

RECREATION COMMITTEE MEETING MINUTES

DATE: November 5, 2025

TIME: 3:00 PM

LOCATION: Sunset Community Center, Room 107/108

PRESENT: President Moffat, Commissioner Jones, Elliott Bortner, Ryan Coffland, Joey Kalwat, Chris McAdam, Kate McKinsey, Brendan Lochbaum, Cory Bradburn, Tanya Osika, Kyle Donahue, Laura Sprague, Beth Keen, Bri Carlson, Kelly Wales, and Hannah MacArthur

GUESTS: None

SUBJECT MATTER DISCUSSED:

Superintendent Bortner welcomed Commissioners Moffat and Jones to the Recreation Committee Meeting, which will cover the cost analysis for the Spring and Summer 2025 seasons. Mr. Bortner advised the board that the numbers reported are direct costs to the programs. Indirect costs will not be reflected.

Recreation Supervisor – Beth Keen

Ms. Keen's areas of responsibility include general athletics, martial arts, early childhood, youth, adult, and senior programming. **Spring 2025:** Ice skating had 16 more participants. Golf participation remained about the same from 2024 to 2025. Several classes saw a decrease in participation, including tennis, toddler, martial arts, and the Chasewood STEAM classes. Adult classes went well, with about the same number of students from Spring 2024 and a little more revenue. Trips had many full sections, with a few offering another trip day to accommodate waitlist numbers. **Summer 2025:** Overall general athletics was down from Summer 2024, but ice skating had 7 more participants, and a youth golf camp was run with 8 participants. Toddler classes were up by 9 participants with an increase of \$500 in revenue. Tai Chi was down 8 participants, and Shotokan was down 5 participants. There were 3 additional participants in fencing from last Spring season. Chasewood STEAM and music classes all had lower enrollment numbers. Adult classes were up in revenue by \$300. Popular classes included Spanish and Learn to Draw. Senior trips also had a successful season, despite the decrease in revenue, due to lower-cost trips, we ran 3 additional trips.

Aquatics & Fitness Coordinator – Chris McAdam

Mr. McAdam reported on fitness and special event programming. **Spring 2025:** Staff delivered 61 Easter baskets to Geneva residents for the Bunny Basket Delivery program. Fees were raised by \$5 this Spring, increasing net revenue by \$422. Out of the 44 fitness classes offered, 6 were cancelled compared to 15 cancelled classes in 2024. Fees were not raised, and an additional \$1,600 in new revenue was collected. Three new classes were offered in Spring 2024. **Summer 2025:** Out of the 46 fitness classes offered, 8 were cancelled due to low enrollment. In Summer 2024, 11 classes were cancelled. Participation increased by 80 participants from Summer 2024 to Summer 2025, and an additional \$7,000 in new revenue was collected. Five new classes were offered. Aqua Fitness classes expanded from 2 classes to 4, and all ran. Mr. McAdam continues to work on expanding the fitness program offerings. President Moffat asked if our fitness instructors are providing materials to their participants to keep them active outside of class. Mr. McAdam stated that the fitness instructors are providing good information to their participants to expand on their fitness journey.

Peck Program Coordinator – Kate McKinsey

Ms. McKinsey works with Peck Farm Park Manager Adam Dagley and reviewed the programs held at Peck Farm Park. **Spring 2025:** Peck Farm Park programs saw an increase of 84 participants, a 12% profit margin increase, and a 5% decrease in cancelled classes. Kate reviewed several new programs offered. The butterfly release party had great success and many happy visitors. Peck held its 2nd Lepidoptera & Libations event, which saw an increase in participation. **Summer 2025:** The numbers reviewed include programming as well as Camp Cayote. Summer saw a large increase in participation. A new fishing program ran with 8 teen participants. Mr. Bortner stated that the Peck staff has brought a lot of new and positive change.

Cultural Arts & Recreation Coordinator – Tanya Osika

Ms. Osika's areas of responsibility are Playhouse 38, gymnastics, dance, cheer, and pom. **Spring 2025:** Dance saw an increase in participation and, for the first time, hosted a dance competition at SPRC for 6 Park Districts and 350 audience participants. Gymnastics and tumbling participation increased. Cheer saw a slight decrease after the Angels Cheer Team lost a few team members to a competitive team. Ms. Osika was able to purchase a new cheer mat that meets cheer competition regulations, allowing a cheer portion to be added to the dance competition. Playhouse has seen great growth with an increase of 622 participants. Ms. Osika attributes this increase to a new and consistent instructor and co-op classes with St. Charles and Batavia Park Districts. **Summer 2025:** Ms. Osika thanked the staff and Mr. Donahue for overseeing her program areas while she was out on maternity leave. Participation in Geneva's Got Talent increased by 11 participants. Dance, gymnastics, and tumbling numbers were similar to Summer 2024. Many participants take a break during the summer and come back in the fall. Cheer numbers were down, and this contributed to the decrease in participation for Angel's Cheer. Playhouse 38 participation numbers increased with an increase of \$6,000 in net revenue.

Sunset Customer Service Manager – Brendan Lochbaum

Mr. Lochbaum oversees the Parents Night Out program. Parents Night Out participation numbers have decreased for both the Spring and Summer seasons; 74 participants in Spring and 5 participants in Summer. Dates were adjusted in 2025 from 2024 to accommodate holidays and other events, which pushed what would have been a spring date into the summer season. Staff is looking into ways to increase numbers, including sending a survey to past participants to collect data, and working with Geneva restaurants to create an incentive program. President Moffat agreed with working with the restaurants and urged staff to find dates where restaurant events are already planned and cross-promote.

Sunset Facility Manager – Ryan Coffland

Mr. Coffland is the Sunset Community Center Manager. He reviewed the special events that fall under his position. **Spring 2025:** Bunny Breakfast at SPRC held two breakfast sessions accommodating 424 individuals. **Summer 2025:** Our summer events, concerts in the park, movies in the park, and park cookouts all had great turnouts. These events are all free events for the attendees. Concerts in the Park saw slightly less attendance than in 2025 due to the weather. The concert series continued to draw community interest. Movies in the Park saw steady participation with a slight dip in attendance, largely due to the weather. One movie date was rescheduled twice due to rain. Cookouts in the Park saw an increase in participation with 625 total attendees. Cosmic Golf at Stone Creek Miniature Golf Course saw

an increase in participation with 164 more golfers. Kids Day at Mini Golf during Swedish Days saw an increase of 8 participants. A new event called Putt & Pour was held at Stone Creek Miniature Golf, with 28 participants.

Marketing & Sponsorship Manager – Laura Sprague

Ms. Sprague reviewed how she attracts sponsors for events, as well as which sponsors had dropped for the summer events, and ideas she has to bring them back next year, including utilizing a tiered sponsorship approach. Commissioner Jones asked how Ms. Sprague finds her sponsors. Ms. Sprague shared that she uses City of Geneva Chamber networking events as well as their website. Many businesses will contact the Park District. She is also reaching out via social media, as many businesses utilize social media heavily. Commissioner Jones asked if using a tiered approach was new to the Park District. Ms. Sprague stated that, typically, our sponsorship package included a dollar amount and a table on-site, but she has found that businesses that do not want to be on-site may still be interested in sponsoring at a lower dollar amount. President Moffat asked for marketing to be pushed for Geneva business employees to be made aware and take advantage of our Geneva employee resident rate BestLife Fitness membership.

Athletic Supervisor – Cory Bradburn

Mr. Bradburn's areas of responsibility are youth and adult leagues and some general athletic classes.

Spring 2025: Mr. Bradburn reported that softball numbers increased by 11 participants. We were able to run a 14U league for the second time in 8 years. Archery was brought back, and we were able to run a flag football clinic. Commissioner Jones mentioned that IHSA has made flag football a sport in schools. Mr. Bradburn stated that he is working with the Geneva High School Athletic Director to expand it to the younger ages. **Summer 2025:** All-Star Sports saw an increase in participation. The 3v3 basketball event during Swedish Days had 26 teams. The largest number of teams as of yet. A new event was held in conjunction with two Geneva Middle School Students called The Youth Olympiad. This event had 42 participants, and we hope to hold it again next year.

SPRC Customer Service Manager – Bri Carlson

Ms. Carlson's area of responsibility is Pickleball. The numbers reviewed include open gym, private lessons, classes, and league play. **Spring 2025:** Spring 2025 saw a decrease in participation by roughly 700 participants from Spring 2024, mainly through open gym players. Net profit decreased by \$4,000. A total of 35 classes were offered, and 16 classes were cancelled. The increase in cancelled classes is largely due to the loss of one of our more popular instructors. **Summer 2025:** There was a decrease of 83 participants from Summer 2024. This decrease in numbers is also largely seen in open gym numbers. Net profit decreased by \$2,300. The net profit percentage did increase by 20%. This is due to the addition of the new curtain installation in the gym, allowing additional court play. There were 48 classes offered, and 34 were cancelled. Nine new classes were offered this season, all were cancelled due to low enrollment. A Pickleball Tournament was offered for the first time during Swedish Days. The tournament was moved inside to SPRC due to the weather. The district's first outdoor Pickleball Tournament was offered at the new Mill Creek Community Park courts, called Sunrise Smash.

Program Supervisor – Kelly Wales

Ms. Wales reported on the Day Off Trips, special events, teens & family, and camp. The Spring Time Glow-Up was held, replacing the Egg-Mazing Race. The event had 46 participants, which is 16 more than the previous year's Egg-Mazing Race event. The waitlist for Screen-Free Week was opened, and staff accommodated 258 participants. Many of the teen and family programming events were cancelled due to low enrollment. Day Off Trips saw a decrease in numbers. An event in collaboration with the Geneva Public Library was held at Dryden Park for a Super Mario Smash Party. The event was very successful with 28 participants.

Day Camp Report

Ms. Wales reviewed the day camp report, including age groups, facilities, payments, and themes. Traditional day camp had 4,023 participants with \$152,438 in revenue. Mini camps had 461 participants with \$20,259 in revenue, both increased from the previous year. An increase in participation was seen in teen and discovery camps. Explorer camp was the most popular, and the safari camp saw a decrease in participation. The camp survey resulted in good results. Ms. Wales reviewed the 2026 recommendations and provided updates on the 2025 recommendations.

Both Commissioner Moffat and Jones thanked the recreation team for their hard work and commitment to the park district. With no further questions, Mr. Bortner adjourned the meeting at 5:20 pm.

Submitted by: Elliott Bortner / Hannah MacArthur