



To: Park Board Commissioners
From: Executive Director Reuter and the Senior Leadership Team
Date: January 21, 2022
Re: WEEKLY MEMO

Dates To Remember:

Date	Event	Time
January 19	Fun Squad Committee Meeting	1:30 pm
January 20	CAPRA Kick-Off Meeting	9am
January 22	Dolphins Swim Meet, FVRC	1-4pm

Strategic Goal and Initiative #1

Take Care of What We Have

- FVRC
 - Communication problem with geothermal system program was discovered. ALC was scheduled to come to FVRC on January 13 but the technician could not come due to illness. The appointment is being rescheduled.
 - A new chlorine pump for the lap pool has been installed, replacing a pump that was leaking. We had an extra, unopened box in the FVRC filter room.
 - The large pool vacuum was repaired. The damage to the vacuum was caused by pulling the vacuum out of the pool by the cord. The proper procedures for removing the vacuum from the pool has been discussed with JEM. The repair was covered by the warranty.
- SRC
 - It was reported that recessed water bottle fillers are no longer made. However, a Google search found that in wall/recessed water bottle fillers are still available. We are checking the available sizes before ordering.
 - Ceiling tiles were delivered for Rooms 2 and 6 and tiles were ordered for Room 3.
 - Conversion to LED lighting for Rooms 2, 3, and 6 was approved pending the quote.
 - Six can lights in men's restroom over sink and mirror were replaced with LED cans.
 - The door locks for Rooms 4 and 6 are no longer working properly; the locks have outlived their life and need to be replaced.
- SRC & CCWP
 - THE Building Automation System on/off schedule was changed to better serve our needs. Weekends from 6am to 6pm, weekdays from 5am to 10pm.
 - Air Handling Unit 5 for CCWP is the exception. We will monitor the indoor temp throughout the winter to determine whether or not the water to the concession

stand and locker rooms needs to be turned off for the winter which is the current protocol.

- CCWP
 - Learned that the freeze stat, a temperature sensing device, was not properly installed on air handling unit 5. Due to the installation error the unit has to be monitored as it periodically shuts off and has to be reset. We are awaiting a date to schedule service.
 - Quote received to replace replacing existing lighting with LED, coming in at approximately \$10,000.
- McCaslin
 - All foul poles have been pulled from the facility to be painted.
 - Pennant flags will be installed on all flag poles after being painted.
- CCMG
 - Due to a mouse problem Landmark Pest Control will be servicing the building until further notice.
- PARKS
 - Staff is working on winter projects including painting picnic tables, small engine preventative maintenance and pruning trees.
 - Repairs are being made to the electric utility vehicle, polyurethane wood box, tighten screws and bolts.
 - Staff is making repairs to our barricades. Fresh paint and tightening hardware.
 - We had infestation of mice on the large bus, a contractor was hired to place bait boxes and traps in the bus. After that, the vehicle was totally cleaned by a contractor.

Strategic Goal and Initiative #2

Improve Financial Position

	2022 – YTD	2021 – YTD
Adult Dance	\$173	\$166
Concessions	\$31	\$0
Dance Recital	\$5,085	\$613
Fitness Daily Passes	\$2,480	\$1,465
Forever Young Day Trips	\$1,782	\$0
Forte Dance Company	\$1,666	\$1,323
FVF Memberships	\$50,756	\$44,385
Group Swim Lessons	\$5,393	N/A
Lap Swim Memberships	\$2,878	\$2,004
Personal Training	\$5,389	\$1,871
Seasonal Dance	\$1,371	\$550
Youth Birthday Parties	\$407	\$0
Adult Dance	\$173	\$166

- Auditors were on site January 20 for preliminary field work of the 2021 Financial Audit. They will return in February for a full week.
- Property Taxes: 2021 Final Total was \$9,227,550.37 which represented 101.9% of budget.
- Personal Property Replacement Taxes: 2021 Final total was \$149,119.58.

- Fiscal Year 2022 Budget has been loaded in Incode after Board approval on January 10, 2022. It was also posted to the District website.
- Finance staff trained a pilot group of supervisors on the new Fifth Third Bank Purchase Card portal for expense reporting. The portal also expedites expense reconciliation and reduces staff time for submitting expenses.

Strategic Goal and Initiative #3

Operate Parks and Facilities Efficiently

- Registration and Membership Services staff are working with Active Net to order fifteen new PAX 300 credit card devices for a total \$4,650. The deadline to have these installed is Q4 2022. But there are still shipping delays from the chip shortage.

Strategic Goal and Initiative #4

Meet Needs of Changing Community Demographics

Strategic Goal and Initiative #5

Develop Parks and Facilities

- Required IDNR sign for Mitchell Lakes Path has been ordered and will be installed upon arrival.

Strategic Goal and Initiative #6

Foster a Safe and Welcoming Environment

- Due to changes in the CDC and IDPH quarantine and isolation guidelines, the Superintendent of Human Resources has updated the staff COVID protocols and assisted the Superintendent of Recreation on updating the participant
- Two more ZOLL AEDs have been ordered; two were purchased last year. Once received and staff is trained, the new AEDs will be placed into service; two at FVRC, one at SRC, the location of the fourth to be determined.
- We have been notified that the District's Cyber Liability coverage through PDRMA will require that certain IT security measurements are in place to maintain eligibility. IT has reviewed requirements and created a list of additional measurements by priority. We are seeking cost estimates on several items.

Strategic Goal and Initiative #7

Highest Quality Recreation Programs & Services

	2022 – YTD	2021 – YTD
Adult Basketball League	12	9
Adult Dodgeball League	5	0
Adult Pickleball League	28	0
Adult Volleyball League	23	11
Big Break Basketball	15	0
Dance Recital Classes	123	65
Days Off Club	41	8
EVP Volleyball	9	7
Forever Young Day Trips	31	0
Forte Participation	40	36
Group Swim Lessons	187	N/A

Ice Skating	19	0
Lap Swim Memberships	229	207
Personal Training Sessions	128	24
Seasonal & Adult Dance Classes	32	10
Springers Gymnastics Team	42	26
Sullivan Karate	50	7
Youth Basketball League	389	123
Youth Dodgeball League	164	74

- Mid-year progress reports are being distributed to preschoolers by the end of January.



- The dance recital program, which runs from September to May, opened up registration for a limited time in the winter guide. Eight additional dancers were enrolled.
- A new gymnastics class was developed for families who homeschool their children and want something active for the kids to do. The first class was January 14 with seven participants.
- In addition to the 42 year-round Springers team members, there are two additional tumbling team members.
- Springers tumbling team attended an away meet on January 9 that included 122 tumblers from six teams. Springers had two 1st place, one 3rd place and one 4th place result.



- Springers tumbling team held a meet on January 16 at Simkus Recreation Center with 97 tumblers from four teams. In 6-9 age groups, a Springer took first place! For COVID protocol, tumblers were allowed no more than two spectators and both sides of the bleachers were opened for social distancing, with parent volunteers directing families to the side where their gymnast would be competing. Recreation Coordinator received multiple compliments from those attending the meet on how smoothly everything went.



- CCSD93 canceled school on January 5-7. We were able to quickly get a Days Off Club program set up for all three days at Simkus, with 24 registrations. Recreation, marketing, and maintenance worked together between planning, e-blast and social media post, and facility set-ups.
- Offered a new Futsal Camp in partnership the Panther Soccer Club. Looking to add additional partnerships with our affiliates including 3v3 soccer, 3v3 basketball, and 7v7 flag football program. For the winter session we ended up with 10 kids.
- Basketball games began on January 8. The first two weeks have run well with some very good games. We have lost several games due to COVID but the plan is to reschedule all games at this point. The girls' season has been delayed two weeks but the plan is still to have a full 10 game season starting January 22.
- Fountain View concessions is now open for the basketball league games on Saturdays. Emails have been sent to teams/players to advertise the stand and menu options.
- Marketing staff created new instructions for updating the televisions that are used for advertising in the SRC and FVRC facilities. This allows desk staff to update screens and ensure timely promotions are displayed.
- Marketing staff have scheduled photographers to take photos for swim lessons and basketball leagues Saturday, January 15. These new photos will be used to update the website, and can be included in future social media or digital collateral pieces.
- Work continues on the CSPD Mobile app. Back-end work in approaching finalization. Staff training and plans for roll out are underway. Promotion is scheduled to begin in April for the baseball/softball season. Staff training is scheduled for March.
- Boosting Registration 2022 Tactics
 - New Registration Banners - All Seasons
 - Winter Banner - Nov 22
 - No peak to digital guide.
 - Minimal peak to csparks.org.
 - Parks Tickets entered to hang Registration Banners on SRC Fence
 - Spring - Feb 23
 - Summer - April 27

- Fall - July 27
- Direct Mail Campaigns
 - Winter Postcard
 - CSparksguide.org/winter guide 2022 and QR code tracked 198 uses.
 - November 15 and after postcard delivery to 16,930 Carol Stream households and 1,455 nonresident addresses.
 - No peak to digital guide when postcards were delivered to homes. Minimal peak to csparks.org.
 - Spring Postcard
 - At printer. Delivery to post office scheduled for February 18.
 - Scheduled for delivery to 18,130 households.
 - Postage estimate received - \$3,509.69.
- PDF Guide
 - Spring 2022
 - Marketing sent out second draft.
- Fountain View Fitness Reactivation Campaign was sent out on January 19 to 526 former fitness members with a special January offer.
- 2021 Monthly program surveys:
 - November – sent 234 – 31% opened (42), 13 submissions for 5.5% return rate.
 - December – Sent January 7 to 1,070 emails. To date 191 opened, 59 submissions for 6% return rate.
- Promotion of Preschool – Marketing Coordinator completed the 2022 preschool video for District 93’s “Let’s Play” event. The video is posted on the park district preschool webpage or you can view it from YouTube: <https://youtu.be/apfHHf2Jp08>.

Strategic Goal and Initiative #8

Highest Quality Staff & Team

- Three Parks staff are currently studying for their pesticide licenses for their certification this Winter.
- Recreation Supervisor is the new co-chair for the IPRA School Age and Day Camp Committee.
- Recreation Supervisor is the new chair for the IPRA Special Events Committee.
- Division Manager and Recreation Supervisor attended meetings with other districts to discuss DuPage Swim and Dive Conference (DSDC) swim season.
- Marketing staff trained Community Relations Supervisor in WordPress features that appear on the District Website to ensure updated information.

Miscellaneous News You Can Use...

- DuPage County Visitors Bureau provided drone footage of McCaslin Park to use in their marketing plans to get tournaments to DuPage County in hopes of bring bigger events to the county. Here is the link to the video: <https://www.youtube.com/watch?v=3N8CDTdVefg>