

Recreation Committee Meeting Minutes

1:30 pm

May 15, 2018

Present: President Susan VanderVeen & Commissioner Pat Lenski

Staff: Nicole Vickers, Kelly Wales, Becky Harling, Elliott Bortner, Sarah Sielisch, Mike Hay, Beth Keen, Jake Kaplan, Hannah Sterricker & Joann Able

- Supt. of Recreation Nicole Vickers welcomed Ms. VanderVeen and Mr. Lenski. She explained that the meeting would cover Fall 2017 and Winter 2017-18 seasons, as well as the yearly goals for the recreation department. Ms. Vickers then asked the supervisors to present their reports for both Fall and Winter.
- Sunset Facility Manager/Fitness Supervisor Joann Able: Ms. Able oversees facility operations at Sunset Community Center and Fitness programming. **Fall 2017/Winter 2017-18:** Ms. Able reported that revenue for both Fall and Winter was up from the prior year, with participation levels being higher in the Fall and a bit lower than last year's in the Winter. Ms. Able analyzed Fitness classes & their associated fees and raised those fees in certain areas last spring to better meet our revenue goals and to cover expenses. Mr. Lenski asked about the success thus far of the BestLife Fitness branding. Ms. Able explained that due to the promotions there is a significant increase in participation and revenue. Ms. VanderVeen asked how many personal trainers are on staff. Ms. Able explained that we have four regular trainers, one specific to yoga and one nutritionist on board. Mr. Lenski suggested offering golf fitness classes in the winter months.
- SPRC Customer Service Manager Mike Hay: Mr. Hay's responsibilities include managing the front desk staff at SPRC, overseeing the Parent's Night Out program, booking our Birthday Parties as well as managing that staff. Mr. Hay explained the December program saw some success. This program was included in the Winter brochure and it ran all three months with a steady increase in participation each time. Ms. VanderVeen asked if this event had pre-registration and the night of. Ms. Vickers explained that it is by pre-registration for staffing purposes. Ms. VanderVeen inquired as to how the Birthday Party program was doing. Mr. Hay expressed that this program is seeing a lot of success and there has been increased profit for both seasons.
- SCC Customer Service Manager Hannah Sterricker: Ms. Sterricker's responsibilities include managing the front desk staff at SCC and overseeing pavilion rentals.
- Recreation Supervisor Kelly Wales: Ms. Wales' responsibilities include Kids' Zone, Summer Camp, Day-off Trips, and supervises Ms. Harling's Teen program area.
- Recreation Coordinator Becky Harling: Ms. Harling oversees Teen programming, Day-off Trips & some Special Events. She also assists Ms. Wales with Kids' Zone, Specialty Camps and Summer Camps. **Fall 2017/Winter2017-18:** Teen programming options increased. The Babysitting for Success course that we offer & our Marathon Club both continue to be very popular. The Day-off Trip program continues to be extremely popular with an increase in participation.
- Recreation Supervisor Elliott Bortner: Mr. Bortner's areas of responsibility are overseeing the Stephen D. Persinger Recreation Center, the Cultural Arts program, as well as Men's Basketball and co-ed Volleyball leagues, and some Special Events. **Fall 2017/Winter 2017-2018:** Hello Santa was successful as always & we were able to call 58 children. Zombie Apocalypse saw an increase in participation. Adult Basketball and Volleyball were both comparable to last year with consistent profit. Cultural Arts numbers are down due to last year's production of Elf Jr. being so popular. However, we do see a profit & great participation with several successful productions. Moving

forward we are focusing on more well-known productions. Ms. Vickers mentioned that we plan to incorporate more musicals moving forward and explore the idea of selling season tickets.

- Recreation Coordinator Jake Kaplan: Mr. Kaplan's areas of responsibility are Toddler, Youth, Adult, Family, AOA, concessions for the pools, as well as assisting with special events. **Fall 2017**: Toddler classes were down in both participation & profit due mainly to the loss of several instructors. However, we did see an increase in toddler contracted music classes this year. Youth programming numbers were comparable to the previous year with the in house art & cooking classes being very popular. Adult programming was up in revenue due in large part to the strength, balance & stretching class. **Winter 2017-2018**: Toddler classes were comparable to last year with again having increased participation in the contracted music classes. Youth classes were similar to last year, as the in house art and cooking classes continue to have high participation. Adult and AOA programming is steady as in past years. Ms. VanderVeen asked about how Toddler classes are going now that we are fully staffed in that area. Mr. Kaplan explained that we are seeing increased participation.
- Recreation/Aquatic Supervisor Sarah Sielisch: Ms. Sielisch is responsible for Friendship Station Preschool, for overseeing both Sunset & Mill Creek pools & many of our Special Events. **Fall 2017/Winter 2017-18**: Halloween Hayday had an increase in participation this past year & Harvest Hustle was a successful event even though we had a slight decrease in participation due to the extreme heat. The timing company continues to do a very good job. Our Polar Express Story Time Train event was again sold out with increased participation, it was profitable & extremely successful. Pizza Palooza participation saw an increase. The Super Shuffle went very well and we continue to explore ideas of enhancing the event. The registration process went better with having three staff members checking everyone in as opposed to just one. The Just Dad n' Me Dance continues to be one of our more popular events with another increase in participation this year. Mom & Son had a significant increase in participation & we again incorporated more activities including the robotics station. We continue to review our evaluations & take the suggestions of participants into consideration to increase popularity of our events.
- Recreation Supervisor Beth Keen: Ms. Keen is responsible for Dance, Cheer, Contracted Athletics and our Senior programming. **Fall 2017/Winter 2017-18**: Martial Arts programming continues along steadily as in prior years. Volleyball numbers were up, Golf numbers were very good in the Fall & wrestling ran again this past Winter. The Dance classes have been changed up with us offering a new program that students have to be invited to participate in, which has helped increase revenue. Winter Dance numbers were down, so we plan to add more recital classes moving forward. General Athletics participation and revenue was up slightly in the Fall. This area saw similar participation in the Winter as compared to last year, however it was a bit of a decrease in revenue. Allstar participation in the Fall was down, but we were up in revenue due to adding coop classes with St. Charles Park District. Winter Allstar participation was similar to last year's and revenue was up slightly. Senior participation and revenue was up and we are currently reviewing ideas for the Geneva Friendly Seniors programming.
- Ms. Vickers addressed the goals, commenting that, as is the case with the Master Plan, many items are retained from year to year in order to keep them ever-present in the minds of staff. She went on the review the goals from 2017-18, highlighting some specific items, and presented the 2018-19 goals. Ms. Vickers commented on how great of a job staff have done over this past year. Both Commissioner Lenski & President VanderVeen thanked the staff for their hard work & expressed that they should be proud of all they do. Ms. Vickers closed the meeting by thanking Ms. VanderVeen and Mr. Lenski for their time, attention and input.