



To: Park Board Commissioners

From: Executive Director Reuter and Senior Leadership Team

Date: January 8, 2021

Re: WEEKLY MEMO

**Dates to Remember:**

<i>Date</i>	<i>Event</i>	<i>Time</i>
January 8	PIG Competition, FVRC	5:30pm-7pm
January 9	Pop Up Soccer and Kickball, McCaslin	12pm-3pm
January 10	Pop Up Wiffle Ball and Dodgeball, McCaslin	12pm-3pm
January 18	Days Off Club, SRC	6:30am-6:30pm
January 21	Forever Young Bingo, FVRC	10-11am
January 25	FVF Member Appreciation, FVRC	9am-11am
February 10	Forever Young Bingo, FVRC	10-11am
February 19	Forever Young Valentine Luncheon, FVRC	12-2pm
February 22	FVF Member Appreciation, FVRC	5-7pm
February 27	That's Amore Daughter Date Night, FVRC	4:30-6pm

**Strategic Goal and Initiative #1**

Take Care of What We Have

- FVRC
  - ALC remoted in to our building automation system and reconfigured the IP addresses that changed, presumably when our server was rebooted.
  - All parking lot lights have all been replaced.
  - Funnel system for emptying the dirty water out of the riding floor scrubber was developed and installed in the first floor custodian closet between the pool locker room entrances to eliminate some of the risk associated with driving it through the doorway.
- SRC-
  - Platform lift inspections have been completed. Inspection paperwork submitted and accepted by the State.
- CCWP
  - Proposal for pool analysis was signed by Executive Director Reuter. Director Hamilton is working with WT Engineering to secure a time frame to complete the analysis.
- PARKS
  - Some internal staff changes were made for more efficient snow removal.
  - Parks staff is back to their regular 7am-3:30pm schedule after assisting with cleaning and disinfecting at FVRC during scheduled end of year vacations.
  - A contractor removed branches deemed a safety risk hanging over the property line at 568 Hiawatha.

- A welder made a winch hook up in order to repair the Toro 5900 mowing deck, saving the Park District almost \$4,000 dollars in repairs.

## Strategic Goal and Initiative #2

### Improve Financial Position

	2020 - YTD	2019 - YTD
Basketball One on One Rental	\$240	\$0
Swim Team Conditioning	\$22,343	NA
Virtual Group Fitness	\$60	NA

- Supplies and equipment from Kids Zone have been redistributed to benefit other park district programs since it will not be reopening. This will help those programs to reduce future expenses by using what we already own.
- 12 Days of Fitmas Member Challenge – Secured two \$25 Dick Pond Gift Certificates.
- Santa Special Delivery – Secured \$200 from DuPage Medical Group.
- Grinchmas – Secured \$900 from Carol Stream Dentistry, DuPage Medical Group, and Eagle Falls Dentistry.
- Teeny Weeny New Year – Secured \$450 from DuPage Medical Group and Eagle Falls Dentistry.
- An additional 2020 Property Taxes payment was received on December 31 in the amount of \$17,787; year to date we received \$9,283,143.23 in taxes which represents 99.8% of what was budgeted.
- IT has created an in-house work ticket system for the Parks Department using freeware. This system is also used for our IT work tickets. This will result in a \$2,600 annual savings compared to the third party MAINTRAC system we were previously using.
- The District received a check for \$1,500 from PDRMA for continuing its safety accreditation for 2020.
- DuPage County Election Commission issued the park district a reimbursement of \$500 for general clean-up costs associated with serving as a polling place for the November elections.
- The District’s bank (Fifth Third Bank) donated \$2,000 towards the Youth Scholarship program.
- The district received a check for \$53,789 to cover COVID related expenses. The CARES Act provided for a Coronavirus Relief Fund which funded the “DuPage County Local Government COVID-19 Reimbursement Program”

## Strategic Goal and Initiative #3

### Operate Parks and Facilities Efficiently

- To conserve electricity, the light timer system at FVRC was turned off for all lights except the parking lot lights, emergency lights, and the few motion lights still activated; all other lights are now manually operated.
- Staff met with a lighting consultant to discuss the 2021 ComEd rebate programs. The consultant took our inventory back to his office and will prepare a quote based upon the rebate programs for analysis.

## Strategic Goal and Initiative #4

### Meet Needs of Changing Community Demographics

- We continue to monitor the growth of online registrations.

## Front Desk vs. Online Enrollments

Season	Front Desk Enrolled	Online Enrolled
Spring 2021	3	6
Winter 2021	81	214
Fall 2020	1,470	1,860
Spring 2020	55	105
Summer 2020	230	1,438
Winter 2020	2,066	2,098

- Viewer Demographics
  - Audience (December 7 to January 3) - 76% New Visitors and 24% Returning Visitors to csparks.org.
  - Interests (December 7 to January 3) -based on top pages visited on the digital guide and csparks.org are Fitness, Sports and Special Events. Searching programs by ages does not show a specific age group, all ages are being browsed. Since the last report Indoor Pool and Teen moved into the top 10.

Page Title	Pageviews	% Pageviews
1. Digital Guide - Digital Guide	898	43.28%
2. Elementary - Digital Guide	130	6.27%
3. Fitness - Digital Guide	113	5.45%
4. Sports - Digital Guide	110	5.30%
5. Toddler - Digital Guide	106	5.11%
6. Adult - Digital Guide	84	4.05%
7. Special Events - Digital Guide	74	3.57%
8. PreK - Digital Guide	70	3.37%
9. Senior - Digital Guide	61	2.94%
10. Teen - Digital Guide	45	2.17%

Page Title	Pageviews	% Pageviews
1. Online Services	8,918	36.24%
2. CSPARKS.org   Carol Stream Park District	3,225	13.10%
3. Fountain View Fitness   Carol Stream Park District	1,161	4.72%
4. Checkout	806	3.28%
5. Confirmation	511	2.08%
6. Group Fitness Virtual Classes   Carol Stream Park District	430	1.75%
7. Page not found   Carol Stream Park District	430	1.75%
8. Fountain View Recreation Center   Carol Stream Park District	386	1.57%
9. Fountain View Fitness Members   Carol Stream Park District	372	1.51%
10. Indoor Pool   Carol Stream Park District	370	1.50%

## Strategic Goal and Initiative #5

### Develop Parks and Facilities

- Staff is in the beginning stages of building renovations at Fountain View Recreation Center and Simkus Recreation Center to accommodate the Elk Trail Sale and programs. .
- The short list for the Community Park RFQ has been created. The firms selected will be interviewed by the Board of Commissioners at a Board Meeting in January or February 2021.
- 2021 Bark Park Memberships and Dog Licenses are selling fast; 14 memberships have been sold since December 15.
- Under the recommendation of the new fire marshal, an additional uninterrupted power source device was installed in the FVRC Server Room.

## Strategic Goal and Initiative #6

### Foster a safe and welcoming environment

- Springers Gymnastics Team practices were suspended for January, but private lessons were offered as an optional registration opportunity.
- IT conducted several cyber security tests through intentional phishing emails; we were able to identify staff that clicked on the bogus emails, and strengthen our training process. The District has a comprehensive cyber liability plan, and cyber liability coverage through PDRMA. All staff also has an IT/Cyber liability training program as part of their new hire process, and also receive regular refresher information.

## Strategic Goal and Initiative #7

### Highest Quality Recreation Programs & Services

	2020 - YTD	2019- YTD
Basketball Circuit Training	12	0
Pop Up Kickball Games	17	0
Pop Up Soccer Games	6	0
One on One Trainings (Soccer, Volleyball, Speed)	9	0
Pop Up Wiffle Ball	16	0
Pop Up Dodgeball	4	0
Springers Private Gymnastics Lessons	11	0
Swim Team Conditioning	129	NA
December Fitness Member Challenge	37	NA
Virtual Group Fitness Classes	403	NA

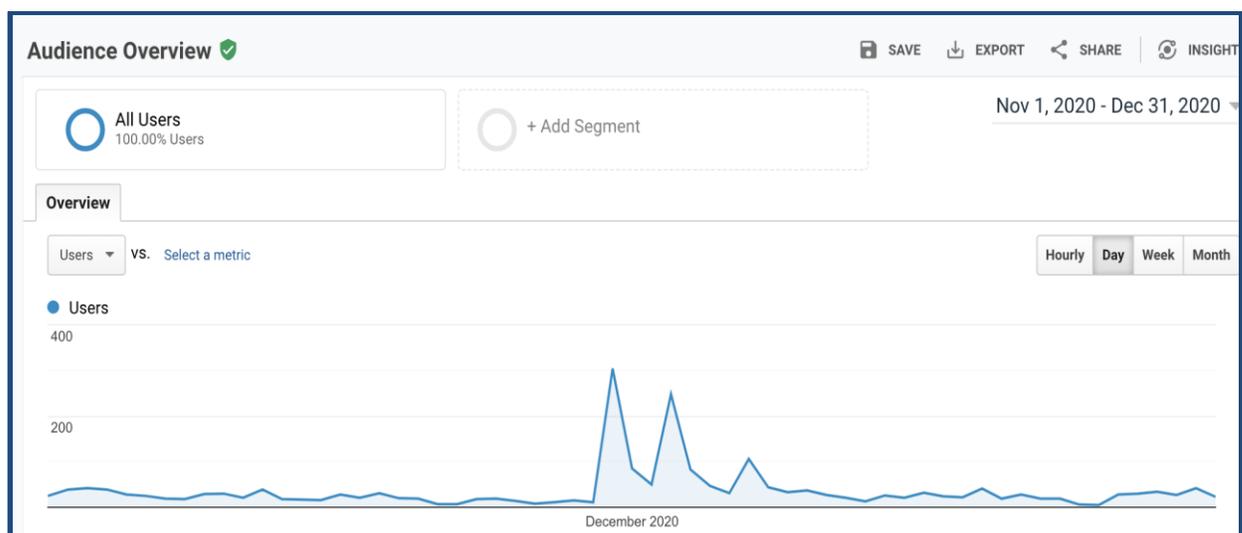
- A childcare newsletter was sent to promote preschool winter break mini camps, winter/spring preschool (in-person and virtual), Days Off Club, and Remote Learning.
- A special newsletter was created to cross-promote gymnastics, dance and theatre registration for January programs. Enrollment is low, most likely due to COVID concerns and the holidays, so we hope this additional email will increase registration.
- ActivKids Remote Learning enrollment as of January 4 has a high of 25 participants in School Day Care and five participants in After Care. Before Care is scheduled to begin on January 19.
- All three Virtual Preschool classes offered for the winter 2021 session are running. Currently, there are 24 registrants compared to 25 in fall 2020. Registration is still open.
- In-person preschool has three full classes, with a total of 36 participants. Preschool continues to run remotely, with the hope of returning to in-person classes the week of January 18.
- Santa Special Deliveries were held December 9, 10 and 14. Ninety-two Carol Stream Park District residents received a personal visit from Santa and Rudolph, who arrived on the "CSPD Jingle Bus." Visits were made outdoors on residents' driveways and social distancing protocol was followed. Participants also received a goodie bag from Santa during their visit.
- Days Off Club over Winter Break participated in watching videos about animals from Brookfield Zoo, videos about animals at Shedd Aquarium (the favorite activity for the week), and the Christmas Chronicles movie.
- Fall 2020 Dance had 150 participants. Theatre/Performing Arts had 27 participants. Gymnastics had 181 participants.



- Twelve December themed Teenie Weenie Take-Home Activity Boxes were purchased and delivered. The December box included a winter craft, book, puzzle, activities and more.
- Twelve Forever Young Recreation Boxes were purchased in December. All boxes included themed activities to aid with physical and mental dexterity.
- Fountain View Fitness now offers a total of 24 Virtual Group Fitness Classes.
- Grinchmas was held on December 19 at Coyote Crossing Mini Golf. The course was transformed into walk-through "Whoville" and ended with an outdoor, socially distanced visit with Santa, the Grinch and Cindy-Lou Who. There were 238 children registered for the event who attended along with their parents.
- Teenie Weenie New Year's Eve Ball was held virtually on December 30, with 23 participants having snacks, making crafts, listening to story time, and a dance party through Zoom.



- Digital Guide - Spikes in visitors to the digital guide correlated with an email, web banner/button/blog and Facebook post. Another spike when email was re-sent.



## Strategic Goal and Initiative #8

### Highest Quality Staff & Team

- Recreation Supervisory staff attended the PDRMA Risk Management Institute Keynote Webinar, Focus on Safety: Reinforcing and Staying True to Your Safety Culture in Turbulent Times.
- Director Hamilton received a resignation from a full time Parks II staff member. He will work with HR to fill that position as soon as possible with a qualified candidate.

### Miscellaneous News You Can Use...

- NEW Zoom Background for CSPD Staff has been created and is being rolled out to staff. Once set up, this background will be the standard for all staff. We plan to share with Board as well!



- The Daily Herald published this article on December 9; full article can be seen via this link: <https://www.dailyherald.com/submitted/20201209/carol-stream-park-district-offers-outdoor-or-virtual-activities>



Submitter

## Carol Stream Park District offers outdoor or virtual activities

Submitted by Carol Stream Park District

Posted  
12/9/2020 7:17 PM

The Carol Stream Park District offers a variety of activities for all ages this winter. For information, visit [www.cspark.org](http://www.cspark.org). The park district's Fountain View Recreation Center is located at 910 N. Gary Ave., and Simkus Recreation Center is located at 849 W. Lies Road.

New programs have been added to the Digital Guide. In addition, the park district has modified many programs into one-on-one, outdoor or virtual programs for December so you may still participate and follow current mitigation guidelines. Browse the Carol Stream Park District Digital Guide for new December, January and February activities. Subscribe at [csparkguide.org](http://csparkguide.org) to receive regular updates.