Not included in the Budget

Tree Protection, Central Feature, Stage, Gathering Place
Something to think about in the Long Term: Exhibit Wetlands

Consider adding a wetland for stormwater and to provide a landscape exhibit for the kids. And habitat for birds and insects.
WE HAVE BEEN TRYING TO ISOLATE OURSELVES FROM NATURE FOR MILLENNIA........

AND WE HAVE ALMOST TOTALLY SUCCEEDED
West Park Discovery Area: Site Proposed Discovery Area
West Park Discovery Area : Site Proposed Discovery Area
West Park Discovery Area : Drainage Issues
West Park Discovery Area: Drainage Issues

Water in carpark flows north
And ponds in NE corner

Site drains towards future Discovery Area

Old Playground was removed, site is slightly below surrounding grade, water ponds
Unstructured Outdoor Recreation: Why is it important

National Movement 2006

*No Child Left Inside*® is a promise to introduce children to the wonders of nature – for their own health and well-being, for the future of environmental conservation, and for the preservation of the beauty, character and community.”
“For young children, it's mostly about unstructured play.”

Today Scott Sampson of Dinosaur Train and Curator at Denver Museum of Nature

“Research shows that free play is critical for brain growth, body growth, and emotional growth. The outdoors provides this multi-sensory smorgasbord of opportunities to engage, not just on a computer screen, but through sight, sound, touch, and smell.”
“But you have to let your kids get messy.”
WHY CAN’T OUR KIDS HAVE SOMETHING LIKE THIS?
Curving Paths, Mounds, Lots of Trees, Keep Fallen Trees, add Boulders
The Discovery Area will be a bright, welcoming area, sized for young children, where they can explore and interact with the world around them. It is comprised of natural materials: mounds, nooks, wooden steppers, seats/tables, boulders and logs to climb, and tree trunks that will slowly decompose introducing children to the transformational force of entropy.
West Park Discovery Area: What is it?
West Park Discovery Area: Elements

Conservatory Garden Oak Park

Tree Seat Mills Park Oak Park
And Think Like a Child: Create a Landscape Narrative

[Map of Winnie the Pooh's Hundred Acre Wood]

- Pooh Bear's House
- Piglet's House
- Eeyore's Gloomy Place
- Floopy Place
- Where the Woozle Wasn't
- Six Pines Trees
- Sandy Pit Where Roo Plays
- To North Pole
- Pig Stones and Roa
- Bee Tree
- My House
- 100 Aker Wood

To Eddy Ross
Ernest H. Shepard
March 1929

Drawn by me and Mr. Shepard helped

Altamana Inc.
landscape architecture + urban design + planning
And Think Like a Child. Create a Landscape Narrative

Berms and Distinctive Planting
West Park Discovery Area: Form

Using all excavated material on-site

Plan view
West Park Discovery Area: Elements
West Park Discovery Area: Elements

- Boulders
- Tree Trunks
- Cut into tunnels, seats and a drum
West Park Discovery Area: Elements
West Park Discovery Area: Elements
Long Term

Boulders with Petroglyphs
If We Get More Ambitious

Seating and Art Pieces Perhaps over Time
If We Get More Ambitious

Seating and Art Pieces Perhaps over Time
Astor Park Playground Renovation
Astor Park Playground Renovation
Astor Park Playground Renovation
We will ensure the equipment doesn’t make too much noise
Astor Park Playground Renovation Option 4

Wave Poly Slide

Double Poly Slide

Boogie Board

Astor Park
Astor Park Playground Renovation Option 4
Astor Park Playground Renovation Option 2 and 4
V. Discussion on Proposed Fitness Area (Location, Equipment, and Facility Improvements)

The presentation by AltaManu and possible documents will be shared at the Committee meeting.

Glencoe Park District
February 21, 2017
Special Projects and Facilities Committee Meeting
Takiff Center Fitness
Fitness Area Planning and Equipment
## Project Timeline

<table>
<thead>
<tr>
<th>Stage</th>
<th>Time Period</th>
</tr>
</thead>
<tbody>
<tr>
<td>Membership Sales Begin</td>
<td>Early July</td>
</tr>
<tr>
<td>Begin Construction</td>
<td>Late August</td>
</tr>
<tr>
<td>Beginning Construction Pass Sale</td>
<td>Late August</td>
</tr>
<tr>
<td>Fitness Area Soft Open</td>
<td>Late October</td>
</tr>
<tr>
<td>Grand Opening</td>
<td>Early November</td>
</tr>
<tr>
<td>New Year’s Pass Sale</td>
<td>December/January</td>
</tr>
</tbody>
</table>
Potential Rooms
• Multi-Purpose room (1,200sq ft.)
• Community Rooms (1,600sq ft.)
  • 2 rooms combined
• Aiken Activity Room (1,350sq ft.)

Factors to Consider
• Size and construction needs
• Accessibility to showers & fitness rooms
• Disruption to current programming/rental schedules
• Ease of access and entry for the customers
• Ability to supervise activity and access

Picking the right space
Transition Planning

Relocation of Current Aiken Activity Room Programming
<table>
<thead>
<tr>
<th>Activity</th>
<th>Day / Time / Season</th>
<th>New Location</th>
<th>Possible Conflicts / Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Broadway Bound</td>
<td>Mondays, 3:30-5:30pm</td>
<td>Community Room 1</td>
<td>Smaller room</td>
</tr>
<tr>
<td>New Horizon’s Band</td>
<td>Tuesdays, 9am-12:30pm</td>
<td>Community Hall</td>
<td>Substantial amount of storage and movement of supplies</td>
</tr>
<tr>
<td>Broadway Bound</td>
<td>Tuesdays, 3:30-5:30pm</td>
<td>Community Room 1</td>
<td>Smaller room</td>
</tr>
<tr>
<td>Writers Group</td>
<td>Wednesdays, 10am-12pm</td>
<td>Any Community Room</td>
<td></td>
</tr>
<tr>
<td>Hakafa</td>
<td>Sundays, 9am-12:30pm</td>
<td>n/a</td>
<td>Most likely cannot be relocated as they already use the majority of rooms in the Takiff Center on Sundays – the yoga studio is the one available room</td>
</tr>
<tr>
<td>Birthday Parties</td>
<td>Multiple Days</td>
<td>MPR / Community Room 1</td>
<td>Community Room 1 is smaller</td>
</tr>
<tr>
<td>Camps / Day off Programs</td>
<td>Multiple Days</td>
<td>Gym / MPR / Community Room 1</td>
<td>Depending on size of group, they will be moved to an appropriate room</td>
</tr>
<tr>
<td>Misc. Programs</td>
<td>Multiple Days</td>
<td>Any Community Room / MPR</td>
<td>Depending on program - multipurpose and community wing rooms will be utilized</td>
</tr>
</tbody>
</table>

Transition Planning
Fitness Equipment Research
Northfield Park District

• Renovated in 2016 – currently 250 members.

• Precor Equipment

• Similar demographic and target market

• Similar facility layout and amenities
Winnetka Community House

- Higher quantity of equipment, but not personalized.
- Combination of Precor and Life Fitness equipment.
- Locker rooms are larger but similar amenities.
Bernard Weinger JCC
(Northbrook)

• Larger space/higher quantity of equipment
• Additional amenities available (pool)
• Unique equipment (fitness rig & spin bikes)
Recreation Center of Highland Park

- Larger space/more equipment
- Upcoming renovation
- Amenities include track, pool, fitness studios, and gym
Buying vs. Leasing Equipment

**Buying**
- Better pricing
- No additional financing expenditures
- Full ownership of all equipment
- Less flexible return / exchange policies

**Leasing**
- 10 – 15% more expensive due to financing charges
- Conservation of capital
- Cost coverage
- Budget Benefits
Precor (Direct Fitness)
• **Cardio Equipment**
  - 1 AMT
  - 4 Treadmills
  - 2 Ellipticals
  - 1 Upright Bike
  - 1 Recumbent Bike
  - 2 Nustep Recumbemt Cross Trainers

  **Quoted Price:** $87,378.98

• **Strength Equipment**
  - 1 Stretch Trainer
  - 1 Multi Press
  - 1 Bicep / Tricep
  - 1 Leg Extension / Curl
  - 1 Leg Press / Calf Extension
  - 1 Smith Machine
  - 1 FTS Glide
  - 1 Rack of Dumbbells
  - Benches, Plates, Medicine Balls, Racks, Mats
Life Fitness
• **Cardio Equipment**
  • 2 Cross Trainers
  • 1 Recumbent Bike
  • 3 Treadmills
  • 1 Upright Bike
  • 2 Recumbent Stepper
  • 2 Arc Trainers

**Quoted Price:** $90,972.63

• **Strength Equipment**
  • 1 Dumbbell Rack
  • 1 Bicep / Triceps
  • 1 Leg Extension / Curl
  • 1 Leg Press
  • 1 Multi Press
  • 1 Cable Motion Machine
  • 1 Smith Machine
  • 1 Bar Bell Rack
  • Medicine Balls, Benches, Racks, Matts, Plates, etc.
• **Generate a buzz** with an awareness campaign.
  - Use video, brochure, social media, Glencoe Quarterly to spread message.

• **Use unexpected spaces** to create a visual presence
  - Banners and marketing materials in outdoor spaces

• Focus on securing memberships from target market with **ties to Takiff Center**
  - Leverage proximity or program participation in membership sales

• **Use tiered sales approach to generate a call to action**
  - Create Early Bird Sale, Construction Started Sale, Soft Opening Sale, etc.
  - Package fitness membership with other deals (i.e. personal training, Watts/Beach passes, fitness class punch cards)

• **Build fitness events** with publicity angle
  - Soft opening, Grand Opening, New Year Challenge

• Create JumpStart Introduction program to **retain members**
Target Market
- Neighbors within 8 minute drive
- Parents of children in Takiff Center programs
- Active adults (55+) interested in staying healthy

Tactics
- Stand Alone Website
  - Lead Generation Forms
- Direct Mail
- Outdoor Signage
- Social Media Paid Ads
- Marketing Pieces
  - Welcome Folder
  - Seasonal Brochure
  - Glencoe Quarterly
  - Flyers
- Email Marketing
- Special Event Presence
- Early Bird Sales
- Bring a Friend Sales
- Guest Promotions
8-Minute Drive
Competitor Isoscopes

**RED:** Major Gyms
**BLUE:** 8-Minute Drive for Competition
**GREEN:** Target Market
Remodeling of Existing Space

- New doors
- Locker and storage space
- Stretching area
- Flooring
- Mirrors
- Technology
- Changing rooms/showers
First Draft Budget: $310,000

• Includes:
  • Architect fees: $22,500
    • Includes fitness area and cosmetic/ADA upgrades to a shower area. Fee will increase if design of a second shower area is proposed.
  • Fitness Equipment: $100,000
  • Estimated Construction Costs $187,500
    • Flooring, Doors, Railing, IT Services, Carpentry, Mirrors, Electrical, Furnishings, Lockers
Cosmetic and ADA upgrades to shower area and second shower room would be an additional construction costs which are not currently budgeted.

- To do cosmetic and ADA upgrades to the current shower room we recommend increasing budget by $50,000.
- Second Shower Room Price unknown, but we don’t recommend exceeding an additional $100,000

- Total Increase: $150,000
The Next Steps

Marketing
- Develop a comprehensive marketing strategy
- Find ways to reach target demographics

Operations Planning
- Staffing levels
- Hours of operation
- Services to offer (personal training, babysitting, etc.)

Pricing Model Creation
- Types of memberships
- Duration of memberships
- Cost of memberships