

**MINUTES OF THE REGULAR MEETING OF THE STREAMWOOD
PARK DISTRICT BOARD OF COMMISSIONERS HELD ON
JUNE 26, 2018 AT HOOSIER GROVE BARN,
700 W. IRVING PARK ROAD,
STREAMWOOD, ILLINOIS**

CALL TO ORDER/ROLL CALL

President Wright called the meeting to order at 5:30 p.m. Present were Commissioners Brogan, Armstrong, Janiec and Yawer, along with staff members Executive Director Dennis Stein, Superintendent of Business & HR Jennifer Hermonson and Marketing & Communications Manager Jean Stone. Finance Manager Sherri Harry was absent.

All those answering “present” were physically present at the meeting.

PLEDGE OF ALLEGIANCE

COMPREHENSIVE MARKETING PLAN OVERVIEW

Phil Parnin from PROS Consulting presented their final recommendations for the Comprehensive Strategic Marketing Plan.

- A. Phil Parnin reviewed with the Board their meeting in February and the steps they have taken to get to their final recommendations.
- B. Phil Parnin reviewed with the Board the next steps if the Board approves the plan.
- C. Phil Parnin reviewed with the Board why we needed the marketing plan; including, but not limited to the changing demographics needs in Streamwood.
- D. Phil Parnin reviewed with the Board the four major themes that came out of the Community Survey and the Focus Group feedback.
- E. Phil Parnin reviewed with the Board the overall use of our facilities and how the community perceives how they are maintained.
 - Commissioner Armstrong asked if all of Streamwood was surveyed and Phil responded that it was a statistically valid survey spanned across all of Streamwood and it mimicked the demographics of Streamwood.
- F. Phil Parnin reviewed with the Board the community’s participation and quality of our programs. Our participation was lower than the national average; however, our quality of programs was above the national average.
- G. Phil Parnin reviewed with the Board how people learn about our programs. Our program guide and the Village’s newsletter were the two highest, 64 percent and 35 percent respectively.
- H. Phil Parnin reviewed with the Board our marketing and communications effectiveness. We are exceeding in some areas; however, we have people who are not aware of what the District does and are not aware of our website.
- I. Phil Parnin reviewed with the Board what people think of the Streamwood Park District and the top four were convenient, fun, safe and value.
- J. Phil Parnin reviewed with the Board the top priorities from the survey: walking and biking trails, outdoor swimming and nature centers are the top three.
- K. Phil Parnin reviewed with the Board the top priorities for programming from the survey: group fitness, nature programs and exhibits, senior programming, trips and special events, community gardens, water fitness, museum programs and adult sports.
- L. Phil Parnin reviewed with the Board that 57 percent of programs need to be re-energized or put out to sunset.

- M. Phil Parnin reviewed with the Board the expected participation percentages: walking for exercise, jogging/running, swimming, bicycling, weight lifting and basketball.
- N. Phil Parnin reviewed with the Board how often people use the Park District, why they use the Park District, why they come back and would they recommend the Park District to friends, family, colleagues, etc..
- O. Phil Parnin reviewed with the Board the top ten items the community (83 suggestions out of 172 responses) stated on the community survey on what could the Park District do better.
- Commissioner Yawer asked Phil Parnin if there were other comments. Phil stated there were, but they were one offs and not stated by multiple people and he would not want to see the Streamwood Park District invest resources into the one off comments unless we re-surveyed the community to see if there was a need.
- P. Phil Parnin reviewed with the Board our mission and vision.
- Q. Phil Parnin reviewed with the Board a sample Action Matrix and what that would look like for staff.
- R. Phil Parnin reviewed with the Board the communications and brand vision, goal and strategies.
- S. Phil Parnin reviewed with the Board the program vision, goal and strategies.
- T. Phil Parnin reviewed with the Board the recreation facilities vision, goal and strategies.
- U. Phil Parnin reviewed with the Board the technology vision, goal and strategies.
- Commissioner Yawer asked for an example of how to cross market on our website. President Wright and Phil stated the library, Village of Streamwood, Hanover Township, etc.
- V. Phil Parnin reviewed with the Board the financial vision, goal and strategies.
- W. Phil Parnin reviewed with the Board the operational vision, goal and strategies.
- X. Phil Parnin reviewed with the Board what we have completed and what we still need to complete.
- Y. Phil Parnin opened it up to questions and discussion:
- Commissioner Brogan stated we are doing ok, but we have room for growth.
 - Executive Director Stein stated this will give us data driven direction from the community.
 - Commissioner Brogan stated that we have a lot of walking trails and paths but people are just not aware of them.
 - Phil stated that we need to make people aware, as there are a ton of things tugging at their time, as people are so busy and inundated with information.
 - Superintendent Hermonson stated that the community also wants connectivity to major places; for example, the Metra station. In addition, the community wants the ability to cross major road barriers; such as, Route 59, Bartlett Road and Irving Park Road. Superintendent Hermonson stated the community also wants designated routes for walking and bicycles, as the sidewalk is not big enough and/or looking at designated bicycle areas on the streets and the community wants fluent connectivity.
 - Commissioner Yawer stated that the library is sending attractive e-mails and asked if we do that also?
 - Marketing & Communications Manager Jean Stone clarified that we do send e-mails and other social media outlets and we are trying to be aware of sending too many e-mails so we do not lose subscribers.
 - Commissioner Wright asked if we could post the presentation to the website?
 - Commissioner Wright asked if this will still be valid in five years?
 - Phil stated we should do a community survey every two to five years, no later depending on what we have completed, etc. Phil also stated we need to update our plan so our survey is valid and people are aware of what we have accomplished. Phil also stated that we need to get the staff on board and implement the plan and not leave it on the shelf for our community surveys to be valid. Phil also went over data-driven decisions and having the District move towards a more consistent data-driven decision at all levels of programs, facilities, events and staff.
 - Executive Director Stein also pointed out that the survey comments are coming from 70 percent of the people who do not utilize our resources.

- Commissioner Brogan asked for clarification on how the survey was conducted and Phil explained the process of the statistically valid survey.

President Wright motioned for a recess at 7:00 p.m. and Commissioner Brogan seconded the motion. A voice vote was unanimous for approval; motion carried.

President Wright reconvened the meeting at 7:11 p.m. Present were Commissioners Brogan, Armstrong, Janiec and Yawer, along with staff members Executive Director Dennis Stein and Superintendent of Business & HR Jennifer Hermonson.

All those answering “present” were physically present at the meeting after the recess.

INTRODUCTION OF GUESTS

Guests in attendance was Fitness & Membership Manager, Kyle Saros.

TOPICS FROM THE FLOOR

None.

APPROVAL OF THE AGENDA

Commissioner Janiec moved approval of the agenda as presented and Commissioner Brogan seconded the motion. A voice vote was unanimous for approval; motion carried.

POLICY and PLANNING

A. Ordinance 2018-6-1-O: Ordinance Amending the Park District’s Park, Recreation Area and Facility Renaming Policy

There were no questions or comments.

Commissioner Janiec moved approval of Ordinance #2018-6-1-O: Amending the Park District’s Park, Recreation Area and Facility Renaming Policy. The motion was seconded by Commissioner Brogan. Vote on the motion:

Commissioner Brogan – Aye
Commissioner Janiec – Aye
President Wright – Aye

Commissioner Armstrong – Aye
Commissioner Yawer – Aye

Motion carried.

B. Ordinance 2018-6-2-O: Ordinance Renaming Aquarius Park

- Commissioner Armstrong stated she feels the name Commissioners’ Park seems self-serving.
- Commissioner Armstrong stated she would propose we think about renaming the park Volunteer Park versus Commissioner Park.
- Commissioner Janiec stated that the Commissioners serve without pay and it would be an honor for all of those who serve and will serve in the future.
- Commissioner Brogan stated that two commissioners have passed away and one of them was a friend and he likes the idea to honor all of the Commissioners who have made it possible to get where we

are so he does not have a problem with the name change and does not feel it is self-serving; although he understood where Commissioner Armstrong was coming from.

Commissioner Janiec moved approval of Ordinance #2018-6-2-O: Renaming Aquarius Park to Commissioners' Park. The motion was seconded by Commissioner Yawer. Vote on the motion:

Commissioner Brogan – Aye

Commissioner Armstrong – Nay

Commissioner Janiec – Aye

Commissioner Yawer – Aye

President Wright – Aye

Motion carried.

C. Ordinance 2018-6-3-O: Prevailing Wage:

There were no questions or comments.

Commissioner Janiec moved approval of Ordinance #2018-6-3-O: Prevailing Wage. The motion was seconded by Commissioner Yawer. Vote on the motion:

Commissioner Brogan – Aye

Commissioner Armstrong – Aye

Commissioner Janiec – Aye

Commissioner Yawer – Aye

President Wright – Aye

Motion carried.

D. ADA Transition Plan Update & Annual Review

There were no questions or comments.

E. Capital Improvement Plan Update & Annual Review

There were no questions or comments.

F. Safety Manual Update

There were no questions or comments.

FINANCE REPORTS

A. April 2018 Financial Statements

There were no questions or comments.

B. May 2018 Financial Statements

There were no questions or comments.

C. Monthly Expenditures/Payroll

There were no questions or comments.

CONSENT AGENDA

Approval of:

A. Minutes of the Regular Board meeting of April 24, 2018.

B. Minutes of the Executive Session meeting of April 24, 2018; approve and release.

C. Minutes of the Special Board meeting of May 19, 2018.

D. Minutes of the Executive Session meeting of September 29, 2015; release.

E. Minutes of the Executive Session meeting of October 27, 2015; release.

- F. April and May 2018 Financial Statements.
- G. April 11 – June 12, 2018 expenditures totaling \$666,096.02.
- H. P-Card purchases in April 2018 totaling \$49,373.05.
- I. P-Card purchases in May 2018 totaling \$29,766.15.
- J. IMRF payment for April 2018 totaling \$21,573.89.
- K. IMRF payment for May 2018 totaling \$25,952.11.
- L. April 13 and 27, 2018 payroll and payroll taxes totaling \$180,055.49.
- M. May 11 and May 25, 2018 payroll and payroll taxes totaling \$208,952.11.
- N. Strategic Marketing Plan
- O. Safety Manual Update

Executive Director Stein stated that with the release of the Executive Session minutes listed above there are currently no outstanding executive session minutes.

Commissioner Janiec moved approval of the consent agenda and the motion was seconded by Commissioner Brogan. Vote on the motion:

Commissioner Brogan – Aye
 Commissioner Janiec – Aye
 President Wright – Aye

Commissioner Armstrong – Aye
 Commissioner Yawer – Aye

Motion carried.

CORRESPONDENCE

None.

DEPARTMENTS/DIRECTOR'S REPORT

- A. Superintendent of Business & HR Hermonson informed the Board that Pros Consulting will be returning to the Streamwood Park District in August to train the employees on how to implement the Strategic Marketing Plan. The staff have some prep work that needs to be completed before they can return. President Wright will attend the first meeting with opening remarks due to his heavy involvement with moving the District forward with revamping our strategic plans. The Comprehensive Strategic Marketing Plan is just the first step in updating our comprehensive/strategic plans.
- B. Superintendent of Business & HR Hermonson informed the Board that we had a new full-time employee, Matthew Page, who started a few weeks ago. He is a Parks Supervisor who will mainly be focusing on Athletic Fields, so current Parks Supervisor Rob Burke can start focusing on parks, playgrounds, weeds, etc. Matthew comes from Northbrook with over four (4) years of athletic field experience.
- C. Superintendent of Business & HR Hermonson informed the Board that our annual Park Pride event on May 19 was successful. We had over 18 parks represented and over 150 volunteers. Thank you to everyone who volunteered and participated.
- D. Superintendent of Business & HR Hermonson informed the Board that our 20th Annual Streamwood Stride was a little wet this year but still was a great success. We had 196 total runners compared to 184 last year.
- E. Superintendent of Business & HR Hermonson informed the Board that the annual Park Place annual shutdown is scheduled for August 27th through September 9th. The fitness center will only be closed August 27th through September 3rd, reopening on September 4th. The pool will remain closed for the entire time. Due to the fumes of refinishing the gym floors and the women's locker room floors, registration will move over to the Community Center August 27th through September 3th. We are going to try to minimize having staff at Park Place for the first week due to the fumes. Fitness Members will be

able to utilize Bartlett Park District's LIFECENTER while we are closed and Aquatic Members will be able to use the Splash Center Indoor Aquatic Center from September 1st through September 9th; however, at this time, we do not have a location for the residents to use a pool for our first week, as Bartlett Park District is also completing maintenance on their pools (indoor and outdoor). Superintendent Hermonson stated they have reached out to Schaumburg and Hoffman Estates Park Districts.

- F. Superintendent of Business & HR Hermonson informed the Board that we are looking into possible "new" options for Harvest Fest that are not weather dependent. For example, we are looking to integrate it with Safely Trick-or-Treat at Park Place.
- G. Superintendent of Business & HR Hermonson informed the Board that the first joint Farmers' Market seemed to be a success. In speaking with the vendors, they seemed to have a good time and stated that even though it was moved inside due to the rain, it was a positive event and they are looking to come back for the second event on Friday, July 27. It was supposed to be hosted at Rahlfs Woods but due to the rain it was moved inside the library.
- H. Superintendent of Business & HR Hermonson informed the Board that our two new Early Childhood classes are running; Joy of Summer with 15 participants and Sticky Fingers with 10 participants.
- I. Superintendent of Business & HR Hermonson informed the Board that the Summer Kick-Off and Play in the Park seemed to be a success. Thank you everyone who came and supported the event. Our remaining Play in the Parks will be Thursdays July 19 and August 16 at Sunnyhill Park from 6:00 p.m. to 7:30 p.m. Superintendent Hermonson is trying to get some sponsorships for these free Community events.
- J. Superintendent of Business & HR Hermonson informed the Board that Summer End Slam, one of our biggest softball tournaments will start July 12 and run through July 15.
- K. Superintendent of Business & HR Hermonson reminded the Board that Summer Celebration is coming up July 27 through July 29. The theme is "Around the World in 3 Days." We will keep you posted as it gets closer; however, we do have a Board Meeting scheduled before Summer Celebration; thus, we will probably hand out parking passes and any other items at that time.
- L. Superintendent of Business & HR Hermonson informed the Board that the new Fall Program Guides will be completed for Summer Celebration.
- M. Superintendent of Business & HR Hermonson informed the Board that she has been in contact with Diane Keating, as the memorial bench in memory of Thomas Keating is completed. Diane has been really busy, reasonably so; thus, she will get back to us when she is ready.
- N. Superintendent of Business & HR Hermonson informed the Board that playground renovations are going as planned. Grow Park is moving along and has all of the playground equipment installed. Surrey Woods playground equipment has been removed and excavation has started. Superintendent Hermonson encouraged the Board to stop by the parks to see the renovations.
- O. Superintendent of Business & HR Hermonson informed the Board that the Museum lower ramp will be redone to be compliant with new ADA standards. In addition, it will keep water from going into the basement whenever it rains. When the ramp is redone, the goal within the next year is to put an office down in the basement and make a more permanent exhibit space.
- P. Superintendent of Business & HR Hermonson informed the Board that her husband's Grandpa passed away last Monday and the services will be held on Summer Celebration weekend. Superintendent Hermonson plans on being at Summer Celebration in some capacity; however, will update the Board as more details emerge.

President Wright responded that family comes first.

- Q. Superintendent of Business & HR Hermonson informed the Board that she will be in Portland, Oregon visiting family over the fourth of July. Please contact Finance Manager Sherri Harry for all finance related questions, Parks Administrative Assistant Elizabeth Sampson for any Parks related items and please contact Executive Director Stein for all other items.

- R. Superintendent of Business & HR Hermonson informed the Board that we are currently working on revamping the Superintendent of Recreation job description, interview questions and a timeline. Superintendent Hermonson stated that she would keep the Board informed on filling the vacancy.
- S. Superintendent of Business & HR Hermonson informed the Board to keep reading the monthly report from Marketing & Communications Manager Stone for more updates and highlights.
- T. Executive Director Stein is spending more time with the Recreation Managers on trouble shooting items since Superintendent Reckamp has moved on to Crystal Lake Park District.
- U. Executive Director Stein has also divided up the Superintendent duties to the various Recreation Managers. Fitness & Membership Manager Saros has been appointed to replace Superintendent Reckamp on the Summer Celebration Committee.
- V. Executive Director Stein stated he meets with the Recreation Managers on a weekly basis and as needed.
- W. Executive Director Stein stated that the rain has impacted some of the mowing and weeds growing.
- X. Commissioner Brogan asked who is overseeing the day-to-day at Park Place. Executive Director Stein stated that no one is as everyone is taking a role in keeping it running effectively.
- Y. Commissioner Brogan also asked if we could open up at 5:00 a.m. based on the survey. Executive Director asked Fitness & Membership Manager Saros to look into the possibility and the data of opening up at 5:00 a.m.

COMMISSIONERS' REPORT

- A. Commissioner Brogan stated he enjoyed walking on the new property after Park Pride. It was nice to visualize the property for future planning.
- B. Commissioner Janiec stated he had some phone calls on complaints that the Streamwood Park District should be exempt from being judged at the Summer Celebration parade. He feels that maybe we should consider this.
- C. Commissioner Janiec stated that Diane Keating is going to be a judge for the Summer Celebration parade.
- D. Commissioner Janiec stated that his wife, Marion, was named "Woman of the Year" from the Woman's Club.
- E. Commissioner Janiec stated that the Farmer's Market started off slow and then became a big hit.
- F. Commissioner Janiec stated that Play in the Park was a success and kudos to Karen Yuen and Lauren Kabrick for coming up with the games for Play in the Park.
- G. Commissioner Janiec stated that the Old Fashion games was stated in the program guide for Summer Kick Off but we need to remove it because we do not offer it anymore.
- H. Commissioner Janiec wished Commissioner Brogan a Happy Birthday on Friday.
- I. Commissioner Yawer had an open house at the academy. President Wright, Commissioner Janiec and a lot of officials came to the open house. It was successful and Commissioner Yawer thanks everyone who came.

PRESIDENT'S REPORT

- A. President Wright was really happy on how well Park Pride went.
- B. President Wright really enjoyed the Streamwood Stride. The Girl Scouts were a huge help as volunteers. President Wright thanked everyone who attended and volunteered.
- C. President Wright stated that we need to start working on being a team as Commissioners and to work on not being self-serving as Commissioners.
- D. President Wright also stated if we want staff to step up we need to step up and stop worrying about "I and me."

UNFINISHED BUSINESS

None.

NEW BUSINESS

A. Adjourn Quo Sine Die

Commissioner Janiec moved that we adjourn quo sine die and the motion was seconded by Commissioner Brogan. A voice vote was unanimous for approval; motion carried.

1. Election of Officers:

Election of President:

- The Assistant Secretary opened the floor for nominations for the office of the President.
- Commissioner Brogan moved to nominate Commissioner Janiec as President of the Streamwood Park District Board of Commissioners.
- Commissioner Yawer seconded the motion.
- A roll call vote was taken and Commissioner Janiec was elected President.

Vote on the motion:

Commissioner Armstrong – Nay
Commissioner Yawer – Aye
President Wright – Aye

Commissioner Brogan – Aye
Commissioner Janiec – Aye

Motion carried.

President Janiec assumed the chair and opened the floor for nominations for the office of Vice President.

Election of Vice President:

- Commissioner Janiec moved to nominate Commissioner Yawer as Vice President of the Streamwood Park District Board of Commissioners.
- Commissioner Brogan seconded the motion.
- A roll call vote was taken and Commissioner Yawer was elected Vice President.

Vote on the motion:

Commissioner Armstrong – Nay
Commissioner Yawer – Aye
President Janiec – Aye

Commissioner Brogan – Aye
Commissioner Wright – Aye

Motion carried.

2. Board Appointments

Commissioner Wright moved to appoint all the Board appointments listed below and the motion was seconded by President Janiec.

- Dennis Stein as Executive Director of the Streamwood Park District for the term ending May, 2019;
- Dennis Stein as Streamwood Park District Treasurer for the term ending May, 2019;
- Sherri Harry as Streamwood Park District Secretary for the term ending May, 2019;

- Jennifer Hermonson as Streamwood Park District Assistant Secretary for the term ending May 2019;
- Joseph Julius as Streamwood Park District auditor for the term ending May, 2019;
- Dennis Stein as N.W.S.R.A. Board representative for the term ending May, 2019;
- Ancel Glink as Streamwood Park District Legal Counsel for the term ending May, 2019;
- Sherri Harry and Jennifer Hermonson as Streamwood Park District OMA Designated Employees for the term ending May, 2019;
- Sherri Harry and Jennifer Hermonson as Streamwood Park District FOIA Officers for the term ending May, 2019;
- Jennifer Hermonson as Streamwood Park District interim ADA Compliance Officer for the term ending May, 2019 or until a new Superintendent of Recreation is hired, whichever comes first;
- Jennifer Hermonson as Streamwood Park District ADA Coordinator for the term ending May, 2019;
- Jennifer Hermonson as Streamwood Park District Ethics Advisor for the Streamwood Park District and employees for the term ending May 2019;
- Bill Wright as the Streamwood Park District Board of Commissioners Ethics Advisor for the term ending May 2019;
- Kyle Saros as Streamwood Park District Safety Coordinator for the term ending May, 2019.

A voice vote was unanimous; motion carried.

B. Committee Assignments

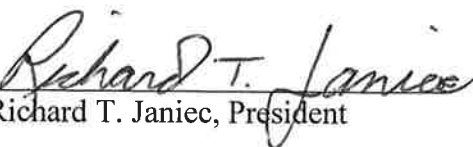
President Janiec stated that he would have the committee assignments at the next Board meeting.

ADJOURNMENT

At 7:55 p.m., Commissioner Wright moved to adjourn and the motion was seconded by Commissioner Yawer. A voice vote was unanimous for approval; motion carried.

Approved: July 24, 2018

Signed: 
Jennifer Hermonson, Assistant Secretary

Attest: 
Richard T. Janiec, President