



GLENCOE PARK DISTRICT WATTS ADVISORY GROUP
Tuesday, September 29, 2015 – 7:00 p.m.
Watts Ice 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 Ice Center, 305 Randolph Street, Glencoe, IL 60022**

A G E N D A

- I. Call to Order
- II. Introductions
- III. Approval of Meeting Minutes – May 5, 2015
- IV. Summary of Recommendations for 2015-2016 season
- V. Watts Brochure Information
- VI. Planned Facility Improvements
- VII. Marketing Efforts
- VIII. Other
- IX. Adjourn

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

MINUTES OF MAY 5, 2015 WATTS ADVISORY GROUP MEETING
GLENCOE PARK DISTRICT
WATTS ICE CENTER, 305 RANDOLPH STREET, GLENCOE, ILLINOIS 60022

The meeting was called to order at 7:06 p.m. Roll was called. Members present: Commissioner Hilary Lee, Commissioner Steve Gaines, Commissioner Seth Palatnik, Steve Norhad, Jack Weinberg, Dudley Onderdonk; Staff present: David Johnson, Watts and Beach Facility Manager; Dave Figgins, Director of Recreation and Facilities; Absent: Michael Glass, Patty Talbot

Introductions: Director Figgins stated that resident Lou Harrison was interested in joining the Group and could not attend tonight's meeting. Director Figgins also stated the need for additional figure skating interests amongst the Group.

Approval of the Minutes: The minutes of the September 9, 2014 Watts Advisory Group Meeting was approved by unanimous voice vote.

2014-2015 Watts Ice Center Report: The 2014-2015 Watts Ice Center Report was presented. Suggestions were made to enhance the after school open skate with theme days and review some past activities. The need to review our competition and demographics of 1st – 6th graders in Glencoe was recommended. A mom's hockey league or class and promoting Watts to preschool parents were also discussed.

Recommendations implemented for 2014-2015 season: A list of recommendations from the Watts Advisory Group that were implemented this past season was presented including Open Shoot offered on Saturday afternoons on the Studio Rink with different times for various age groups, the assigning of locker rooms was improved and conflicts did not arise, and the non-resident rates for the main rink rental was adjusted to \$265 per hour and for greater than 25 hours to \$225.

2014-2015 Survey Results: The 2014-2015 Survey Results were presented.

Watts Classic: The background of the Watts Classic was presented as well as current challenges with conducting the event. The Group agreed to its elimination and recommended an adult 3 on 3 tournament, a youth skills clinic with a tournament at the end, or a cross town pond program with the Winnetka Park District. Staff recommendation of a hockey clinic was also well received.

Concession Operation: Background of the Watts Concession Operation was presented. Challenges were recognized from the Group with the Concession Operation. Suggestions were to offer a limited menu, consistent hours, offer the service when there is captured audience within the facility, and continue to reach out for a vendor to operate.

Other

No other items were discussed.

Adjourn

The meeting was adjourned at 7:56 p.m. by unanimous voice vote.

Respectfully submitted,
Dave Figgins
Director of Recreation and Facilities



**Glencoe Park District
Watts Advisory Group Meeting
September 29, 2015**

Summary of Recommendations for 2015-16 Season

| Watts Season Pass (Early Bird) | 2015-16 | 2014-15 | 2013-14 |
|---|----------------|----------------|----------------|
| Individual | \$58 | \$55 | \$55 |
| Family of 2 | N/A | N/A | \$80 |
| Each Additional Person | \$27 | \$25 | \$15 |

| Watts Season Pass (Regular Season) | 2015-16 | 2014-15 | 2013-14 |
|---|----------------|----------------|----------------|
| Individual | \$74 | \$70 | \$70 |
| Family of 2 | N/A | N/A | \$95 |
| Each Additional | \$32 | \$30 | \$15 |

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|------------|--|----------|-----------|
| Winnetka | 10 Pass Coupon Book: \$37 30 Pass Coupon Book: \$90 | | |
| Skokie | Adult Individual | \$85(R) | \$107(NR) |
| | Child Individual | \$70(R) | \$87(NR) |
| Glenview | Individual | \$60(R) | \$75(NR) |
| | Family of 2 | \$75(R) | \$90(NR) |
| | Family of 3 | \$80(R) | \$100(NR) |
| Wilmette | Individual Pass | \$83(R) | \$114(NR) |
| | Family of 2 | \$123(R) | \$175(NR) |
| | Family of 3 | \$138(R) | \$195(NR) |
| Northbrook | 10 Admissions \$45 10 Admissions \$35 | | |

| Watts Ice Rental Rates (Hourly) | 2015-16 R/NR | 2014-15 R/NR | 2013-14 R/NR |
|--|-------------------------|-------------------------|-------------------------|
| Main Rink | \$253/\$278 | \$230/\$265 | \$225/\$240 |
| Studio Rink | \$150/\$165 | \$145/\$160 | \$145/\$155 |
| Winnetka/Permanent Renters | \$220 | \$200 | \$195 |



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|---------------|----------------------------|
| Wilmette | Main \$360 Studio \$170 |
| Highland Park | Main \$280 |
| Winnetka | Main \$280 |
| Skokie | Main \$325 Studio \$145 |
| Glenview | Main \$360 Studio \$160 |

| Daily Admission Fees | 2015-16 | 2014-2015 | 2013-2014 |
|-------------------------|---------|-----------|-----------|
| Adults (18 years & up) | \$8 | \$7 | \$7 |
| Children (4 years & up) | \$5 | \$5 | \$5 |
| Skate Rental | \$4 | \$4 | \$3 |

| | | |
|---------------|--------------|--------------|
| Wilmette | Adult \$8.25 | Child \$7 |
| Highland Park | Adult \$6 | Child \$5 |
| Winnetka | Adult \$7 | Child \$6 |
| Skokie | Adult \$5.50 | Child \$4.50 |
| Northbrook | Adult \$5 | Child \$4 |
| Glenview | Adult \$7 | Child \$7 |

Watts Programs & Special Events Information

The new Watts Classic Men's Hockey Tournament will be held February 19-21, 2016. The hockey tournament is designed for adult players, over the age of 21.

The new Holiday Hockey Clinic is for players who are looking for additional instruction during the holiday break. This program replaces the Watts Classic and will be held December 28-30, 2015.

Saturday morning youth skating classes now start at 11 a.m. instead of 9 a.m. The later start time has been deemed a more favorable time for parents. The rinks have a high density of hockey use during the 9-11 a.m. time frame, so the new start time will have a better impact on the facility. Open shoot will now be held 8:45-10:45 a.m. instead of 1-3 p.m. on Saturdays.

There will be two mini-sessions during the season instead of one mini-session. The first session will begin in December and the second session will begin in January.



Hockey classes will continue on the same scheduled days and times as in the 2014-2015 season.

Planned Facility Improvements

The Zamboni is currently undergoing a complete refurbishing, which includes a new paint job and a new engine that will convert the machine from gas to propane.

Recent enhancements to the facility by the park maintenance department includes: lobby and concession area painted, scoreboard repaired, rink boards cleaned and polished, replacement of damaged board glass, increased outdoor matting, and vinyl rink lines purchased instead of paper.

Team members are working on identifying needed capital improvements for the 2016-2017 budget.

The gathering of information related to the future use of R22 as a refrigerant is currently taking place and will be ongoing.

Marketing Plan

The following are marketing efforts that planned for the upcoming Watts ice season:

- **Park District Brochure:** preview of Watts fees in Fall brochure and all information in Winter brochure
- **Digital Signage:** Upgrade TV screen to REACH media system (similar to Takiff Center) and moving schedule screen to front desk. Include ads for upcoming special events.
- **Print Signage:** Upgrade pricing and general signage throughout facility to match Park District style guidelines
- **Email Blasts:** Dedicate multiple targeted email blasts for special events and season pass sales
- **Other Venues:** Promotional signage at Takiff Center for season passes and special events publicity
- **Appearances:** Invite Wattson to pass out flyers at Glencoe events (Harvest Fest, Boo Bash, Holiday Tree Lighting)
- **Flyers:** Send flyers with season pass and special event information to recreation program participants
- **Website:** Include ads for season passes and special events on Park District homepage
- **Social Media:** Utilize promoted social media posts on Glencoe Park District Facebook Page, Watts Ice Center Facebook Page, Glencoe Park District Instagram (@glencoe parks), Glencoe Park District Twitter (@glencoe parks) to publicize season pass and special event information



- **Specials:** Explore Groupon options to create open skate/skate rental deal
- **Newsletter:** Include article about Watts in Glencoe Quarterly
- **Media Releases:** Distribute information on special events and opening day to media contacts