



To: Park Board Commissioners

From: Jim Reuter, Executive Director and the Senior Leadership Team

Date: November 5, 2021

Re: WEEKLY MEMO

Dates To Remember:

Date	Event	Time
November 4	Legal Symposium	8:00am-4:00pm
November 4	IPRA Safe Zone Meeting for all Full Time Staff – Topic: LATINX	1:30pm
November 5	Fun Squad Event – National Bonfire Night	5:30pm
November 6	GBN Swim Meet, FVRC	11:30am-4pm
November 8	PDRMA Webinar – Managing Unemployment	1:00pm
November 13-14	Adult Softball 12” Turkey Shoot Tournament, McCaslin	10am-6pm
November 17-18	CS Library Visits Preschool, SRC	9am-3pm
November 19	E-Sports Tournament – Super Smash Bros, FVRC	6-8:30pm
November 20	Teenie Weenie Thanksgiving, FVRC	10am-12pm
November 24	Days Off Club, SRC	6:45am-6:30pm
November 27-28	Youth Travel Basketball Tournament, FVRC	8am-9pm

Strategic Goal and Initiative #1

Take Care of What We Have

- FVRC
 - Staff organized all contractors responsible for the geothermal system to sit down and systematically go through all the logic to pin point our challenges with the system.
- CCWP
 - WT Engineering sent a proposal for the water park renovations. Once approved by the Board and signed by the Executive Director Reuter, WT will prepare a full estimated budget for the overall renovation.
 - Facilities Staff is obtaining quotes on items not included in the WT portion of the project such as: water slides, LED lighting conversions, lobby, and locker room repairs and upgrade.
- PARKS
 - Gate added to the Dog Park Natural Area inside the large dog section.
 - The winterizing of the park system is in progress. Bathrooms are being shut down, fountains off and heaters turned on.
 - Parks staff has aerated/seeded Carolshire Park, picnic grove at Coral Cove Water Park, Veteran’s Park dead spots and areas outside the fields at McCaslin Park.
- McCaslin

- Staff is working to find the collapsed fiber optic line in the park. Once located, it will be repaired.
- The Division Manager and Athletic Supervisor met with parks staff to discuss field conditions at McCaslin Park. We were able to go over field quality and fix areas of concern before the 2022 season.

Strategic Goal and Initiative #2

Improve Financial Position

	2021 – YTD	2020 – YTD
Private Swim Lessons	\$30,549	\$13,180
Swim Team	\$36,459	N/A
FVF Memberships	\$500,709	\$388,489
Corporate Memberships	\$84,633	\$67,284
Fitness Daily Passes	\$23,597	\$4,965
Personal Training	\$27,015	\$16,860
Field Rentals	\$147,508	\$91,890
Gym Rentals	\$62,902	\$20,867
Days Off Club	\$9,208	\$8,657
Concessions	\$257,863	\$95,240
Park Shelter	\$16,205	\$4,680
FV & SRC Rentals	\$64,737	\$32,386
Youth Birthday Parties	\$13,087	\$4,433
Coyote Crossing	\$88,858	\$61,634
Family Special Events	\$17,193	\$14,172
Forever Young	\$2,021	\$1,518

- We have received notice that the County will be allocating \$5 million in American Rescue Plan funds for fire protection districts, park districts and townships. A submission portal link will be released sometime during the first quarter of 2022 for submitting specific projects or expenses attributed to the pandemic. That means we don't have to go through the Village and ask them for part of the funds they were given. Unfortunately, Park Districts (as sub-recipients) are still not eligible to submit for loss of revenue. We can submit for costs related to the Pandemic; the submission portal will include the details/rules. Staff will pull together information in advance so we are prepared to apply for the reimbursement funding.
- Investments earnings for 2021 include:
 - IL Trust Investments & Liquid investments is \$15,923.62.
 - IPrime (PMA) Cap R/R investments & Liquid \$ (ytd=\$11,791.23).
 - IPrime (PMA) 2021 Cap investments & Liquid \$ (ytd=\$364.76).
- Property Tax Receipts for 2021
 - Received \$9,143,574.81 so far, which represents 101.0% of budget.
 - Last year's final total = \$9,317,525.26 – which was 100.2% of budget.
- State of Illinois checks for Personal Property Replacement Taxes:
 - Received \$141,107.89 so far, which represents 101.6% of budget.
 - Last year's final total was \$84,943.55.
- Fountain View Fitness ran a 6-pack personal training special for the month of October; twenty packages were sold.

- Sponsorship for the Forever Young Halloween Luncheon was secured with DULY Health and Care for \$350.
- Sponsorship for the Halloween Havoc was secured with JT’s Corner Tap for \$250.
- TNT Sports Group rented out McCaslin from October 30-31 to host a four-team tournament and resulted in \$1,000 of revenue.
- Home Plate Concessions was open for their final weekend of the season. There was \$2,302 in revenue for the Halloween Havoc.

Strategic Goal and Initiative #3

Operate Parks and Facilities Efficiently

Strategic Goal and Initiative #4

Meet Needs of Changing Community Demographics

- Staff is exploring LiveBarn, which would bring live streaming of games to McCaslin Park for 2022. LiveBarn brings in all equipment at no charge along with internet, and profit sharing at a 70/30 split. Staff is exploring this option with PDRMA, Corporate Counsel, and Bond Counsel since bonds were used to build the facility/park.

Strategic Goal and Initiative #5

Develop Parks and Facilities

- Parks staff met with Wight & Company to discuss Park On The Green and moving this project forward. Wight & Company will provide a proposal in the next week or two.

Strategic Goal and Initiative #6

Foster a Safe and Welcoming Environment

- The Village of Carol Stream and the Park District hosted a COVID Booster vaccine clinic at Fountain View on October 27. Over 300 members of the public received their COVID booster. The event ran smoothly and it was a great collaborate effort between the Park District and the Village.
- Superintendent of Human Resources and Facility Manager met with the District’s new PDRMA Risk Management Consultant, Seth Norton. We gave him a tour of Fountain View and brought him up to speed on some of the current issues in our District.



Strategic Goal and Initiative #7

Highest Quality Recreation Programs & Services

	2021 – YTD	2020 – YTD
Swim Team	123	N/A
Private Swim Lessons	236	73
Lap Swim Memberships	228	45
Personal Training Sessions	557	414
Adult Softball Tournament – Halloween Havoc	22	0
ActivKids Before and After Care (Regular Schedules)	854	0
ActivKids Before and After Care (Flex Passes)	432	0
Days Off Club (Fall Enrollment)	85	49

- The Athletic Supervisor held the Basketball coaches meeting to start the 2022 Winter Season. Topics discussed included jerseys, game locations and sign up updates.
- Twelve Forever Young day trips are planned for Winter 2022 – six brand new trips include WNDR Museum, Lady Day at Emerson’s Bar and Grill, Creole Stomp, Tristan Crist Magic, Decorate Your Cake, and Groundhog Day.
- Carol Stream Dolphins won their October 23 swim meet at Elk Grove Park District with a final overall score of 426 to 365.



- Preschoolers participated in a Halloween parade in their costumes at Simkus with their families in attendance. Preschoolers trick or treated through the Administrative and Recreation offices.
- The second annual Trick-or-Treat Trail was held at Red Hawk Park. Over 400 participants visited 32 candy and treat stations throughout the park. Eighteen sponsors joined the park district sponsored tables.



- Forever Young Halloween luncheon took place at Fountain View. The room was decorated in theme décor and 21 participants. A pasta lunch catered by Bella’s was served. The group also participated in pumpkin painting and Bingo.



- Boosting Registration 2022 Tactics:

- New Seasonal Registration Banners have been created. These banners will be placed on the SRC Fencing facing County Farm Road each season.
- A Direct Mail postcard campaign is scheduled for delivery to 16,930 Carol Stream households and 1,455 nonresident addresses November 17. The postcard will announce that winter registration is open, include a QR CODE link to the program guide, include a QR code to provide your email for updates from the District – and generally get the park district brand in our resident’s home again – reminding them of the program and recreation opportunities available to them.
- Marketing continues to send out program eblasts to capture registration, monthly Enews and Fit Thoughts. Eblasts include: Halloween lunch, Trick or Treat Trail, Basketball league deadline, Teenie Weenie Thanksgiving, Turkey Shoot, Super Smash Bros tournament, Days Off Club, Fitness member challenge. Nonregistration eblast - Booster vaccination clinic.

- Campaigns
 - The marketing department uses a variety of marketing channels to distribute campaigns. Those channels include email, Facebook, Twitter, Digital Guide, Marquee, Web - Banner, Button, Blog, Posting, Flyer in Virtual Backpacks. Emails sent through Constant Contact are set up to share to various Facebook pages and Twitter feed. We also ask our customers if they have heard about us by word of mouth or referral. Here are the analytical results of our latest campaigns and which tool was most popular with our customers (*email, social media, signage, etc.*)
 - 2021 Monthly program surveys:
 - August - sent 627 emails - 26.1% opened (161), 3.67% return rate.
 - September - sent 230 emails - survey active until October 31.
 - October - sending week of November 8.
- Three photographers have been scheduled to shoot various photos of events, sports, and in-house programming. Photos are downloaded to future use. Event photos are shared via Flickr from Facebook.

Strategic Goal and Initiative #8

Highest Quality Staff & Team

- HR staff attended a virtual workshop hosted by employment attorneys Laner Muchin on Vaccine mandates. OSHA (Federal deadline) is January; we will have a
- Directors Rini and Hamilton attended the IAPD Legal Symposium. Topics covered included:
 - New Legislation on Whistleblower Protection Act
 - Changes to Labor and Employment Law – related to background checks
 - Addressing Employee Leaves/FMLA as it related to COVID
 - Borrowing Update for Reportable Events – SEC disclosures, Continuing Disclosure Undertakings, and Municipal Reporting requirements.
 - New Legislative updates: DCEO Tourism Attraction Grant Program, OSLAD, Tax Levy filing electronically, recapturing prior year adjustments to tax levy adjustments, Use of Medical Cannabis by Park District/SRA to participants, State Holiday closures do not affect Park Districts, Updates to Economic Interest Disclosure forms, Expanded Guidelines for Review of Closed Session Minutes, updates to Mandated Reporting Training.
- The Park District, along with PDRMA Health will be hosting a health screening for all full-time employees who are enrolled in medical insurance with PDRMA Health. Superintendent of Human Resources and the Human Resources Coordinator will be participating in a webinar on November 8 to learn more about the upcoming program. Our screening date is tentatively set for Wednesday, January 19, 2022.
- Superintendent of Human Resources along with Marketing and Recreation Staff are working on an Ad Campaign for Meet us on Mondays and Walk in Wednesdays recruiting event. We are going to pilot this new program in hopes to provide a quick and easy way for potential new staff to stop in, get interviewed and potentially receive a job offer all on the same day.
- Superintendent of Recreation and Director of Recreation attended the PDRMA Risk Management Institute Webinar *Leading Before, During, and After the Crisis*.
- Superintendent of Recreation attended virtual IPRA School Age & Day Camp committee meeting.
- Full-time custodian has accepted a hybrid position of Building Supervisor/Custodian; he will begin in this roll December 6. The position works evenings at FVRC and will assist with

customer issues, enforcing park district policy, addressing conflicts in addition to continuing certain custodial and facility duties.

- Halloween Party and Potluck was held on Wednesday, October 20. Staff really got into the spirit of Halloween and there were some great costumes and decorated pumpkins.



- The Fun Squad is hosting a non-sponsored Park District event on November 5 to celebrate National Bonfire Night. This event will take place at one of our employee's homes. This employee and another coworker have graciously donated the main entrée for the bonfire and staff has been asked to bring a side to share. The Fun Squad is providing s'mores for dessert. A bags tournament will take place for anyone interested. There will be about 20 employees in attendance and family/guests are invited as well.

Miscellaneous News You Can Use...

- PDRMA Health Open Enrollment 2022 – The 2022 Plan Selection Form and Benefit Cost Form has been completed and returned to PDRMA Health. Human Resources Coordinator and Superintendent of Human Resources will be participating in a webinar on November 2 and will begin the open enrollment process with staff.
- Staff is working with contractors to create an updated Carol Stream Park District Boundary Map. This map supports grant applications, aligns with Distinguished Agency Accreditation best practices, and will support CAPRA certification in the future. The timeline for the project follows:

Wight to create draft of map	October 16-November 29
Review preliminary map with CSPD	Week of November 15
Wight to update draft	Week of November 22-December 6
Final draft meeting	Week of December 6
Submit map and data to CSPD	December 13