



To: Park Board Commissioners
 From: Executive Director Reuter and the Senior Leadership Team
 Date: February 21, 2020
 Re: WEEKLY MEMO

Dates to Remember:

Date	Event	Time
February 21 & 22	Daddy Daughter Dances, Bloomingdale Golf Club	6:30-9:30pm
February 22	Dolphin Swim Meet against Bensenville, FVRC	1pm
February 24	FVF Member Appreciation/Meet the Trainer Event	8am
February 29	Adult Softball 12" Snowball Tournament, McCaslin Park	9am-5pm
Feb. 29-March 1	Youth Travel Basketball Tournament, FVRC	8am-10:30pm
March 15	Springers Gymnastics Team Meet, Bolingbrook Park District	All day
March 17	FVF Member Appreciation/Meet the Trainer Event	8am
March 21 & 22	Theatre Performances of Frozen Jr., GBN	2pm & 7pm
March 22	Springers Gymnastics Team Optional Home Meet, SRC	All day

Strategic Goal and Initiative #1

Take Care of What We Have

- FVRC
 - Carol Stream Police banning document signed for panhandler who attempts to stop cars on Fountain View Drive. Staff at FVRC has been directed to call 911 for any future incidents.
 - Esscoe contacted regarding the access control upgrade.
 - Met with Fitness staff to discuss how we can assist with fixing broken equipment with "in house labor." Three fitness machines were repaired since the meeting.
- SRC
 - Installed LED lights in one fixture in men's restroom.
- Parks
 - Community Park - removed fencing from old baseball backstops.
 - Bark Park - repainted barrel jump and ring jump in a continued attempt to keep the facility well maintained for users.
 - New locks installed at ETRC and CCMG to comply with state law for gender neutral restrooms.

Strategic Goal and Initiative #2

Improve Financial Position

	2020 - YTD	2019 - YTD
Youth Birthday Parties	\$2,487	\$2,381

- Received reimbursement of \$4,880 from PDRMA for new light fixtures installed in Rooms 121 and 122.
- A fundraiser generating \$334 was held at Portillo's to benefit Springers Gymnastics Team, Forté Dance Company and our Theatre program.

- School District 87 has been signed as a FVF Corporate Member.
- The Forever Young Vegas Valentine’s Luncheon was sponsored by Rosati’s for the meal as well as Edward Jones for \$500.
- In an effort to increase revenue, concession staff has finalized the agreement to sell *Mini Melts* in 2020. Similar to *Dippin Dots* but less expensive, this will serve as an excellent option for those who want an ice cream product. The company will provide a freezer, weekly inventory monitoring and will purchase back any unused product.
- Online ticket sales for Frozen Jr. are underway. 675 tickets were sold on the first day and 819 tickets have been sold so far. This is the first season theatre tickets have been sold online.
- IMRF Update; 2019 investment earnings had a 19.76% return. Due to the financial improvement of the fund, employer contributions in the future will decrease.
- Improve fund balances to reach targeted levels
 - 2020 interest received from 5/3 Bank (year-to-date \$3,452.18); \$1,495.60 in January.
 - 2020 interest received from IL Trust investments (year-to-date \$14,278.00)
 - February 7 received \$242,000 IL Trust (fund balance) 12-month cd matured with \$7,260.00 interest; reinvesting \$245,000 for 12 months at 1.65% net rate, due February 8, 2021.
 - February 7 received \$242,000 IL Trust (fund balance) 12-month cd maturing with \$7,018.00 interest; reinvesting \$243,000 for 18 months at 1.75% net rate, due August 5, 2021.
- Administration and IT staff are looking into options for eliminating POTS lines for a district-wide savings of approximately \$8,000.
- Staff has contacted current Fiber services provider to request a new 3 year contract. No response to date, therefore staff will pursue the solicitation of bids.
- New campaign for promoting donations to the CSParks Foundation. We have replaced the “Round Up for Change” campaign with “Donate \$1 to the CSParks Foundation for youth scholarship.” New signage at registration desks and new prompts for on-line registrations.

Strategic Goal and Initiative #3

Operate Parks and Facilities Efficiently

- Armstrong Park path lights out from Car Accident – web blog, Facebook, alert on Armstrong Park webpage.
- Order for a money counter will be placed in the beginning of March.

Strategic Goal and Initiative #4

Meet Needs of Changing Community Demographics

- We are hosting our first E-Sports event on March 15 at Fountain View Recreation Center. Participants in grades 4-8 will participate in a Super Smash Bros. tournament on the Nintendo Switch gaming system and open gym time.

Strategic Goal and Initiative #5

Develop Parks and Facilities

Strategic Goal and Initiative #6

Foster a safe and welcoming environment

- FVF placed motivational post-it notes in all lockers on Valentine’s Day. This was very well-received with many members thanking staff for the Valentine message and one member expressed how tough her day had been and how the note turned it around.



- Recreation Supervisor worked with WDSRA and School District 93 to facilitate care for a student with special needs.

Strategic Goal and Initiative #7

Highest Quality Recreation Programs & Services

	2020 - YTD	2019 - YTD
Group Fitness Attendance	4,919	4,156
Family Special Events	10,846	10,415

- The Springers Gymnastics Team competed in the Tumbling Sectionals meet with six teams and approximately 125 tumblers. Springers received 1st place in Advanced Beginner 2nd and 3rd place in Advanced Beginner 1. They also had five Sectional Individual Champions, eight Individual Qualifiers to State, a Team Qualifier at Advanced Beginner 2, and qualifying three more tumblers for the team score.
- The Springers gymnastics team competed in an Optional meet with five teams and approximately 75 Gymnasts. Springers won 1st place in the Gold and Silver levels and 2nd place in the Bronze level.



- Dolphins swim team remained undefeated after a win at home against Elk Grove Village.
- The Forever Young Vegas Valentines Luncheon was held for 58 registrants. Participants enjoyed an Italian meal and played their choice of five different casino games to earn tickets for prizes.



- The upcoming FVF March workout challenge gives members the opportunity to guess the Hersey Kisses every day they work out for a chance to win the large jar of candy plus two tickets to the Bunnies & Brews adult flashlight egg hunt. Participation runs from March 1-21.
- Registration is nearly complete for the annual Daddy Daughter Dances on February 21 & 22. Both evenings are full (174 registered each night) and registration has been closed.
- Days Off Club for Presidents Day had 37 participants this month, compared to 46 in 2019.

- Recreation Coordinator is working with Recreation Supervisor to bring camp staff to ActivKids at the end of the current school year to do activities with participants and encourage more enrollments for camp.
- Spring season campaigns and collateral are underway.
- Marketing team is working with Recreation staff to focus time and budgets on Fountain View Fitness. All new campaign, promotion, and member retention ideas are being implemented. The shift to simple retention campaigns, like 500 Mile Challenge, and February's 14 days of workouts challenge, have been really successful. Meetings are scheduled every two weeks to strategize and plan.
- Marketing team is working with Web Designer to implement a new plug-in feature that will allow for automated welcome emails to new Fitness members, automated email series, and more flexibility of forms.
- Using new templates in Constant Contact we are able to create social media ads that link to the eblast/enews templates on Facebook and Twitter.
- Staff has been asked to consider a new Active Net feature that can send program specific text messages as another way to notify participants of changes in programming. There is no additional cost other than normal data charges to the recipient.

Strategic Goal and Initiative #8

Highest Quality Staff & Team

- Recreation Supervisor attended IPRA Leadership Academy on February 11.
- Recreation Supervisor attended Registration team meetings on February 11 and 12 to discuss Summer Camp registration and answer questions Registration staff had about policies and processes.
- Recreation Supervisor attended Aquatic Maintenance roundtable in Woodridge.
- Recreation Supervisor met with KidsZone Leads to discuss quarterly all staff training agenda and possible dates.
- Fountain View Fitness held a staff training to review expectations, follow-up procedures with potential members and upcoming promotions and programs.
- The Special Events Supervisor attended the IPRA Special Events Committee meeting in Oswego. The committee discussed the 2020 IPRA annual conference and shared ideas for future events, as well as successes and challenges. Many great ideas were shared including the new "pop-up" events that many districts are creating.
- Fun Squad held their first all staff event with Hunt 4 Hearts on February 14. Staff who found the hidden hearts received a candy bar. There was also a lunch get together and an event is planned at the Q-Bar.
- The Fun Squad met on February 13 to sign birthday cards for all part time staff that have February birthdays. The Executive Director will recognize birthdays and anniversaries in the weekly email to all staff.
- Facilities and Recreation Staff attended the Aquatics roundtable in an attempt to begin to build a list of contacts for related projects and issues.
- Parks staff attended the joint IPRA/MIPE 4th Annual Horticulturist Day in Bolingbrook. The main topic of discussion was the use of glyphosate (Roundup).
- Registration Desk Staff trainings were held two evenings last week to review Summer Camp Registration. Recreation supervisor attended to answer questions and review processes. We also reviewed the 2020 Spring Program Guide
- Registration Manager attended an IPRA Registration Group Committee meeting in Arlington Heights. Topics included payment processing costs, tracking personal training sessions, digital signage software, scanning open gym participants and more.
- IT has created an Employee Technology Guide. It will be used as both a training tool and reference guide.