



## **GLENCOE PARK DISTRICT**

### **WATTS ADVISORY GROUP MEETING Wednesday, May 8, 2013 6 p.m. Recreation Room: Watts Center**

**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 Watts Center, 305 Randolph Street, IL 60022**

### **AGENDA**

1. Call to Order
2. Matters from the Public
3. Approval Meeting Minutes – August 22, 2012
4. Recap of 2012-2013 Season
5. Review of Watts Surveys
6. Initial Thoughts on 2013 – 2014 Season
7. Other
8. 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@glencoe parkdistrict.com](mailto:lsheppard@glencoe parkdistrict.com)

MINUTES OF THE WATTS ADVISORY GROUP  
MEETING HELD AUGUST 22, 2012  
6 P.M.

Call to Order. Roll Call. The meeting was called to order at 6:02 p.m. by Hilary Lee, Commissioner. Members of the group in attendance included Steve Gaines, 655 Greenwood, Seth Palatnik, 191 Fairfield, and Jack Weinberg, 111 Ravine Glade. Staff present included Interim Executive Director Steve Nagle and Facilities Manager David Johnson.

Matters from the Public There were no comments

Welcome Ms. Lee welcomed those in attendance and appreciated their participation.

Introduction of Each Member Ms. Lee then asked those present to introduce themselves and give a brief background on their interest in Watts.

Mr. Weinberg began by stating he is a former Board President and Commissioner and an avid hockey advocate. Mr. Gaines stated he is President of Glencoe Youth Services; he would like to enhance recreation and social opportunities at Watts. Mr. Palatnik has lived in Glencoe for nine year and feels that Watts is special for children's lesson. Ms. Lee was one of his children's hockey coaches.

Purpose of Advisory Group Ms. Lee indicated the purpose of the group is to explore expanded uses of the facility for outdoor recreational opportunities as well as programming space in the building. She stated this is not a policy group. Suggestions and recommendations will be presented to a committee of the Board for further discussion and possible action.

Mission and Vision for Watts The meeting then continued with a discussion of the future of Watts. Mr. Nagle stated the Watts facility is used during the school year for District programs and for skating lessons as part of the physical education program offered during the school day by School District #35.

There was general discussion about the changing areas, questions on the Watts capital budget, concern and communications to groups and pre-contact to rental groups, and community use by "pros."

2012 – 2013 Season Information Mr. Nagle stated staff has already contacted previous patrons who have rented ice rink time to plan for the upcoming season and get their preferred time slots selected. Planning is also underway for the annual events at Watts (winter carnival, Watts Classic tournament, etc.). Mr. Nagle indicated the staff is still researching having professional hockey players to use Watts during the season. The Watts Center 2011 - 2012 Survey Results were reviewed.

Other There was no other business.

Adjourn With no further business the meeting adjourned at 7:30 p.m.

Respectfully submitted,

Steven T. Nagle  
Interim Executive Director



To: Lisa Sheppard, Executive Director

Date: May 3, 2013

From: Steve Nagle, Director of Operations  
and David Johnson, Facility Manager Watts/Beach

cc: Watts Advisory Committee

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**SUBJECT:** Watts Ice Center Summary 2012-2013

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Review of the 2012-2013 Season:

Season Dates: November 23, 2012 – March 4, 2013

	Watts Classic	Winter Carnival	Skate A Thon	Friday Night Skate
Dates:	Dec 21-23 & Dec 27-30	January 12	Friday, November 23 • 6 -8 p.m.	Dec. 7, Jan. 11, 18, Feb. 1, 15 7 - 9 p.m.
Fees:	Mite Division: \$65 Squirt Division: \$75 Pee Wee Division: \$80	No Fee	Daily Admission	Daily Admission

The Watts Ice Center enjoyed another great winter for the 2012-2013 seasons. While early warm weather delayed the opening by two days, cooler winter weather did show up in time for classes and events. The Thanksgiving Holiday was a week earlier than normal and should be something for the district to consider in the future.

The Watts Ice Center had lower than expected revenue numbers in admission fees for the 2012-13 season due to a warmer than expected start of the season, and at times throughout the year – like the Winter Carnival. The hockey pass was introduced to offer separate hockey rates during open shoot / scrub times. While there was some minor confusion over the difference of the pass-types, the staff will need further training on how to communicate and sell the various pass types. The park district will look for creative marketing strategies to promote both hockey passes and public skating tokens.

The contractual cost of repairing equipment like the Zamboni repairs and unexpected refrigerator service contributed to an increase in the overall expense for the 2012-13 seasons. Over the past two seasons there have been routine issues with the Zamboni and the refrigerator systems. The Zamboni had repairs with the starter, board brush and water pump. The refrigerator unit had seen routine repair due to the warmer temperatures which kept compressors running at full capacity. Compressors running non- stop can result in the fail or shut down of the motor due to

over work of engine. When all three compressors are running for an extended period of time, motors/ engines will eventually go offline or fail. The compressor rack/engines were overhauled in 2011.

The Watts Skating/Hockey classes saw an increase in participation and interest in most programs. The Learn the skate program saw an increase in class numbers due to high level of skating instruction. There will continue to be high expectations for the Learn to Skate program. The focus for next season will be to recruit highly qualified skating instructors and provide excellent customer service.

The Park District will also reevaluate the Private Lesson skating format and offer a more comprehensive approach for coordination and communication between the instructor and the participant. As shown on the survey, the Winter Classic tournament will need to have improved coordination of hockey staff, teams and participants. The Watts Classic will continue to grow with creative marketing ideas to increase registrations. The Watts Classic will undergo a different approach with different dates/times, marketing towards the entire Chicagoland area and will be re branded to bring a refreshing new take to the tournament.

**Watts Ice Center - Financial**

<b>Revenue</b>	<b>2012-2013</b>	<b>2011-2012</b>
Program Revenues	\$5,009	\$1,753
Admission Fees	24,542	41,280
Sales	1,787	2,027
Rental Income	104,646	117,193
Misc./Income	0	1,073
<b>Total Revenue</b>	<b>\$135,984</b>	<b>\$163,326</b>

<b>Expense</b>	<b>2012-2013</b>	<b>2011-2012</b>
Salaries & Wages	\$110,160	\$104,576
Utilities	44,948	50,378
Contractual	39,916	21,201
Supplies	14,530	14,313
Capital	7,879	4,285
G&A	37,645	34,963
Contingency	3,641	12,632
<b>Total Expenses</b>	<b>\$258,721</b>	<b>\$242,348 + (Fixed Charges) \$375 = \$242,723</b>

<b>Concession</b>	<b>2012-2013 (In-House)</b>	<b>2011-2012 (Contracted Out)</b>
Concessions Revenue	\$280	\$500
Vending Revenue	\$1,160	\$870
<b>Expense</b>	<b>2012-2013</b>	<b>2011-2012</b>
Wages	\$258	0
Supplies	\$294	0
<b>Total Expense</b>	<b>\$552</b>	<b>0</b>
<b>Total Net Gain/Loss</b>	<b>+\$336</b>	<b>+\$1,870</b>

**Watts Skating/Hockey Programs**

<b>Revenue</b>	<b>2012-2013</b>	<b>2011-2012</b>
Program Revenue	\$34,654	\$29,590
<b>Expense</b>	<b>2012-2013</b>	<b>2011-2012</b>
Wages	\$8,805	\$11,325
Contractual Services	\$2,090	\$2,496
Supplies	\$4,104	\$5,065
<b>Total Expense</b>	<b>\$14,999</b>	<b>\$18,886</b>
<b>Total Net Gain/Loss</b>	<b>+\$19,654</b>	<b>+\$10,704</b>

<b>Learn to Skate</b>	<b>2012-2013</b>	<b>2011-2012</b>
Program Revenue	\$12,896	\$12,763
<b>Expense</b>	<b>2012-2013</b>	<b>2011-2012</b>
Wages	\$3,507	\$8,011
Contractual Services	\$375	\$610
Supplies	\$253	\$169
<b>Total Expense</b>	<b>\$4,117</b>	<b>\$8,790</b>
<b>Total Net Gain/Loss</b>	<b>+\$8,779</b>	<b>+\$3,973</b>

<b>Watts Classic</b>	<b>2012-2013</b>	<b>2011-2012</b>
Program Revenue	\$6,941	\$9,010
<b>Expense</b>	<b>2012-2013</b>	<b>2011-2012</b>
Wages	\$1,855	\$1,170
Contractual Services	\$1,715	\$1,796
Supplies	\$3,851	\$4,896
<b>Total Expense</b>	<b>\$7,421</b>	<b>\$7,862</b>
<b>Total Net Gain/Loss</b>	<b>-\$480</b>	<b>+\$1,148</b>

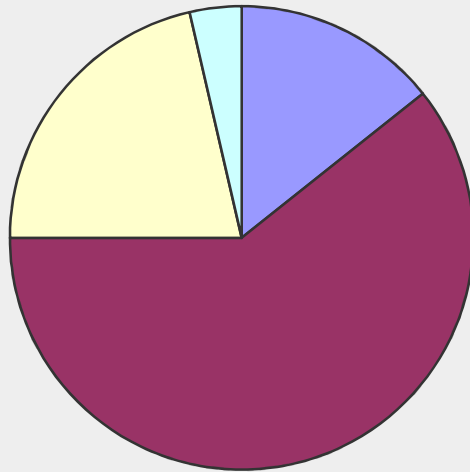
# Watts Satisfaction Survey 2012-2013

Thank you for taking the time to complete this survey. We hope you had an enjoyable season at Watts Ice Center and we look forward to seeing you next season. Please

Answer Options	Response Percent	Response Count
Below my expectations	14.3%	4
Met my expectations	60.7%	17
Above my expectations	21.4%	6
Other (please specify)	3.6%	1
<b>answered question</b>		<b>28</b>
<b>skipped question</b>		<b>0</b>

Number	Response Date	Other (please specify)	Categories
1	Mar 22, 2013 9:14 PM	very poor guarding on ice	

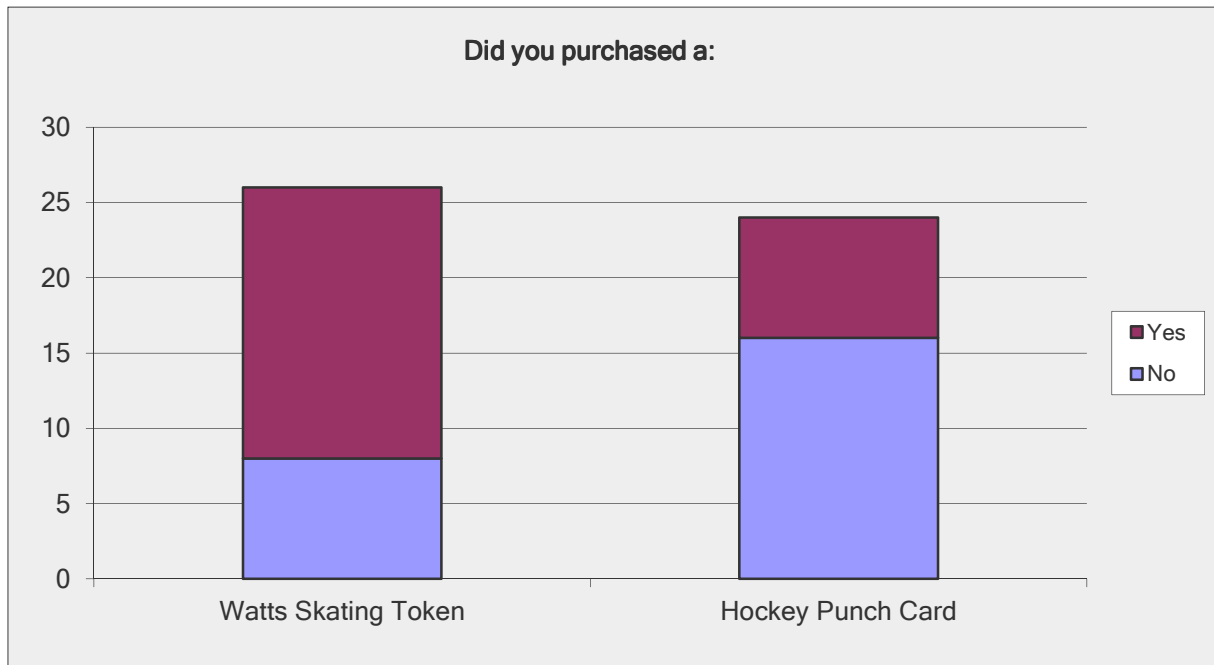
Thank you for taking the time to complete this survey. We hope you had an enjoyable season at Watts Ice Center and we look forwa



- Below my expectations
- Met my expectations
- Above my expectations
- Other (please specify)

# Watts Satisfaction Survey 2012-2013

Did you purchased a:			
Answer Options	Yes	No	Response Count
Watts Skating Token	18	8	26
Hockey Punch Card	8	16	24
<i>answered question</i>			<b>28</b>
<i>skipped question</i>			<b>0</b>



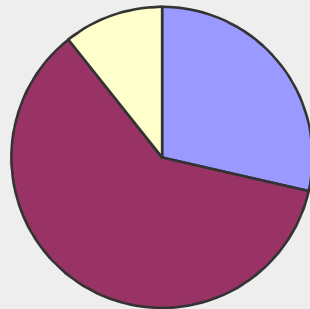


## Watts Satisfaction Survey 2012-2013

Please rate the value you received for your 2012-2013 Watts Skating Token/Hockey Punch Card purchase (please select one response).

Answer Options	Response Percent	Response Count
Poor value	28.6%	8
Fair value	60.7%	17
Excellent value	10.7%	3
Other (please specify)		7
<b>answered question</b>		<b>28</b>
<b>skipped question</b>		<b>0</b>

Please rate the value you received for your 2012-2013 Watts Skating Token/Hockey Punch Card purchase (please select one response).



Poor value  
 Fair value  
 Excellent value

1 n/a

2 Disappointed broomball wasn't a regular occurrence at end of family skate

3 Didn't get one. Last year I got and no one checked and a lot of people never paid. This year we didn't use it enough so paid as we went. I don't like the separate hockey/skating...

4 If you are going to charge extra to play hockey, at least staff the studio rink with a guard. I felt like I paid more for no additional value. Kids playing hockey need more supervision than the free skaters - at least during the week.

5 Bought tokens but only went for hockey so we ended up paying more. was confusing.

6 Didn't purchase this year

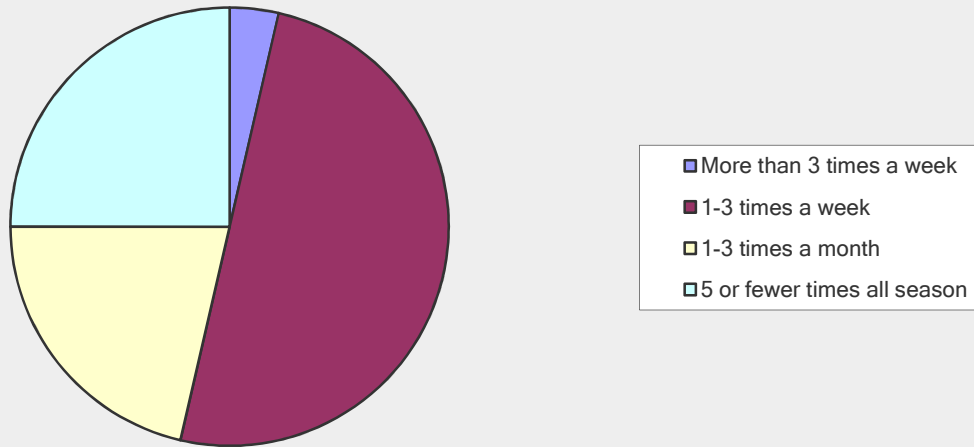
7 I didn't buy one

## Watts Satisfaction Survey 2012-2013

How often did you attend the Watts Ice Center this year (check only one)?

Answer Options	Response Percent	Response Count
More than 3 times a week	3.6%	1
1-3 times a week	50.0%	14
1-3 times a month	21.4%	6
5 or fewer times all season	25.0%	7
<b>answered question</b>		<b>28</b>
<b>skipped question</b>		<b>0</b>

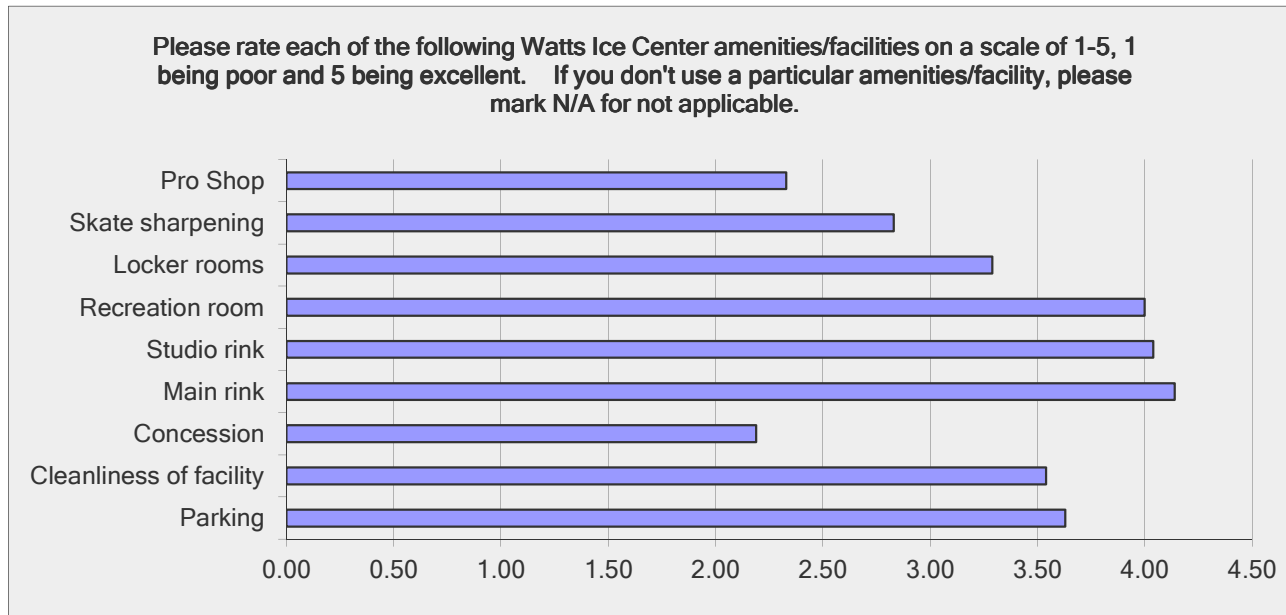
How often did you attend the Watts Ice Center this year (check only one)?



## Watts Satisfaction Survey 2012-2013

Please rate each of the following Watts Ice Center amenities/facilities on a scale of 1-5, 1 being poor and 5 being excellent. If you don't use a particular amenities/facility, please mark N/A for not applicable.

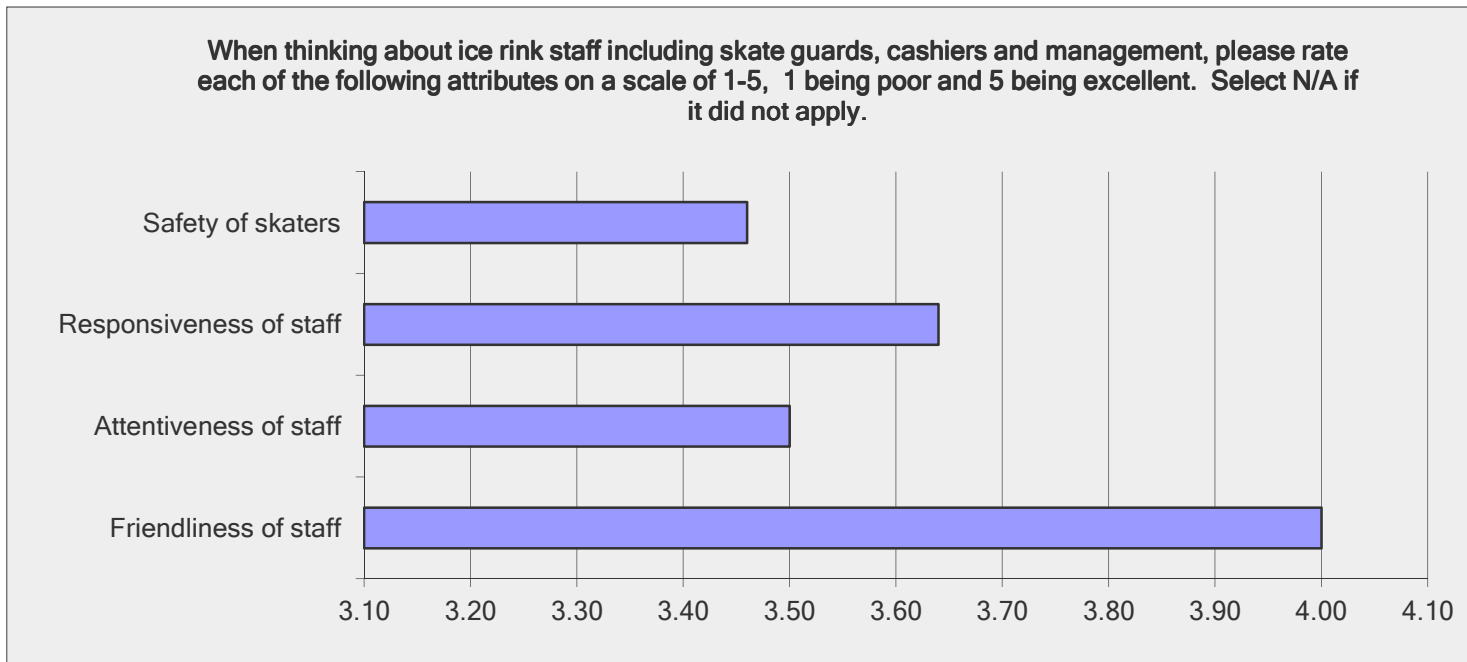
Answer Options	1=Poor		3=Fair		5=Excellent		N/A	Rating Average	Response Count
Parking	1	2	9	9	6	1	3.63	28	
Cleanliness of facility	2	0	10	13	3	0	3.54	28	
Concession	8	5	5	2	1	7	2.19	28	
Main rink	0	1	4	13	10	0	4.14	28	
Studio rink	0	1	4	12	7	4	4.04	28	
Recreation room	1	0	2	7	5	13	4.00	28	
Locker rooms	1	1	5	7	0	14	3.29	28	
Skate sharpening	1	0	4	1	0	22	2.83	28	
Pro Shop	2	1	2	1	0	22	2.33	28	
<i>answered question</i>								<b>28</b>	
<i>skipped question</i>								<b>0</b>	



## Watts Satisfaction Survey 2012-2013

When thinking about ice rink staff including skate guards, cashiers and management, please rate each of the following attributes on a scale of 1-5, 1 being poor and 5 being excellent. Select N/A if it did not apply.

Answer Options	1=Poor	2=Fair	3=Fair	4=Good	5=Excellent	N/A	Rating Average	Response Count
Friendliness of staff	0	0	10	8	10	0	4.00	28
Attentiveness of staff	1	5	6	11	5	0	3.50	28
Responsiveness of staff	1	5	4	11	7	0	3.64	28
Safety of skaters	4	2	5	11	6	0	3.46	28
							<i>answered question</i>	<b>28</b>
							<i>skipped question</i>	<b>0</b>

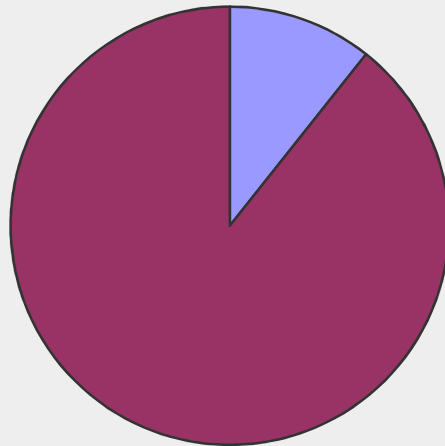


## Watts Satisfaction Survey 2012-2013

Did you have a party/rental at Watts Ice Center this season? (Select One)

Answer Options	Response Percent	Response Count
Yes	10.7%	3
No	89.3%	25
<i>answered question</i>		<b>28</b>
<i>skipped question</i>		<b>0</b>

Did you have a party/rental at Watts Ice Center this season? (Select One)

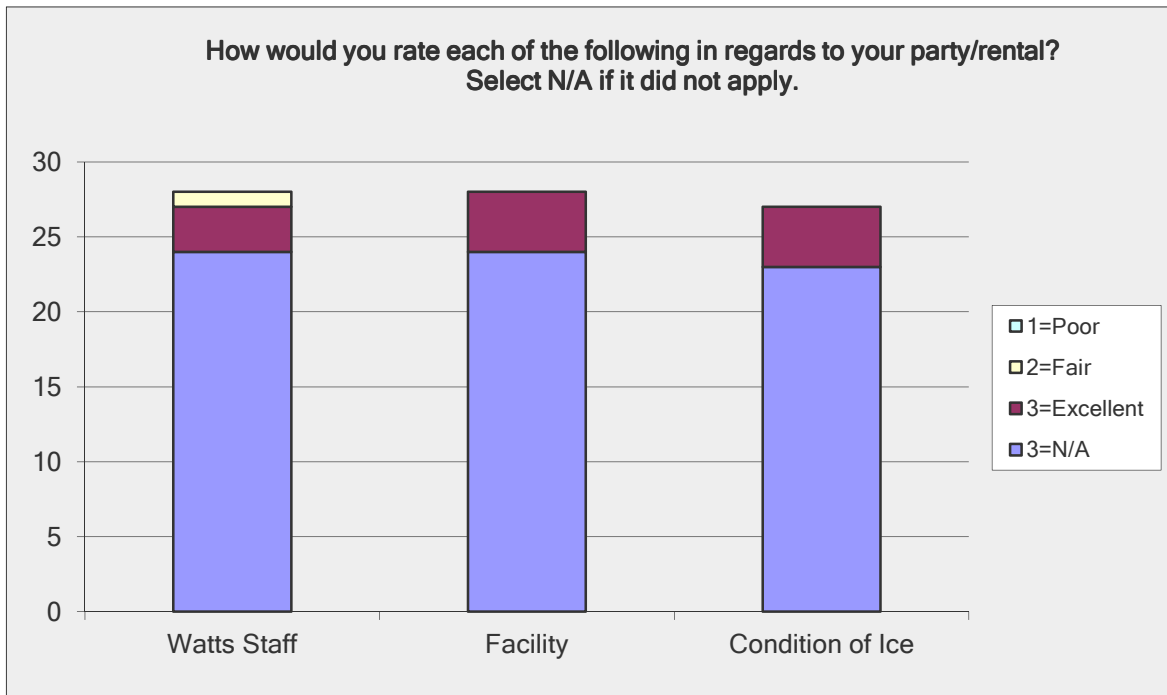


■ Yes  
■ No

# Watts Satisfaction Survey 2012-2013

How would you rate each of the following in regards to your party/rental? Select N/A if it did not apply.

Answer Options	1=Poor	2=Fair	3=Excellent	3=N/A	Response Count
Watts Staff	0	1	3	24	28
Facility	0	0	4	24	28
Condition of Ice	0	0	4	23	27
Additional Comments					3
<i>answered question</i>					<b>28</b>
<i>skipped question</i>					<b>0</b>



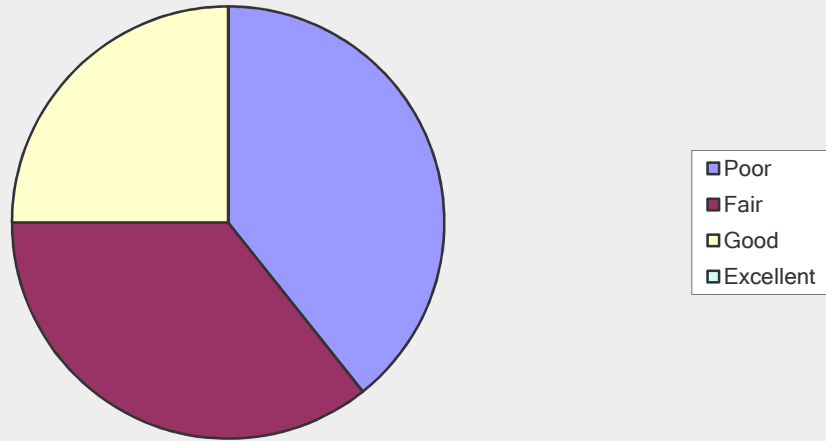
- 1** The staff was very attentive!! They did a great Job!!!
- 2** Attended parties but did not rent ourselves.
- 3** 3 should not = NA AND Excellent....

## Watts Satisfaction Survey 2012-2013

Please rate your level of satisfaction with the concession stand.

Answer Options	Response Percent	Response Count
Poor	39.3%	11
Fair	35.7%	10
Good	25.0%	7
Excellent	0.0%	0
Comments/Suggestions		12
<b>answered question</b>		<b>28</b>
<b>skipped question</b>		<b>0</b>

Please rate your level of satisfaction with the concession stand.

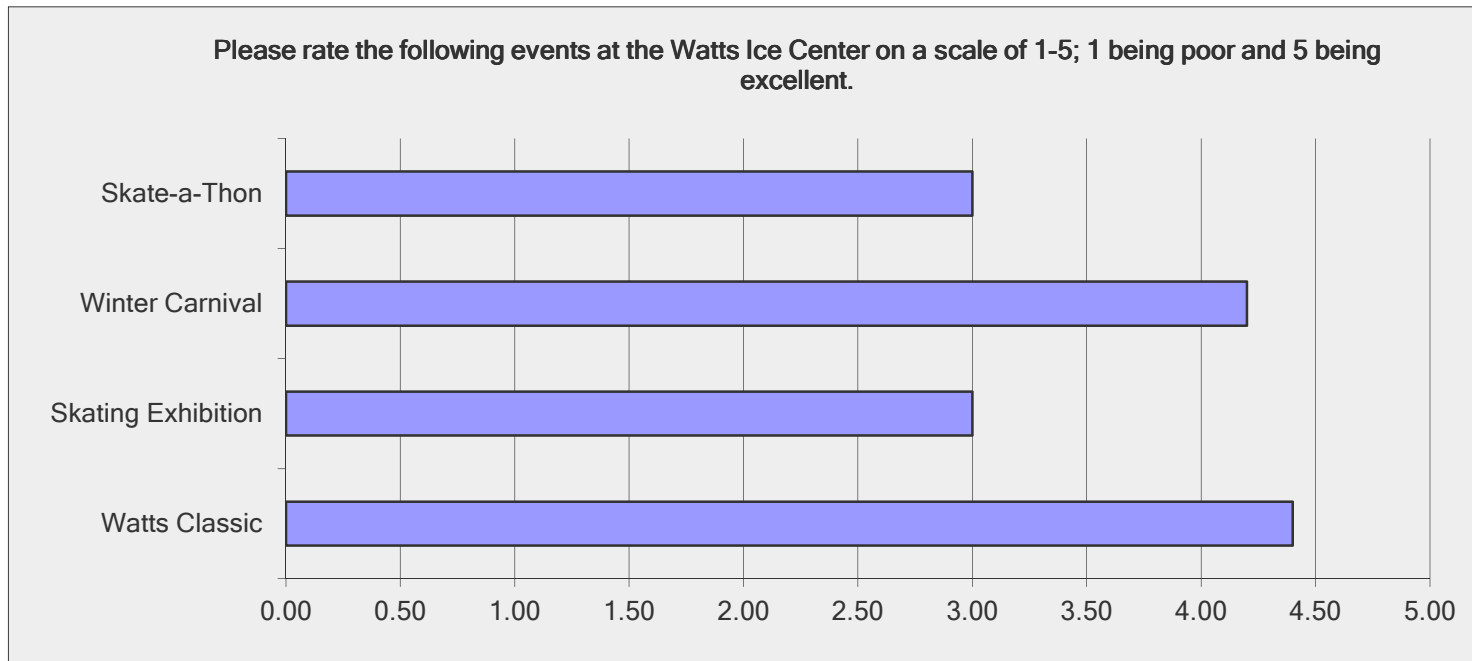


- 1 do not recall it even being open when we were there.
- 2 All unhealthy processed snacks.
- 3 was not open during any of our visits
- 4 I didn't use it, so I really can't give any feedback.
- 5 Rarely open, but it is easy to get a pizza delivered
- 6 It seemed to be closed all the time, just used vending machines.
- 7 It was never open!
- 8 Never used
- 9 It was never open when we were there. Maybe posting hours would help., or
- 10 WE NEED REAL OPTIONS NOT A VENDING MACHINE!!!
- 11 It's never open
- 12 great when opened but frequently closed

## Watts Satisfaction Survey 2012-2013

Please rate the following events at the Watts Ice Center on a scale of 1-5; 1 being poor and 5 being excellent.

Answer Options	1=Poor		3=Fair		5=Excellent		N/A	Rating Average	Response Count
Watts Classic	0	0	0	3	2	23	4.40	28	
Skating Exhibition	0	0	1	0	0	27	3.00	28	
Winter Carnival	0	0	1	2	2	23	4.20	28	
Skate-a-Thon	0	0	1	0	0	27	3.00	28	
Additional Comments								0	
<i>answered question</i>								<b>28</b>	
<i>skipped question</i>								<b>0</b>	

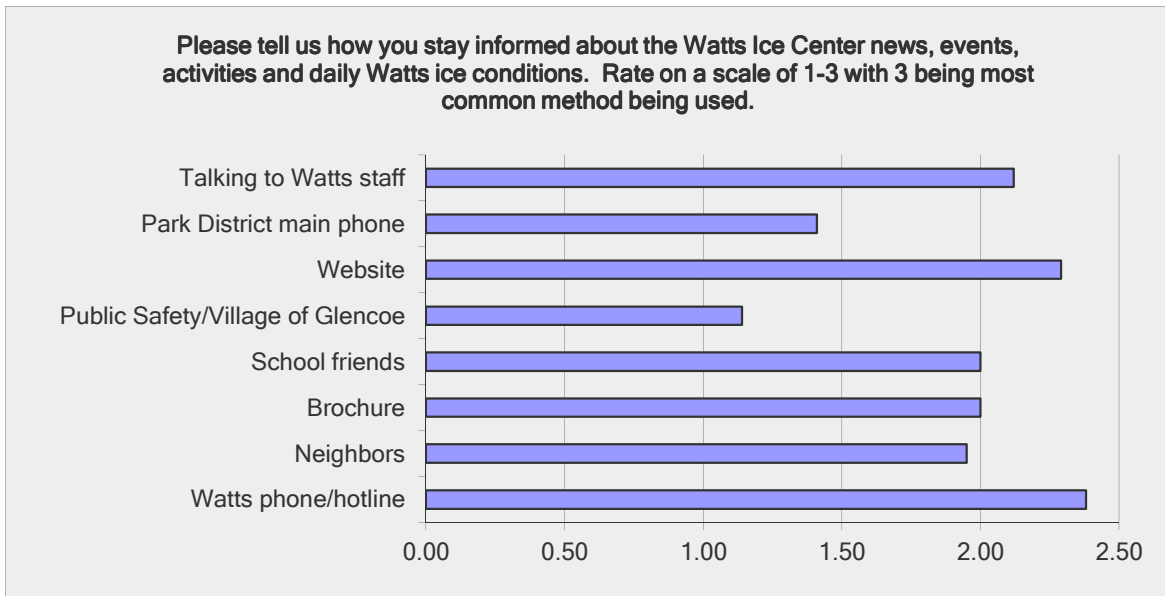




## Watts Satisfaction Survey 2012-2013

Please tell us how you stay informed about the Watts Ice Center news, events, activities and daily Watts ice conditions. Rate on a scale of 1-3 with 3 being most common method being used.

Answer Options	Least Common		3=Most Common	Rating Average	Response Count
Watts phone/hotline	5	6	15	2.38	26
Neighbors	10	3	9	1.95	22
Brochure	8	9	8	2.00	25
School friends	8	7	8	2.00	23
Public Safety/Village of Glencoe	19	1	1	1.14	21
Website	4	9	11	2.29	24
Park District main phone	16	3	3	1.41	22
Talking to Watts staff	8	6	11	2.12	25
<i>answered question</i>					<b>28</b>
<i>skipped question</i>					<b>0</b>



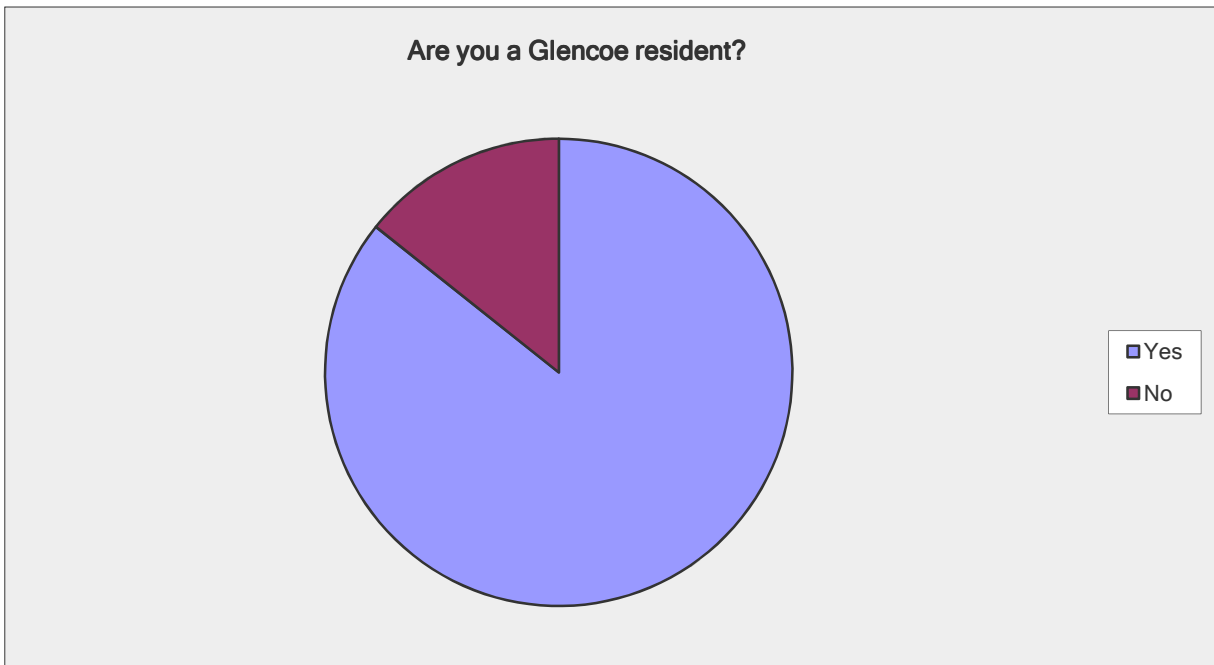
## Watts Satisfaction Survey 2012-2013

Do you have any additional comments/suggestions for the Watts Ice Center?	
Answer Options	Response Count
	14
<i>answered question</i>	<b>14</b>
<i>skipped question</i>	<b>14</b>

- 1 keep up the great work.  
It is so dirty. Get rid of the carpet. When skating, there is no one making sure the kids are skating the right direction. Very dangerous.
- 2 There are a lot of great kids that work at Watts. They are friendly, responsible, and inviting. I just wish the season was a few weeks longer.
- 3 I am part of a group that enjoys playing broomball on the weekends. I think it's one of the coolest things in Glencoe - where else do you get people from 5 years old to 75 playing together? The skate guards (especially Tony) do a good job of keeping everyone involved. Unfortunately, I felt that this year it felt like the staff at Watts didn't always care about setting up the broomball games. Sometimes it was weather-related, which I get, but other times there didn't seem to be any reason, and no reason was conveyed to us other than that "the supervisor said no broomball today." I like ice skating, so I would probably come anyway, but the broomball is a good way to keep my kids interested and for us all to get some good exercise together. I think the big thing is communication - if it's not going to be the last half hour of public skate on Saturdays and Sundays consistently, then let us know when it is going to be - put it on the recording or in the schedules so we know when it will be. If other people complain about the use of the main rink, then schedule it on the studio rink at specific times.  
I also think it would be cool if there were more formal broomball activities - broomball nights, or a small tournament, etc. I think there was one this year, but I was out of town for it.
- 4 Continue to allow broom ball at end of open public/family skate. It is the reason many of us come to open skate.
- 5 It's a wonderful part of Glencoe - and it could be MUCH better!
- 6 More open shoot times right after school for k-8 kids. Open shoots were too late most days. Big rink (reserved for open skate) was almost empty most days after school.
- 7 We love Watts and generally attend various regular rentals for both adults and kids. Staff has seemed friendlier and more involved in the past. Had a difficult time registering for a Kinderblades class that was canceled/reopened, confusing. Not good communication involved. The teacher was good but the administration of the class and registration was poor. Also - as mentioned earlier, we have always bought tokens to support Watts for our 10 years of living here. This year we bought tokens (one child is too young for the hockey) but came to find out that every time our kids used it for what they wanted (hockey) we had to pay more. Refused to buy a hockey card ON TOP of tokens. You made more money from us with the tokens but I guess now we will only buy a punch card and not join in for free skates, etc...
- 8 Disappointed by the early decision to change/close broomball during last 30 minutes of free skate. Hopefully Watts understands that broomball is a MAJOR ATTRACTION for free skate. Further, concerned by recurring pattern of closing Studio Rink to open Stick & Puck to allow the Skate Staff to have endless hours of pickup hockey. If Watts holds the ice for private sale only, refuses to make it available for open shoot, then charge your own workers who appear to be dominating this public asset!
- 9 The manager and staff were very helpful and accommodating.
- 10 We are big fans of open shoots!!
- 11 fOOD WAS A huge LOSS THIS YEAR!!!
- 12 Try and figure out a way to keep the rink open longer.  
there needs to be more hands on staff. Someone needs to monitor open shot and public skating. every
- 13 time I was there this season the staff was off playing shinny
- 14 Stay open longer! It's still winter in march in Chicago :-)!!

# Watts Satisfaction Survey 2012-2013

Are you a Glencoe resident?		
Answer Options	Response Percent	Response Count
Yes	85.7%	24
No	14.3%	4
<i>answered question</i>		<b>28</b>
<i>skipped question</i>		<b>0</b>



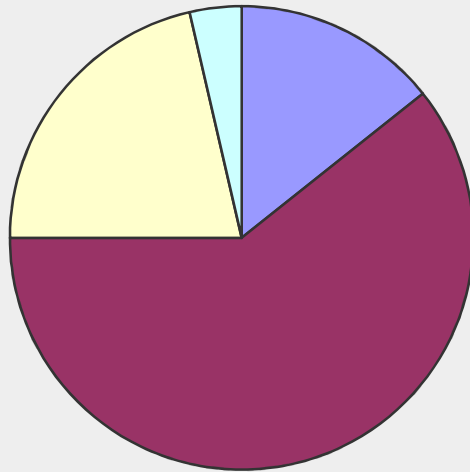
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Answer Options	Response Percent	Response Count
Below my expectations	14.3%	4
Met my expectations	60.7%	17
Above my expectations	21.4%	6
Other (please specify)	3.6%	1
<b>answered question</b>		<b>28</b>
<b>skipped question</b>		<b>0</b>

Number	Response Date	Other (please specify)	Categories
1	Mar 22, 2013 9:14 PM	very poor guarding on ice	

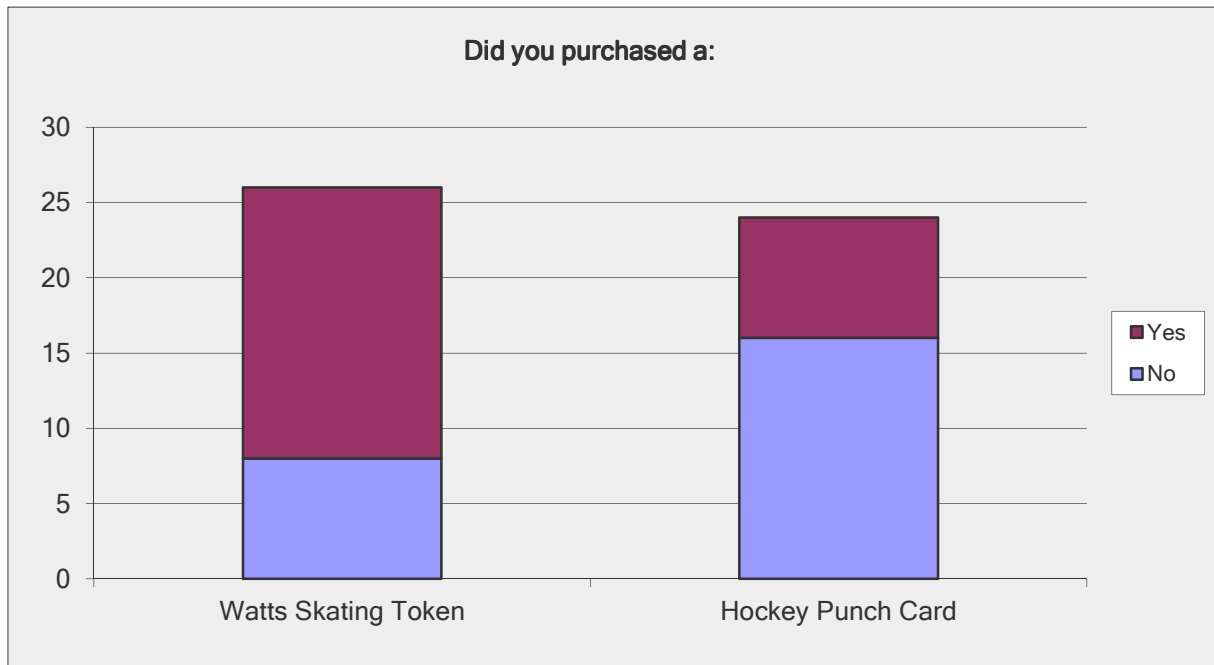
Thank you for taking the time to complete this survey. We hope you had an enjoyable season at Watts Ice Center and we look forwa



- Below my expectations
- Met my expectations
- Above my expectations
- Other (please specify)

# Watts Satisfaction Survey 2012-2013

Did you purchased a:			
Answer Options	Yes	No	Response Count
Watts Skating Token	18	8	26
Hockey Punch Card	8	16	24
<i>answered question</i>			<b>28</b>
<i>skipped question</i>			<b>0</b>

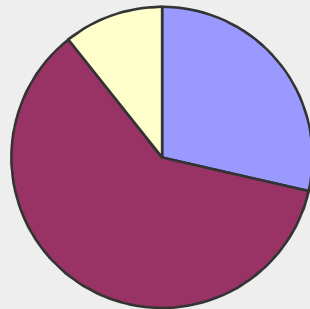


## Watts Satisfaction Survey 2012-2013

Please rate the value you received for your 2012-2013 Watts Skating Token/Hockey Punch Card purchase (please select one response).

Answer Options	Response Percent	Response Count
Poor value	28.6%	8
Fair value	60.7%	17
Excellent value	10.7%	3
Other (please specify)		7
<i>answered question</i>		<b>28</b>
<i>skipped question</i>		<b>0</b>

Please rate the value you received for your 2012-2013 Watts Skating Token/Hockey Punch Card purchase (please select one response).



Poor value  
 Fair value  
 Excellent value

1 n/a

2 Disappointed broomball wasn't a regular occurrence at end of family skate

3 Didn't get one. Last year I got and no one checked and a lot of people never paid. This year we didn't use it enough so paid as we went. I don't like the separate hockey/skating...

4 If you are going to charge extra to play hockey, at least staff the studio rink with a guard. I felt like I paid more for no additional value. Kids playing hockey need more supervision than the free skaters - at least during the week.

5 Bought tokens but only went for hockey so we ended up paying more. was confusing.

6 Didn't purchase this year

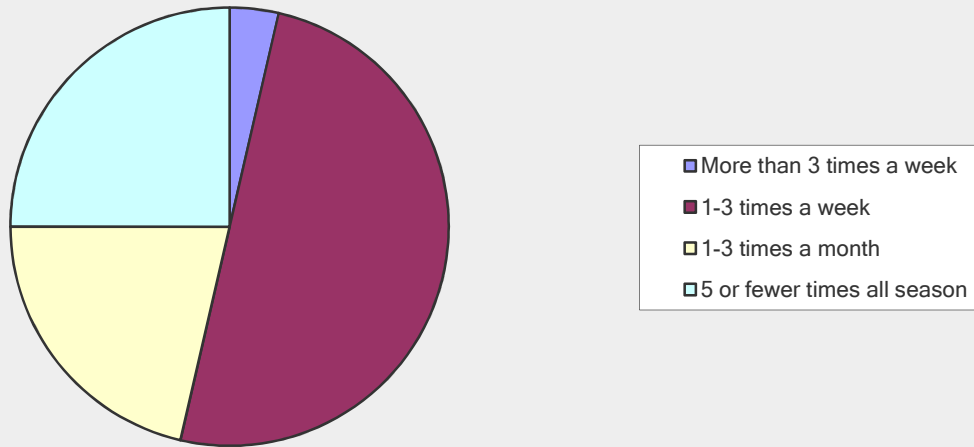
7 I didn't buy one

## Watts Satisfaction Survey 2012-2013

How often did you attend the Watts Ice Center this year (check only one)?

Answer Options	Response Percent	Response Count
More than 3 times a week	3.6%	1
1-3 times a week	50.0%	14
1-3 times a month	21.4%	6
5 or fewer times all season	25.0%	7
<b>answered question</b>		<b>28</b>
<b>skipped question</b>		<b>0</b>

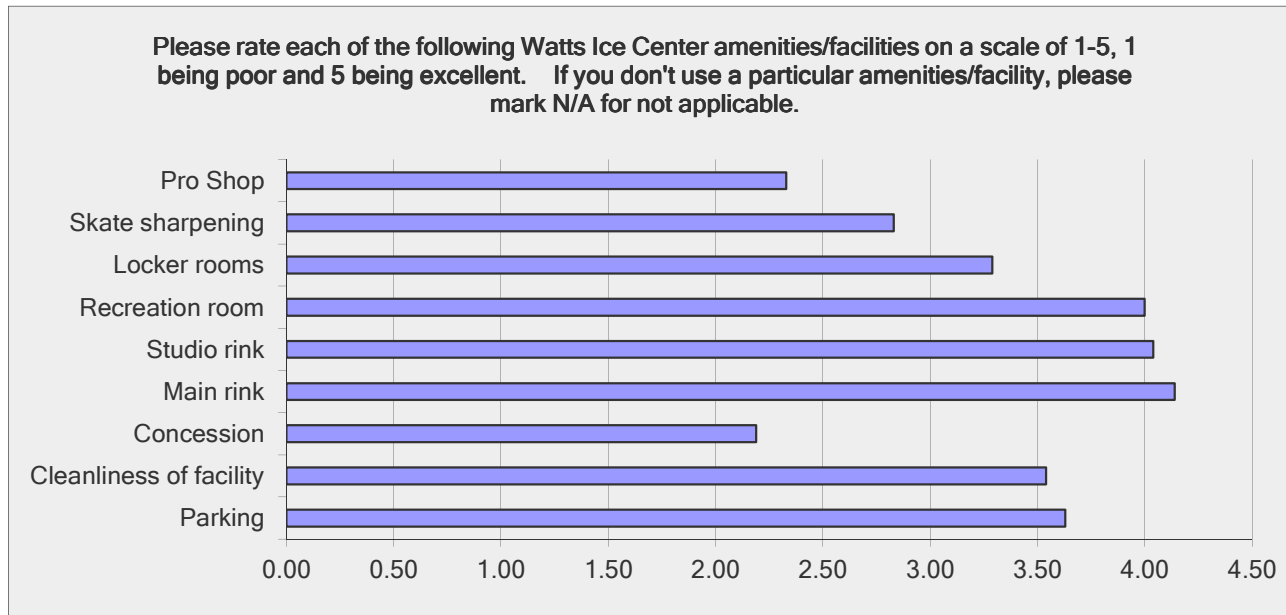
How often did you attend the Watts Ice Center this year (check only one)?



## Watts Satisfaction Survey 2012-2013

Please rate each of the following Watts Ice Center amenities/facilities on a scale of 1-5, 1 being poor and 5 being excellent. If you don't use a particular amenities/facility, please mark N/A for not applicable.

Answer Options	1=Poor		3=Fair		5=Excellent		N/A	Rating Average	Response Count
Parking	1	2	9	9	6	1	3.63	28	
Cleanliness of facility	2	0	10	13	3	0	3.54	28	
Concession	8	5	5	2	1	7	2.19	28	
Main rink	0	1	4	13	10	0	4.14	28	
Studio rink	0	1	4	12	7	4	4.04	28	
Recreation room	1	0	2	7	5	13	4.00	28	
Locker rooms	1	1	5	7	0	14	3.29	28	
Skate sharpening	1	0	4	1	0	22	2.83	28	
Pro Shop	2	1	2	1	0	22	2.33	28	
<i>answered question</i>								<b>28</b>	
<i>skipped question</i>								<b>0</b>	

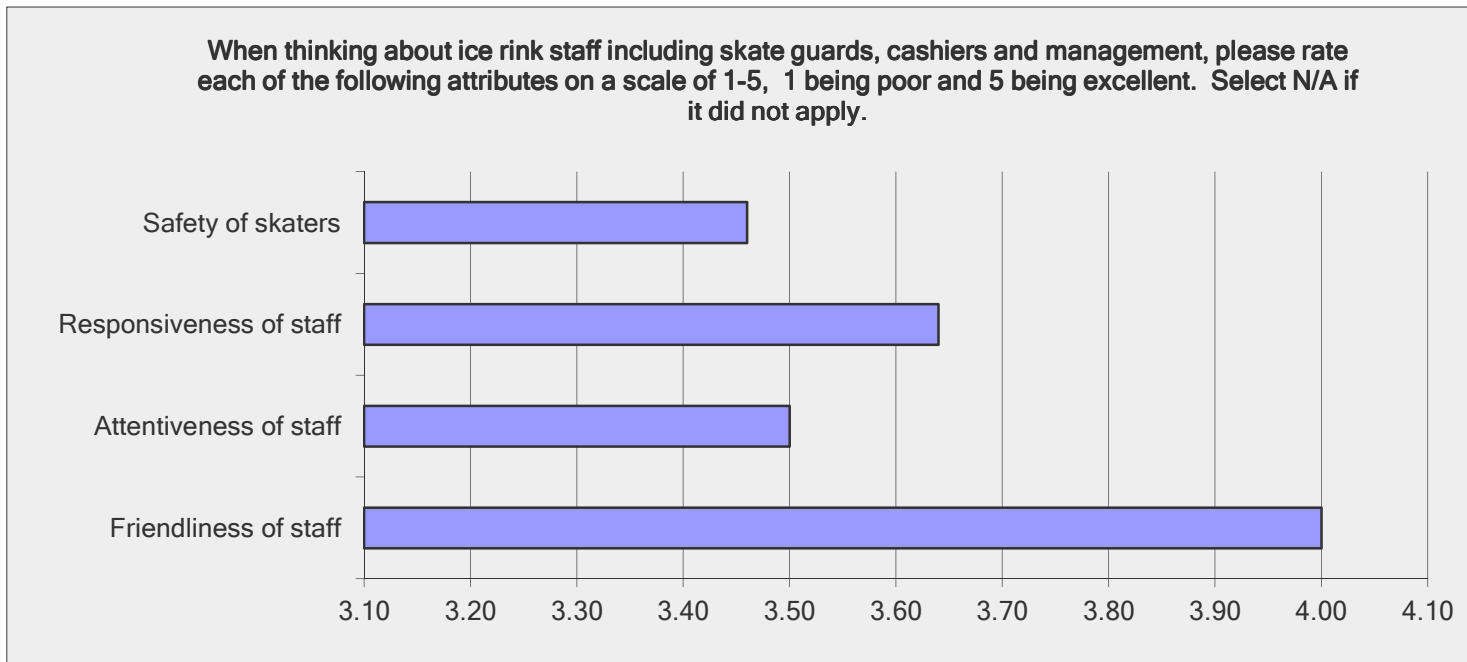




## Watts Satisfaction Survey 2012-2013

When thinking about ice rink staff including skate guards, cashiers and management, please rate each of the following attributes on a scale of 1-5, 1 being poor and 5 being excellent. Select N/A if it did not apply.

Answer Options	1=Poor	2=Fair	3=Fair	4=Good	5=Excellent	N/A	Rating Average	Response Count
Friendliness of staff	0	0	10	8	10	0	4.00	28
Attentiveness of staff	1	5	6	11	5	0	3.50	28
Responsiveness of staff	1	5	4	11	7	0	3.64	28
Safety of skaters	4	2	5	11	6	0	3.46	28
							<i>answered question</i>	<b>28</b>
							<i>skipped question</i>	<b>0</b>

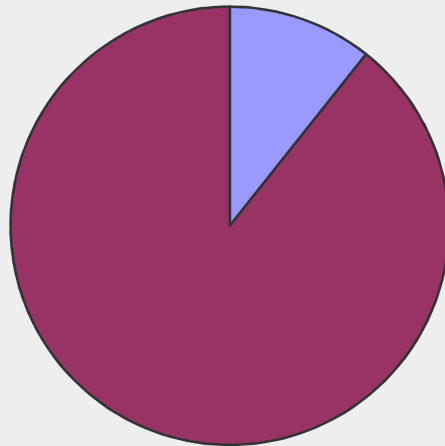


## Watts Satisfaction Survey 2012-2013

Did you have a party/rental at Watts Ice Center this season? (Select One)

Answer Options	Response Percent	Response Count
Yes	10.7%	3
No	89.3%	25
<i>answered question</i>		<b>28</b>
<i>skipped question</i>		<b>0</b>

Did you have a party/rental at Watts Ice Center this season? (Select One)

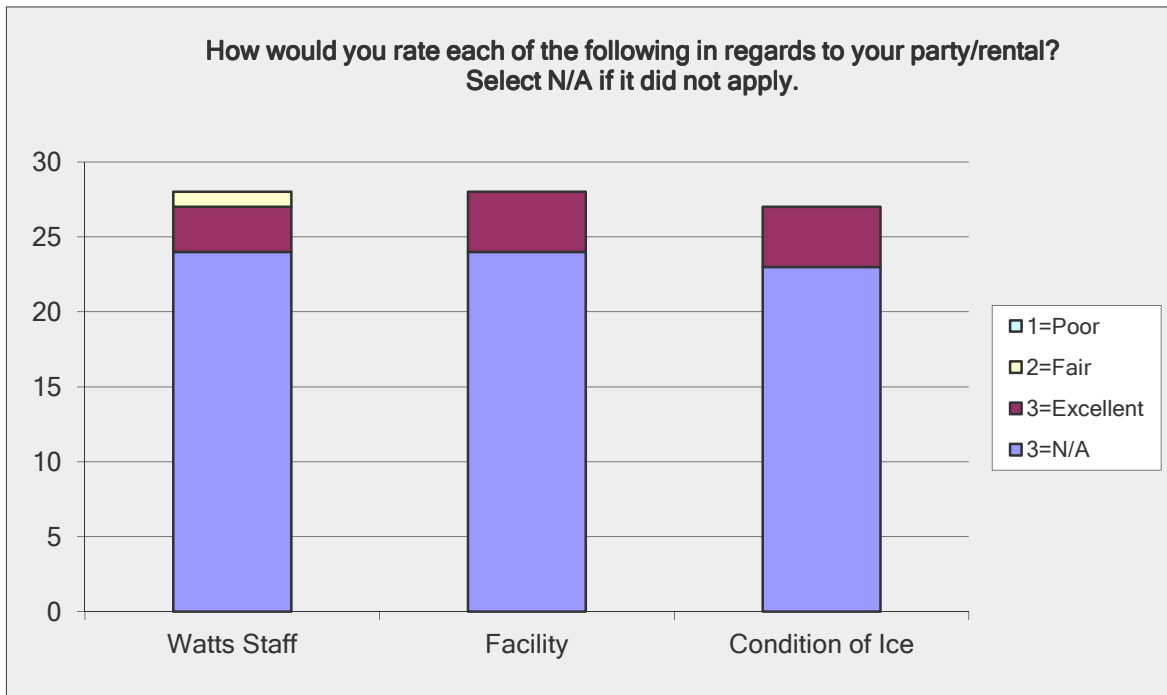


■ Yes  
■ No

# Watts Satisfaction Survey 2012-2013

How would you rate each of the following in regards to your party/rental? Select N/A if it did not apply.

Answer Options	1=Poor	2=Fair	3=Excellent	3=N/A	Response Count
Watts Staff	0	1	3	24	28
Facility	0	0	4	24	28
Condition of Ice	0	0	4	23	27
Additional Comments					3
<i>answered question</i>					<b>28</b>
<i>skipped question</i>					<b>0</b>



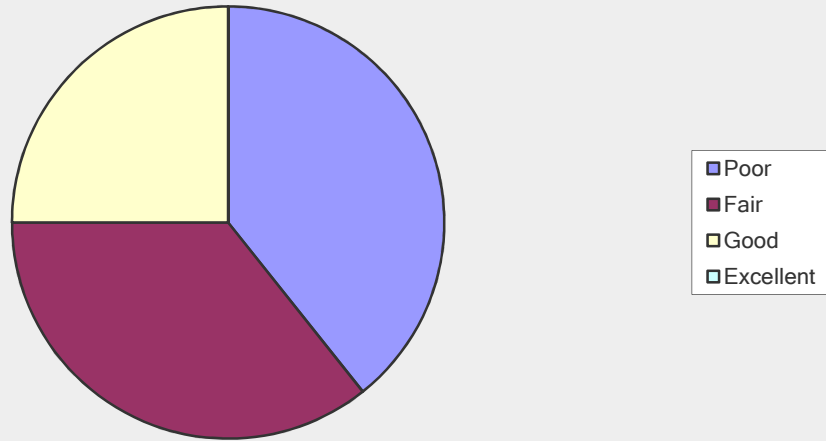
- 1** The staff was very attentive!! They did a great Job!!!
- 2** Attended parties but did not rent ourselves.
- 3** 3 should not = NA AND Excellent....

## Watts Satisfaction Survey 2012-2013

Please rate your level of satisfaction with the concession stand.

Answer Options	Response Percent	Response Count
Poor	39.3%	11
Fair	35.7%	10
Good	25.0%	7
Excellent	0.0%	0
Comments/Suggestions		12
<b>answered question</b>		<b>28</b>
<b>skipped question</b>		<b>0</b>

Please rate your level of satisfaction with the concession stand.

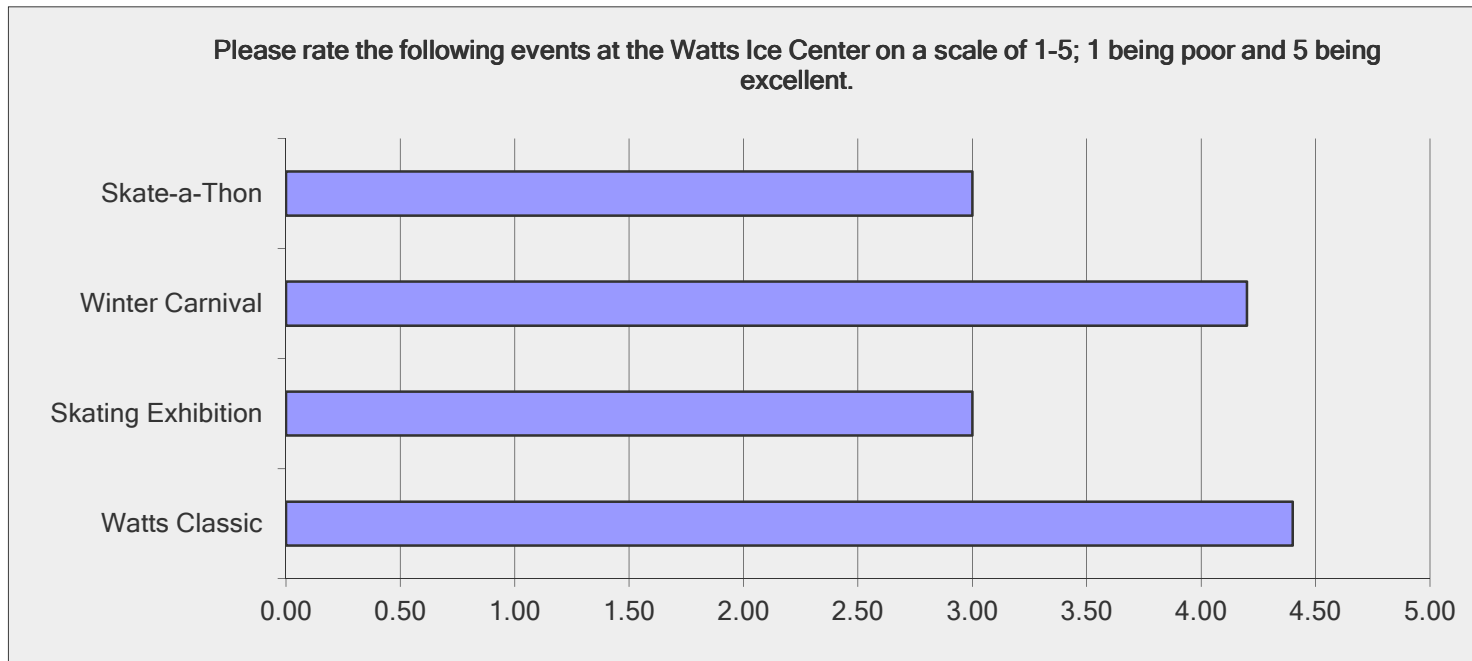


- 1 do not recall it even being open when we were there.
- 2 All unhealthy processed snacks.
- 3 was not open during any of our visits
- 4 I didn't use it, so I really can't give any feedback.
- 5 Rarely open, but it is easy to get a pizza delivered
- 6 It seemed to be closed all the time, just used vending machines.
- 7 It was never open!
- 8 Never used
- 9 It was never open when we were there. Maybe posting hours would help., or
- 10 WE NEED REAL OPTIONS NOT A VENDING MACHINE!!!
- 11 It's never open
- 12 great when opened but frequently closed

## Watts Satisfaction Survey 2012-2013

Please rate the following events at the Watts Ice Center on a scale of 1-5; 1 being poor and 5 being excellent.

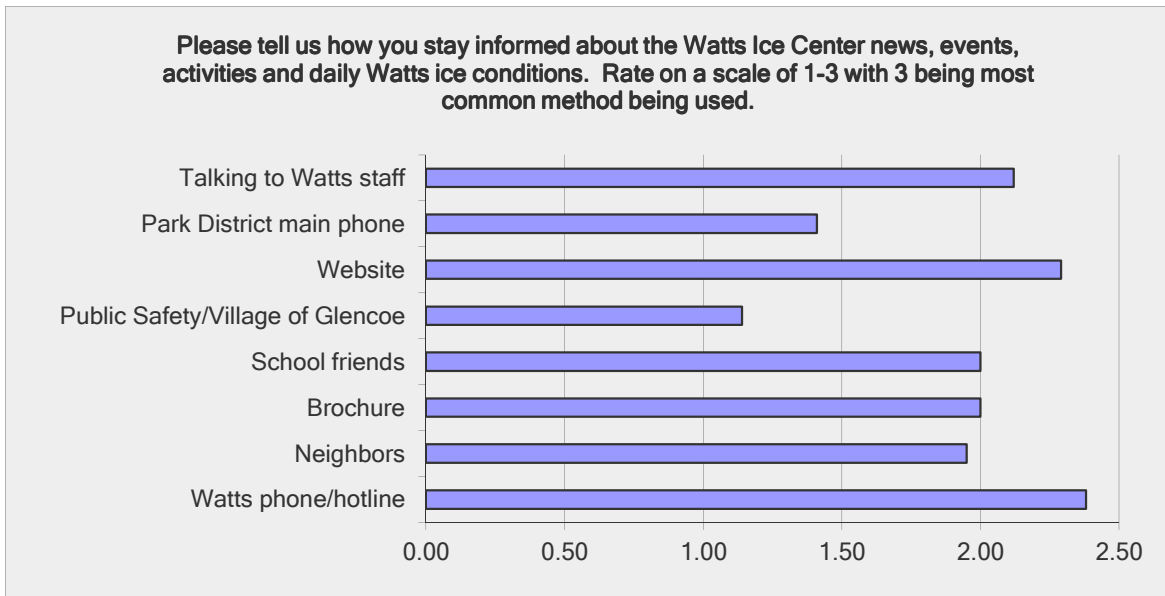
Answer Options	1=Poor	2=Fair	3=Fair	4=Good	5=Excellent	N/A	Rating Average	Response Count
Watts Classic	0	0	0	3	2	23	4.40	28
Skating Exhibition	0	0	1	0	0	27	3.00	28
Winter Carnival	0	0	1	2	2	23	4.20	28
Skate-a-Thon	0	0	1	0	0	27	3.00	28
Additional Comments								0
<i>answered question</i>								28
<i>skipped question</i>								0



## Watts Satisfaction Survey 2012-2013

Please tell us how you stay informed about the Watts Ice Center news, events, activities and daily Watts ice conditions. Rate on a scale of 1-3 with 3 being most common method being used.

Answer Options	Least Common		3=Most Common	Rating Average	Response Count
Watts phone/hotline	5	6	15	2.38	26
Neighbors	10	3	9	1.95	22
Brochure	8	9	8	2.00	25
School friends	8	7	8	2.00	23
Public Safety/Village of Glencoe	19	1	1	1.14	21
Website	4	9	11	2.29	24
Park District main phone	16	3	3	1.41	22
Talking to Watts staff	8	6	11	2.12	25
<i>answered question</i>					<b>28</b>
<i>skipped question</i>					<b>0</b>



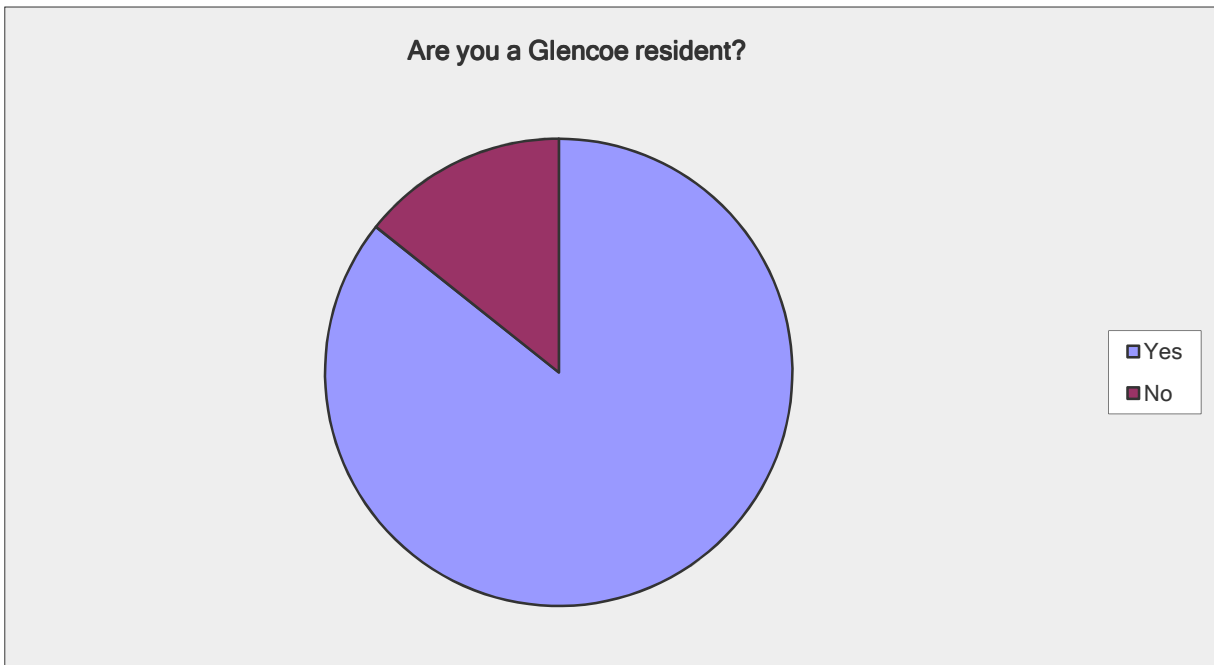
## Watts Satisfaction Survey 2012-2013

Do you have any additional comments/suggestions for the Watts Ice Center?	
Answer Options	Response Count
	14
<i>answered question</i>	<b>14</b>
<i>skipped question</i>	<b>14</b>

- 1 keep up the great work.  
It is so dirty. Get rid of the carpet. When skating, there is no one making sure the kids are skating the right direction. Very dangerous.
- 2 There are a lot of great kids that work at Watts. They are friendly, responsible, and inviting. I just wish the season was a few weeks longer.
- 3 I am part of a group that enjoys playing broomball on the weekends. I think it's one of the coolest things in Glencoe - where else do you get people from 5 years old to 75 playing together? The skate guards (especially Tony) do a good job of keeping everyone involved. Unfortunately, I felt that this year it felt like the staff at Watts didn't always care about setting up the broomball games. Sometimes it was weather-related, which I get, but other times there didn't seem to be any reason, and no reason was conveyed to us other than that "the supervisor said no broomball today." I like ice skating, so I would probably come anyway, but the broomball is a good way to keep my kids interested and for us all to get some good exercise together. I think the big thing is communication - if it's not going to be the last half hour of public skate on Saturdays and Sundays consistently, then let us know when it is going to be - put it on the recording or in the schedules so we know when it will be. If other people complain about the use of the main rink, then schedule it on the studio rink at specific times.  
I also think it would be cool if there were more formal broomball activities - broomball nights, or a small tournament, etc. I think there was one this year, but I was out of town for it.
- 4 Continue to allow broom ball at end of open public/family skate. It is the reason many of us come to open skate.
- 5 It's a wonderful part of Glencoe - and it could be MUCH better!
- 6 More open shoot times right after school for k-8 kids. Open shoots were too late most days. Big rink (reserved for open skate) was almost empty most days after school.
- 7 We love Watts and generally attend various regular rentals for both adults and kids. Staff has seemed friendlier and more involved in the past. Had a difficult time registering for a Kinderblades class that was canceled/reopened, confusing. Not good communication involved. The teacher was good but the administration of the class and registration was poor. Also - as mentioned earlier, we have always bought tokens to support Watts for our 10 years of living here. This year we bought tokens (one child is too young for the hockey) but came to find out that every time our kids used it for what they wanted (hockey) we had to pay more. Refused to buy a hockey card ON TOP of tokens. You made more money from us with the tokens but I guess now we will only buy a punch card and not join in for free skates, etc...
- 8 Disappointed by the early decision to change/close broomball during last 30 minutes of free skate. Hopefully Watts understands that broomball is a MAJOR ATTRACTION for free skate. Further, concerned by recurring pattern of closing Studio Rink to open Stick & Puck to allow the Skate Staff to have endless hours of pickup hockey. If Watts holds the ice for private sale only, refuses to make it available for open shoot, then charge your own workers who appear to be dominating this public asset!
- 9 The manager and staff were very helpful and accommodating.
- 10 We are big fans of open shoots!!
- 11 fOOD WAS A huge LOSS THIS YEAR!!!
- 12 Try and figure out a way to keep the rink open longer.  
there needs to be more hands on staff. Someone needs to monitor open shot and public skating. every
- 13 time I was there this season the staff was off playing shinny
- 14 Stay open longer! It's still winter in march in Chicago :-)!!

# Watts Satisfaction Survey 2012-2013

Are you a Glencoe resident?		
Answer Options	Response Percent	Response Count
Yes	85.7%	24
No	14.3%	4
<i>answered question</i>		<b>28</b>
<i>skipped question</i>		<b>0</b>

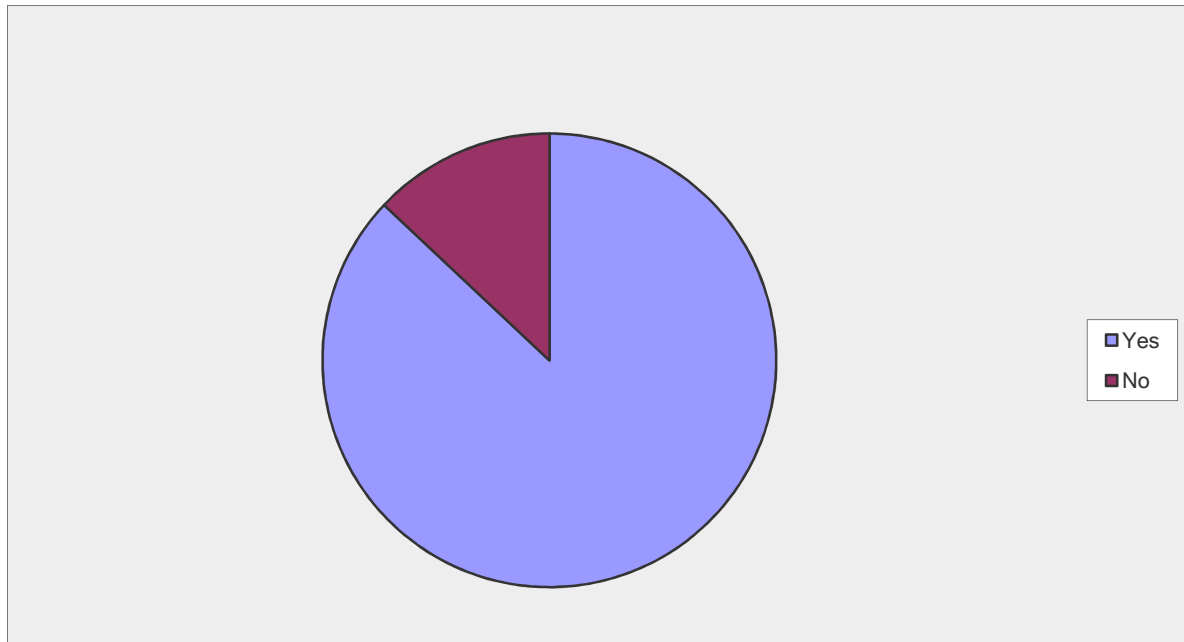




## Watts Skating Programs 2012-2013

Thank you for taking the time to complete this survey. We hope you had an enjoyable season at Watts Ice Center and we look forward to seeing you next season. Please

Answer Options	Response Percent	Response Count
Yes	87.0%	20
No	13.0%	3
<i>answered question</i>		<b>23</b>
<i>skipped question</i>		<b>0</b>

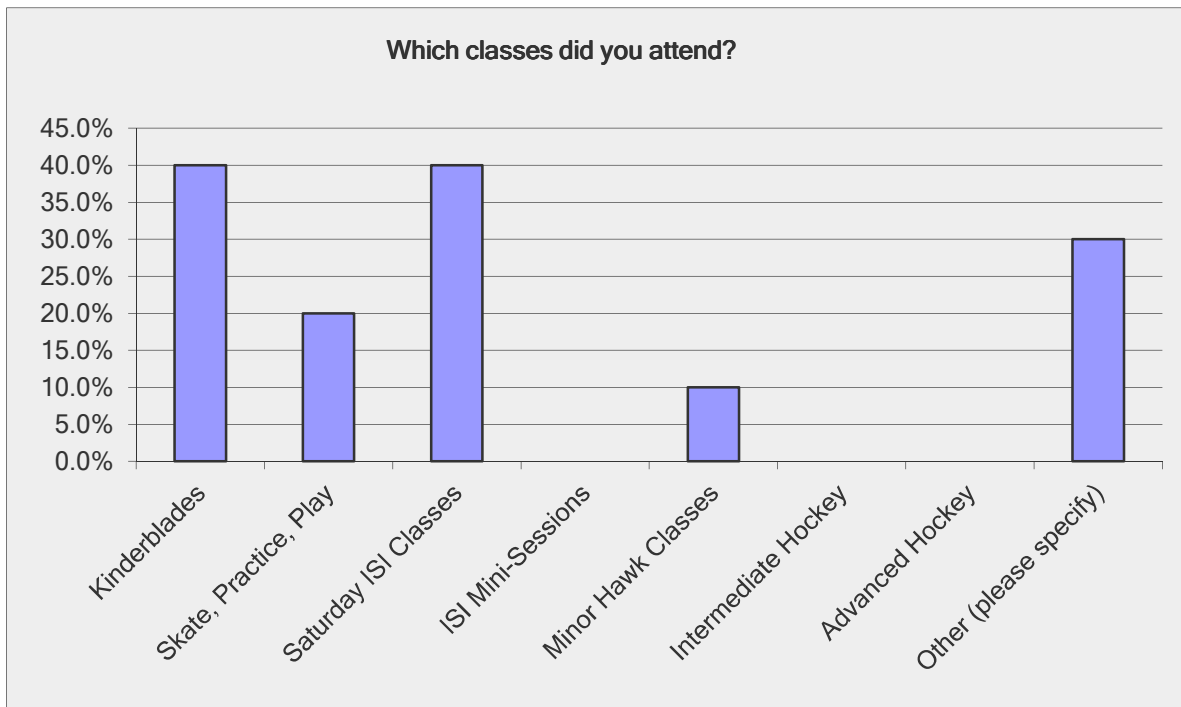


## Watts Skating Programs 2012-2013

### Which classes did you attend?

Answer Options	Response Percent	Response Count
Kinderblades	40.0%	4
Skate, Practice, Play	20.0%	2
Saturday ISI Classes	40.0%	4
ISI Mini-Sessions	0.0%	0
Minor Hawk Classes	10.0%	1
Intermediate Hockey	0.0%	0
Advanced Hockey	0.0%	0
Other (please specify)	30.0%	3
<b>answered question</b>		<b>10</b>
<b>skipped question</b>		<b>13</b>

- 1 Not sure Of name... Sat 11am
- 2 Rock and Skate - Beginner Ice Skating 11AM Saturday
- 3 not sure the name but it was sat 9:30 am for 3 yr olds



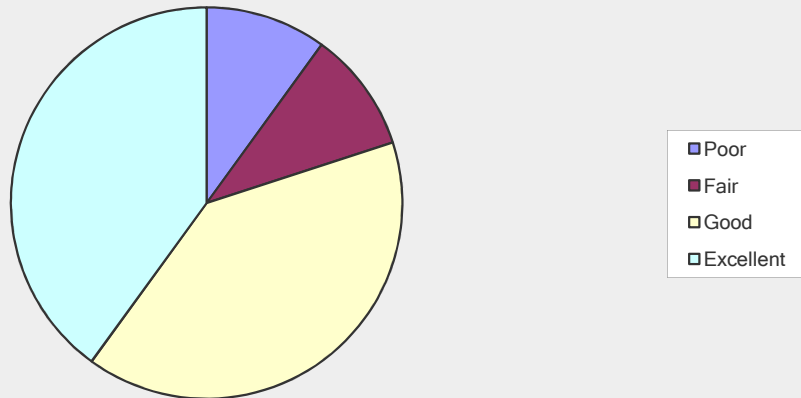
## Watts Skating Programs 2012-2013

How would you rate the level of instruction for the Skating and/or Hockey Classes?

Answer Options	Response Percent	Response Count
Poor	10.0%	1
Fair	10.0%	1
Good	40.0%	4
Excellent	40.0%	4
Comments		3
<b>answered question</b>		<b>10</b>
<b>skipped question</b>		<b>13</b>

- 1 Teacher was excellent - very nice and motivating to kids
- 2 Megan was an outstanding instructor! She had great interaction with the kids and kept them motivated
- 3 Instructor was great, however, picking up animals got very old after a while

How would you rate the level of instruction for the Skating and/or Hockey Classes?



in class.

## Watts Skating Programs 2012-2013

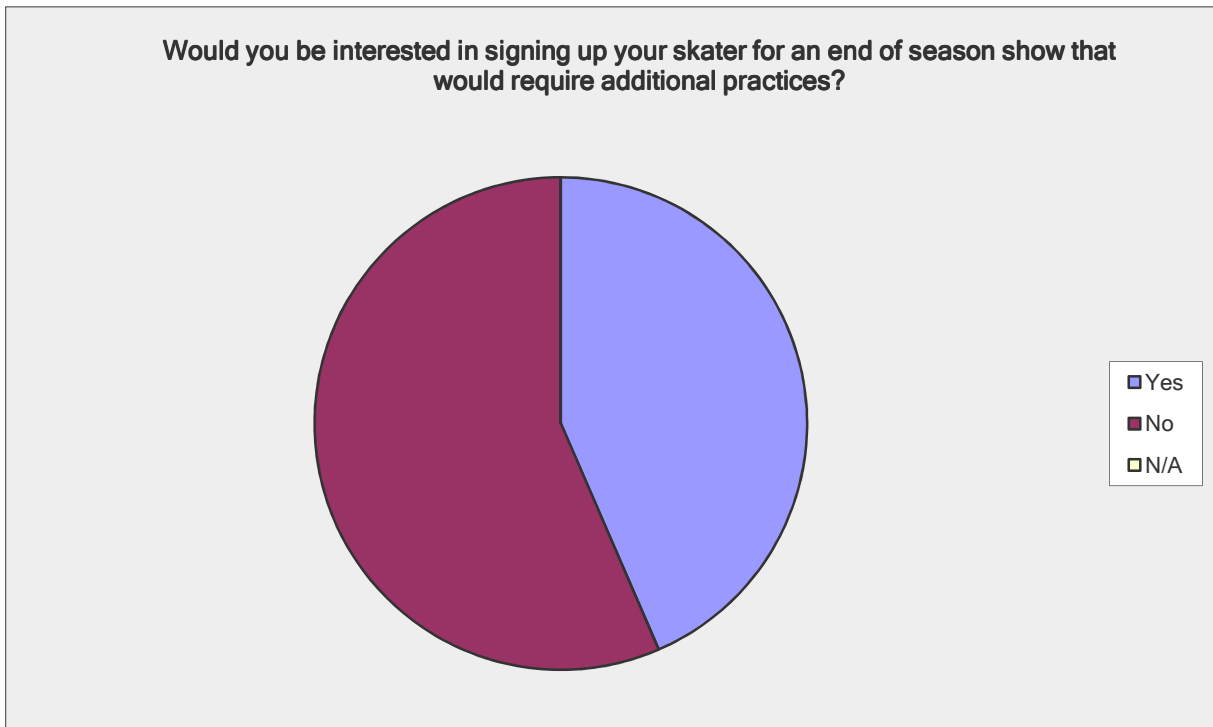
In addition to the classes that were offered this year, what days and times would you like ISI classes to be scheduled?	
Answer Options	Response Count
	23
<i>answered question</i>	23
<i>skipped question</i>	0

- 1 N/A
- 2 Weekends are best!
- 3 After school. 315-415
- 4 None
- 5 Weekdays am and pm
- 6 maybe mid afternoon adult refresher classes
- 7 Saturday classes worked well for us.
- 8 none
- 9 Possibly after school
- 10 n/a
- 11 the days and times were good for us.
- 12 Not sure
- 13 More classes at 3 right after South dismisses.
- 14 there were enough times and days
- 15 none  
Earlier in the afternoon, kinder blades on more days to
- 16 accommodate the kidnerculture schedule, saturday morning classes
- 17 Anyday after school. The time was perfect.
- 18 sunday afternoons
- 19 Weekdays right after school ends
- 20 Sat am
- 21 Later in the day too for preK and K
- 22 No other times necessary
- 23 Weekend afternoons if possible.

## Watts Skating Programs 2012-2013

Would you be interested in signing up your skater for an end of season show that would require additional practices?

Answer Options	Response Percent	Response Count
Yes	43.5%	10
No	56.5%	13
N/A	0.0%	0
Other (please specify)		1
<b>answered question</b>		<b>23</b>
<b>skipped question</b>		<b>0</b>



1 When he's older. And if the practice times were on the weekend.

## Watts Skating Programs 2012-2013

Would you be interested in a Winter Break Skating Camp?

Answer Options	Response Percent	Response Count
Yes	65.2%	15
No	34.8%	8
Comment		1
<i>answered question</i>		<b>23</b>
<i>skipped question</i>		<b>0</b>

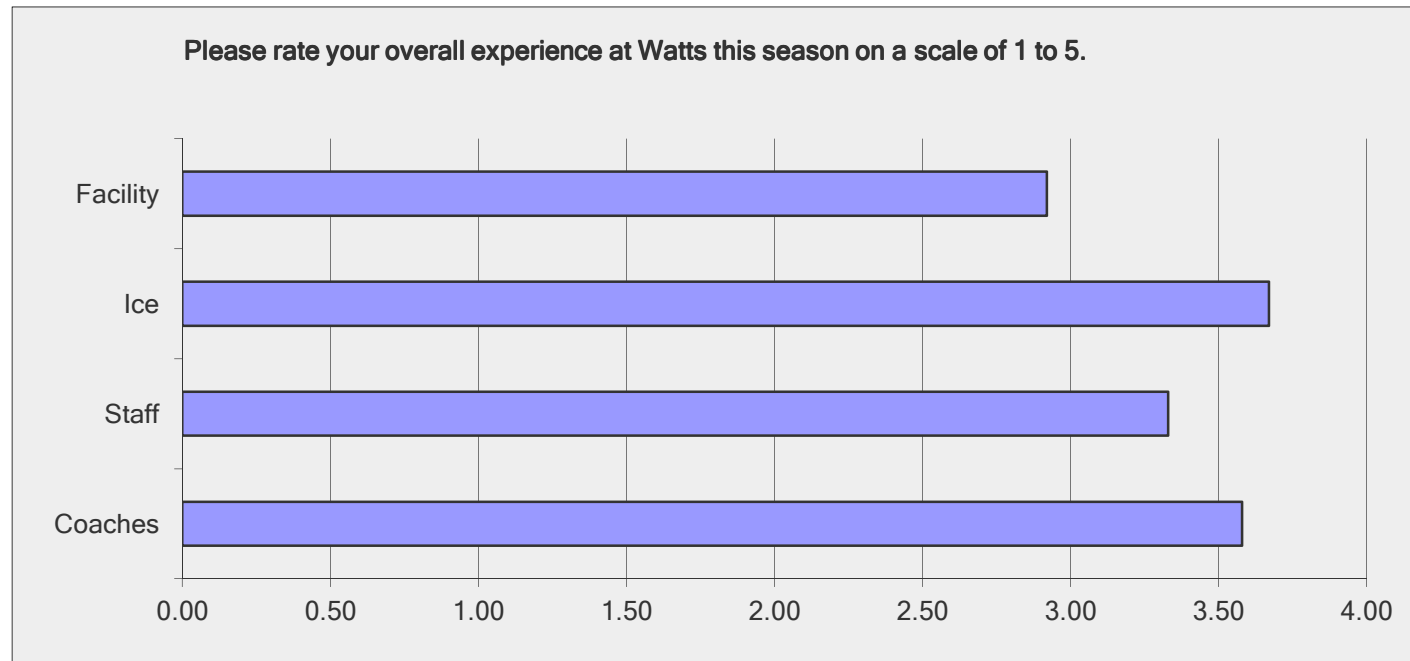


1 We r out of town then

## Watts Skating Programs 2012-2013

Please rate your overall experience at Watts this season on a scale of 1 to 5.

Answer Options	1	2	3	4	5	Rating Average	Response Count
Coaches	2	3	0	0	7	3.58	12
Staff	1	1	5	3	2	3.33	12
Ice	0	2	3	4	3	3.67	12
Facility	2	2	4	5	0	2.92	13
<i>answered question</i>							<b>23</b>
<i>skipped question</i>							<b>0</b>



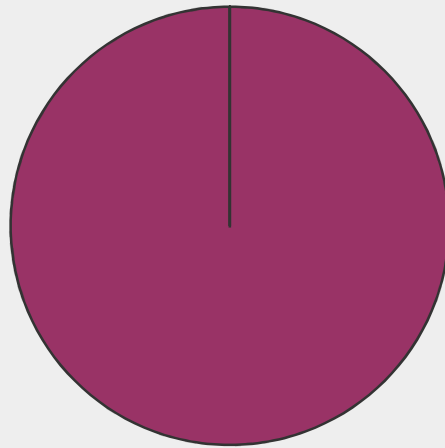


## Watts Skating Programs 2012-2013

Did you (or anyone in your household) take a Private Lesson at Watts Ice Center?

Answer Options	Response Percent	Response Count
Yes	0.0%	0
No	100.0%	10
<i>answered question</i>		<b>10</b>
<i>skipped question</i>		<b>13</b>

Did you (or anyone in your household) take a Private Lesson at Watts Ice Center?



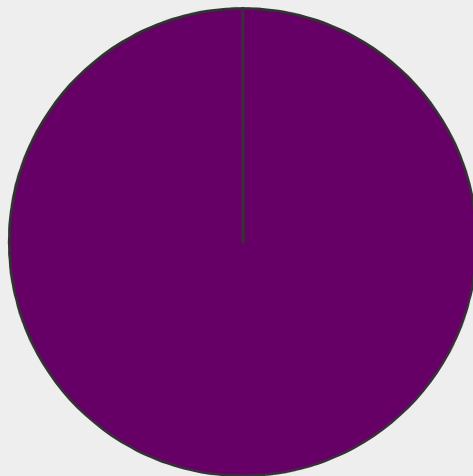
■ Yes  
■ No

## Watts Skating Programs 2012-2013

How would you rate the level of instruction for the Private Lesson?

Answer Options	Response Percent	Response Count
Poor	0.0%	0
Fair	0.0%	0
Good	0.0%	0
Excellent	0.0%	0
N/A - Did not take a private lesson.	100.0%	10
Do you have any other additional comments regarding Private Lessons?		0
<b><i>answered question</i></b>		<b>10</b>
<b><i>skipped question</i></b>		<b>13</b>

How would you rate the level of instruction for the Private Lesson?



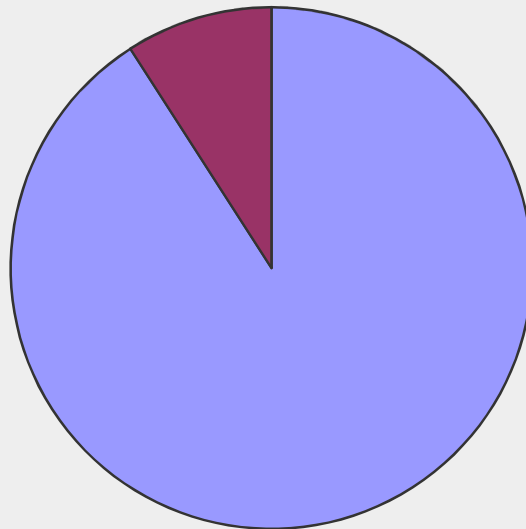
- Poor
- Fair
- Good
- Excellent
- N/A - Did not take a private lesson.

## Watts Skating Programs 2012-2013

Would you sign your skater up again for classes next year?

Answer Options	Response Percent	Response Count
Yes	90.9%	20
No	9.1%	2
Other (please specify)		2
<i>answered question</i>		<b>22</b>
<i>skipped question</i>		<b>1</b>

Would you sign your skater up again for classes next year?



■ Yes  
■ No

1 Maybe

2 only if something other than beginner is offered

## Watts Skating Programs 2012-2013

How can we improve our Skaing/Hockey Classes?	
Answer Options	Response Count
	4
<i>answered question</i>	<b>4</b>
<i>skipped question</i>	<b>19</b>

- 1 Would be great if you offered classes that West students could be bused to Watts for!
- 2 better teacher/child ratio for the little kids. there was one instructor for every seven or eight children which was just ridiculous  
Add more variety to the classes, can be hard, however, only picking up animals can be boring. Classes should also start on time and you should not allow children from the 9am classes to join the 11am classes. The 11am children suffer from less instruction.
- 3
- 4 question 7 does not let you rate all of your questions. we were very please with the experience and plan on signing up next year. Thanks

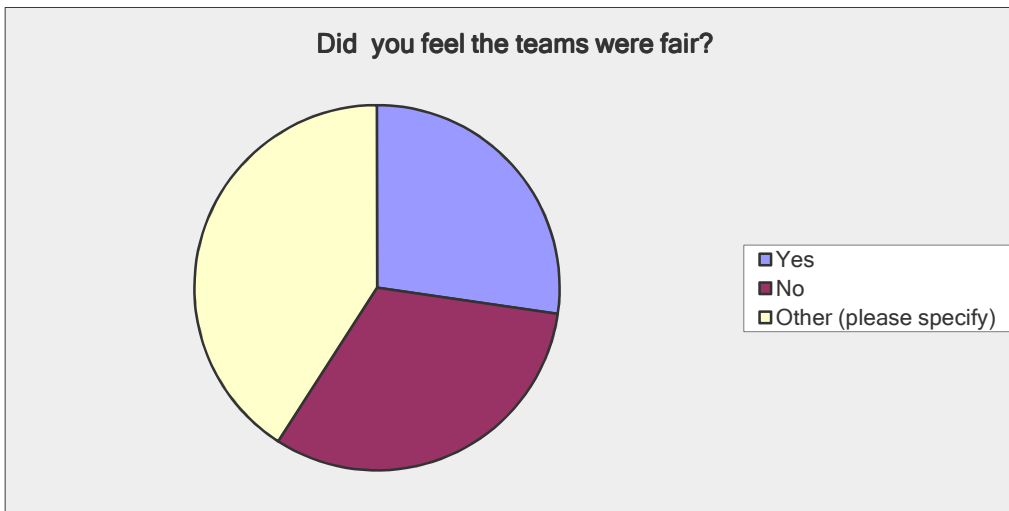
## 2012-2013 Watts Classic Survey

At what level did your child skate in the Watts Classic?	
Answer Options	Response Count
	22
<i>answered question</i>	22
<i>skipped question</i>	0

- 1 Mite
- 2 Mite
- 3 Squirt/peewee
- 4 Squirt
- 5 Squirt
- 6 Squirt
- 7 PeeWee
- 8 Squirt
- 9 SQ
- 10 Squirt
- 11 mite, squirt
- 12 Pee wee
- 13 PeeWee
- 14 1 at Mite, 1 at Squirt
- 15 squirt
- 16 Squirt
- 17 Mite
- 18 Squirt
- 19 Mite
- 20 Mite
- 21 mite and squirt
- 22 Squirt and Pee Wee (2 kids participated)

## 2012-2013 Watts Classic Survey

Did you feel the teams were fair?		
Answer Options	Response Percent	Response Count
Yes	27.3%	6
No	31.8%	7
Other (please specify)	40.9%	9
<i>answered question</i>		<b>22</b>
<i>skipped question</i>		<b>0</b>



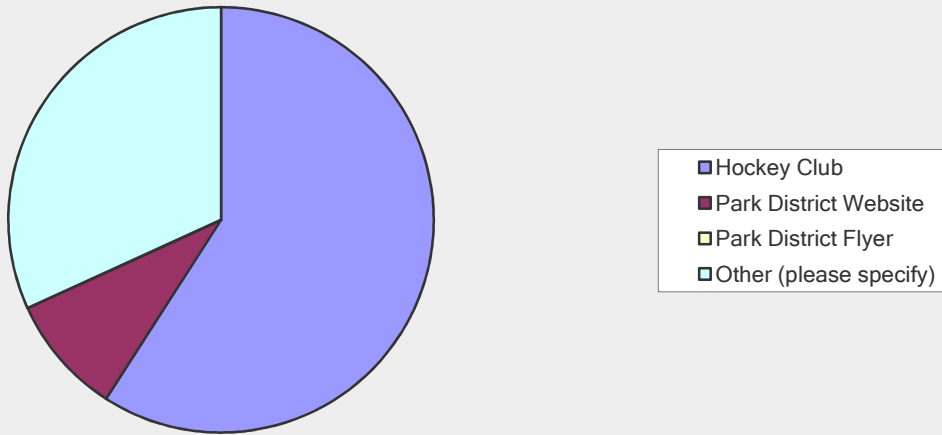
- 1 All games should either have 2 goalies or no goalie.
- 2 We signed up because we liked the opportunity to skate with kids from other clubs. This year, the kids were not split up which led to unfair teams and a completely different experience than past years.
- 3 Our team only had 5-6 players
- 4 Teams should be mixed levels even if someone requests that a group stays together.
- 5 Not exactly. There were kids from other teams that decided to beef up their friends' teams that were short or help to throw a game for an opponent's team--from what we observed.
- 6 NO!
- 7 Based on those kids that skated, yes, the teams were fair; where there was disparity, it related to the experience/skill level of the goalies.
- 8 Mostly, but letting in a whole team that is coached by their actual coach is not what I thought Watts was about. The mixed teams were all fair.
- 9 They did there best. My daughter ended up on a weaker team, I have no complaint

## 2012-2013 Watts Classic Survey

How did you hear about the Watts Classic? (please choose one answer)

Answer Options	Response Percent	Response Count
Hockey Club	59.1%	13
Park District Website	9.1%	2
Park District Flyer	0.0%	0
Other (please specify)	31.8%	7
<b>answered question</b>		<b>22</b>
<b>skipped question</b>		<b>0</b>

How did you hear about the Watts Classic? (please choose one answer)



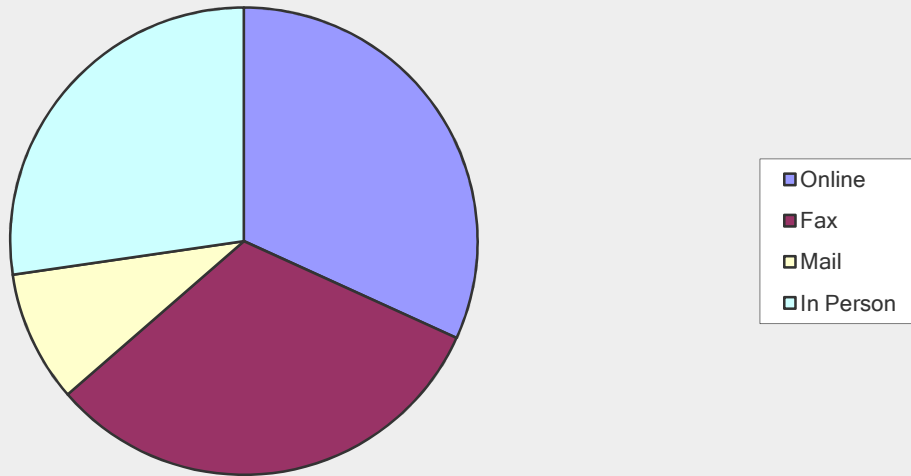
- 1 Word of mouth from another team manager
- 2 have done it before
- 3 Did it the past 3 years
- 4 Return player. Our 4th time.
- 5 Last Year - Conor Sedam
- 6 have done it before
- 7 Friends

## 2012-2013 Watts Classic Survey

### How did you register for the Watts Classic?

Answer Options	Response Percent	Response Count
Online	31.8%	7
Fax	31.8%	7
Mail	9.1%	2
In Person	27.3%	6
<b><i>answered question</i></b>		<b>22</b>
<b><i>skipped question</i></b>		<b>0</b>

### How did you register for the Watts Classic?

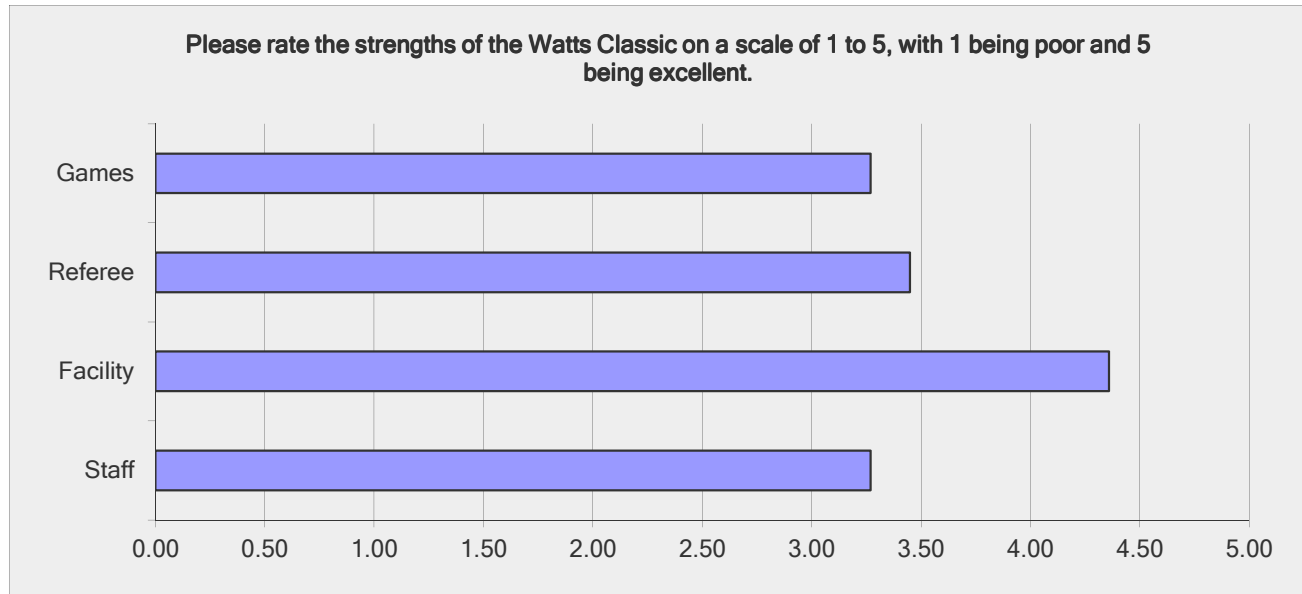




## 2012-2013 Watts Classic Survey

Please rate the strengths of the Watts Classic on a scale of 1 to 5, with 1 being poor and 5 being excellent.

Answer Options	1 (poor)	2	3	4	5 (excellent)	Rating Average	Response Count
Staff	3	4	4	6	5	3.27	22
Facility	0	1	2	7	12	4.36	22
Referee	1	6	2	8	5	3.45	22
Games	3	1	7	9	2	3.27	22
<i>answered question</i>							<b>22</b>
<i>skipped question</i>							<b>0</b>

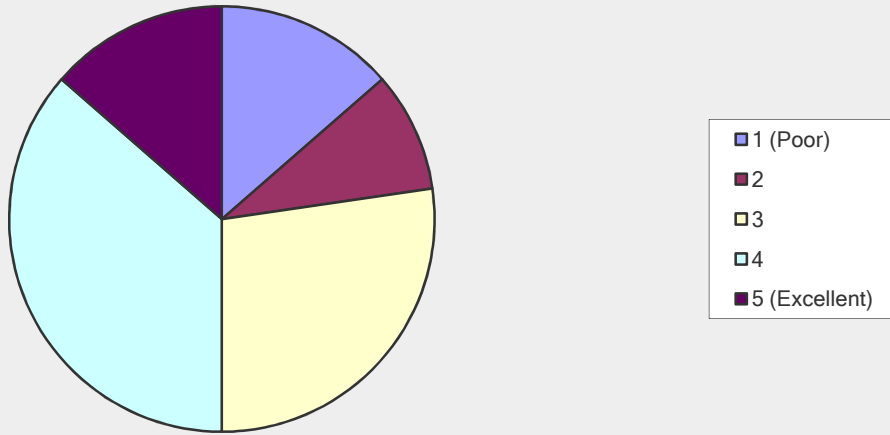


## 2012-2013 Watts Classic Survey

Please rate your overall experience at the Watts Classic Event on a scale of 1 to 5, with 1 being poor and 5 being excellent.

Answer Options	Response Percent	Response Count
1 (Poor)	13.6%	3
2	9.1%	2
3	27.3%	6
4	36.4%	8
5 (Excellent)	13.6%	3
<i>answered question</i>		<b>22</b>
<i>skipped question</i>		<b>0</b>

Please rate your overall experience at the Watts Classic Event on a scale of 1 to 5, with 1 being poor and 5 being excellent.



## 2012-2013 Watts Classic Survey

### Would you register for the event again?

Answer Options	Response Percent	Response Count
Yes	59.1%	13
No	40.9%	9
Please share your reasons below.		11
<b>answered question</b>		<b>22</b>
<b>skipped question</b>		<b>0</b>

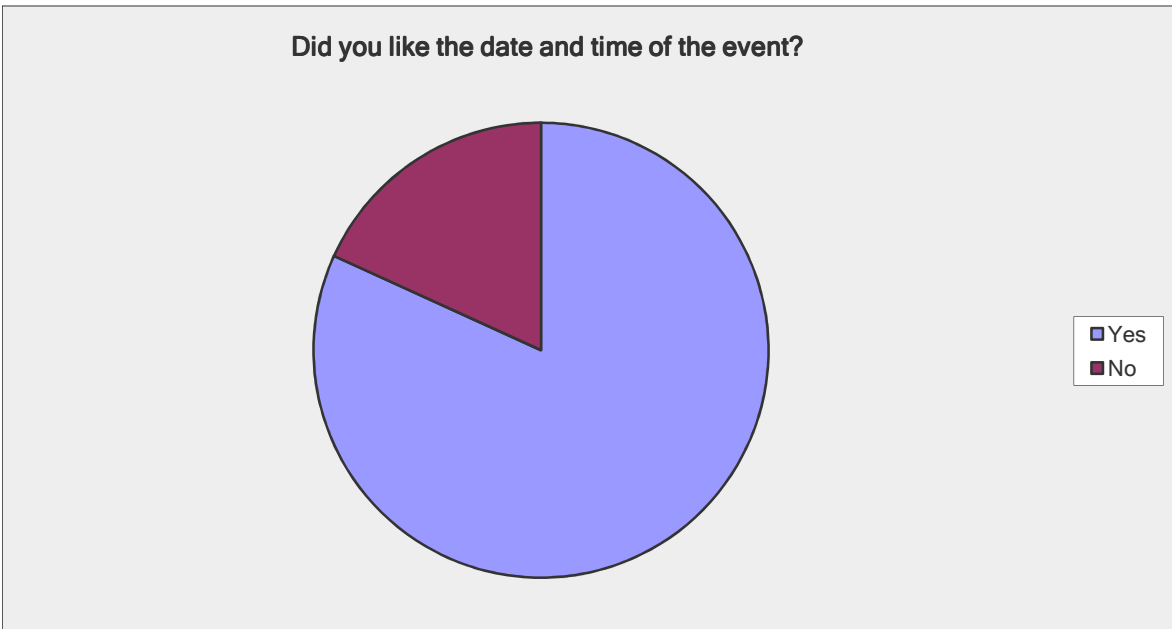


- 1 Our team is unsure at this point, due to the issues raised below.
- 2 Maybe. Love the format, but the people on-site did a poor job.
- 3 But only if kids teams were broken up.
- 4 Poor sportsmanship
- 5 maybe if held at different time of year, holidays are tough
- 6 Disorganized, teams unfair, mite teams without goalies playing mite teams with goalies
- 7 So fortunate to have an event like this in our 'backyard' ! :)
- 8 not a good experience
- 9 Maybe, if I thought it would be run better then I'd consider it.
- 10 Not sure it depends on if the teams were fair. There were AAA players playing with B players
- 11 It's really fun and low key

## 2012-2013 Watts Classic Survey

Did you like the date and time of the event?

Answer Options	Response Percent	Response Count
Yes	81.8%	18
No	18.2%	4
Please share your reasons below.		5
<b>answered question</b>		<b>22</b>
<b>skipped question</b>		<b>0</b>



1 Some games were scheduled late  
 2 see above

3 Too many kids were still in season with their teams..... In the middle of break would be better... Like it used to be

4 missed a family ski trip

5 We missed 1 game but you cannot satisfy everyone's schedule

## 2012-2013 Watts Classic Survey

How can we improve this event?	
Answer Options	Response Count
	22
<i>answered question</i>	22
<i>skipped question</i>	0

- 1 Aside from the imbalance caused by one team having a goalie and the other not (which we fixed by taking our goalie out for our last game), there was no officiating whatsoever in our first couple games. The "refs" merely blew the whistle at every goal and did nothing to control the games; players were regularly roughed up and at great risk of injury. The coaches should also be required to help control their players as we did not see any intervention when players committed actions that should have been called penalties. Our last game was a little better but this is still a significant concern and will impact our decision to return to this event in the future.
- 2 Need better staff. Disorganized event. Promote better within the local clubs. Don't conflict with NSIA so kids can join both events.
- 3 Do not allow a clubs team to register together. Major selling point for Watts was to skate with new Schedules need to be set further in advance. Too many players missed games because it was impossible to plan for when the games would be. All schedules should be set two weeks in advance.
- 4 More notification prior to tourney of details around timing/teams, etc. Also one size fits all uniform does not work well. Finally pre-assigned coaches would help a lot
- 5 Make sure teams have kids from different ability levels mixed. For example, 2 elite players, 2 AA, 2 A, etc.
- 6 I don't know. There was so much that was not good. Winnetka kids putting down Wilmette kids, refs talking badly about some of the players, etc.
- 7 Make sure teams are fair, maybe add a social event and scrap the 4 on 4 stuff. Hire better refs too.
- 8 Larger teams which are more evenly matched.
- 9 This year posting the teams with a 3v3 format and then not increasing the size of the teams when you changed back to full ice was a big mistake.  
Every year you tell Winnetka and WHA that they cannot keep players together yet every year you let Evanston keep all of their players together. Should be the same for all.
- 10 The best player was taken from our Squirt Bronze team and put on another team. Other teams had Elite and Gold players. My son played goalie and was humiliated by scores of 15-1 and 21-8. I have never had a worse hockey experience.
- 11 After stating that you did not accept friend requests, there were multiple friends placed together. Teams were very unfair! Some squirt teams had multiple elite players while others had a few gold players and all else below that. Was frustrating for the kids and parents. We will likely not do it again.
- 12 Like the 3-3 this year..... Kids had a blast coaching themselves....
- 13 Get it better organized. Do not allow players to play in multiple games on multiple teams. There were kids playing on different teams. Made a really great tournament idea look totally unorganized
- 14 Make sure all teams have a goalie.
- 15 Do not know and will not participate again.
- 16 It's great as is!

- 17 Everything about the tournament this year was disorganized. The team rosters weren't posted correctly. A few kids were placed on multiple teams. The teams had to scramble to get goalies the second day into the tournament. The jerseys were cheap and thin which is really tough at an outdoor rink when the kids need the extra warmth. We continued to wear last year's jersey to practices. I assume that you'd appreciate the advertising. We won't wear this jersey ever again. Most importantly, I always thought the purpose of Watts was to mix kids up and have them meet kids from other programs. When you allow an entire team to play together it is unfair and adds an unsportsman-like atmosphere to the tournament. If you want kids to sign up with teams, just say so. That's what NSIA does.
- 18 Pick the teams better. I noticed that the Skokie Flyers were all on one team.  
Maybe forming a house bronze division and a silver gold division. Or try to have coaches have an A and B line.
- 19 I also think it is fine left alone.
- 20 1) There was no coordination of goalies. On the first day, two teams had goalies and 4 didn't. There didn't seem to have been any effort beforehand to recruit goalies. Teams ended up finding goalies from their clubs on their own for the next 3 days. 2) Teams were somewhat unfair. Seemed like someone spent some time trying to make teams fair based on the levels of the skaters involved from what teams they played on but no further information. In the future it might be good to have someone from both Wilmette and Winnetka that actually knows the players advise on the placements. 3) Also, the Skokie players should not have been let in as a single team. Its not consistent with the feel of the event and it made their parents especially boorish. If they want to play a winter tournament as a team they should go somewhere else.
- 21 have refs understand procedure for OT in championship.
- 22 The teams weren't always totally even. Switching players mid-stream was successful in evening out competition. But that can disappoint the kids who had a good team to begin.