

APPROVED

GLENCOE PARK DISTRICT
999 Green Bay Road
Glencoe, Illinois 60022

RECREATION COMMITTEE
Wednesday, February 15, 2012
Minutes

Roll Call The meeting was called to order at 9:15 p.m. and the roll was called. Present were Chair Max Retsky, President Trent Cornell, and Bob Kimble. Also present was Commissioner Andre Lerman. Staff present included Executive Director Don Van Arsdale, Director of Recreation Cheryl DeClerck, Manager of Recreation Services Emily Vanderkamp, Early Childhood Program Manager Heather Burns, Athletic Program Manager Kraig Owens, Arts and Youth Program Manager Breanne Schnoor, and Executive Assistant Nancy Symonds.

Approval of January 16, 2012 Committee Minutes Commissioner Kimble moved to approve the minutes of the January 16, 2012 meeting. President Cornell 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.

Update on Recreation Department President Cornel began his comments by thanking the Recreation Department staff for being present at this meeting because he wanted to learn about items the Board should be aware of. Ms. DeClerck began by thanking staff for their attendance at the meeting.

She began her update by stating staff is undergoing the program assessment as discussed at the January Recreation Committee meeting. Staff is currently conducting a comparative analysis with area competitors and will be moving into the next phase of the analysis, which is engaging feedback from participants through focus groups. Additionally, Ms. DeClerck stated she will be sharing information at an upcoming Recreation Committee meeting on possible implementation of a new public feedback tool known as IdeaScale. She explained IdeaScale is available free to governmental agencies. She stated she is interested in utilizing IdeaScale as a means of reaching a broader constituency for program analysis and new program development. Director DeClerck then turned the discussion over to the Program Managers for an update on their programs.

Early Childhood Program Manager Burns indicated there was a recent “Messy Morning” open house for Children’s Circle and Early Learning Center families which had over 100 people attending. She said this is a good opportunity for families not familiar with the programs to have an introduction to the District’s offerings. She mentioned Executive Director Van Arsdale attended and made a picture for her office. She felt this was an opportunity for goodwill, answer questions, and advance the programs’ recognition in the community.

President Cornell indicated the young children's programs are important and generate revenue. He inquired about what things are necessary to keep the programs and their success the programs successful. Ms. Burns responded by stating a key component is a training piece and may require a special support for staff training and an investment in staff education would pay off as continuing staff training with professional consultants is important for her staff.

Manager of Recreation Services Vanderkamp indicated she has been working on spring special events and has been working with Beach/Watts Facility Manager Johnson on the Leap in the Lake Centennial Event. She continued by stating several Commissioners and several staff members have signed up for the event which is scheduled for February 25. She then stated the Dad and Daughter Prom is always popular and new this year is the Princess Ball for preschoolers. She stated Oasis will continue to offer programs this summer at the Takiff Center and its program schedule was developed so it would not interfere with summer camp drop off/pick up time frames at the Takiff Center. Ms. DeClerck stated all staff members will be able to park on District property this summer.

Arts and Youth Program Manager indicated that her programs are going well. She said there will be two sessions of Broadway Bound class and the classes will present four new shows in May.

Athletic Program Manager Owens indicated the basketball programs are beginning to wind down. He stated the basketball leagues are doing well considering the teams quite often play against teams from larger communities and/or leagues. He continued by stating after school classes and QuickStart tennis programs are going very well.

Ms. DeClerck indicated staff is assisting with Family Service of Glencoe's Annual Family Fun Fest which will be held on Sunday, March 18 at the Takiff Center. The District has a larger and more active role this year with many instructors offering demonstrations during this event.

Executive Director Van Arsdale indicated staff is negotiating a new agreement with Ms. Boris regarding the programs she offers through the District and also through her own business. He continued by stating the new agreement will incorporate all the relationships Ms. Boris has with the District. He indicated Ms. Boris wanted more marketing of her programs and he will work in developing new marketing pieces with the District's Manager of Marketing and Communications LoCascio.

Discussion of Summer Camp Program Committee Chair Retsky indicated she has heard many compliments about the summer camps which will be offered this summer. Ms. DeClerck stated staff worked hard to develop new programs. Ms. Retsky indicated including busing for the summer camps was good and she felt it should make people happier. Ms. Retsky indicated a customer satisfaction survey should be done near the end of the summer. Ms. DeClerck indicated a survey was sent to 2011 summer program participants which gave the staff assistance in developing new summer camps for this year. Ms. DeClerck stated summer camp participants completed the summer program surveys were awarded an ice cream treat from Vernon's On Vernon's

Discussion continued. It was recognized that teachers and staff are always promoting District programs and promotional information is often placed in local Glencoe stores to expand marketing efforts.

Other There was no further business for the Committee.

Adjourn With no further business, the meeting adjourned at 9:40 p.m. on a motion from President Cornell and a second from Commissioner Kimble.

Respectfully submitted,

Donald P. Van Arsdale
Secretary.