

BOLINGBROOK PARK DISTRICT
Annerino Community Center – Multi-purpose Room
Workshop Meeting Minutes
January 19, 2023

President Vastalo called the meeting to order at 6:30 pm. Roll call: Andrews, McKay, Hix, McVey, President Vastalo.

Motion Commissioner Vastalo, second Commissioner Hix to approve agenda as submitted. Roll call: Ayes: Andrews, McKay, Hix, McVey, President Vastalo. Nays: None. Absent: None. Motion passed 5/0.

District Operations and Activities Update

Executive Director Ron Oestreich reviewed Ordinances and Resolutions for Board approval at tonight's meeting:

- Approve Bolingbrook Park District FOIA Officers Beth Benner, Debbie Chase, Chris Corbett, and Chris Finn.
- Approve Resolution 23-02 approving Interfund Transfer Actions regarding the General Fund and Recreation Fund to permanently forgive the Recreation fund balance deficit not to exceed \$2,250,000.
- Approve Ordinance 23-01 Consideration of an ordinance providing for the issue and sale of not to exceed \$1,150,000 General Obligation Limited Tax Park Bonds of the District to pay the costs of certain capital improvements.
- Approve Resolution 23-01 authorizing purchase of eight (8) 20'x20' shade structures for Pelican Harbor in the amount of \$72,929.00 from Parkreation, Inc. of Prospect Heights, Illinois.
- Approve Resolution 23-03 approving fourth amendment to the contract with Kemper Sports Management regarding management of Boughton Ridge Golf Course and Ashbury's.

The board had no questions

Operational Updates

Projects Update – Chris Corbett, Superintendent of Projects and Planning

Erickson & Balstrode Parks –

- Out to bid, bid opening February 2
- Board action at February for installation
- Playground equipment / benches arriving in February
- Installation to possibly start late-March with completion by end of April (weather permitting)

Indian Boundary Cedar Fencing –

- Out to bid, bid opening February 2
- Replacement fencing along Indian Boundary Park
- Board action at February
- Replacing fencing from 1994 installation

Flooring / VCT Project (ACC & BRAC) –

- Out to bid, bid opening February 2
- Work includes ACC Offices (Carpet) & VCT flooring at BRAC Zone
- Board action at February

Lifestyles Fitness Center 2022 Recap – Chris Piasecki, Facility / Fitness Manager

- In 2019 Lifestyles brought in 455 new members and had a membership base of 1,200. In 2021 Lifestyles brought in 510 new members and in 2022 we brought in 490 new members.
- In March of 2021 we did a total restart of memberships and at the end of 2021 we had a total of 464 members. At the end of this past year we are at 658.
- We are showing the same amount of visits/traffic at the facility as we were in 2019. 2021 and 2022 were the recovery years for Lifestyles where we can now start transitioning to the growth of our membership base for 2023 and getting back to that 1,000 number.
- What is not included in the above numbers is our active insurance base memberships which are currently around 400 members. Lifestyles is seeing an increase in visits and members for this population. These are some of our most active members in the facility with many if not most of the class offerings selling out monthly.
- Our growing membership has increased due to group exercise offerings, which average 45-55 classes per week.
- BPD brought on Gwendolyn Fuesz, as the Aquatics and Fitness Assistant Manager in February and during her 11 months, Lifestyles has been able to increase class offerings and create fresh membership engagement opportunities.

Highlights of 2022 included:

- Group exercise has continued to show increased growth seeing record participation in group ex visits from June to December, when compared to the 2019 numbers.
- Group exercise participation has averaged between 40-45% of the total monthly visits.
- During the last quarter of 2022, membership engagement became a primary focus by offering events such as Beast Mode, ran through October, and Passport to Good Health, ran through November.
- Both events saw a tremendous amount of membership engagement, with 115 Beast Mode submissions and 90 Passports to Good Health submissions.
- These events gave members the opportunity to complete daily challenges and earn Lifestyles branded rewards, keeping members engaged and excited about fitness.

The board had no questions.

2023 Marketing Plan

Kim Smith, Director of Marketing and Customer Care and James Rodriguez, Marketing and Communications Manager gave brief presentations of the Branding Manual and Marketing Plan. A copy of the Marketing Plan was distributed to the Board.

Branding/Position Statements

James said position statements are expressions of how a product, service brand or brand fills that particular need in a way their competitors don't. The brand promise is what drives us and why we are in existence.

In 2010 a positioning statement was adapted "Where the fun is" this statement embraces the core of what Bolingbrook Park District is about...recreation. Recreation is fun and it helps enrich a person's life.

The community wide survey completed in 2020 showed that people resonate with BPD being the place where the fun is, but they also wanted to know who creates the fun. A second positioning statement was launched in 2021 focusing on who makes the fun happen. This position statement is "We make the fun happen". This position statement is used when talking about our Board of Commissioners, our staff, and our patrons. This is the beginning of the second phase of brand enhancements.

The Board had no questions.

Marketing

Kim said the Marketing Plan is the marketing departments work plan for the year. What you see in the budget are things that are changing from year to year. This helps the marketing team keep the team on track for what needs to be done and how they want to get it done for 2023.

Four key areas the marketing department focuses on:

1. Gathering, analyze, and communicate customer information and needs to BPD staff
2. Developing innovative solutions to meeting those needs
3. Clearly and consistently communicate our message to customers
4. Providing exceptional value and service

Kim briefly talked about Marketing Segmentations and working with the Director of Recreation and Director of Facilities and their teams to define their market segmentations.

Kim briefly highlighted some of the data points:

- o Constant Contact (e-newsletters) open rates for Recreation 42% and 34% for LifeStyles
- o Facebook growth rate went up 5%
- o Unique Users jumped up to 201,341 in our website
- o Top Search Queries: Pelican Harbor
- o Global Age Breakdown
- o Percentage of marketing cost to overall district budget (including salaries) 1.8%

Commissioner Andrews said she appreciates and likes how marketing is including everyone into the plan and how they have taken the time to really dig down deep. Bolingbrook is a very diverse community. As a resident, Commissioner Andrews appreciates it and thanked Kim and James.

BAC Agreement

Mike Baiardo, Director of Facilities updated the board on the BAC Agreement.

- The agreement has not been reviewed since 2020.
- Possibly going to a one-year agreement.
- Staff is currently reviewing agreement. BAC did not provide any changes specifically.
- BAC will review February 7.
- BPD board approval at the February 16 board meeting.

The board had no questions.

Vehicles and Comed Grant Update

Chris Finn, Director of BGNR

- 4 trucks that are on order are budgeted in the capital carp plan for 2023.
- Talked with other park districts – everyone is waiting on trucks.
- Re-applying for the Lily Cache grant – cost has gone up to \$358,000 since last year's bid for the same project with cross arms being added. The cost to the district will not go up staying at \$67,180.
- Applied for grant for LED lighting for the entire B&G facility (inside and outside). The project cost value is \$49,650 we will receive around \$30,000 of grant money for this project. Out of pocket cost to the district will be \$18,732. Possible start next week.
- Applied for a grant for all new lights inside the BRAC gym. Project cost is \$13,716 with ComEd paying \$6,600 and the district's cost \$7,116.

Fraud Letters

Debbie Chase, Director of Business and Technology informed the board the auditors have started their preliminary field work and as usual they will be sending out questionnaires to the Board and since it is a new auditor they will be sending out questionnaires to Management Team.

Executive Director, Ron Oestreich informed the board Debbie Chase will be the interim purchaser having the power to purchase at \$30,000 should we need it in an emergency.

Minutes from December Board Meeting need to be amended (there was no closed session on November 15, 2022).

Reminders

- Winterfest – Saturday, February 4 from 11:00 am to 2:00 pm
- IAPD Legislative Breakfast for South Suburban – Friday, February 17 in Tinley Park. Contact Chris Finn if you would like to attend.

Communication from the Public

Alice Murray a resident of Bolingbrook asked for an explanation of what the capital improvements are regarding the bonds. Oestreich said it could be used for purchase of trucks, HVAC, facilities, but the 1.1 million dollars is allocated to cover the capital asset expenses for the year of 2026 and 2027. During the referendum process we continued to allocate capital asset replacement dollars from all of our business units and that will cover capital expenses for year 2024 and 2025. This new capital will be for year 2026 and 2027.

New Business

None

Closed Session

None

Adjournment

Commissioner Vastalo made a motion to adjourn from the Workshop Meeting at 7:10pm Second Commissioner McKay. Roll call: Ayes: Andrews, McKay, Hix, McVey, President Vastalo. Nays: None. Absent: None. Motion passed 5/0.

Minutes Verification Signature

A handwritten signature in cursive script, appearing to read "Jake McVey", written over a horizontal line.

**Bolingbrook Park District Board Secretary
Jake McVey**

BOLINGBROOK PARK DISTRICT
Annerino Community Center – Multi-purpose Room
Board Meeting Minutes
January 19, 2023

Commissioner Vastalo called the meeting to order at 7:11pm. Roll call: Andrews, McKay, Hix, McVey, President Vastalo.

President Vastalo began the meeting with the Pledge of Allegiance.

Motion Commissioner Vastalo, second Commissioner Andrews to approve the agenda. Roll call: Ayes: Andrews, McKay, Hix, McVey, President Vastalo. Nays: None. Absent: None. Motion passed 5/0.

Commissioner Vastalo made a motion to approve amended minutes of November 15, second Commissioner Hix.

Motion Commissioner Vastalo, second Commissioner Hix to approve the following meetings:

- A. Truth in Taxation Public Hearing Meeting Minutes of December 15, 2022
- B. Budget and Appropriation Public Hearing Meeting Minutes of December 15, 2022
- C. General Obligation Limited Tax Park Bonds Public Hearing Meeting Minutes of December 15, 2022
- D. Monthly Board Workshop Meeting Minutes of December 15, 2022

Roll Call: Ayes: Andrews, McKay, Hix, McVey, President Vastalo. Nays: None. Absent: None. Motion passed 5/0.

Motion Commissioner Vastalo, second Commissioner McKay to approve the Monthly Board Meeting Minutes of December 15, 2022 as amended. Roll Call: Ayes: Andrews, McKay, Hix, McVey, President Vastalo. Nays: None. Absent: None. Motion passed 5/0.

CORRESPONDENCE TO THE BOARD FROM PUBLIC

None

COMMENTS FROM THE PUBLIC AT MEETING

None

ATTORNEY'S REPORT

No Report

LEADERSHIP TEAM REPORT

Executive Director Ron Oestreich had no report.

TREASURER'S REPORT

Commissioner Andrews made a motion for the approval of payment of bills including travel reimbursement in the \$793,512.46 subject to audit. Second Commissioner Hix Roll call: Ayes: Andrews, McKay, Hix, McVey, President Vastalo. Nays: None. Absent: None. Motion passed 5/0.

COMMITTEE REPORTS

Administration and Personnel – Commissioner Vastalo reported:

Commissioner Vastalo made a motion to approve the Bolingbrook Park District FOIA Officers as Beth Benner, Debbie Chase, Chris Corbett and Chris Finn. Second Commissioner Andrews. Roll call: Ayes: Andrews, McKay, Hix, McVey, President Vastalo. Nays: None. Absent: None. Motion passed 5/0.

Commissioner Vastalo reported all internal audits balanced.

Commissioner Vastalo read and presented a Recognition of Service to Executive Director Ron Oestreich.

Finance and Technology – Commissioner Hix reported:

Commissioner Hix made a motion to approve Resolution 23-02 approving Interfund Transfer Actions regarding the General Fund and Recreation Fund to permanently forgive the Recreation fund balance deficit not to exceed \$2,250,000. Second Commissioner Andrews. Roll call: Ayes: Andrews, McKay, Hix, McVey, President Vastalo. Nays: None. Absent: None. Motion passes 5/0.

Commissioner Hix made a motion to approve Consideration of Ordinance 23-01 providing for the issue and sale of not to exceed \$1,150,000 General Obligation Limited Tax Park Bonds of the District to pay the costs of certain capital improvements. Second Commissioner Andrews. Roll call: Ayes: Andrews, McKay, Hix, McVey, President Vastalo. Nays: None. Absent: None. Motion passes 5/0.

Commissioner Hix complimented the Executive Director and the entire staff. Hix said the district is in the best financial situation. Staff have done a great job coming out of the pandemic and engaging the public on many activity levels. The fun we provide to people is outstanding. Hix said the team has done a great job of managing their spending.

Buildings, Grounds and Natural Resources – Commissioner Andrews reported:

Commissioner Andrews made a motion to approve Resolution 23-01 authorizing the purchase of eight (8) 20'x20' shade structures for Pelican Harbor from ParkReation, Inc. of Prospect Heights, Illinois. Second Commissioner McVey. Roll call: Ayes: Andrews, McKay, Hix, McVey, President Vastalo. Nays: None. Absent: None. Motion passes 5/0.

The Buildings staff is busy completing work orders, finishing up small projects and getting quotes for planned 2023 budgeted projects.

Staff has been making repairs and repainting the park ID signs for the winter season. Approximately 15 signs have been completed thus far this winter; staff will continue to do more during the winter months. The Horticulture and Turf Crews have been pruning trees and shrubs in the parks between Schmidt Road and Veterans Blvd. So far, they have completed Indian Boundary, St. Francis, and Remington Parks.

The Natural Resources crew has been working to remove dead and dying trees from parks and working on clearing projects along the DuPage River Greenway trail from Indian Boundary to Hidden Lakes.

Commissioner Andrews congratulated Chris Corbett, Superintendent of Projects & Planning, on passing his CPSI (Certified Playground Safety Inspection) Certification through the National Recreation and Park Association (NRPA). Certification is valid for a period of three (3) years. This was Chris' first-time taking exam. Congratulations Chris!

Recreation & Facilities – Commissioner McKay reported:

Recreation

- Theatre students did an amazing job in their performance of “*Twas The Opening Night Before*”. Both shows were nearly sold out, with 272 tickets sold in total for both nights.
- The gymnastics winter session begins January 9. Enrollment is coming in higher than expected and staff is excited for a new season of classes to begin. The Illusions Gymnastics Team starts their 2023 season off on January 14 and January 15 in Riverside Brookfield.
- REACH enrollment for the 2022-2023 school year has continued to stay steady with registration numbers for two sites, Pioneer and Jonas Salk Elementary School. Pioneer currently has 101 children registered and Jonas Salk has 54 children registered.
- Enrichment Programs - later in the month, families are invited to participate in a series of self-led nature stations to explore four of the five senses.
- The park district is also hosting a variety of private enrichment programs, including two Girl Scout troops and a K-5th grade field trip from Wood View Elementary.
- Winterfest is Saturday, February 4 from 11:00 am to 2:00 pm. Many activities will be offered.

Fitness

- Lifestyles Fitness recorded 5,665 visits for the month of December bringing the total number of visits for the year to 68,329.
- December recorded 2,248 group fitness visits for the month which represents 40% of our total visits to Lifestyles. Virtual classes recorded a total of 253 participants.
- December aqua aerobic classes made up 31% of the total group ex visits for the month, with 695 total visits.
- The first seminar in our wellness series with AdventHealth Bolingbrook was a success. There was a total of 27 attendees at the “How to Eat Healthfully and Feel Whole” presented by Jill Jennings.
- The second event, “The Game Changer” a movie with a healthy eating theme, will be held Friday, January 20.

Aquatics

- Daily admissions for 2022 has currently exceeded budget by grossing \$573,667 in revenue. The budgeted amount for year-end, 2022 is \$522,380.
- Birthday Parties and Private Rentals total for December:
 - Birthday Parties: 27 parties/574 participants
 - Private Rentals: 6 rentals/325 participants
 - Group Outings: 4 groups/96 participants
- There was a total of 42 new Pelican Harbor Annual Aquatic Memberships for the month of December 2022, with a total of 1,049 Annual Aquatic Memberships.

Youth

- Currently have 98 registered in 13 offerings compared to 86 registered last January-February offerings.

Adult Trips

- In February the group will be heading back out to Aurora to view “*Into the Woods*” on February 8. Spots are still available for this day.

Commissioner McKay acknowledged the passing of Kai Wahlgren’s mother, McKay said True was an awesome lady.

Commissioner McKay said he has only been on board for a little over a year and Executive Director Ron Oestreich has made his job of joining the board a great success. McKay said he will be greatly missed.

Marketing – Commissioner McVey reported:
Commissioner thanked Kim and James for their Marketing Plan presentation.

The marketing team developed a digital campaign for the months of December and January focusing on online advertising for fitness.

Golf Course & Ashbury's – Commissioner McVey reported:
The current contract for Management Services for Boughton Ridge Golf Course between Bolingbrook Park District and KemperSports expires December 31, 2023. Staff is recommending an amendment to the contract, extending one additional year to a December 31, 2024 expiration date. There are no article changes to the contract with the exception of the extended expiration date.

Commissioner McVey made a motion to approve Resolution 23-03 approving fourth amendment to the contract with Kemper Sports Management regarding management of Boughton Ridge Golf Course and Ashbury's. Second Commissioner Hix. Roll call: Ayes: Andrews, McKay, Hix, McVey, President Vastalo. Nays: None. Absent: None. Motion passed 5/0.

Boughton Ridge Golf Course and Ashbury's has two upcoming events; Valentine's Dinner for Two on Saturday, February 11 and Frost Bite Open on Saturday, February 18.

NWCSRA - Commissioner McVey reported:

Seasonal staff training is currently underway as staff renew certifications in CPR/First AID and CPI (Crisis Prevention Intervention) and prepare for the beginning of the winter/spring season.

NWCSRA received two new 15 seat accessible buses (with seating for four wheelchairs) in late December

Field of Dreams Update - The Athletic Facilities Development Intergovernmental Agreement and New Sports Field License Agreement documents between the Village of Romeoville and NWCSRA have been finalized and signed for the new adapted sports field "Field of Dreams" at Romeo Crossing Park. Construction on the adapted sport field phase of the project is slated to begin in late 2023/early 2024 with anticipated usage for the summer of 2024. The park will also contain a dog park, three HS baseball fields, concession stand/restrooms/shelter, playground and parking lot.

UNFINISHED BUSINESS

None

COMMUNICATIONS FROM THE PUBLIC

Alice Murray a resident of Bolingbrook commented that Commissioner Hix talked about the Park District having the best financial year in 2022. Ms. Murray asked what the hourly part time staff pay raises would be. Executive Director Ron Oestreich said pay raises are projected at 4%. Ms. Murray said it does not keep up with inflation.

Ms. Murray thanked Executive Director Oestreich for his service.

NEW BUSINESS

None

ANNOUNCEMENTS

Executive Director said he will remember this board and this team fondly for the rest of his life. He said to keep doing the great work that you do. Everything that we do is for the community. Ron thanked the board and team for everything they do.

Bruce Hutcheon, General Manager of Ashbury's at Boughton Ridge Golf Course, announced Nathan Oestreich was hired as the new Assistant General Manager. Bruce said he is very delighted to have Nathan. He will be a great asset to the operation.

Commissioner Hix added that Nathan has worked for four Kemper facilities and has also worked in every position in the restaurant except the cook position. He now has experience in the golf operations and he did this on his own.

Commissioner Hix asked for a moment of silence for Kai Wahlgren's mother.

CLOSED SESSION

None

ADJOURNMENT

Motion Commissioner Vastalo, second Commissioner Hix to adjourn from the regular board meeting at 7:43 pm. All in Favor "Ayes".

Minutes Verification Signature



Bolingbrook Park District Board Secretary
Jake McVey