



To: Park Board Commissioners
 From: Executive Director Reuter and Senior Leadership Team
 Date: May 5, 2021
 Re: WEEKLY MEMO

Dates to Remember:

Date	Event	Time
May 10	Member Appreciation Day, FVF	9-11am
May 10	T-Ball League Starts, Town Center	6-8pm
May 21-23	Youth Travel Storm Softball Tournament, McCaslin	8am-10pm
May 22	Bark-B-Q Family Event, Bark Park	12-1pm
May 23	Dance Recital, SRC	9am-2pm
May 26	4 Year Old Preschool Graduation, FVRC	9am-12pm
May 28	Preschool End of Year Celebration, Coyote Crossing	9am-12pm
May 27	Awesome Adventure Camp Begins, SRC	
May 28	Last Day of Preschool	9am-12pm
May 28-31	Youth Travel Cougars Baseball Tournament, McCaslin	8am-10pm
May 29	CCWP Opening Day	12-5pm
June 2	Teenie Weenie Breakfast with Cody, CCMG	9-10:30am
June 12	FY Parking Lot Bingo, Armstrong Park	10-11am
June 20	Father's Day Fishing Derby, Bierman Park	8:30am-12pm

Strategic Goal and Initiative #1

Take Care of What We Have

- CCMG
 - Work completed prior to opening included cleaning ponds, power washing, painting, buffing the floor and hanging TVs.
 - Converted women's restroom to storage room and removed urinal, painted and capped all exposed plumbing in the new converted family washroom.
- CCWP
 - Repairs made by contractor on the main pool liner and gutter.
 - Contractor is in the process of cleaning abandoned electrical equipment and wiring in filter room as well as adding new outlet for pump.
 - Plumbing repairs and cleaning has begun.
 - Gel-Coat applied to water slides.
- PARKS
 - McCaslin Park has been reseeded by staff.

- Parks Manager repaired auto flusher at Red Hawk Park for \$10. The work was quoted at \$500 from a contractor, however, in house labor was able to repair and save the District significant funds.
- Armstrong lower field and pathway lights were repaired. Eight contactors had to be replaced. Probable cause was a power surge.
- Contractor will be converting a half acre of property in Veteran’s Park from turf to native.
- Water has been turned on at all flush bathrooms in parks.
- Backflow inspections were completed in all parks and facilities.
- A large dumpster will be dropped off on at ETRC on May 24 for the final cleaning of the facility.

Strategic Goal and Initiative #2

Improve Financial Position

	2021 - YTD	2020 - YTD
Forever Young Walking Club	\$600	NA
Swim Team Conditioning	\$5,867	NA
Virtual Group Fit	\$135	NA
Fitness Daily Pass	\$9,047	\$2,682
Personal Training	\$9,357	\$9,218
Gym Rentals	\$27,022	\$18,217
Field Rentals	\$42,733	\$0
Concessions Revenue	\$20,548	\$8,170
Park Shelter Revenue	\$1,860	\$1,120
FVRC Room Rental	\$15,018	\$14,748

- Received \$4,530 Traveler’s Insurance check from brownout claim; this is the final payment.
- 2021 interest received from IL Trust investments (ytd=\$10,717.75).
- 2021 interest received from IPrime (PMA) investments (ytd=\$6,850.80).
- Year in Review 2020 - Digital version complete and distributed via social media, May e-news and web blog. Uploaded to website: <https://www.csparks.org/home/years-in-review/> Video version still in progress.
- Awesome Adventure Camp has \$139,000 in deferred revenue as of April 30. Additional enrollments will come in over the next month, before the program begins, and throughout the summer. The highest weekly enrollment is 99 campers as of May 4. Budgeted revenue of \$117,000 has already been exceeded.
- Community Relations:
 - Secured \$300 sponsorship for Zumba Party – New sponsor Westside Children’s Therapy
 - Secured \$150 sponsorship for Zumba Party – Consumer’s Credit Union
 - Secured \$850 worth of product through Lowe’s Beautification Grant for new fire pit area at Coyote Crossing: Includes 36” fire pit, propane tank, decorative glass and Adirondack chairs.
- The first Coyote Crossing Mini Golf Birthday Party of 2021 was held with 15 children.
- Home Plate concessions opened for weekday evening play on April 26. The stand is now open every day. A youth baseball tournament was held the weekend of April 23-25 and a 56 team men’s softball tournament was held April 30-May 2. Total revenue for this reporting period is \$15,978.50.
- Coyote Crossing Mini Golf Course grand opening was May 1and 2. Total revenue for the two days was \$1,329. The course is now open 7 days a week.



Strategic Goal and Initiative #3

Operate Parks and Facilities Efficiently

- Plans are in place for the reopening of Coral Cove Water Park. The website has been updated with information on the revised operating plans, schedule, and health protocol. As of now, capacity will be limited to 300 reservations per time slot, however that could change, pending IDPH guideline updates. Daily passes will be sold exclusively rather than offering memberships in order to manage the limited capacity. Reservations will be available in the morning and afternoon with a 30 minute closure in between. Registration is being set up in flex registration module as opposed to the usual POS in order to allow online reservations. Walk-ins will be allowed if capacity has not been met.
- Foundation Bike Fix-it station concrete poured on May 4. Marketing completed ad for social media sharing and e-blasting. Photos of the initial construction posted to Facebook announcing unveiling on May 13 by the Foundation Bike Club. More photos to be taken up to May 13.

Strategic Goal and Initiative #4

Meet Needs of Changing Community Demographics

- The DEI Safe Zone Conversation has taken place internally with the hope of using this information to expand into the community with staff recruiting and programming.

Strategic Goal and Initiative #5

Develop Parks and Facilities

- “Walk Your Trash Home” message published in Daily Herald on April 16 with our graphic; published in Examiner on April 21.
- Balog Island featured in Carol Stream Historical Society newsletter. Volunteer caretaker needs some additional help so District is reaching out to various sources.
- Marketing staff coordinated with Village of Carol Stream to obtain coyote information for linking from the May e-news.
- The Clean Water Grant for Armstrong Park is underway and will go out to bid possibly this summer or even in the spring as prices continue to rise and with some contractors looking for spring work it may work to our advantage.
- All appropriate paperwork has been submitted for the IDNR Bike Trail Grant for Mitchell Lakes. IDNR will sign on May 12 and return. Once received we can begin our process.

Strategic Goal and Initiative #6

Foster a safe and welcoming environment

- A flyer packet was provided to all vaccination clinic attendees on April 20. Many programs were promoted, along with a full page ad for rentals and fitness (with a free day pass coupon). Of the approximately 2,300 flyers handed out, only 2 coupons have been redeemed.
- Staff is working on introducing a part-time building supervisor positions whose chief function is to ensure safe and smooth operations at Fountain View Recreation Center on evenings and weekends, when fewer supervisory/management staff are on site. An updated job description has been made and a meeting was held on May 5 with senior staff and the Carol Stream Police Department to solicit additional feedback.

Strategic Goal and Initiative #7

Highest Quality Recreation Programs & Services

	2021 - YTD	2020- YTD
Awesome Adventure Camp Enrollment (2021 Total – YTD 2020)	1226	660
Swim Team Conditioning	74	NA
Private Swim Lessons	113	47
Lap Swim Memberships	58	28
Virtual Group Fitness Classes	656	NA
Moneyball One Nation, Adult Softball Tournament	51 teams	0
EVP Volleyball	6	0
Golf Lessons	11	0
Spring Adult Pickleball League – Session 2	6 teams	0
Adult Softball Leagues	45 teams	32

- Individual dancer pictures will be taken on 5/23 after each recital performance. The photo company will then use the individual pictures to create a collage for each class.
- Plans are in the works to resume Open Gymnastics. Time will be scheduled, advanced registration will be required, and all standard safety measures will be in place: masks, social distancing, cleaning, etc.
- On April 25 the Zumba Party in support of Autism Awareness Month was held at Fountain View Recreation Center. There were 40 participants enrolled for the event and additional 4 WDSRA participants took part in the party. The event was kicked off by Carol Stream Park District's Shane Hamilton on how autism has affected his life. The party lasted 1 hour and finished with a raffle from our sponsors and WDSRA.
- Forever Young Walking Club had 20 participants registered (full). Seniors walked 1-2miles each Saturday at different Carol Stream parks.



Strategic Goal and Initiative #8

Highest Quality Staff & Team

- Rec Attendants met at Armstrong Park for a field training. They learned how to set up the fields, chalk the lines and read the matrix.
- The new event Candyland Trail was held at Coyote Crossing Mini Golf. Participants walked through a live version of the classic children's game. Children could play games, collect candy and visit with the characters such as Mr. Mint, Princess Lolly, Queen Frostine and Grandma Nutt. A total of \$3,330 in revenue was brought in.
- A full time summer intern has been hired and will start on May 17, 2021. She is a graduate student from Northern Illinois University and will be on staff for ten weeks. She will work in all areas of the recreation department throughout her summer tenure. A second intern has also been secured for 90 hours this summer and will provide support in athletics, concessions, mini golf and aquatics.
- The IPRA Safe Zone Conversation was attended by 51 staff members via Zoom on Diversity on April 22. This program, sponsored by the IPRA Diversity Section, leads conversations about recognizing inherent or systemic racism and explains the differences between being an advocate, or an engaged ally. The

program was well received by staff, and is part of our continuing effort to embrace a diverse and inclusive park district.

- The Registration team will be merging with the Fountain View Fitness Service Desk to form the “Registration & Membership Services Team”. The team will report to Registration Supervisor, Registration Manager, and Director of Finance and Administration. This is another step in aligning the procedures, training, and expectations for processing registration, cash handling, and customer service. This team also manages the cashiers at Coral Cove Water Park in addition to the desks at both recreation centers.
- “You Rock” Staff BBQ. HR and Admin staff helped plan and host an appreciation luncheon for FT and RPT staff on April 28. Staff were treated to burgers, hot dogs, salads and treats; everyone received a small thank you gift.



Miscellaneous News You Can Use...

- Callers seem happy to hear that Coral Cove is scheduled to open Memorial Day weekend.
- We have more people coming into SRC, definitely getting busier at the desk. Estimate of 5-10 walk-ins daily.
- Increase in request for picnic permits coming in, both via info email and in person.