



To: Park Board Commissioners

From: Executive Director Reuter and Senior Leadership Team

Date: January 22, 2021

Re: WEEKLY MEMO

Dates to Remember:

<i>Date</i>	<i>Event</i>	<i>Time</i>
January 7	CSPD Scholarship Committee Meeting, SRC	11:30am
January 21	PDRMA Wellness Webinar–Staying Social During Social Distancing	1pm
January 25	Indoor Aqua classes resume, FVRC	8-9am
January 25	Member Appreciation, FVRC	9-11am
January 27	Corporate Membership Blitz Day, Carol Stream	9am-12pm
January 29	Youth Dodgeball League, SRC	6-9pm
January 30	Youth Soccer League, SRC	9am-3pm
January 31	Youth Basketball League, SRC	12-3pm
February 3-4	Preschool Indoor Field Day, SRC	9am-12pm
February 10	Forever Young Bingo, FVRC	10-11am
February 12	Virtual Teenie Weenie Valentines Luncheon, FVRC	11-11:45am
February 19	Forever Young Valentine Luncheon, FVRC	12-2pm
February 22	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
 - We called Direct Fitness to service an Adaptive Motion Trainer (AMT) because the screen is not operating properly.
 - Locker rooms have been deep cleaned and reopened as of Wednesday, January 20 in compliance with Tier 2 mitigations.
 - Kids Zone furniture, cabinets, cubbies and signage removed. The walls were patched and painted and new LED lights were installed.
- CCWP
 - Pool analysis is 80% completed. The remaining 20% will need to be addressed after the pool has been filled and fully operational.
- CCMG
 - Parks and Facilities staff continues to search for ComEd rebate programs to secure new course lighting at a reasonable cost. Staff met with a ComEd representative on Thursday, January 21 to discuss.

- Floors will be stripped and waxed by February 15.
- Completed trademark registration for Carol Stream Park District logo for 10-year renewal with United States Patent and Trademark Office. Approval should be received within 60 days.
- Administration, Facility, and Parks staff coordinated to work with PDRMA representative for a full on site evaluation of all facilities, equipment, and property. This process is done every seven years as part of a fixed asset inventory, and assists PDRMA establish re-insurance coverage needs.
- PARKS
 - Staff is working diligently repairing fencing and various amenities at the Bark Park so they are fully operational and ready for spring.

Strategic Goal and Initiative #2

Improve Financial Position

- A new distributor will be used to order adult softball balls. We will save approximately \$7 per dozen of balls, saving approximately \$1,500 this year.
- Concessions team met with the athletics department and received an updated list of potential tournaments scheduled for 2021. Home Plate is planning to open on March 20, 2021. The Armstrong Park dates were also received and concessions will start in late April/early May at that site.
- Received a PDRMA check reimbursement for Armstrong Park shade structure claim in the amount of \$2,155.
- Received a final payment for 2020 from the State of Illinois of Personal Property Replacement Taxes. Total for the year was \$94,943 which was \$6,943 more than budgeted.

Strategic Goal and Initiative #3

Operate Parks and Facilities Efficiently

- Staff is beginning to dissect energy usage at Fountain View Recreation Center. Our energy broker will be meeting with Executive Director Reuter and Finance Director Rini to discuss options to lower electric usage

Strategic Goal and Initiative #4

Meet Needs of Changing Community Demographics

- Marketing and Registration teams continue to track the rise of online registration – the District hovered at 25% online registration for years; we are now seeing between 68-78% of registrations taking place online.
- Marketing analytics of visits to the CSPD website reflect impact of digital campaigns, and help craft new promotions and recreation trends. These are the latest analytics:

Page Title	Pageviews	% Pageviews
1. Online Services	3,353	37.77%
2. CSPARKS.org Carol Stream Park District	1,149	12.94%
3. Fountain View Fitness Carol Stream Park District	314	3.54%
4. Checkout	237	2.67%
5. Youth Sports Carol Stream Park District	232	2.61%
6. Indoor Pool Carol Stream Park District	170	1.91%
7. Confirmation	160	1.80%
8. Page not found Carol Stream Park District	151	1.70%
9. Bark Park Carol Stream Park District	118	1.33%
10. Indoor Events & Meetings Carol Stream Park District	101	1.14%

Page Title	Pageviews	% Pageviews
1. Digital Guide - Digital Guide	262	39.46%
2. Sports - Digital Guide	67	10.09%
3. Elementary - Digital Guide	65	9.79%
4. Toddler - Digital Guide	33	4.97%
5. Fitness - Digital Guide	29	4.37%
6. PreK - Digital Guide	22	3.31%
7. Swimming - Digital Guide	18	2.71%
8. Parent & Me - Digital Guide	15	2.26%
9. Soccer - Digital Guide	14	2.11%
10. Gymnastics - Digital Guide	13	1.96%

Strategic Goal and Initiative #5

Develop Parks and Facilities

- The north parking lot at Armstrong Park has been submitted for a Water Quality Grant. If we secure the grant, the District will move forward with the project.
- Synthetic turf has been approved in the 2021 budget for two parks. Documents will be completed soon to begin the bidding process.
- Staff has begun exploring playground options for the area outside the Recreation Offices to serve as a playground for the preschool program and Summer Camp.

Strategic Goal and Initiative #6

Foster a safe and welcoming environment

- Registration Services staff received a few complaints about ice on the walking path from the motel to the Bark Park. The message was related to the Parks Department and they quickly closed the icy section of the pathway.
- In person classes were able to resume on January 18 in compliance with the Tier 2 Mitigation Phase. Some of the guidelines have changed and staff is reviewing all areas to ensure that we remain current on the guidance.
- Swim team conditioning resumed its fall session on Tuesday, January 19.
- Group Fitness classes resumed in person classes on Wednesday, January 20. Registration is required. Virtual classes will continue.
- Gymnastics and Dance classes were postponed due to COVID mitigations and will begin in-person the week of January 25.
- Springers Gymnastics Team and Forte Dance Company will resume in-person practices on January 20.
- All preschool classes continued to run remotely through January 15. In-person classes are resuming at Elk Trail on January 18 will full COVID safety protocol in place.
- The ActivKids Remote Learning Program once again includes Hybrid Learning registration options for students who need partial day care, including middle schoolers. Busing is being coordinated with CCSD93 to/from Simkus. Currently, there are 25 children registered.



Strategic Goal and Initiative #7

Highest Quality Recreation Programs & Services

	2021 - YTD	2020- YTD
Virtual Preschool	27	25
PIG Competition	11	0
Swim Team Conditioning	17	NA
Private Swim Lessons	25	47
Virtual Group Fitness Classes	123	NA

- Due to positive feedback from the Virtual Teenie Weenie New Year's Ball, staff will offer another stay at home event with a Valentine's Day theme. The Teenie Weenie Virtual Valentines Party will be offered to children eight years and younger and will feature games, crafts, dancing and a sweet treat. An at-home activity box will be provided to them prior to the event, which will be held via Zoom on February 12, 2021.
- Three additional registrants signed up for our 9am Virtual Preschool class; we now have nine children registered for this class.
- 19 Springers Gymnastics Team members signed up for private lessons while in-person classes were on hold.
- The first youth PIG basketball competition had 11 participants. Each player played at their own hoop and played the game of PIG.
- 2021 Bark Park Memberships and Dog Licenses are selling fast; 35 memberships have been sold so far this year.
- All open gym memberships have been refunded for unused portion of the membership and credits have been placed on customer's accounts.
- Newsletters sent via email continue to be ranked as our customers 'preferred method of communication. A new SPORTS newsletter was added in January. This is a snap shot of tracking that is done on an ongoing basis:

Newsletters	Open Rate	Notes
Enews	23% ↑3% since (Dec)	
Fitness (Fit Thoughts)	40% ↑10% since (Dec)	
Forever Young	39% Dec ↓4% since (Nov)	No January Newsletter Sent.
Preschool	55% & 86% ↑7% and ↑15% since (Dec)	Two newsletters are sent customized per classroom teachers.
Springers	62% January 54% Dec ↑8% (Dec)	
Sports	22% January	New newsletter. Signup added to the youth and adult sports pages. Blog on website.

Strategic Goal and Initiative #8

Highest Quality Staff & Team

- Submitted a request to the DuPage Health Department in hopes that they will approve our Preschool and ActivKids staff to get COVID vaccines (if they so choose).

- Superintendent of Recreation attended the Automate Your Marketing webinar which provided basic information which can be applied to fitness auto-responses and follow up emails to members and potential members.
- PDRMA has asked Chris Quinn to serve on a Training Focus Group to assist them with feedback on current PDRMA trainings as well as suggestions for future trainings.
- Finance staff attended Lauterbach & Amen's Payroll and Tax Liability webinar via zoom. Key topics included reporting of FFCRA wages and new requirements for 1099s.
- Parks staff is in the process of recruiting for two full time staff members who resigned.
- Part-time Payroll Coordinator has resigned; she and her family are relocating out of state next month. The job was posted internally this week, before recruiting externally.

Miscellaneous News You Can Use...

- *We're Back* video message from Executive Director Jim Reuter is being planned in conjunction with the Region's return to indoor recreation. Marketing staff will promote/share the video message through the District's blog, website, and social media accounts.
- 2020 tax statements/childcare statements were completed and issued to 616 customers.
- W2's were printed this week and sent to staff.
- 1099's will be printed and sent to independent contractors next week.