

Short and Long Range Plan

Annual Goals & Objectives

2016/17 *Update*

Mission Statement

The mission of the Geneva Park District is to provide recreational programs, facilities, and open space that will enhance the quality of life for residents of all age groups and abilities.

Summary of Goals

- 1. The Geneva Park District will provide a safe environment at all programs, properties, and facilities.
- 2. The Geneva Park District will attempt to construct new facilities and acquire additional open space for park sites and facilities to meet the needs of District residents.
- 3. The Geneva Park District will provide and maintain a quality system of existing parks and facilities by updating and improving each site as per recent surveys and the Master Plan.
- 4. The Geneva Park District will provide creative programs and facilities to meet the needs of its residents as influenced by evaluations, surveys, the Master Plan and other research tools.
- 5. The Geneva Park District will continue cooperative efforts with other governmental agencies and local service organizations to build strategic alliances. Functioning as a best management organization requires strong partnerships as a way of developing value for the taxpayers.
- 6. The Geneva Park District will continue to meet population growth demands by hiring additional personnel as needed, by retaining competent present personnel, and by training new personnel accordingly. The District is an equal opportunity employer and provides equal employment opportunities to all qualified persons. We will assure that the workplace culture for our employees fosters professional growth and assures an overall positive working atmosphere. We will dedicate ourselves toward enhanced use of technology by making improvements to the communications network, when necessary.
- 7. The Geneva Park District will offer educational programs, classes, and stewardship opportunities that increase the environmental literacy of residents and will adopt environmentally friendly business practices that are fiscally responsible to conserve resources, educate the community and provide best practices in resource management.
- 8. The Geneva Park District will strive to strengthen and maintain fiscal health and stability. Availability of funding and overall good financial health is a prerequisite for carrying out some of the goals and objectives of the District.

Annual Goals and Objectives

Goal #1

The Geneva Park District will provide a safe environment at all programs, properties, and facilities.

 Update all staff on current CPR/AED standards. LONG-TERM N/A ONGOING N/A 	DEPARTMENT	OBJECTIVES	YEAR	STATUS
LONG-TERM - N/A ONGOING - N/A SHORT-TERM - Complete required annual PDRMA trainings and develop required policies that apply Continue installation of fibar and investigate alternative installation methods or safety surface applications Investigate a phone App for playground safety inspection record keeping Implement computer/phone tracking program for facility inspection and repair Update & train staff in new mowing safety standards. Develop and implement an ADA transition plan to obtain compliance for all facilities, parks and services. ONGOING - Complete defensive driving training twice per year for all staff driving park District vehicles that includes seasonal staff and follow up with winter weather conditions Continue to educate and certify certain full-time Parks Dept. employees concerning playground inspections, reports and maintenance Set facility & park inspection schedule and adhere to it throughout the year to ensure that all facilities and parks are inspected appropriately with documentation Include 1-3 safety trainings each full-time staff meeting Attend additional prescribed burn training as necessary Adjust prescribed burn plan as necessary based on condition and need Continue to educate select parks staff in tree, turf and natural area maintenance. SHORT-TERM	ADMINISTRATION	SHORT-TERM		
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		•	2016-2017	Ongoing
	RECREATION	SHORT-TERM		
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	LONG-TERM		
	 PDRMA Recommendations implemented from Risk Mgmt Review 2014 	2016-2017	Ongoing
	ONGOING		
	 Perform and document spring storm drills, fall fire drills and annual intruder training at SPRC, GCC and Friendship Station. 	2016-2017	Ongoing
	 Continue to increase safety awareness among full-time staff and instructors by increased training and communication meetings in addition to biannual full-time staff meetings. 	2016-2017	Ongoing
	 Continue quarterly staff meetings for Recreation Dept., Parks Dept., and Front Office for special training session re: safety issues and awareness. 	2016-2017	Ongoing
	 Maintain an efficient checklist to make sure all staff and volunteers have updated applicable certifications for First Aid, CPR and ASEP training as well as a completed background check. 	2016-2017	Ongoing
FACILITIES	SHORT-TERM		
	· N/A	-	-
	LONG-TERM		
	Surveillance cameras at Mill Creek Pool	2016-2018	Ongoing
	ONGOING		
	 Implement emergency response training at Park District facilities, Kids' Zone & Preschool. 	2016-2017	Ongoing
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Geneva Park District Annual Goals and Objectives	Geneva Park District	Annual Goals and Objectives
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Goal #2

The District will attempt to construct new facilities and acquire additional open space for new park sites and facilities to meet the needs of District residents.

DEPARTMENT	OBJECTIVES	YEAR	STATUS
PARKS	SHORT-TERM		
	· Install climbing structure at SPRC	2016-2018	
	• Expand Peck Farm Park parking lot & build new restrooms	2016-2017	
	 Continue to develop all units of Phase III and IV at Peck Farm Park including paved trails. 	2016-2020	PC
	LONG-TERM		
	• Research the possibility of developing an Art in the Park Program.	2015-2017	PC
	Research the possibility of developing a dog park.	2015-2017	PC
	 Continue Trout Farm (Batavia) bike path to the south across McKee Street to connect with Batavia Park District Trail. 	2015-2020	INC
	 Convert red metal barn at Peck Farm to classroom/nature exhibit or construct a new building at that location. 	2019-2022	INC
	 Continue to accept donated parcels of land as they fit into overall park, land and open space footprint. 	2016-2017	Ongoing

	ONGOING		
	· Install additional features/amenities to Hawks Hollow	2016-2017	
	 Continue to investigate opportunities to acquire open space for passive and active recreation. 	2016-2017	Ongoing
	 Construct additional bike/pedestrian trails per City of Geneva Strategic Plan. 	2016-2017	Ongoing
RECREATION/	SHORT-TERM		
FACILITIES	Smooth transition to new PH38 space at 321 Stevens Street.	2015-2016	Ongoing
	 Review renovating & expanding Stone Creek Mini Golf to include expanded concessions, a program/party room and a game room. 	2016-2018	Ongoing
	LONG-TERM		
	 Finalize outdoor pool third phase expansion to include lap lanes & activities for older children. 	2014-2016	PC
	 Research options to replace the Kids Korral Indoor Playground at SPRC. 	2017-2018	INC
	ONGOING		
	New soccer fields.	2016-2019	Ongoing
	New baseball fields.	2016-2019	Ongoing
	New football fields	2016-2019	Ongoing
	New lacrosse fields	2016-2019	Ongoing
	Research the possible expansion of SPRC fitness center.	2016-2017	Ongoing

Annual Goals and Objectives

Goal #3

The District will provide and maintain a quality system of existing parks and facilities by updating and improving each site per the most recent Community Survey and Master Plan.

DEPARTMENT	OBJECTIVES	YEAR	STATUS
PARKS	SHORT-TERM		
	 Investigate feasibility of donated 48x48 portable ice rink. 	2016-2017	-
	 Implement geese control measures at Island Park. 	2016-2017	
	 Develop a tree audit system to account for new plantings, maintenance & removals, as well as the location of all memorials. 	2015-2017	PC
	 Resurface Fox River Trail or portions thereof as necessary. 	2016-2017	Ongoing
	 Restore historic windows & front door of Peck House (Phased Project). 	2016-2018	-
	· Update interpretive signage at Peck Farm Park.	2016-2017	-
	 Update interpretive signage at Butterfly House. 	2016-2017	_
	 Investigate cost and work schedule to repair basement of Peck House. 	2016-2018	PC
	 Restore Good Templar Acquisition Property. 	2015-2017	PC
	 Repair or replace N.E. section of river wall at Island Park. 	2015-2017	INC

	 Reconstruct retaining wall between south access road at Island Park and railroad property. 	2015-2018	INC
	 Install iongen system into Butterfly House and creek to east of courtyard at Peck Farm. 	2015-2017	PC
	 Update and replace Don Forni Park playground. 	2016-2017	Ongoing
	 Update and replace Pepper Valley Park playground. 	2016-2017	Ongoing
	 Update and replace Batavia Highlands Park playground. 	2016-2017	Ongoing
	 Update and replace Shannon Park playground 	2016-2017	Ongoing
	 Update and replace Linden Park playground 	2016-2017	Ongoing
	LONG-TERM		
	• Expand the Community Gardens with additional plots as needed.	2017-2018	PC
	Add Active Older Adult playground apparatuses where applicable.	2016-2017	INC
	 Investigate use of sustainable methods of technology for buildings & facilities (ie wind power, solar panels) 	2014-2017	PC
	ONGOING		
	 Remove and replace ash trees and other compromised trees and plants with native and Illinois hardy species. 	2016-2017	Ongoing
	 Restore baseball infields and outfields as necessary. 	2016-2017	Ongoing
	Remove tree stumps from parks.	2016-2017	Ongoing
	 Develop a natural area inventory to gauge progress and implement maintenance and improvement activities. 	2016-2017	Ongoing
	 Continue construction of ice rinks at Wheeler Park & Mill Creek Pool. 	2016-2017	Ongoing
	Continue development of prairie at River Park and other natural		
	areas throughout district.	2016-2017	Ongoing
DEPARTMENT RECREATION /	OBJECTIVES	YEAR	STATUS
FACILITIES	SHORT-TERM		
	 Prepare sign audit and replacement at Sunset Pool and Stone Creek Miniature Golf. 	2016-2017	INC
	 Propose reductions of lap swim times at Mill Creek Pool. 	2016-2017	C/O
	Expand preschool at WAS as needed.	2016-2017	С
	LONG-TERM		-
	 Phase 3, outdoor playground SPRC, indoor playground replacement. 	2016-2017	
	ONGOING		
	Begin 3-5 year replacement plan on all SPRC cardio equipment.	2016-2017	Ongoing
	 Seal surface at all Park District tennis courts and basketball courts as needed. 	2016-2017	Ongoing
	 Replace SPRC equipment as necessary. 	2016-2017	Ongoing
	 Replace SRFC equipment as necessary. 	2016-2017	Ongoing
	 Implement a 2-3 year rotation of baseball field laser grading. 	2016-2017	Ongoing
	Make annual improvements to the Links Disc Golf Course.	2016-2017	Ongoing
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- · Update Stone Creek Miniature Golf hut
- Investigate replacing SPRC batting cage with a divider for Court 1.
- Complete painting work at Sunset Community Center.
- Research feasibility of SCC roof replacement.
- Research feasibility of SCC HVAC replacement.

2016-2017	Ongoing
2017-2018	Ongoing
2016-2017	Ongoing
2016-2020	Ongoing
2016-2020	Ongoing

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Geneva Park District	Annual Goals and Objectives
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Goal #4

The Geneva Park District will provide creative programs and facilities to meet the needs of its residents per the surveys, Master Plan and other research tools.

DEPARTMENT	OBJECTIVES	YEAR	STATUS
ADMINISTRATION/	SHORT-TERM		
FINANCE	 Conversion from Activenet registration software to Rectrac registration software. 	2016-2017	Ongoing
	LONG-TERM		
	· N/A		
	ONGOING		
	 Investigate the addition of social networking sites and other internet options to screen potential employees. 	2016-2017	Ongoing
	 Review programs and the registration process for possible updates and computer technology upgrades. 	2016-2017	Ongoing
	 Develop procedures to utilize email/text messaging as a communication link with program participants. 	2016-2017	Ongoing
RECREATION	SHORT-TERM		
	 Expand cultural arts program offerings to include all ages. 	2016-2017	C/O
	 Evaluate current Adult and AOA offerings to produce a new line of trendsetting offerings. 	2016-2017	Ongoing
	 Increase programming and camp participation at Peck Farm Park to increase revenue by 10% per year. 	2016-2017	PC
	 Increase tumbling and beginning gymnastics participation with new Jungle Gym theme. 	2016-2017	Ongoing
	 Continue to communicate with parents and increase participant satisfaction of swim lesson program. 	2016-2017	C/O
	 New program offerings to include: TRX, "GO DAY", and Family Amazing Race. 	2016-2017	PC
	 Consider newly acquired River Park for future outdooring programs and special events. 	2016-2017	Ongoing
	LONG-TERM		
	• Expand Kids' Zone.	2015-2017	PC
	ONGOING		
	Continue to expand Family Programs.	2016-2017	Ongoing

	 Continue to implement pricing program matrix for select programs and facilities. 	2016-2017	Ongoing
	 Implement additional programs in the areas of need identified in the 2015 Community Survey. 	2016-2017	Ongoing
	 Work with Marketing/Public Relations Coordinator to increase promotions of programs and special events with decreased participation. 	2016-2017	Ongoing
	 Continue to expand High School Sports leagues. 	2016-2017	Ongoing
	 Continue to expand youth fitness programs. 	2016-2017	Ongoing
	Expansion of Cultural Arts programs-most notably special events	2016-2017	Ongoing
	Expansion/update of seasonal special events	2016-2017	Ongoing
	Evaluate special events for future viability and growth.	2016-2017	Ongoing
	 Implement necessary adjustment to events and programs for positive growth. 	2016-2017	Ongoing
	 Streamline sponsorship efforts to fully realize sponsorship potential. 	2016-2017	Ongoing
FACILITIES	SHORT-TERM		
	 Work to maximize program space at all facilities. 	2016-2017	Ongoing
	LONG-TERM		
	· N/A		
	ONGOING		
	Continue to utilize a full scale retention program at SRFC & SPRC.	2016-2017	Ongoing
	• Introduce/Program TRX & additional small group fitness programs.	-	-
	Expand personal training	-	-
	 Increase marketing efforts for miniature golf course and Sunset Pool. 	2016-2017	Ongoing
	 Conduct more onsite training programs to remind and improve staff on customer service. 	2016-2017	С
	 Expansion of girls sports leagues-investigate/implement "travel" teams. 	2016-2017	Ongoing
	 Increase participation at summer special events (concerts, cookouts, movies) by creating a better awareness and incorporating more activities. 	2016-2017	Ongoing

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Annual Goals and Objectives

Goal #5

The Geneva Park District will continue cooperative efforts with other governmental agencies and local service organizations to build strategic alliances. Functioning as a best management organization requires strong partnerships as a way of developing value for the taxpayers.

DEPARTMENT	OBJECTIVES	YEAR	STATUS
ADMINISTRATION/	SHORT-TERM		

FINANCE	- N/A		
	LONG-TERM		
	· N/A		
	ONGOING		
	 Continue to work with the City of Geneva regarding the Strategic Plan Bike/Pedestrian issues. Work should be financed between City, Park District, Forest Preserve & Township. 	2016-2017	Ongoing
	 Continue to meet with legislators to inform them of park District issues. 	2016-2017	Ongoing
PARKS	SHORT-TERM		
	· N/A		
	LONG-TERM		1
	· N/A		
	ONGOING		1 1
	 Research land acquisition possibilities with Forest Preserve District, City and School District. 	2016-2017	Ongoing
RECREATION	SHORT-TERM		
	· N/A		
	LONG-TERM		
	· N/A		
	ONGOING		I I
	 Conduct joint programs with the Library, School District, Forest Preserve and other Park Districts. 	2016-2017	Ongoing
	 Continue developing the Kane County Naturalist Network with the Forest Preserve and nearby Park Districts. 	2016-2017	Ongoing
	 Continue to develop and maintain positive relationships with all affiliate organizations for the purpose of advancing opportunities for youth. 	2016-2017	Ongoing
	 Reviewing & updating IGAs with School District 	2016-2017	Ongoing
	 Work with the School District to develop Intergovernmental Agreements as a way to enhance value for the taxpayers by sharing resources. 	2016-2017	Ongoing
	 Work with the City of Geneva to develop Intergovernmental Agreements as a way to enhance value for the taxpayers by sharing resources. 	2016-2017	Ongoing
	 Work with the Library District to develop Intergovernmental Agreements as a way to enhance value for the taxpayers by sharing resources. 	2016-2017	Ongoing
	 Continue to cooperate with the Youth Coalition to promote positive choices. 	2016-2017	Ongoing
	 Work with Chamber of Commerce on events and marketing of Geneva Park District. 	2016-2017	Ongoing
	 Continue monthly meetings with School District to enhance FSP and maintain open communication in regards to future plans. 	2016-2017	Ongoing

Geneva Park District Annual Goals and Objectives

Goal #6

The Geneva Park District will continue to meet population growth demands by hiring additional personnel as needed, by retaining competent present personnel, and by training new personnel accordingly. The District is an equal opportunity employer and provides equal employment opportunities to all qualified persons. We will assure that the workplace culture for our employees fosters professional growth and assures an overall positive working atmosphere. We will dedicate ourselves toward enhanced use of technology by making improvements to the communications network, when necessary.

DEPARTMENT	OBJECTIVES	YEAR	STATUS	
ADMINISTRATION/ FINANCE	SHORT-TERM			
	 Create & implement full time staff training program. 	2016-2017	PC	
	LONG-TERM			
	 Create paperless employment files. 	2018-2019	PC	
	ONGOING			
	 Per law, new Board members need to complete electronic training on Open Meetings Act within 90 days of taking the Oath of Office. 	2016-2017	Ongoing	
	 Continue to schedule and improve the new employee orientation system whereby all employees are trained on Park District Customer Service Standards. 	2016-2017	Ongoing	
	 Update computer system software as necessary. Continue to update and improve website. 	2016-2017	Ongoing	
	 Assess the salaries and benefits for part-time and full-time employees. 	2016-2017	Ongoing	
	Encourage continuing education and training for all full time staff.	2016-2017	Ongoing	
PARKS	SHORT-TERM			
	· N/A			
	LONG-TERM			
	· N/A	-	-	
	ONGOING			
	 Continue volunteer program for Peck Farm to operate butterfly house, assist with programs & operations. 	2016-2017	Ongoing	
	 Expand volunteer program to include assistance with Natural Areas management. 	2016-2017	Ongoing	
	 Hold staff training and communication meetings at least twice per year. 	2016-2017	Ongoing	
DEPARTMENT	ODIECTIVES	YEAR	STATUS	
	OBJECTIVES SHORT-TERM	TEAK	SIAIUS	
RECREATION	 Continue to implement ID Badges for all GPD employees. 	2016-2017	PC/O	

	Consider FT recreation staff (special events)	2016-2017	Ongoing
	Complete and implement intern program.	2016	PC
	LONG-TERM		
	 Expand laptop computer use to recreation staff as replacement occurs. 	2016-2018	
	ONGOING		
	 Implement service quality task force standards and procedures to achieve service quality goals based on Service Quality Assessment. 	2016-2017	Ongoing
FACILITIES	SHORT-TERM		
	· N/A		
	LONG-TERM		
	· N/A		
	ONGOING		
	 Continue training fitness center staff so they fully understand equipment, operations and safety measures. 	2016-2017	Ongoing
	 Offer winter/spring training for Starguard lifeguard certification if necessary with additional staff for pool. 	2016-2017	Ongoing
	 Hold staff training meetings for seasonal staff 2-3 times per season. 	2016-2017	Ongoing
	• Evaluate seasonal staff at mid-point and end of season.	2016-2017	Ongoing
	Evaluate all staff at least annually.	2016-2017	Ongoing
	 Continue to develop and implement fitness facility training program/manual consistent at both buildings. 	2016-2017	Ongoing

Annual Goals and Objectives

Goal #7

The Geneva Park District offer educational programs, classes and stewardship opportunities that increase environmental literacy of residents and will adopt environmentally friendly business practices that are fiscally responsible to conserve resources, educate the community and provide best practices in resource management.

DEPARTMENT	OBJECTIVES	YEAR	STATUS
PARKS	SHORT-TERM		
	 Implement a composting demonstration at Peck Farm Park. 	2016-2017	PC
	 Develop and implement public programs for recycling batteries, light bulbs and fitness shoes. 	2014-2017	PC
	 Develop a District-wide compost plan for landscape waste. 	2014-2017	PC
	LONG-TERM		
	 Develop and implement plan for paperless office. 	2016-2017	PC
	ONGOING		

•	Actively seek and implement ways to conserve and protect water and soil, enhance air quality, limit the production and release of damaging pollutants, and protect wildlife.	2016-2017	Ongoing
•	Reduce waste production, reuse and recycle materials from facility and park operations, and handle hazardous and all other wastes according to lawful and safe procedures.	2016-2017	Ongoing
•	Actively seek and implement ways to conserve energy resources and investigate methods of applying alternative energy technologies.	2016-2017	Ongoing
•	Purchase products for use in facility and park operations, which minimize negative environmental impacts, taking into consideration the effects of product production, use, storage and disposal.	2016-2017	Ongoing
•	Protect and restore indigenous natural communities such as grass lands, woodlands & wetlands and promote the reclamation, acquisition, preservation & management of other open space areas, including river corridors, greenways, & trails.	2016-2017	Ongoing
•	Provide education and interpretative opportunities for staff and public to increase appreciation for the natural world & promote environmentally conscious lifestyles, emphasizing selective consumption & low-impact resource use.	2016-2017	Ongoing
•	Continue to recycle paper, plastic and metals using waste hauler or scrap metal recyclers.	2016-2017	Ongoing
•	Use LEED guidelines when fiscally prudent in the construct of new facilities.	2016-2017	Ongoing
•	Develop a plan for a zero-waste facility.	2016-2017	Ongoing

Geneva	Park	District
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Annual Goals and Objectives

Goal #8

The Geneva Park District will strive to strengthen and maintain fiscal health and stability. Availability of funding and overall good financial health is a prerequisite for carrying out some of the goals and objectives of the District.

DEPARTMENT	OBJECTIVES	YEAR	STATUS
ADMINISTRATION/	SHORT-TERM		
FINANCE	 Implement new federal health care legislation updates effective January 1, 2014: (PPACA) pay or play provision re: healthcare for employees with 30 or more hours per work week. 	2016-2017	
	LONG-TERM		
	 Develop a multi-year operating budget as a tool for future financial planning. 	2018-2019	INC
	ONGOING		
	 Continue to implement formal pricing strategy and guidelines for all District programs and operations. 	2016-2017	Ongoing

- Provide financial education to the board and public so as to provide a better understanding of the District's financial position and its relations to other micro-economic conditions.
- Provide monthly Investment Reports to the Board at the Regular Board Meeting
- Provide monthly Revenue & Expenditure reports to the Board at the Regular Board Meeting.
- Ensure safety of District's cash and investments while maximizing rate of return on investments. Return on investment is of secondary importance compared to the safety of investments.
- Ensure annual tax levy includes new growth and inflationary increases to meet additional demand and maintain existing levels of services.
- Issue biennual Limited General Obligation Bonds to fund the District's Capital Improvement Plan.
- Reduce dependence on Real Estate taxes by further diversifying revenue streams, reducing expenditures and/or introducing cost efficiencies where possible.
- · Maintain or improve District's credit rating.
- Maintain Fund Balance Policy on an annual basis.
- · Maintain reserves in the General Fund.
- Maintain our Certificate of Achievement Award from GFOA demonstrating transparency and full disclosure in the District's financial statements.

2016-2017	Ongoing
2016-2017	Ongoing
2016-2017	Ongoing