

**GENEVA PARK DISTRICT
REGULAR SCHEDULED MEETING MINUTES
June 19, 2023
7:00 pm**

CALL TO ORDER

President Frankenthal called the meeting to order at 6:57 pm.

ROLL CALL

President Frankenthal called for the roll. Commissioner Jones, Commissioner Cladis, Commissioner Cullen, Vice President Moffat and President Frankenthal all answered present.

Staff members present were Executive Director Nicole Vickers, Supt. of Recreation Elliott Bortner, Supt. of Parks & Properties Carl Gorra, Supt. of Finance & Personnel Christy Powell and Administrative Assistant Hannah Sterricker.

Press: None.

Guests: Asst. Supt. of Recreation Kyle Donahue, Marketing & Sponsorship Manager Laura Sprague.

HEARING OF GUESTS

None.

READING OF MINUTES

Vice President Moffat made a motion to approve the minutes from the Public Hearing Meeting of May 15, 2023, the Annual Meeting of May 15, 2023 and the Regular Scheduled Meeting of May 15, 2023. Commissioner Cullen seconded. All ayes. Motion carried.

CLAIMS AND ACCOUNTS

Vice President Moffat made a motion to approve the claims and accounts as presented. Commissioner Cullen seconded. All ayes. Motion carried.

TREASURER'S REPORT AND SUPERINTENDENT OF FINANCE REPORT

Supt. of Finance & Personnel Powell reviewed the May financial reports. We are continuing to add new CD's to our portfolio. We have received one installment of real estate taxes in May. The next, bigger payment will come in June. The first month of the new fiscal year is right on track. Included in the report are the scholarship funds that were collected and distributed in fiscal year 2023. Revenues totaled \$7,731.03. Scholarships awarded equaled \$7,324.78. Leaving a remainder of \$406.25 for future scholarships. There was a total of 36 participants with an average amount of \$203 per participant. Auditors will be onsite the second week of July. Vice President Moffat stated that the scholarship program doesn't cost the district anything. That being said that all running programs a qualifying individual should be awarded a scholarship. Executive Director Vickers replied that staff will review and revisit the scholarship policy. Commissioner Cladis asked if there are many individuals who are aware of the scholarship program or ask about payment options. Ms. Vickers responded that there is not an overabundance and there are many repeat scholarship recipients, also stating that she does not recall a scholarship that has been denied. Without further discussion Vice President Moffat made a motion to approve the Treasurer's Report and Supt. of Finance report as presented. Commissioner Cullen seconded. All eyes. Motion carried.

APPROVAL OF THE AGENDA

Commissioner Cullen made a motion to approve the agenda as presented. Commissioner Cladis seconded. All ayes. Motion carried.

CORRESPONDENCE

Executive Director Vickers shared the media binder.

OLD BUSINESS

Ford Maverick Purchase

The Board passed Resolution #2023-4 in February of this year, allowing District staff to purchase a vehicle off the lot. Supt. of Parks & Properties Gorra shared that this resolution allowed the District to purchase a new Ford Maverick once it became available. Staff will receive the truck at the end of the month. Total amount, of the truck, was \$27,760.00.

Sunset Pool Filter Replacement

Supt. of Recreation Bortner reported that the sand filters, which operate the main filtration system for Sunset Pool, are 25 years old and original to the facility. The replacement of these filters was initially brought to the Board in December 2022 when the capital improvement plan was presented. Staff acquired three quotes with FGMA the lowest at \$10,500.00. Staff conducted three reference checks with surrounding Park Districts. Mr. Bortner reminded the Board that after architectural drawings are completed the project will go out to bid. President Frankenthal asked why we are not able to purchase filters off the shelf. Executive Director Vickers stated that for permitting purposes the filters must be drawn. Commissioner Cullen asked if this project is a full replacement. Ms. Vickers shared that it will be a full replacement although, the new filters will be much smaller and more efficient. President Frankenthal asked if the filters will be steel or fiberglass. Both Ms. Vickers and Mr. Bortner replied that they believed the filters will be fiberglass and the media, within the filters, will continue to be sand. Vice President Moffat made a motion to approve the contract for FGMA for architectural services for the Sunset Pool filter replacement project in the total of \$10,500.00 in preparation to prepare to go to bid on the replacement of the sand filter system at Sunset Pool. Commissioner Cullen seconded. All ayes. Motion carried.

OATH OF OFFICE

Executive Director Vickers preformed the oath of office and swore in Peter Cladis as Park Board Commissioner.

COMMUNICATIONS

Executive Director Vickers shared that Accounts Payable & Payroll Manager, Linda Fox will be retiring at the end of the month after 37 years of service. Garden Club Park is nearing completion and the new Jaycee Park playground has been completed and open for play. Ms. Vickers shared that focus group meetings, for the community survey, will be held on July 15 and will include park district users as well as non-users. In addition to the focus groups, aQity will be assisting the district in a process to seek feedback from the teenage population in the fall once school is back in session. The Geneva Park District Foundation participated in a tri-city Foundation meeting on June 6. The Park District Foundations of Geneva, Batavia, and St. Charles discussed successes, challenges and brainstormed fundraising opportunities. The recreation team has hired a summer intern, Kylie Towler. Ms. Towler will be spending the summer learning a wide variety of park district inner-workings including program management, facility supervision, event planning, and polices/procedures. Ms. Vickers shared that she will be attending an IAPD seminar in regards to preparing for the Efficiency Committee.

FUTURE MEETINGS

Regular Scheduled Board Meeting	July 17, 2023	7:00 PM
GPD Foundation Board Meeting	July 25, 2023	7:00 PM

STAFF REPORTS

SUPERINTENDENT OF RECREATION

Supt. of Recreation Bortner reviewed his report. All Summer camps began the week of June 5. Camps have strong participation numbers with many at pre-pandemic numbers. Swim lessons also began the week of June 5. Friendship Station Preschool wrapped up their year with a graduation parade for the four-year old students. The Glitz and Glam Dance Recital was held on May 21. The show featured a new opening dance number as well as a video digital option. Vice President Moffat shared that many were very excited to see a digital option versus the traditional CD video. Geneva’s Got Talent auditions took place on June 10 at Playhouse 38 where 26 acts preformed; 15 acts will be moving on to the Semi-Finals on Wednesday June 21 during Swedish Days. The Recreation Staff hosted the first movie in the park on June 6, and the first park cookout, at Don Forni Park, on June 13. Although, the movie saw colder temperatures and the cookout saw rain, both events had great turn outs. The youth production of Robin Hood held four shows at Playhouse 38 June 2-4. There were over 250 in attendance between all performances. The adult production Vroooooommm! is fully casted with six actors and a new director Christine Retzer. The Butterfly Release Party on May 19 had over 200 registered participants. Mr. Bortner shared that the recreation team welcomed Chris McAdam as the new Aquatics & Fitness Coordinator. Mr. McAdam will be attending next month’s meeting. Mr. Bortner reported on BestLife

Fitness membership revenue, members, and usage. Reporting that numbers are up from the previous year. Vice President Moffat asked if staff knew the comparison between now and 2019, before the COVID-19 pandemic. Ms. Vickers looked up past reports and noted to the Board that memberships are still slightly down at both locations and foot traffic is down at SPRC. Vice President Moffat stated that staff should figure out if this is a permanent loss to other facilities and what marketing tactics or promotions staff can do to regain lost memberships.

SUPERINTENDENT OF PARKS & PROPERTIES

Supt. of Parks & Properties Gorra reviewed his report. The trades specialist position has been filled by Josh Rogowski who will start work June 20. Mowing has been stalled, as well as fertilizing, due to the lack of rain. Staff members, who typically mow, have been assigned to watering, cleaning the mini-golf creek, and other general park maintenance duties. The concrete work and planting of trees and shrubs at Garden Club Park has been completed. Remaining work includes; reinstalling brick pavers from the original park, benches, and bike racks. Park District staff is working with the Garden Club identifying planting areas for flowers. The large concrete pilings have been cut up and removed from River Park. The Peck Farm Park sign has been re-installed on the corner of Kaneville and Fabyan. The swing hammock, donated by the Foundation, has been installed at Hawks Hollow playground. The crosswalks between Peck Farm and SPRC have been widened to allow ADA accessibility to the crosswalk activation buttons. A new door was installed on the back of the butterfly house. Mr. Gorra shared that the asphalt work was completed on June 7 at the Sterling Manor tennis courts. Color coating and striping will be completed early July to allow the oils to evaporate off the top. Parks staff worked with Sportsfield Inc. to install 92 base anchors at various ball fields. Mr. Gorra stated that all spring flower planting has been completed. Staff will now focus on landscape bed maintenance across the district. The district has a number of pin oak trees, many larger ones located in Wheeler Park. Pin oak trees are not native to the area. Staff will be injecting the trees with nutrients to help with nutrient retention in an effort to keep them healthy.

NEW BUSINESS

Playhouse 38 Annual Report

Asst. Supt. of Recreation Kyle Donahue presented the annual Playhouse 38 report and recommendations. Fiscal year 2022-2023 has been a year of rebuilding. There was a total of seven productions, three of which were adult productions. New additions to Playhouse 38 was the Spring Break Talent Show, which had 21 performers and 49 audience members, and the Adult Cabaret Fundraiser, which has 13 performers and 85 audience members. Donations were collected from 18 businesses for the Cabaret fundraiser. Sponsorship opportunities for local businesses was re-introduced and produced \$390 in playbill ad revenue. Beer, wine, and hard seltzer was also re-introduced with a \$2,000 profit. Classes and summer theatre camp ran in 2023. Staff looks forward to seeing growth within these program areas in the future. Many relationships and collaborations were developed or expanded this year between Geneva High School, Batavia High School, Fox Valley Park District, Rosary High School, College of DuPage, and Arlington Heights Park District. Mr. Donahue provided recommendations for the upcoming year including the 10-year Anniversary celebration of Playhouse 38. President Frankenthal shared that it is very nice to see the curve go up. All board members congratulated Mr. Donahue on his work on Playhouse 38. Vice President Moffat made a motion to approve the Playhouse 38 annual report and advance all recommendations as presented. Commissioner Cullen seconded. All ayes. Motion carried.

Marketing & Sponsorship Report

Marketing & Sponsorship Manager Laura Sprague presented her report. Ms. Sprague shared with the board how marketing supports all endeavors and how she places an emphasis on experiences and telling a story. Ms. Sprague shared statistics on marketing through many avenues including; website, email, brochure, social media, and signage/flyers. She shared that the website is our largest tool where 70% visit the website through a mobile device. Email sees a 43% open rate. The digital brochure has 30,000 views annually. The district's two major social media platforms are Facebook and Instagram where views of our reels and stories are continually growing. Ms. Sprague shared that her focus this past year was implementing updates to the brochure and improving sponsorships with current sponsors. Ms. Sprague shared that new relationships were established and she hopes for growth. President Frankenthal asked if we promote and share enough of our accomplishments to the community. Ms. Sprague shared that she is working on doing more press releases and improve on playful story telling through social media reels and stories. Vice President Moffat shared that we should market to our legislators. Ms. Vickers agreed and stated that we can send our brochure with information on what the district has accomplished. Ms. Sprague also stated that her monthly article provides many accolades to what the district has accomplished or what is to come. The board thanked Ms. Sprague for all her hard work.

ADJOURN

Commissioner Cladis made a motion to adjourn the meeting at 8:47 PM. Commissioner Cullen seconded. All ayes.
Motion carried.

Secretary

Submitted By: Nicole Vickers / Hannah Sterricker