

**GENEVA PARK DISTRICT
REGULAR SCHEDULED MEETING MINUTES
June 16, 2025
7:00 pm**

CALL TO ORDER

President Moffat called the meeting to order at 7:00 pm.

ROLL CALL

President Moffat called for the roll. Commissioner Kaven, Commissioner Cladis, Commissioner Jones, Vice President Cullen, and President Moffat 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, Administrative Assistant Hannah Sterricker, Asst. Supt. Of Recreation, Kyle Donahue, and Marketing & Sponsorship Manager, Laura Sprague.

Press: None.

Guests: Asst. Supt. of Parks & Properties Ken Kerfoot, Park District Security Jason Black, John Martin, Mike Quinlin, Nicholas Grahovec, and Donnie Helstern.

HEARING OF GUESTS

Mr. John Martin offered the Geneva Park District Board and staff his assistance in relation to the district programming and utilizing the property at Settler's Hill landfill for recreational purposes.

Mike Quinlin introduced himself, Mr. Nicholas Grahovec, and Mr. Donnie Helstern as active participants of the F3 group, and informed the Board and staff of the group's mission, what they stand for, and a brief background of the group in Geneva. Mr. Quinlin apologized for the encounter that occurred on May 28th in Wheeler Park due to the group breaking the noise ordinance. President Moffat thanked the gentlemen for attending the meeting and educating the Board on F3. President Moffat informed them that the Park District supports their mission and invited the group to continue to use the park within the boundaries of the ordinance.

Executive Director Vickers thanked Geneva Park District staff member Jason Black for his 10 years of service at the park district. Supt. Gorra and Asst. Supt. Kerfoot shared their appreciation as well.

READING OF MINUTES

Vice President Cullen made a motion to approve the minutes from the Public Hearing Meeting of May 19, 2025, the Annual Meeting of May 19, 2025, and the Regular Scheduled Meeting of May 19, 2025. Commissioner Jones seconded. All ayes. Motion carried.

CLAIMS AND ACCOUNTS

President Moffat stated he was glad to see gift cards purchased from the Geneva Chamber of Commerce to provide for staff appreciation. Executive Director Vickers stated that it is a great way to recognize and reward the staff and support Geneva businesses. She also stated that the chamber gift cards are being used in a newly developed butterfly house volunteer incentive program. Vice President Cullen made a motion to approve the claims and accounts as presented. Commissioner Jones seconded. All ayes. Motion carried.

TREASURER'S REPORT AND SUPERINTENDENT OF FINANCE REPORT

Supt. of Finance & Personnel Powell reviewed the May financial reports. The first month of the new fiscal year is on track. The report includes the scholarship funds that were collected and distributed in fiscal year 2025. There were no questions. Vice President Cullen made a motion to approve the Treasurer's Report and Supt. of Finance report as presented. Commissioner Jones seconded. All ayes. Motion carried.

APPROVAL OF THE AGENDA

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

CORRESPONDENCE

Executive Director Vickers shared the media binder, noting a media release recognizing the Park District's national award received from the Government Finance Officers Association for excellence in finance reporting, completed by Supt. Powell for the 14th consecutive year.

OLD BUSINESS

Oath of Office – Gabriel Kaven

President Moffat performed the oath of office and swore in Gabriel Kaven as Park Board Commissioner.

COMMUNICATIONS

Executive Director Vickers shared that submissions for the upcoming OSLAD grant opportunity are due this September 2025. Staff have been working with Upland Design to brainstorm potential projects and stated that Wheeler Park is an ideal location given the impact it has on the community, and it needs repairs and updates. Executive Director Vickers reminded the Board that the OSLAD grant is a matching grant where we can be awarded up to \$600K. Commissioner Jones asked who writes the Grant and if there is anything the Board can do to assist. Executive Director Vickers stated that Upland Design has been writing our grants, and the staff would be open to Board assistance when it comes to community engagements and meetings. Vice President Cullen asked if the Peterson Property could be a potential site for an OSLAD grant. Executive Director Vickers stated that if the Peterson Property remains open space, it would not fit OSLAD requirements, but if it were to be developed, it could be considered. At this time, the district is in the early stages of brainstorming and not ready to make a determination about the property.

Shodeen has approached staff in regards to a potential development within the Geneva Park District boundaries. The site, previously known as Settlements of La Fox, and the scope of the development have changed since the original agreement in 2007. Executive Director Vickers stated that Shodeen is in the beginning phases of the project, and Campton Hills will be holding an annexation meeting next week. Executive Director Vickers will keep the Board informed as the process continues.

FUTURE MEETINGS

Regular Scheduled Board Meeting	July 21, 2025	7:00 PM
GPD Foundation Board Meeting	July 29, 2025	7:00 PM

STAFF REPORTS

SUPERINTENDENT OF RECREATION

Supt. of Recreation Bortner shared that summer camp, swim lessons, and special events are now in full swing. In the upcoming week, staff will be focused on Swedish Days events. President Moffat suggested that staff look into providing the Parent's Night Out program on the evenings of Swedish Days and push staff to plan this program in conjunction with events going on in Geneva. He also shared that it is great to see revenue growth at both BestLife facilities and Stone Creek mini golf.

SUPERINTENDENT OF PARKS & PROPERTIES

Supt. of Parks & Properties Gorra asked if the Board had any questions. Commissioner Cladis asked if we know why LED light bulbs are not lasting as expected. Supt. Gorra stated that it is not known why LED is not lasting the extended length of

time expected, and perhaps the technology is still too early. Supt. Gorra shared information on the ComEd EV chargers funding program, stating that if accepted into the program, the district would purchase the chargers, and the installation would be covered under the Make Ready Rebate Program. President Moffat thanked Supt. Gorra for the wiffleball field that was installed at Lions Park, sharing that installing the field is a great example of the district listening to our community's concerns and suggestions. Executive Director Vickers thanked Supt. Gorra and Supt. Bortner for all their help and hard work in getting our seasonal facilities where they need to be.

NEW BUSINESS

Mill Creek Community Park Ball Field Fencing Repair

Vice President Cullen made a motion to approve Fence Masters to repair the fencing at Mill Creek Community Park in the amount of \$14,700. Commissioner Jones seconded. All ayes. Motion carried.

Sunset Community Center Carpet Replacement

Vice President Cullen asked if the replacement carpet installed will be carpet tiles. Supt. Bortner confirmed that carpet tiles will be installed as the replacement. Commissioner Jones made a motion to purchase replacement carpet for rooms 104 and 107/108 in the amount of \$26,513. Vice President Cullen seconded. All ayes. Motion carried.

Fitness Equipment Purchase

President Moffat asked if leasing the fitness equipment is possible or cost-effective. Executive Director Vickers stated that moving to leasing equipment will need to be something that is discussed during the capital planning meeting for the next fiscal year. With no further questions, Commissioner Cladis made a motion to approve the purchase of 1 treadmill, 1 elliptical ARC trainer, 1 upright bike, and 1 sci-fit machine through the Sourcwell Cooperative Purchasing Contract with Lifetime Fitness in for the Sunset Community Center in the amount of \$21,569.29, and 2 Powermill machines, 1 elliptical ARC trainer, 1 treadmill, 1 four-piece cable machine, and 2 new weight machines through the Sourcwell Cooperative Purchasing Contract with Lifetime Fitness for the Stephen D. Persinger Recreation Center in the amount of \$56,092.27, and authorize the Executive Director to execute said contracts accordingly. Commissioner Kaven seconded. All ayes. Motion carried.

Sunset Community Center Water Heater Replacement

President Moffat asked if staff looked into a tankless option. Supt. Gora stated that the volume of water used at the Community Center is quite high, and a tankless water heater wouldn't have been an option. Commissioner Cladis made a motion to approve the expenditure of \$11,980 to Mendel Heating & Plumbing for the replacement of the Sunset Community Center water heater. Commissioner Kaven seconded. All ayes. Motion carried.

Marketing & Sponsorship Report

Marketing & Sponsorship Manager Laura Sprague presented her report. 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 71% visit the website through a mobile device. Email sees a 44% open rate, with an additional 14,000 email addresses added to our database. Commissioner Cladis asked why the number of email addresses increased so significantly. Ms. Sprague stated that a new button was added to our website's homepage, making it easy for anyone to quickly add themselves to the database list, as well as adding new household accounts to RecTrac every six months, versus yearly. The digital brochure has 43,000 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 noted that advertising revenue goals were exceeded by nearly \$6,500. She is partnered with a new printer for the quarterly brochure, and the district received 2nd place in the IAPD marketing showcase as well as receiving recognition in the 2025 readers choice awards for "Best of the Fox", in extracurricular for children/youth & family recreation, dance studio, fitness center, gymnastics and cheer, and one of the best preschools. Ms. Sprague highlighted the history wall, which was a collaboration with the Geneva History Museum to curate a history timeline, photos, and a display in the Sunset Community Center front entrance. Sponsorships were a focus this past year. Ms. Sprague established 10 new relationships with local organizations. She also launched a new event sponsor survey to help her better these relationships in the future. Commissioner Kaven asked how many tiers our sponsorship program has.

Ms. Sprague stated that it depends on the event. Most sponsorships did not have tiers. Our first tiered sponsorship program was for the new Winter Wonder Lights event. Lastly, Ms. Sprague noted that in the coming year, she will start researching the redesign of the website. The Board thanked Ms. Sprague for her presentation. Commissioner Cladis exited the meeting at 8:46 pm.

Playhouse 38 Annual Report

Asst. Supt. of Recreation, Kyle Donahue, presented the annual Playhouse 38 report and recommendations. There was a total of four youth productions with 126 different actors, 43% of whom were returning actors. There were 30 classes run, which is up five from the previous year, and 229 students within those classes, which is up 79 students from the previous year. There were four adult productions, as well as four adult Cabarets, and four Improv Showcases. New additions included co-op classes with Batavia and St. Charles Park Districts, two youth classes in multiple productions, Adult Improv performances with 40 different participants, an increase in rentals, and new carpet installed in the main seating area. Mr. Donahue then covered the revenue and expenses for the 2024-2025 fiscal year, stating that the overall net is \$37,337. Mr. Donahue highlighted a few recommendations for the 2025-2026 fiscal year, including improving organization behind the stage, hosting theatrical productions for an adult audience, promoting opportunities for staff to create original scripts, and looking into additional branded merchandise to sell and enhance brand visibility. Vice President Cullen stated that her child has participated in many productions, and her experience has been very positive. The theater is a very important part of our community. President Moffat congratulated the staff on their expansion of the facility as a whole and on increasing the profitability. Commissioner Kaven made a motion to approve the Playhouse 38 annual report and advance all recommendations as presented. Commissioner Jones seconded. Four ayes. Motion carried.

ADJOURN

Vice President Cullen made a motion to adjourn the meeting at 9:13 PM. Commissioner Jones seconded. Four ayes. Motion carried.

Secretary

Submitted By: Nicole Vickers / Hannah Sterricker