

Committee of the Whole
February 27, 2017
6:00pm

Present: Executive Director Reuter, Directors Rini, Haring, and Rosenberg. Commissioners Jeffery, Ullman, Bird, Gramann, Powers, and Sokolowski. Oakbrook Executive Director Laure Kosey.

Absent: Commissioner Jaszka.

Commissioner Jeffery called the meeting to order at 6:00 pm.

Executive Director Reuter thanked the Board for being here and shared that staff updated the Strategic Plan by combining staff and board thoughts.

Director Rini reviewed the data that had been collected to date; it has been combined for easier reference. Director Rini asked if the Board if they required any clarifications on the information, or if they prefer to proceed with the next process. Director Rini presented the Board SWOT Analysis, noting that common items/topics had been combined.

Executive Director Reuter and Director Rini directed the Board to the SWOT posters on the walls which have the exact wording of the Boards SWOT.

Commissioner Gramann shared that the Board never interacted together and she felt they need to. Executive Director Reuter shared that they will tonight. Commissioner Gramann shared that staff input is valued, but she has questions. Commissioner Gramann also stated that she prefers that the Board leads the strategic plan direction, not staff. Commissioner Sokolowski agreed.

Director Rini referred to pages 19-22 in the SWOT plan. Director Rini shared that staff worked in teams. As teams, they condensed and then combined items to create goals. Staff then went through the exercise of ranking/prioritizing items with dots.

Commissioner Gramann mentioned that she doesn't disagree with the process, however she felt that staff and Board have different views. Staff handles the operations which defines the views they present. She stated that the process should have started with the Board.

Commissioner Jeffery suggested that the Board skip the review of strengths and move right to the weakness.

Commissioner Gramann shared that in her opinion, the Board members are mostly the same age group, and live within the same school district. T board members are getting older and there is a need for more diversity.

Commissioner Sokolowski referred to #5 and asked for clarification. Commissioner Ullman shared that we don't stand up when it comes to a lawsuit in my opinion. Commissioner Powers agreed with Commissioner Ullman.

Executive Director Reuter asked Board how should we approach in the future? Brainstorm, recruit?

Commissioner Powers shared that the Board knows the whole picture so Board goals will differ from staff goals.

Executive Director Reuter stated that leadership tries to be transparent to staff on why we do things; operations versus capital dollars.

Director Rini shared that all department present at staff meetings. Board addressed issues different than staff. Diversity, different school districts for Board Members, PDRMA, and Risk Management. Do we assess, do we stay or explore? Let's review these and discuss.

Commissioner Gramann shared that she liked the interaction of the Board.

Commissioner Sokolowski asked for clarification on #17. Commissioner Powers shared debt structure, we don't have additional funds; demographics. Commissioner Jeffery also said Government freezing taxes.

Commissioner Sokolowski #20, grants, effort to get free money, take advantage of money like we used to.

Commissioner Gramann mentioned sponsorships, such as naming writes: pool, rooms, and facilities.

Commissioner Bird mentioned that the bullet points and then subcategories will all be discussed.

Executive Director Reuter discussed with the Board Opportunities from the SWOT analysis.

Commissioner Jeffery didn't realize about the sport organizations in regards to concessions. Executive Director Reuter and Director Haring replied that they are working on it. Executive Director Reuter shared that WDSRA can maybe do concessions like NEDSRA does.

Commissioner Sokolowski asked about ActiveNet. Can we track csparks.org app?
Director Rini shared that all apps are going working towards being user friendly. Only 9% of revenue comes from online registration. Also, marketing department is making an effort to market even more.

Commissioner Gramann shared in the past the Board brainstormed on matters such as key initiatives. Executive Director Reuter shared that it is broken down into groups.

Commissioner Sokolowski asked if the strategic plan is for the Park District or for an award? Executive Reuter said both if the Board wants it to be.

Executive Director Reuter referred to threats page #14.

#3 Staff is preparing

#12 Board do we want to lower fitness fees?

#13 Commissioner Jeffery said there are in-between levels of sports missing.

Commissioner Ullman shared that the travel sport organizations have helped fill that gap except for lacrosse. Director Haring shared that GBN does not have lacrosse.

Commissioner Ullman shared that the Park District working with the travel teams works and they have great ideas and still bring in money. Executive Director Reuter shared that it impacts the economy with travel teams. Commissioner Ullman shared that the Park District doing concessions will bring in money. Commissioner Sokolowski suggested that the use of facilities to rent out for activities. Commissioner Gramann suggested looking at different opportunities.

Due to time and the regular Board Meeting Executive Director Reuter suggested that the SWOT meeting be on hold and added to the Board Meeting agenda.

Meeting adjourned at 7:00pm