Recreation Committee Meeting Minutes
5:00 pm
November 7, 2016

Present: Commissioner Susan VanderVeen & Commissioner John Frankenthal

Staff: Nicole Vickers, Sarah Sielisch, Beth Keen, Elliott Bortner, Becky Densmore, Kelly Wales, Mickey Boyle, Keith Schmerer, Joann Able

Supt. of Recreation Nicole Vickers welcomed Ms. VanderVeen and Mr. Frankenthal. She explained that the meeting would cover Spring 2016 and Summer 2016 participation, revenue & expenses. She referenced the memo explaining some of the details regarding how the program budget is calculated with regard to direct and indirect costs. She explained that our tax revenue is budgeted to cover approximately 75% of the cost of administration budget, public information and the cost of our use of the Harrison and Western gymnasiums; the remaining 25% is compensated for by recreation net revenue. She provided a brief overview of Revenue and Expenses. Ms. Vickers then asked the supervisors to present their reports for both Spring and Summer. Ms. Vickers also introduced Sarah Sielisch to the committee members.

Sunset Facility Manager Joann Able: Ms. Able oversees facility operations at Sunset Community Center and Fitness programming. Ms. Able reported that participation for the Spring was slightly down and the profit was comparable to last year. Summer participation & profit saw a decrease due in large part to the season being two weeks shorter than the prior year. Ms. Able explained that our calendar is based on the school district’s calendar and how that can have an effect on our numbers.

Recreation Supervisor Beth Keen: Ms. Keen is responsible for Dance, Cheer, Martial Arts, Contracted Athletics and supervises Senior Coordinator, Diane Rowe. Spring 2016 dance numbers were up slightly from last year, general athletic classes and martial arts were both comparable, and AllStar Sports programs were slightly down. Summer 2016 dance numbers were lower due to less full classes, general athletic classes and leagues were both up, AllStar sports programming was down due to the loss of the girls basketball league that ran last summer, and martial arts was up. Commissioner Frankenthal asked about the popularity of the tennis program. Ms. Keen explained that it is a year-long program, as classes can be held at SPRC. Ms. Vickers also explained that tennis & now lacrosse are both very consistent programs due to their popularity.

Recreation Supervisor Kelly Wales: Ms. Wales’ responsibilities include Kids’ Zone, Summer Camps, Specialty Camps and supervises Ms. Densmore’s program areas. The annual Kids’ Zone report was given at a recent board meeting.

Recreation Coordinator Becky Densmore: Ms. Densmore oversees Teen programming and Day-off Trips. She also assists Ms. Wales with Kids’ Zone, Specialty Camps and Summer Camps. Spring 2016/Summer 2016: The egg-mazing Race saw a lot more participation this year and was a very successful event due to some fun & creative changes to the event. The teen babysitting class, newspaper club & marathon club have all become solid teen programs. For Spring Day-Off Trips spring break was included in last year’s revenue, but not this year’s due to the way it fell on the calendar. Participation has been great & all trips were very well received. For Summer Day-Off Trips did really well also with running trips during the two weeks between camp ending and the start of school.

Recreation Supervisor Elliott Bortner: Mr. Bortner’s current areas of responsibility are Toddler, Youth, Adult, Family, Cultural Arts and most Special Events. Spring 2016: Bunny Breakfast & Egg Hunt registration was up slightly and profit was down a bit from last year due to having to replace some of the decorations. Easter basket deliveries went very well with a slight increase in participation and we were down a bit in profit due to sprucing up the baskets more this year. TV Turnoff/Screen Free Week numbers were down from last year due to some revamping to the program. Rather than 5 days of programs, we elected to do three days with some different options being offered. Toddler programming
participation was up from last year and profit was almost exactly the same. Youth participation and profit were both up. STEM classes have really taken off, as well as cooking classes. Adult/family programming participation and profit were both down again. Cultural Arts numbers are skewed due to all of the changes over this past year, most notably when classes and productions were held at Sunset Community Center. **Summer 2016:** Geneva’s Got Talent was again a successful event. The Folk Fest was consistent with prior years in terms of attendance. Toddler programming numbers were down, but profit was up due to us running the classes closer to capacity. In youth programming, the profit & participation were both slightly down due to us trying to run our own chess camp as opposed to running it as a co-op program. Adult/family programming has been continually only had minor successes and we continue to look at ways to improve the programs to increase participation. Cultural Arts summer programming has shown a large increase in both participation and ticket sales.

**SPRC Facility/Aquatics Supervisor Mickey Boyle:** Mr. Boyle oversees Stephen D. Persinger Recreation Center, and some of our Adult Athletics leagues. Most leagues that Mr. Boyle oversees run during the winter season & we have been very successful, most notably with a great increase in adult volleyball league participation. Adult basketball leagues continue to run with a consistent number of teams.

**Athletic Supervisor Keith Schmerer:** Mr. Schmerer’s responsibilities are Gymnastics, Tumbling, Youth Sports, Stone Creek Miniature Golf, and liaison for the Geneva Baseball Association, managing use of Western and Harrison gyms, overseeing outdoor athletic fields and assisting with special events. Gymnastics enrollment was comparable for Spring and the class cancellation rate continues to be low. Twilight Mini Golf is now called Cosmic Mini Golf and we had two really nice nights during Swedish Days that allowed for growth in participation and revenue. The 3-on-3 Basketball Tournament was successful again this year, but numbers were a bit lower with profit being down due to having to hire additional staff to help out with the setup & take down of the event. The Neighborhood Cookouts have been successful with a lot of positive feedback from the community. Summer gymnastics enrollment was higher & the cancellation rate continues to decline. The Gymnastics Camp was offered again & continues to be successful. In general athletics the adult softball league numbers were comparable.

Ms. Vickers informed the committee members that we are on target with Diane Rowe’s senior events and trips, as well as our AOA programming that’s run by Mr. Bortner. Also, currently we are reformatting the way of marketing the adult programs to our patrons.

**2016 Summer Camp Report by Recreation Supervisor Kelly Wales:** Ms. Wales provided an overview of our traditional camps as well as our specialty camps. Some new specialty camps, with a total of 20, were offered this past year and they were very successful. Safari Camp was updated to be more similar to our Preschool programming offerings. Parents had the choice of signing their child up for a two day, three day or the full five day camp option. Our 2016 Day-off Trips were offered at the end of the school year prior to summer camp and after camp prior to the school year resuming. Leadership Camp did not run this past summer, but we are hopeful that it will in 2017. For 2017, we plan on expanding our staff training with FVSRA, researching podcasts in order to enhance staff training, adjust field trip locations to incorporate better meal options including finding space to include refrigeration for the kid’s snacks, and finally working with other recreation supervisors from neighboring park districts to create a document on bullying for some consistency throughout our programs and the school district’s policies. Ms. Wales also talked about the “cell phone jail” policy in our program and how in engages the children better.

Commissioner VanderVeen suggested offering classes in set design and Mr. Bortner explained that we have tried unsuccessfully in the past, but we can certainly look more into it in the future. Commissioner Frankenthal commended the staff on their commitment and spoke on how proud he is of our efforts and successes.