



To: Park Board Commissioners
From: Executive Director Reuter and the Senior Leadership Team
Date: February 25, 2022
Re: WEEKLY MEMO

Dates To Remember:

Date	Event	Time
February 26	Dolphins Swim Meet, FVRC	1-4pm
March 1	Ticket sales open for The Little Mermaid Jr., Online	10am
March 4	E-Sports Tournament, FVRC	6-8:30pm
March 4	Days Off Club, SRC	6:45am-6:30pm
March 5	Preschool Info Fair, Carol Stream Public Library	10am-12pm
March 5	Springers Gymnastics Meet, SRC	12-3pm
March 5-6	Travel Basketball Tournament, FVRC	All Day
March 11-13	Travel Basketball Tournament, FVRC	All Day
March 16-17	Dress Rehearsals for The Little Mermaid Jr., GBN	4-9pm
March 18	Blue Cast Performance of The Little Mermaid Jr., GBN	7pm
March 19	Green Cast Performance of The Little Mermaid Jr., GBN	7pm
March 19-20	One Nation Survivor Weekend, McCaslin	All Day
March 20	Cast Parties for The Little Mermaid Jr., SRC	12-3pm

Strategic Goal and Initiative #1

Take Care of What We Have

- FVRC
 - Filter Room had one high water float sensor in the pool domestic ejector pit go bad and is no longer working. Decision was made to replace all four sensors.
 - Upper and lower clutch has been replaced on SciFit Pro Upper Body Exerciser making the piece of equipment quiet and smoother during use.
- SRC
 - Renovation work continues in Rooms 2 & 6 and is close to being done. Punch list being put together.
 - Water was shut off to the building in order to repair multiple toilets. Staff came in early to not disturb business operations.
- CCWP
 - WT Engineering is progressing through bid documents. They will visit the site the week of February 28 to finalize documents; staff will have the documents to review by the week of March 6 with the hopes of going to bid in April.
 - The RFP for recoating waterslides is being finalizing.
- PARKS
 - All foul poles at McCaslin Park are being painted bright yellow and pennant flags will be attached for the opening of the spring season.

- New 55-gallon drums were purchased and then painted for use in our park system. Parks Foreman was able to secure these cans for 80% less than previous years saving the District approximately \$650/per year.
- Staff is putting new carpet on portable pitching mounds which are used for the baseball program.
- Sprinkler Inspections completed in all buildings.
- Fire Alarm Inspections completed in all buildings.

Strategic Goal and Initiative #2

Improve Financial Position

	2022 – YTD	2021 – YTD
Adult Dance Revenue	\$457	\$313
Concessions	\$2, 274	\$ 190
Dance Recital Revenue	\$10,293	\$2,292
Fitness Daily Passes	\$6,375	\$5,180
Forever Young Day Trip Revenue	\$2,353	\$0
Forte Revenue	\$3,212	\$2,488
FVF Memberships	\$104,597	\$89,901
FVRC & SRC Rentals	\$ 9,365	\$4,390
Group Swim Lessons	\$9,767	N/A
Gym Rentals	\$17, 013	\$11,297
Indoor Pool Rentals	\$230	N/A
Lap Swim Memberships	\$5,644	\$4,014
Open Swim Passes	\$1,351	N/A
Personal Training	\$7,975	\$3,289
Seasonal Dance Revenue	\$2,953	\$1,747
Youth Birthday Parties	\$2,469	\$0
Concessions	\$2, 274	\$ 190
Fitness Daily Passes	\$6,375	\$5,180
FVF Memberships	\$104,597	\$89,901
FVRC & SRC Rentals	\$ 9,365	\$4,390
Group Swim Lessons	\$9,767	N/A
Gym Rentals	\$17, 013	\$11,297
Indoor Pool Rentals	\$230	N/A
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Open Swim Passes	\$1,351	N/A
Personal Training	\$7,975	\$3,289
Youth Birthday Parties	\$2,469	\$0

- Sponsorship Preschool – Westside Children’s Therapy - \$500.
- Sponsorship Forever Young – New York Life - \$100.
- Naming Rights for McCaslin Park - Marketing is working with internal task force to develop a campaign to be used to solicit potential buyers/sell naming rights to McCaslin. Staff will present an update and share the webpage/campaign at the March 14 Board meeting.
- 2021 Financial Audit – the onsite audit review was completed February 16. Draft is expected in 4-6 weeks.

- The District has been informed that \$1,000,000 in funds from the American Rescue Plan Act (ARPA) has been set aside for Park Districts. Staff attended a webinar to understand the process for applying for the funds. Similar to the CARES Act which afforded financial recovery support to private businesses and municipalities, park districts were left out. Under ARPA, park districts were considered subrecipients and needed to request a portion of funds that had been paid out to their local villages/towns. When it became apparent that nothing was being passed down, the \$1M was set aside. While we are not able to request relief for lost revenues, we can apply for reimbursement of expenses directly related to COVID. All ‘Letters of Intent’ are due to the County by March 15. Submissions will be evaluated by an independent committee, and reimbursement decisions will be released in June.

Strategic Goal and Initiative #3

Operate Parks and Facilities Efficiently

- Division Manager and Recreation Supervisor met with Parks to discuss the field usage for Spring 2022. The topics discussed were soccer game fields, practice fields, start dates and maintenance at McCaslin.
- An application was submitted for the IAPD PowerPlay grant. If selected, the recreation department will purchase ninja equipment for SRC room 6. Two new ninja classes, one for ages 3-5 and one for ages 6-10, will be offered beginning in the summer. The maximum amount awarded is \$1,000 and there are a number of items on our wish list, including modular balance trainers, a teeter totter, jumping stones, and hula hoop holders.
- Marketing issued the program evaluation surveys for activities held last season. 277 surveys were emailed with 90 being opened; 38 surveys were completed and returned for a 17% return rate. Registration team will help marketing track comments for the new program guide. Communication will be sent to info@csparks.org. The survey data was compiled and shared with Recreation staff.
- 2021 Year in Review is in progress. Proof will be issued to staff this week for editing. As in the past, the Year in Review will be issued in an electronic format.

Strategic Goal and Initiative #4

Meet Needs of Changing Community Demographics

- The DEI is currently working on the following initiatives:
 - 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.
 - 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 this week and then the Committee will move forward with preparing to implement the approved ideas for June 2022.

Strategic Goal and Initiative #5

Develop Parks and Facilities

- Parks Manager is working with Wight & Company on a proposal to get Walters Park (Next in the Parks Replacement Program) renovations started with the hopes of the OSLAD Grant Program in the Fall 2022.

- An additional roll of purple foam flooring was purchased and received for SRC room 6 to cover more of the floor, which will help us to maximize the space by allowing for more participants and equipment in the room.
- Marketing is working with Recreation staff to complete the finishing ‘branding’ touches for Coyote Crossing Mini Golf. This will align with the facility being repainted and getting a new roof this spring.

Strategic Goal and Initiative #6

Foster a Safe and Welcoming Environment

- Parks & Facilities is planning a training over and above the safety training that will take place with all District staff in March. This training will be a bit more specific to individual pieces of equipment.
- ActivKids staff handed out valentines to all participants that attended on February 14.
- Preschool celebrated Valentine’s Day on February 10, 14, and 15. Students brought in valentines to share with their classmates. Virtual Preschool also had the opportunity to give the park district their valentines which were mailed them to classmates’ homes.
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 - 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 this week and then the Committee will move forward with preparing to implement the approved ideas for June 2022.
- IT has started the installation and configuration of one critical component of our cyber security program - The Endpoint Detection and Response (EDR). This component will allow us to “roll” back a computer to a safe and clean state if it was hacked or infected. Also, it prevents infections and hacking.



Strategic Goal and Initiative #7

Highest Quality Recreation Programs & Services

	2022 – YTD	2021 – YTD
Adult Dance	14	7
Dance Recital Classes	125	60
Days Off Club	76	17
Forever Young Day Trips	62	0
Forte Dance Company	37	32
Group Swim Lessons	102	N/A
Gymnastics Open Gym	51	0
Lap Swim Memberships	247	217
Personal Training Sessions	203	57

Private Gymnastics	14	9
Springers Gymnastics Team	44	26
Super Bowl 3 v 3 Basketball Tournament	5	0
Super Smash Bros	18	6
Winter Dance Classes	37	25

- With the increased interest of pickleball, we have added open gym pickleball on Sunday mornings, and have a lot of interest.
- Forever Young Valentine Luncheon was held at Fountain View Recreation Center. Twenty-two seniors were in attendance and were served an Italian meal with a special dessert. Entertainment was also provided.
- Division Manager and Recreation Supervisor attended a meeting with other districts to discuss the DuPage Swim and Dive Conference (D.S.D.C.) swim season.
- Recreation and Registration are putting together a process for open gym and daily fitness passes to clarify the age ranges for registration staff.
- Registration for spring programming is being announced on February 23.
- Springers Gymnastics Team currently has 44 year-round members and two tumbling team members.
- The Springers Gymnastics Team is attending the State meet on February 26 in Elk Grove. We qualified in all divisions and several team members also qualified individually.
- Gymnastics Open Gym has been running successfully most Saturday afternoons this winter. There was one day this session that had 12 participants!
- New this year, Parent-Teacher Conferences were held for preschool. Families had the option of meeting with their teacher in-person or over the phone. Conferences were scheduled for 65 out of 116 students (56%).
- The new Teenie Weenie Play Time program held a special \$2 introductory event on February 22. Thirty-five kids ages 1-5 were registered and flyers were handed out to promote the March session.



- Preschool celebrated 2/22/22 with tutus, ties, and tennis shoes.



- Kindergarten Readiness celebrated their 100th day of school on February 14.
- On February 21, Days Off Club participants enjoyed Olympics Day. They completed an Olympic ring art project, went on a Flag Hunt in the halls, and “ice skated” in the gym. There were 35 registrations, compared to nine in 2021. Before Care and After Care both ran this year but, comparatively, did not have enough enrollment in 2021.
- Theatre held costume check day for the upcoming The Little Mermaid Jr. production.



- The Little Mermaid Jr. online ticket sales opened for cast member families on February 15. 237 tickets were sold the first day, with 70 sold in the first five minutes.
- Winter Session 1 Pickleball Champions – Fickle Pickle
- Marketing issued the program evaluation surveys for activities held last season. 277 surveys were emailed with 90 being opened; 38 surveys were completed and returned for a 17% return rate. Data was compiled and shared with Recreation staff.
- Postcards was delivered to 18,130 households announcing the spring registration season open, and the new guide format, a direct QR code link, and promotion of Fountain View Fitness.
- NEW FORMAT for the District’s Digital Program Guide is now live! The guide is a full 96- page pdf, includes photos, program details and promotions. It is also published with embedded links that allows the customer to click and register for programs. This guide is colorful and full of photos. Early response has been very positive from customers and registration staff who work with customers on a daily basis – just a sample:





- Registration is working to refine a process to charge customers the \$75 cancellation fee on credit cards that failed to process if the membership is under a 1-year term.
- The CSPD “APP” will be available for I-Phone and Android users through the Playstore. It will provide customers with handy access to membership cards, registration schedules, rain-out information, class announcements, and much more. As soon as the APP is approved for Playstore distribution, Marketing will present a demonstration to the Park Board. Marketing is preparing a campaign to roll it out to customers, and will also conduct staff trainings.
- Registration & Membership Services Manager is working with Fitness Manager to run online membership promotions – we want to make it as easy as possible.
- Marketing secured photographers for Little Mermaid Theatre performance dress rehearsals of both casts on March 16 and 17.
- Marketing worked with recreation to tweak schedule for upcoming activity guides, giving recreation an extra week to populate their programs into Active Net. Also, registration has more time to review.
- Marketing is to reinstall a park district presence in principal newsletters with District 93.

Strategic Goal and Initiative #8 Highest Quality Staff & Team

- Recreation Sup. attended the February IPRA School Age and Camp Committee meeting.
- Superintendent of Recreation attended the February Active Adult Network meeting.
- Forever Young Bus Driver of four years, passed away on February 20, 2022.
- A summer recreation intern has been hired, to begin in May. She attends Indiana State University, where she is a sophomore majoring in Recreation Management & Youth Leadership with a minor in Nonprofit Leadership. She worked at CSPD over the past three years in several areas, including mini golf, concessions, theatre, gymnastics, and the registration team.
- 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 15, 2022 Superintendent of Human Resources, Finance Director and Executive Director, attended a Zoom meeting with the A&F Section roundtable and the topics of discussion included merit increases and recruiting strategies to hire and retain staff.
- Marketing Assistant has tackled a multitude of campaigns, carrying out her responsibilities in a quick and efficient manner. She works well with the recreation team, requesting their review on emails and updating per their instructions. She has produced an estimated 40-50 email campaigns in Constant Contact over the past month.
- Marketing Managers viewed free webinar from Weiskopf Consulting (Constant Contact representative) about email autoresponders.

- Marketing attended Fitness, Rentals/Special Events/Coyote Crossing, and OTOM meetings since last report.
- Marketing team met February 11 to discuss summer guide process.