



To: Park Board Commissioners
 From: Executive Director Reuter and the Senior Leadership Team
 Date: April 7, 2022
 Re: WEEKLY MEMO

Dates To Remember:

Date	Event	Time
April 10	Springers Gymnastics Meet, SRC	All Day
April 13-14	Carol Stream Public Library will visit Preschool, SRC	9am-3pm
April 14	Preschool Open House, SRC	4:30-6pm
April 14	Adult Softball Tournament, McCaslin	6-10pm
April 14-15	Youth Flashlight Egg Hunt, CCMG	7:30-10pm
April 14-16	Seminole Sports Youth Baseball Tournament, McCaslin	All Day
April 21	Adult Softball Tournament, McCaslin	6-10pm
April 24	Zumbathon, FVRC	10:30-11:30am
April 22	Youth Baseball/Softball Opening Day, McCaslin	6-9pm
April 29-May 1	Seminole Sports Youth Baseball Tournament, Armstrong	All Day
April 30-May 1	One Nation Moneyball Adult Softball Tournament, McCaslin	All Day
May 2-6	Preschool Teacher Appreciation Week, SRC	9am-3pm
May 4	May the Course Be With You, CCMG	4-8pm
May 7	Opening Day, CCMG	11am-10pm
May 21	Youth Candyland Trail, CCMG	11am-3pm

Strategic Goal and Initiative #1

Take Care of What We Have

- FVRC
 - The geothermal variable speed drives that were damaged due to a brownout have been installed. Pumps are properly communicating with the system. A claim has been filed with PDRMA.
 - The geothermal chiller display was replaced with a scrolling marquee display.
 - Began replacing the wood frames for the Emergency Exit Plans with snap frames.
 - Mounting bracket and display casings replaced on three spin bikes by Recreation Supervisor.
 - Pec fly machine pulley system and leg press adjustable weight column fixed by Division Manager.
- SRC
 - Installing a drinking fountain/bottle filler in the hallway outside Room 6 at SRC.
 - The renovation of inside Rooms 2, 3, and 6 has been completed.
 - A problem with the hot water in the facility was fixed by KC Mechanical.

- Proposal was made to purchase a new floor cleaning machine.
- CCWP
 - Staff has prepared the guard area for painting by removing items from walls, relocating furniture, cabinets, etc. to lobby; staging large/heavy items in the middle of rooms. Painting of the guard area began this week.
 - Plans for the renovation were received from WT Engineering and are being reviewed. Questions and comments for WT are being prepared.
 - A new pool vacuum has been ordered from Aqua Pure. The vacuum was budgeted at \$6,000; the actual cost is just under \$5,000.
 - The electric has been completed in the guard area, lobby, and restrooms. With the exception of the outer perimeter pool lights, all lighting is controlled from the guard area.
 - Fan brackets were moved; fans will be mounted after painting is completed.
- CCMG
 - Staff completed the painting project: walls in the cashier area and ceiling beams.
 - Staff met and went over items that need to be done before the official opening day.
- PARKS
 - Staff has been diligently working on finishing new obstacles for mini golf holes. Kowalski Monuments cut boulders in half to be used as new obstacles as well.
 - Both game and practice fields have been seeded throughout the park system.
 - McCaslin Park foul poles have been repaired and painted. They will be installed when weather allows.
 - Large-scale 'Guess Who' game is being constructed by staff for Summer Camp.
 - Staff made a large-scale blue puzzle piece for the front of Fountain View Recreation Center in support of Autism Awareness Month. Additionally, an Autism Awareness flag was installed at Simkus Recreation Center, Fountain View Recreation Center and the Parks Maintenance Facility.
 - Maintenance staff cut down invasive species throughout Red Hawk Park.
 - Maintenance Staff moved boulders from Community Park to Fountain View Recreation Center to stop cars from the adjacent apartment building in cutting across the back driveway.
- McCaslin
 - A Freon leak in the concession stand freezer was repaired.

Strategic Goal and Initiative #2

Improve Financial Position

	2022 – YTD	2021 – YTD
Awesome Adventure Camp	\$1,050	\$0
Concessions	\$6,044	\$5,722
Corporate Fitness Memberships	\$26,076	\$25,506
Days Off Club	\$10,148	\$4,805
Fitness Daily Passes	\$9,720	\$7,567
Fitness Memberships	\$163,457	\$138,140
Forever Young Day Trips	\$5,687	\$208
FV & SRC Rentals	\$19,086	\$10,686
Group Swim Lessons	\$15,891	N/A
Gym Rentals	\$36,152	\$20,251
Gymnastics Instructional	\$36,848	\$7,595
Gymnastics Open Gym	\$579	\$0
Gymnastics Private Lessons	\$2,642	\$606
Indoor Pool Rental	\$370	N/A
Lap Swim Memberships	\$8,730	\$6,302

Open Swim Passes	\$3,326	N/A
Park Shelters	\$200	\$175
Personal Training	\$16,805	\$9,357
Preschool Spring Break Mini Camps	\$1,148	\$0
Special Interest Programming	\$2,553	\$2,185
The Little Mermaid Jr. Performance Tickets	\$3,487	\$0
The Little Mermaid Jr. Youth Theatre Production	\$18,609	\$0
Youth Birthday Parties	\$3,172	\$0

- Youth Sports Sponsorship \$500
 - Anyway's American Grill & Pub,
 - Sunshine Family Dental (New Sponsor)
 - Borter's Heating + Air Conditioning
 - ReMax Suburban Laura Giunti
 - State Farm Randy Weissenhofer
- Youth Sports Sponsorship \$300
 - Texas Road House (New Sponsor)
 - The UPS Store – Carol Stream
 - Jerry Evans School of Music
 - AquaFlow Plumbing
- Youth Sports Sponsorship \$250
 - Sporty's Catering
 - Mapleberry
- Advertising - \$5,000
 - Flood Brothers Disposal and Recycling Services
- Advertising - \$695
 - Aqua Flow Plumbing
- Advertising - \$500
 - Country Financial
- Fountain View concessions was open for a Boys and Girls Youth Travel Basketball Tournament. Total sales for five days totaled \$3,849.
- Staff applied for and received a Pollinator Grant, which provided the District with two pounds of native seeds to be distributed at the Dog Park area.
- The soft serve ice cream machine used only in 2019 was sold at auction for \$3,325.
- Finance staff is working with PDRMA to update listing of asset validation, fleet listing, replacement and business interruption value statements for all park district facilities. This listing is done periodically as a confirmation that appropriate lines of coverage are in place.
- 2022 Personal Property Replacement Taxes received to date total \$67,906.57; this compares favorably to the \$19,898.60 received in 2021 for the same period of time.
- The District's has received preliminary notice that COVID related expenses incurred since March 3, 2021 may qualify for reimbursement under the Local ARPA (LARPA) program. DuPage County is administering the distribution of funds set aside for sub-recipients (fire districts, park districts, and townships); similar to the first round of relief under the CARES program, it will not address lost revenues caused by mandated shutdown of business, or capacity limits.
 - Under the CARES Act, the District was reimbursed for just over \$64,900 of COVID expenses.
 - Under LARPA we will submit for reimbursement of approximately \$30,400 of expenses in this program.
- Staff is completing information for inclusion in the 2021 Annual Comprehensive Financial Report. We have compiled the Management, Discussion & Analysis letter, Transmittal letter, and Management Letter response to auditors notes. Final Audit will be presented to the Board in May.
- Received notice that CSPD has received the Government Finance Officers Association Certificate of Achievement for Excellence in Financial Reporting for fiscal year 2020; notified auditors Lauterbach & Amen.

- Registration & Membership Services Manager worked with a neighboring Park District on how to implement a secondary form of payment (credit card) in our Registration System to reduce rejected monthly payments when the primary credit card fails (which is typically due to expiration).
- Registration and Recreation staff are working together to improve the process to collect past due balances on accounts.

Strategic Goal and Initiative #3

Operate Parks and Facilities Efficiently

- Facility rental staff met with representatives of St. Francis High School to discuss their upcoming rental on April 30. St. Francis will be renting the entire Fountain View Recreation Center building (not including the pool and fitness center) for their end of year senior celebration.
- Staff is in the process of securing a contract with PM Concessions (pending electric). This company will offer mobile concessions to participants at Armstrong Park during the baseball/softball 2022 season. Concessions will receive a percentage of the profits.

Strategic Goal and Initiative #4

Meet Needs of Changing Community Demographics

- Coyote Crossing Mini Golf and Parks staff met to discuss preparation work and renovations needed for the 2022 season. Interior building painting was completed. Course upkeep will take place mid-April.
- New specialty signage was hung up at McCaslin Home Plate Concessions and Coral Cove Concessions to improve the customer experience.
- Concession Staff cleaned and organized McCaslin Home Plate concession stand for opening day.



Strategic Goal and Initiative #5

Develop Parks and Facilities

- Marketing is finishing up branding for Coyote Crossing Mini Golf; finishing touches will be completed over the next few months and will include logo signage as well as new ways to promote fun activities at the course.
- As part of the project to clean up Balog Island and the Purple Martin Habitat, Marketing is working with the Purple Martin Conversation Association to help develop educational signage. The current sign is old and damaged. Here is a link to the poster we hope to convert to a printed/permanent sign. <https://www.purplemartin.org/shop/product/pmp/purple-martin-educational-poster/>
- Marketing was able to find a sale on display banners. For the cost of one banner, we are replacing the Bark Park Banner, Mini Golf Banner, and ordering a new banner for CCWP Concessions.

Strategic Goal and Initiative #6

Foster a Safe and Welcoming Environment

- April is Autism Awareness Month and the DEI Committee wanted to let you know some of the things that are taking place at our District.
 - Fountain View Fitness is hosting a Zumbathon on April 24th with a portion of the proceeds going to the non-profit organization Autism Speaks.
 - The DEI Committee hung these puzzle pieces colored by program participants and staff up at Simkus, Fountain View, and the Maintenance Building.
- Recreation staff put together a dance gymnastics theatre newsletter to promote spring registration. It achieved a 51% open rate.
- Public Act – Diversifying Vendors; Finance staff has updated vendor enrollment form to include required classification of women/minority/veteran owner designation in compliance with Public Act 102-0265.

Strategic Goal and Initiative #7

Highest Quality Recreation Programs & Services

	2022 – YTD	2021 – YTD
Adult Pickleball Open Gym (Sundays)	88	0
Awesome Adventure Camp	459	274
Coral Cove Waterpark Memberships	175	N/A
Dancenastic Camp	15	0
Days Off Club Winter YTD	289	170
Fitness Daily Passes	523	402
Forever Young Day Trips	116	0
Forever Young Overnight Trips	17	0
Group Swim Lessons	215	N/A
Gymnastics Instructional YTD	297	81
Gymnastics Open Gym	58	0
Gymnastics Private Lessons YTD	17	9
Lap Swim Memberships	240	219
Midwest Sports Baseball Training Camp	19	0
Open Swim	232	N/A
Personal Training	350	184
Preschool Spring Break Mini Camps	63	0
Springers Gymnastics Team	45	38
Youth Baseball/Softball	332	304
Youth Soccer League	258	183

- We had 88 participants over four weeks of pickle ball open gym. With it being a trial period, we have decided to extend this into the spring season.
- Due to the high number of pickle ball participants we have added another day for the upcoming spring sessions in hopes of growing that league as well.
- Super Smash Bros e-Sport tournament and had 20 participants compared to April 2021 that had 23.
- The Little Mermaid theatre performances were held on March 18 and 19 in the small auditorium at Glenbard North High School. 73 participants were split into two casts and each performed one night on stage. The shows were fully sold out, with 607 tickets sold.



- Westside Children’s Therapy came to the preschool March 21-25 to screen preschool participants for speech. 40 participants took advantage of this free screening. This business is also a sponsor of the preschool program.
- Preschool Spring Break Mini Camps had a different theme each day: Superheroes & Princesses, Messy Art, Lego Fun, Dr. Seuss, and Mad Scientists.



- A second Baby Bugs gymnastics class was added on Saturday mornings to accommodate a large waitlist and additional co-ops.
- Days Off Club took place over spring break with a different theme or special event each day: Inflatable, CS Library, Glow in the Dark, Fun with Food and Movie & PJ's day.



- Carol Stream Dolphins came in third place at the NIWSC swim conference, and came in first place at the divisional conference.
- Carol Stream Youth Travel Softball and Baseball ran a free one-day clinic for 140 kids in our in-house program.



- Registration & Membership Services Manager is working with Marketing team to create a '**How To**' video to explain how to set up an account for the District's on-line registration process. This video can be linked to seasonal announcements when the new program guide goes out – which is typically when we see most registrations and visits to our website.

- Monthly program surveys:
 - 2022 January - Sent February 1 to 227 emails. 90 opened, 38 submissions for 17% return rate.
 - 2022 February - Sent March 7 to 594 emails. 134 opened, 48 submissions for 8% return rate.
- The **2021 Year in Review** has been electronically published to our website, and shared through all CSPD electronic outlets and social media: <https://www.csparks.org/news/2021-year-in-review/>.
- **CSPD APP** is preparing to go LIVE. Marketing is conducting staff trainings, and preparing a public campaign. A demonstration of the CSPD APP will be presented at the April 11 Board Meeting.

Strategic Goal and Initiative #8

Highest Quality Staff & Team

- Deputy Director and Superintendent of Human Resources were asked to serve on a PDRMA advisory task force to expand/improve services for contracted third party unemployment consultants.
- Superintendent of Human Resources and Executive Director created a “Thank You” video to staff thanking us for all that we did to get through the COVID pandemic.
- Superintendent of Human Resources will be scheduling “Stay Interviews” with the Full Time and Regular Part Time Staff. Stay interviews are **conducted to help managers understand why employees stay and what might cause them to leave**. In a time when many employers are experiencing the “great resignation” or are challenged with hiring staff, we believe these interviews will give insight to successful staff retention.
- A meeting was held with ActivKids staff from Cloverdale to review an updated program structure to provide the most successful experience for this more challenging site.
- Superintendent of Recreation and Recreation Supervisor hosted the IPRA School Age & Camp Committee meeting.
- Walk-in interviews were held on March 16 with 11 applicants and on March 28 with six applicants.
- New Recreation Supervisor has completed many trainings (safety, HR, finance, IT, front desk, Activenet) and orientations with Directors, rec divisions, and her program areas, along with a parks tour as a part of the onboarding process.
- Concessions Supervisor attended the PDRMA Pilot HELP Program to discuss key legal points to know as a supervisor.
- Carol Stream Park District will host an upcoming roundtable for mini golf courses. Discussion items will include operations, concessions, special events, purchasing and equipment.
- Concession staff attended pre-season training to review rules and procedures for Home Plate Concessions. Agenda items included scheduling, menu updates, food prep, food safety, stocking procedures and stand cleanliness. First aid and safety training were also included.

Miscellaneous News You Can Use...

- Superintendent of Human Resources is working with an apparel company in creating an online apparel store. This store will be available to any staff who are interested in buying their own CSPD apparel. The site is being created by the vendor and should be live shortly.
- Deputy Director and Superintendent of Human Resources have been working with PDRMA to help improve the services we receive from their Unemployment Services vendor.