

To: Park Board Commissioners

From: Executive Director Reuter and the Senior Leadership Team

Date: February 11, 2022

Re: WEEKLY MEMO

Dates to Remember:

<i>Date</i>	<i>Event</i>	<i>Time</i>
February 10, 14-15	Preschool Valentine's Day Celebrations, SRC	9am-3pm
February 10	DEI Committee Meeting	10:30am
February 10	OTOM Meeting	12pm
February 14	Fun Squad – Secret Valentine Exchange	
February 14	Launch Date for Let's Play! Event, Online	All day
February 15	Fun Squad Committee Meeting	11am
February 16	Walk-in Interviews, FVRC	3-6pm
February 21	Preschool Parent-Teacher Conferences, SRC & Via Phone	9am-3pm
February 21	Days Off Club, SRC	6:45am-6:30pm
February 26	Adult 12" Softball Tournament, McCaslin	10am-6pm
February 26	Dolphins Swim Meet, FVRC	1-4pm
February 28	Walk-in Interviews, SRC	2-5pm
March 4	Days Off Club, SRC	6:45am-6:30pm
March 5	Preschool Info Fair, Carol Stream Library	10am-12pm
March 5-6	Travel Basketball Tournament, FVRC	All Day
March 11-13	Travel Basketball Tournament, FVRC	All Day

Strategic Goal and Initiative #1

Take Care of What We Have

- FVRC
 - Recreation Supervisor of Aquatics repaired two back up buttons for pool touch pads, saving the district \$150.
 - Direct Fitness Solutions scheduled to repair SciFit machine week of February 14.
 - Wall heater in the geothermal room has been repaired and is now operational. This particular heater hasn't been operational in five years.
 - Parks Manager assisted Facilities by replacing a hose on the floor machine. The machine was only out of commission one day due to his assistance.
 - JEM installed a modem on our pool chemical controllers elevating the capabilities of our team.

- SRC
 - Rooms 2 and 3 have been painted.
 - Cabinets will be hung in room 2 by the end by February 11.
 - New ceiling tiles were placed in rooms 2, 3 and 6.
 - All outlets/outlet covers/switches were replaced to white throughout rooms 2, 3 and 6.
- CCWP
 - Staff met to discuss the lobby and locker room improvements. Lists were made for work to commence in 2022 with the remaining work to be completed in 2023.
- CCMG
 - Director of Parks and Facilities met with a painting contractor to get a quote on painting the exterior of the facility.
- PARKS
 - Painting picnic tables and garbage cans.
 - All floor grates have been replaced in the maintenance building.
 - Parks staff spent significant time on snow removal throughout the park system.



Strategic Goal and Initiative #2

Improve Financial Position

	2022 - YTD	2021 - YTD
Adult Dance Revenue	\$400	\$313
Concessions	\$973	\$0
Dance Recital Revenue	\$8,298	\$2,292
Fitness Daily Passes	\$5,080	\$2,390
Forever Young Day Trip Revenue	\$2,498	\$0
Forte Revenue	\$2,634	\$2,488
FVF Memberships	\$102,323	\$89,901
FVRC & SRC Rentals	\$4,420	\$1,420
Group Swim Lessons	\$10,491	\$0
Gym Rentals	\$10,004	\$2,013
Lap Swim Memberships	\$5,515	\$4,014
Open Swim Passes	\$1,020	\$0
Personal Training	\$6,943	\$3,289
Seasonal Dance Revenue	\$2,694	\$1,747
Youth Birthday Parties	\$1,222	\$0

- 2021 Final Tax receipts ended the year at \$9,227,550.37, representing 101.9% of the budget.
- 2021 Final Corporate Replacement Tax ended the year at \$149,119.58, presenting 213% of the budget.
- 2021 Annual Financial Audit is underway. Preliminary onsite work was completed on January 20. Finance staff has been provided with a list of required documents and reports in preparation for full audit scheduled for February 14-18. Fountain View concessions was open three Saturdays during this reporting period and one date included a swim meet. Revenue has been increasing each week.
- New vending machine has been installed at Fountain View lower level. It is anticipated that this glass front machine will increase sales due to the product display more beverage choices. Staff will also be able to monitor product supply.
- Staff is coordinating with Absolute Athletics to host another adult flag football tournament at Red Hawk Park in the summer. The tentative date is July 9-10.
- Staff is exploring bringing back the adult bags league in the summer, but this time hosting at Coyote Crossing for the seating, atmosphere, and alcohol sales.
- Sponsorship Youth Basketball – Sporty’s Catering - \$300
- Carol Stream Parks Foundation made a \$3,000 donation to the Carol Stream Youth Scholarship program.



Strategic Goal and Initiative #3

Operate Parks and Facilities Efficiently

- New iPhones were received for the ActivKids program to replace outdated flip phones. The cell phones will also function as a hot spot to reduce our monthly expenses by eliminating the hot spots at each school.

Strategic Goal and Initiative #4

Meet Needs of Changing Community Demographics

- DEI (Diversity, Equity and Inclusion) Committee continues to meet and plan for coordinating events per the Strategic Plan to meet the changing Community Demographics of the staff and Community.
- The Diversity, Equity, and Inclusion Committee (DEI) is currently working on the following initiatives:
 - DEI Tagline – The DEI Committee came up with several diversity-driven taglines and some suggestions to Senior Leadership on how to promote it. The tagline that was approved is “Carol Stream Park District – Where Everyone is Welcome”. This tagline can be used in all of our departments and program areas by adding to the tagline “Where Everyone Is Welcome....to play, to swim, to exercise, to dance, etc.

Strategic Goal and Initiative #5

Develop Parks and Facilities

- Conceptual designs for Park On The Green have been viewed by the District’s team. Suggestions were given to the architect and we are awaiting the next draft.

Strategic Goal and Initiative #6

Foster a safe and welcoming environment

- News has spread about our Virtual Preschool and our winter session has participants from Carol Stream, Bloomingdale, Naperville, Roselle, South Elgin, Cicero, Plainfield, Des Plaines, and West Milwaukee, WI.

- A new dismount mat was purchased and put into place in the gymnastics gym. It is replacing a well-worn mat at the end of the Tumbtrak.
- IT is prioritizing upgrades and is gathering quotes for improvements that will be required under PDRMA’s new Cyber Liability insurance coverage plan.
 - Pride Month – The DEI Committee would like to recognize June as Pride Month throughout the District. A list of ideas will be presented to Senior Leadership and then the Committee will move forward with preparing to implement the approved ideas for June 2022.

Strategic Goal and Initiative #7

Highest Quality Recreation Programs & Services

	2022 - YTD	2021 - YTD
Dance Participation (winter)	28	25
Day Trip Participation	31	0
Forte Participation	37	32
Group Swim Lessons	110	N/A
Lap Swim Memberships	224	203
Personal Training Sessions	131	33
Recital Dance Participation	125	60
Special Interest	\$1,798	\$1,789

- The Athletic Supervisor sat in on a meeting with GGLeagues to get more ideas on how to get more programming ideas. GGLeagues provided us with more marketing materials. We should be able to better push the leagues and help us to get more participants.
- Blue Day at the Preschool.
- Glitzy Girls: Unicorn Rainbow Princess Glam was a one-night class where participants were pampered with a make-over, princess crown, up do and hair sparkle. Nails were painted with pretty colors and unicorn stickers. Class also included unicorn theme crafts, jewelry and a fashion show. Twelve participants were registered; the largest Glitzy Girls to date.
- Theatre practicing at Fountain View. 
- The Spring Dance Recital will be returning to the stage at Glenbard North High School on May 21, after COVID measures changed our format to one class at a time in the SRC gym.
- Recreation Supervisor and Gymnastics Coordinator are working on reintroducing ninja classes into gymnastics program to provide new class options and a potential for increased revenue. Two new classes will be in place for the Summer 2022 program guide.
- In order to cross-market, a new gymnastics Level 1 class starting at 4:05pm will be offered in the summer to try to capture Awesome Adventure Camp participants.
- December program evaluation results were finalized and Katherine Sanders was randomly selected as the fall quarter respondent, receiving a \$20 CSPD gift certificate.



- Marketing continues to work on the development end of the CSPD Mobile App, as well as the plans for rolling it out to the public. Promotion is scheduled to begin in April for the baseball/softball season. Training of staff is scheduled for March. Small group rollout to staff has started.
- Spring Program Guide will reflect a new format! The full version guide will be released in an electronic format only, allow for customers to scroll through all we have to offer – like the old printed guide. The PDF version of the guide will have embedded links that allow customers to click and go directly to a registration page. Postcards announcing the release of the spring guide will be delivered to 18,130 households and is going to the post office on February 18.
- Marketing is finalizing the **2021 Year in Review**; as in the past the report will be released in an electronic format, included as a link in our monthly Enews, pushed out through social media, and promoted and available through the District’s website.
- Registration and Recreation staff are working together to create an online reservation option for picnic shelters, party wagon, and garden plot rentals. Plan to be online before March 1, 2022.
- Picnic shelter rental season opened on February 1. Registration team reports that they have been booking rentals daily! Phone calls have also been coming in inquiring about CCWP memberships and birthday parties.

Strategic Goal and Initiative #8

Highest Quality Staff & Team

- All fitness staff meeting is planned for February 19 at FVRC.
- An ActivKids Staff meeting was held February 3. Highlighted topics included COVID protocol, usage of their new cell phones, and When to Work for scheduling.
- Summer seasonal staff positions in the Parks Department have been filled. One returning from 2021 and one new.
- A “Goodbye Gathering” was held on January 25th for Anne Gerrick as a way for staff to recognize her retirement and wish her well on her upcoming move to Arizona. In addition to the Resolution that was read and approved by the board in December, Anne was presented with a watch that was engraved with our logo and her years of service.



- April Kintzel, is being promoted to Manager of Registration & Membership Services following Anne Gerrick’s retirement. April has been with the District for 8 years, and is currently working as the Supervisor. April has held increasingly responsible roles within the registration and memberships services function and is an ActiveNet expert.
- Supervisors and staff are currently working on their performance appraisals and self-appraisals. Appraisals will be inputted and new rates of pay effective with the March 18, 2022 payroll.

- On February 14th the Fun Squad organized a “Secret Valentine” gift exchange. There are about 15 employees who will be participating in this fun event.
- The Human Resources Coordinator and Marketing Manager developed a process to collect a photo and information from our new employees. This way, staff can get a chance to learn a little something about their newest co-workers. The process was reviewed and approved by Senior Leadership and the Human Resources Coordinator will start to implement this process with our new hires.
- Marketing staff participated in a webinar with the DuPage Convention & Visitors Bureau to learn more about their membership portal.
- Marketing participated in a free webinar with Wieskopf Consulting about Email Best Practices.
- Staff from the Registration & Membership Services Department attended a WDSRA inclusion training to learn how to better serve customers with special needs.



Will you be my “Secret Valentine”

The Fun Squad has put together a cute “Secret Valentine” gift exchange for Valentine’s Day, February 14, 2022

If you choose to participate, you will be given the name of one of your co-workers and you will become their “Secret Valentine”. You will purchase a small Valentine’s-themed gift/flowers/candy (no more than \$10) and attach a note or card to it that says something positive or complimentary about that person. In return, you will also receive a Secret Valentine gift.

On Valentine’s day, you will sneak the gift onto your Secret Valentine Recipient’s desk/work station. Make sure you sign your name to the note so the Recipient knows who their gift came from!

If you want to participate, please let Chris Quinn know by January 27th. You will be given the name of your Secret Valentine on January 28th.

Miscellaneous News You Can Use...

- IT is gathering old PCs and equipment for a free recycling pick up next month.
- Work continues on Room #2 and #6 at SRC.
 - Improvements Include:
 - New LED Lighting
 - Freshly Painted #2 Gray, #6 white
 - Upper and Lower Cabinets with Countertops
 - New Sound Bar Stereo Systems
 - New additional purple mat in Room #6
 - The drinking fountain and spitter in room two will be removed from room #6 and a regular drinking fountain/bottle filler will be installed in the main hallway utilizing the existing plumbing in room #6

