

To: Park Board Commissioners

From: Executive Director Reuter and Senior Leadership Team

Date: February 7, 2020

Re: WEEKLY MEMO

Dates to Remember:

Date	Event	Time
February 7	Forever Young Vegas Valentine's Luncheon, FVRC	11:30am-2:30pm
February 8	Parents Night Out, Elk Trail	6pm-9pm
February 9	Springers Gymnastics Sectionals, Glen Ellyn Park District	All day
February 16	Springers Gymnastics Meet, Bloomingdale Park District	All day
February 20	All Staff Meeting	9am
February 22	Dolphin Swim Meet, at FVRC against Bensenville	1pm
February 21-22	Daddy Daughter Dances, Bloomingdale Golf Club	6:30pm-9:30pm

Strategic Goal and Initiative #1

Take Care of What We Have

- FVRC - Three shower stalls in the women's fitness locker room had water under the tile and needed to be replaced; work included removal and replacement of the tile directly under each shower head.
- PARKS -
 - Armstrong Park - property damage claim submitted to PDRMA for pathway light damage by car being driven into the park. Replacement pole ordered. Marketing has been keeping the public informed via social media.
 - Community Park – painted all back boards and baskets and all picnic tables and garbage cans.
 - CSPD parcel verification project completed after entering data collected from DuPage County parcel map, Village map and Google searches into a spreadsheet.
 - The purchase of a new trailer for transporting the new skidsteer was completed and under budget.



Strategic Goal and Initiative #2

Improve Financial Position

- Recreation Coordinator for ActivKids submitted an IPRA Grant request for Power Play! If received, this money will be used to pay for yoga classes offered with Body & Brain Yoga.
- Lacrosse will be coming back for spring of 2020 and will use McCaslin, Red Hawk, Hampe Park, and GBN as their primary locations for practices and games.

- Recreation Supervisor and Concessions Coordinator met with Mini Melts to discuss changing from Dippin’ Dots to Mini Melts will increase our profit by over \$1 per unit.
- Improved fund balances to reach targeted levels:
 - Corporate Replacement Taxes for 2019 totaled \$95,042.43; this exceeded budget by \$23,042.43.
 - Received checks in amounts of \$174.67 and \$1,962.92 from Wells Fargo for overages in the escrow funds created by bond refinancing.
 - 2019 fiscal year budget has been closed. Recreation Fund performed within \$4,385 of budgeted net. Corporate fund exceeded budgeted net by \$59,000 (not including ancillary funds).
- Advertising revenue in the amount of \$12,314 secured for upcoming program guide ads.
- Sponsorship revenue in the amount of \$2,450 secured for winter programs.

	2020 - YTD	2019 - YTD
Preschool Fundraiser-Scholastic	\$300	\$0
Forever Young Day Trip Revenue	\$5,571	\$4,496
Group Swim Lesson	\$6,508	\$4,707
Private Swim Lesson	\$2,598	\$1,634
Gymnastics	\$18,074	\$14,383
FVRC & SRC Room Rentals	\$7,841	\$5,464
Dance	\$10,861	\$9,741
FVF Corporate Memberships	\$15,349	\$8,958
FVF Daily Admissions	\$1,130	\$1,088
FVF Personal Training	\$3,363	\$2,738

Strategic Goal and Initiative #3

Operate Parks and Facilities Efficiently

- Preschool and Daycare Fair scheduled on May 9 at the Library in partnership with CSPD. Local childcare and preschool vendors will be invited to meet residents and discuss their offerings.
- Recreation Coordinator attended 3rd Annual “Let’s Play” hosted by District 93 on Saturday February 1 and spoke to roughly 120 families to advertise our Early Childhood program offerings.
- Park staff cleaned and reorganized areas in the garage, improving accessibility of tools and equipment.
- IT and Finance staff are compiling a cost analysis and pricing for Office 365 versus current locally installed systems. Information to be reviewed by network support providers to ensure we have incorporated all costs associated with a possible conversion.
- Marketing created collateral to share the District’s attempt to Go Green! and reduce use of paper towels in select washrooms around the District; staff is monitoring customer feedback.

Strategic Goal and Initiative #4

Meet Needs of Changing Community Demographics

- Supervisors are working on final programming details to begin an E-Sports gaming program in the spring.

Strategic Goal and Initiative #5

Develop Parks and Facilities

- An order of ten commemorative bricks for Veterans Memorial Plaza brought in \$2,000 from July 2019 – January 2020. Installation is slated for spring.

Strategic Goal and Initiative #6

Foster a safe and welcoming environment

- Fountain View Fitness held a Member Appreciation and Meet the Trainer night. Three personal training packages were sold with the 15% one-day promotion. 259 members visited FVF during that time, compared to 231 the previous Monday night and 235 the same day of the week/time in 2019, for a 10-12% increase in visits.
- CSPD website experienced malware attack between January 21 through 22. Staff worked with website host to address and restore. We have implemented an enhanced, two-factor step authentication procedure for administrative staff who maintain or update the website.
- Safety Manager worked with the Carol Stream Police Department to address a female who has been soliciting money from patrons inside and outside Fountain View Recreation Center. The Police have now banned the individual from Fountain View Recreation Center.

Strategic Goal and Initiative #7

Highest Quality Recreation Programs & Services

	2020 - YTD	2019 - YTD
Magic Class	5	3
Tot Rock/Kid Rock-Saturday Programs	8	5
All Star Sports – Session 1	80	61
Kids First Sports – Session 1	15	9
Super Bowl Slam Fest – 3 on 3 Basketball Tournament	8	6
Adult Volleyball winter session	32	41
Adult Dodge ball winter session	4	6
Trivia Night at FVRC	4	0
Group Swim Lessons	165	122
Private Swim Lessons	31	19
Lap Pool Memberships	26	19
FVF 500 Mile Challenge (registration ongoing)	246	207
FVF All-Inclusive Members (January)	2,296	2,294
FVF Corporate Members (January)	591	334

- Marketing staff redesigned the Monthly Fitness Member newsletter to create a more mobile friendly appearance, and incorporate new campaign design.
- Be a Good Human Campaign is now being displayed on CSPD enews and digital monitors with a short video. Staff is planning to roll out more videos for our residents to “be a good human.”
- Eblast sent for Vegas Valentine’s Luncheon in an attempt to boost registration: 41% open rate, 2% click-through rate. Six additional registrants enrolled within five days of sending the eblast.
- WRMN Shopping radio show representative emailed to say he is sharing our Park Place information on the air.
- 2019 Official Tax Statements have been sent out as of Jan 14, 2020 – 884 via email, and 49 by mail. Customers can also get their ActiveKids payments (for use to submit for child care expenses) via their on line account.
- Parks Department built an oversized KerPlunk game for Summer Camp to use this summer.
- Dolphins swim team remained undefeated after a win at Oak Brook on January 18.
- Total Fountain View Fitness memberships increased over the last month, from 3,061 in December 2019 to 3,176 in January. Total includes all-inclusive, corporate, and walking track memberships.

- The Fountain View Fitness 500 Mile Challenge is off to a great start, already exceeding year-end participation for all previous years! This member retention program will be promoted throughout the year as miles can be tracked from January through December with prizes at goal points of 125, 250, 375, and 500 miles. Eight members already reached their first goal and received a neon green FVF logo towel.
- A new Fountain View Fitness February Workout Challenge began with 177 participants after the first three days (registration is ongoing). This retention program challenges members to work out 14 times in February for a chance to win a gift card.
- The Springers Gymnastics Team attended a Tumbling Meet at Joliet. There were six teams with 70 tumblers in total. The Springers received 1st place for Advanced Beginner 2 and 2nd place for Advanced Beginner 1.
- The Springers Gymnastics team hosted a Tumbling Meet at Simkus Recreation Center. There were eight teams with approximately 130 gymnasts. Springers placed 1st in Advanced Beginner 2 and 3rd place in Advanced Beginner 1.



Strategic Goal and Initiative #8

Highest Quality Staff & Team

- Staff attended the IPRA State Conference.
- The Athletic Supervisor met with the Basketball Assignor to go over expectations of referees and to go over early season issues in an effort to improve the league.
- After attending a Lauterbach and Amen seminar, HR staff learned that there are some items that are taxable fringe benefits including gift cards of any dollar value given to staff, clothing that has a value of \$25 or higher given to staff and board members and program discounts above 20% given to staff, WDSRA staff and board members.

Miscellaneous News You Can Use...

- Special Citizen of the Year was awarded to Jim Benzin at the annual Citizen of the Year Banquet. Jim was nominated for his outstanding work on the Veterans Memorial Task Force and various other services to local veterans and Carol Stream community. Carol Stream Parks Foundation nominee Clem Malinowski for Citizen of the Year for his long time dedication as Foundation Treasurer. Also, Foundation Member Carol Floran was nominated for Citizen of the Year by her church.

