



To: Park Board Commissioners

From: Executive Director Reuter and Senior Leadership Team

Date: March 6, 2020

Re: WEEKLY MEMO

Dates to Remember:

<i>Date</i>	<i>Event</i>	<i>Time</i>
March 7	Theatre Performances of Frozen Jr., GBN	7pm
March 8	Theatre Performance of Frozen Jr., GBN	2pm
March 11	Job Fair, FVRC	4:30-6:30pm
March 14	Preschool Fun Fair, SRC	10am-12pm
March 14	Dolphin Conference Swim Meet, FVRC	1:00pm
March 15	Springers Optional Tumbling Meet, Bolingbrook	All day
March 15	E-Sports Super Smash Bros Tournament, FVRC	3pm-6pm
March 17	FVF Member Appreciation Day	All Day
March 21-22	Survivor Series Adult 12" Softball Tournament, McCaslin	All Day
March 21	Theatre Performance of Frozen Jr., GBN	7pm
March 22	Theatre Performance of Frozen Jr., GNB	2pm
March 22	Springers Gymnastics Team Optional Home Meet, SRC	All day
March 27	Adult Bunnies and Brews Flashlight Egg Hunt, McCaslin Park	6:30pm-8:30pm
March 29	Springtime Madness 3 on 3 Basketball Tournament, FVRC	9am-1pm
April 1	IPRA Fitness Marketing Huddle	

Strategic Goal and Initiative #1

Take Care of What We Have

FVRC

- Access Control upgrade by Esscoe ordered.
- Parks and Facilities, in a cooperative effort with Recreation staff, removed everything from the second floor fitness office in order to patch walls, replace carpet squares, paint the office and install desks.

SRC

- Parks staff moved a stainless steel table from Red Hawk Concession stand and placed it in the kitchen.
- Office furniture was rearranged in the Administration Office.

CCMG

- The lobby and restroom floors were stripped and waxed.

● PARKS

- Bark Park – agility equipment repaired and painted.
- Community Park- graffiti was discovered by CS Police; removed by staff.

Strategic Goal and Initiative #2

Improve Financial Position

	2020 - YTD	2019 - YTD
Windy City Bulls Outing – February 8	\$265	\$0
Gym Rentals	\$12,259	\$12,203
Winter Basketball Sponsorships Final	\$2,600	\$1,975
Winter Dodgeball Sponsorship Final	\$1,500	\$0
Forever Young Day Trip Revenue	\$15,869	\$10,483
Group Swim Lessons	\$14,447	\$10,498
Private Swim Lessons	\$4,557	\$2,934
Lap Swim Memberships	\$4,419	\$4,276
Indoor Daily Swim	\$2,293	\$1,833
Corporate Fitness Memberships	\$32,599	\$18,748
Youth Birthday Parties	\$3,606	\$2,381
FVRC & SRC Room Rentals	\$18,146	\$13,921
Concessions	\$4,524	\$4,287

- Recreation Supervisor secured Hanover Park and Glendale Heights to co-op with our programs during the summer. Both districts are running several of our programs in their guides in an effort to increase participation and revenue.
- Recreation Supervisor is planning to add a coupon so families who attend Preschool open house will receive a discount when they register.
- Staff met to discuss rental amenities for 2020. Rentals will offer items to renters that can enhance their parties and meetings. These items will include beverage dispenser, coffee pot, photo backdrop, dance lights, centerpieces and more. Renters will also be offered the option to have staff provide hot dogs and/or popcorn at their parties. These options will be available to customers by early April.
- Weekday meeting packages are being created by the rentals team in order to increase Monday through Friday daytime rentals. The target customers will be local industry and training seminar based companies. Staff is working to set a lower daytime rental rate that will attract businesses. By highlighting our integrated audio visual amenities along with coffee and beverage service options, staff hopes to draw and retain customers/companies.
- Sponsorship revenue secured:
 - \$300 - Winter Basketball – Sporty’s
 - \$300 - Bunnies & Brews Adult Easter Egg Hunt – Village Tavern
 - \$500 - Forever Young Vegas Valentines Luncheon – Edward Jones
 - \$1,000 - Forever Young Spring Cinco de Mayo – Lexington Health Network
 - Catering donation secured for Forever Young Vegas Valentines Luncheon with Rosati’s Pizza, valued at \$500.
 - Thinking outside the box, the new Photo Booth Sponsor contributed \$500 toward the Daddy Daughter Dance. The Eagle Falls Dentistry logo was displayed on every photo booth print out. (See sample photo, right)



- Received checks:
 - DuPage County Treasurer \$47,714.23 (Carolshire Grant).
 - DuPage County Treasurer \$124,858.94 (Carolshire Grant).
 - PDRMA \$10,871 (FVRC Partition Door Claim).
- Improve fund balances to reach targeted levels:
 - January interest \$1,495.60 received from 5/3 Bank (YTD=\$3,452.18).
 - 2020 interest received from Illinois Trust investments of fund balance dollars (YTD=\$14,278.00).
- Finance staff is working with 5/3rd bank to institute a Positive Pay module. With this system, the District would upload a list of checks issued each month (date, dollar amount and payee) and each check presented will be confirmed against that listing before payment.
- Effective April 1, the District will drop 3 POTS lines; with 3 more lines scheduled for termination within the next few weeks. Prompted by AT&T's surprising increase to the cost of standard phones lines to \$112 per month, the elimination of these lines will save the District over \$4,000 in 6 months.
- Lauterbach & Amen auditors completed on-site fieldwork February 17-21, including fixed assets.

Strategic Goal and Initiative #3

Operate Parks and Facilities Efficiently

- The Athletic Supervisor and Athletic Manager met with the Parks crew to discuss 2020 Spring/Summer field usage. Discussions circulated around what equipment is needed and what fields could be used to best accommodate our needs.
- Provided Small Biz Communication with an updated DID List for all park district phones.
- IT is coordinating the installation of a secured server rack at CCMG to protect the network connection for the concession staff in the McCaslin Hub. The fiber line from CCMG to the concession building is also being replaced for improved performance.
- Two digital TV monitors at FVRC are being replaced.

Strategic Goal and Initiative #4

Meet Needs of Changing Community Demographics

- Recreation Supervisor is planning Action Hours for Summer 2020 to take place at Wellington Place Apartment Complex (M/W/F) and the new playground at Carolshire Park (T/TH).
- Registration and Marketing have collaborated to rejuvenate customer donations to the Youth Scholarship fund. Signage and computer prompts now ask customers if they would like to contribute \$1 per transaction to "help kids be kids".



Strategic Goal and Initiative #5

Develop Parks and Facilities

- Parks staff is working with a consultant to prepare a Bike Trail Grant through the Illinois Department of Natural Resources.
- Parks springtime preventative maintenance items highlight the March e-news.
- Coyote Crossing Mini Golf will see new signage this year. New posts are being installed and will hold score cards, include ADA required brail language, and display Cody the Coyote in action at each hole.

Strategic Goal and Initiative #6

Foster a safe and welcoming environment

- The Forever Young March Newsletter was emailed to participants.
- The February Member Appreciation event was held at FVF. 15% off personal training and nutrition packages was offered along with healthy snacks. Seven PT packages were sold. 180 members visited during that time compared to 167 the previous week and 115 on the same day of the week in 2019.



- Preparations have begun for the opening of Home Plate concessions on March 21, 2020. Menu items and pricing have been finalized. Special pricing for large tournaments has also been created. Water is scheduled to be turned on by March 6 and supplies and product will be moved in the week of March 9. Staff met with marketing to finalize signage.

Strategic Goal and Initiative #7

Highest Quality Recreation Programs & Services

	2020 - YTD	2019 - YTD
EVP Volleyball	20	17
Days Off Club (Feb 28, 2020/Mar 1, 2019)	84	39
Tot/Kid Rock	19	14
Computer Explorers-R is for Robotics	4	0
Forever Young Day Trip Registration	298	269
Group Swim Lessons	341	289
Private Swim Lessons	54	40
FVF Total Members (All-Inclusive, Corporate, Walking)	3,110	3,011
FVF Corporate Members - February	595	400
Group Fitness Participation - February	4,905	4,523
Family Special Events	\$12,445	\$10,415

- Eight teams registered for Adult Flag Football for spring 2020; we had ten teams for spring of 2019.
- Youth Baseball/Softball has 355 participants (8U-14U) for the 2020 spring season compared to 375 for 2019.
- The Forever Young Vegas Valentines Luncheon was held for 58 participants with casino games, prizes, and pasta and salad donated by Rosati's.

- Dolphins swim team remained undefeated after a win at home against Bensenville.
- Recreation Supervisor and Group Fitness Coordinator worked together to organize a Zumba and Yoga event for Awesome Adventure Camp this summer.
- Days Off Club had Bricks4Kids visit to teach STEM Lego and free play.
- ActivKids ActivTime Bartlett Nature Center led an educational demonstration on weather in all six schools.
- There were 2,239 all-inclusive fitness members for February. Corporate members increased by four from last month and total members (all-inclusive, corporate, walking track) increased by 99 compared to the previous year.
- The 500 Mile Challenge has 256 fitness members currently signed up. 28 members reached the 125 mile goal and four members reached 250 miles.
- The February Member Challenge had 248 fitness members signed up and 147 completed the 14 days of workouts. Four random winners received a \$25 Target gift card for completing the challenge.



- The FVF March Member Challenge began with 44 registrants after just two days. Members can guess the Hershey Kisses every day they work out through March 21. Closest guess wins the candy jar and two tickets to Bunnies & Brews Adult Flashlight Egg Hunt.
- The Springers Gymnastics Team competed in the Tumbling State Meet at Joliet Park District. There were 12 teams and approximately 140 tumblers. Springers placed 1st at the Advanced Beginner 2 level. They had five individual 1st places and five state champs! Two Springers also received 2nd place and one received 3rd place. All 11 tumblers hit their passes.



- The annual Daddy Daughter Dance was held on Friday, February 21 and Saturday, February 22, 2020. The event was held at a new venue this year, the Bloomingdale Golf Club. Staff was very satisfied with service, food and facility. The theme this year was “The Greatest Show”. Friday night hosted 140 participants, while Saturday was sold out at 174 participants. This is an increase of 44 more participants than 2019. Increase in revenue for the event for 2020 is \$2,030. Daddy Daughter Dance photos shared on Facebook.



- Spring Guide delivery was delayed by 3 days from printer’s end. Penalty per contract was applied to payment. Staff recorded minimal complaints by residents (mostly from Forever Young Participants). As of this date, there seems to be no significant impact to registration numbers.
- Facebook Boost \$25 for eSports tournament.
- The 2019 Year in Review is in draft stages.
- Finance and ActiveNet team worked with Concession staff to redesign point of sale menu screens to allow for quicker sales, and also assisted with updating the system to include “tournament pricing” menus.

Strategic Goal and Initiative #8

Highest Quality Staff & Team

- The Athletic Supervisor held a Rec Attendant Staff training to discuss expectations and program needs. The next meeting will be on April 10 to go over spring and summer duties as we approach baseball and softball season.
- A fitness staff training was held to cover upcoming member retention program and fitness happenings.
- The job fair was promoted with pizza box ads to be delivered the week prior by the following businesses: Rocco Vino’s, White Cottage, Rosati’s, Papa John’s, Papa Rays, and Pizzeria Di Maria.
- Fun Squad – The Fun Squad is working on a few events for March which will included an NCAA Bracket, a “March Madness” day, Green River Floats, and Baseball opening day.
- HR will be working with Marketing to make some minor changes to PDF fillable Performance Evaluation Forms. HR is also exploring the addition of a section on professional development geared towards succession planning to the form.
- 2019 Performance Evaluation process is complete. Any merit increases awarded on the basis of performance will be reflected in the March 20, 2020 payroll.
- IT worked with Facility and Recreation staff to shift computers and phones of two Fitness Coordinators from the downstairs cubicles to the upstairs FVF office.
- Three Parks employees took the pesticide test and passed.
- Two Parks employees went to a *Call Before You Dig* class for JULIE, Inc.