



To: Park Board Commissioners
 From: Executive Director Reuter and the Senior Leadership Team
 Date: May 6, 2022
 Re: WEEKLY MEMO

Dates To Remember:

Date	Event	Time
May 6	Park Dedication to Kathy Earnest, SRC	1:30pm
May 9	Summer Recreation Intern Starts, SRC	9am-5pm
May 12	Springer’s End of Year Performance	6:30-8:00pm
May 13-14	Beauty & the Beast Auditions, FVRC	3:30-9:00pm
May 13-15	McFadden Sports Youth Softball Tournament, Armstrong	All Day
May 15	USSSA Adult 12” Softball Tournament, McCaslin	All Day
May 18	Preschool Graduation, FVRC	9am-3pm
May 20	Preschool Graduation Celebration, CCMG	9am-3pm
May 20	Last day of Preschool, SRC	9am-3pm
May 20-22	FCA Youth Baseball Tournament, Armstrong/Glasshagel	All Day
May 20-22	CSTSBA Youth Softball Tournament, McCaslin	All Day
May 21	Dance Recital, Glenbard North Auditorium	10am-12:15pm
May 21	Youth Candyland Trail, CCMG	11am-3pm
May 23	Forte End of Year Party, FVRC	6:30-8:30pm
May 24	Preventative Maintenance Equipment, Fitness, FVRC	8:00am
May 25	Camp Welcome Night, SRC	5:00-7:00pm
May 27	First Day of Awesome Adventure Camp, SRC	7:00am-6:30pm
May 27-30	CSTSBA Youth Baseball Tournament, McCaslin/Armstrong	All Day
May 30	Memorial Day Service, Veterans Memorial Park	11:00am
June 19	Father’s Day Fishing Derby, Bierman Park	8:30am-12pm

Strategic Goal and Initiative #1

Take Care of What We Have

- FVRC
 - The electrical vehicle charging station was changed from FREE to \$0.36 per kWh and \$5 per hour for vehicles still plugged in after three hours. This will help us cover the cost of us to provide the service.
 - Invoices for replacing 7 variable speed drives damaged by a brownout were sent to Travelers Property Casualty Company (PDRMA hands off large claims to Travelers). Invoices included labor and materials.
 - Geothermal system has an issue; not cooling in the summer mode. ALC unable to remote in for unknown reason. If problem continues we will need a site visit as soon as possible. Cooling unit in the dumpster area is available as a back-up.

- The new lap pool heater was delivered. The plan is to install the heater when the pool is shut down for two weeks starting July 25.
- SRC
 - Room 6 - Painted the area formerly occupied by the water fountain and spittoon.
 - Removed four sneeze guards at the front desk and reinstalled/repositioned two.
- CCMG
 - Staff did bed edging for the mulch install. A contractor installed the mulch.
 - New roof was completed.
 - The water fountain was removed.
 - A storage shed was purchased Hideout lawn games.
- CCWP
 - Five oscillating wall fans were installed in the Guard/Cashier Area.
 - New electrical outlets, switches, and cover plates were installed.
 - Preparation work for opening day will begin on May 9.
 - Quote was received for cleaning the floors and repainting. Parks Manager Anderson is also preparing some thoughts to tackle the floors a different way.
 - Quote was received for new VCT flooring but was not broken out by area (lobby, guard area, locker rooms) as requested.
- PARKS
 - The backflow protector (RPZ) at Armstrong Park was leaking. Contractor was called and came out the same day to repair and do the annual inspection.
 - Staff removed bushes around porta potty screening at Red Hawk Park and added dirt, grass seed and blanket.
 - Staff started the padlock consolidation shifting all padlocks throughout the park system to one lock with one key. Keys are in the process of being distributed to staff. The project will be finished in 2023.
 - Staff has had a big challenge getting sports fields prepared for the Spring/Summer athletic seasons due to all the rain.
 - Staff finished the Guess Who game for the recreation staff.
 - The installation of the Foundation Bike Fix It Station near the Bark Park and Steve Ravanese Path has started and will be ready for the “ribbon Cutting”.
 - Bid opening for Park on the Green took place at the Maintenance Facility April 28th and will be presented at the Board Meeting on May 9.
 - The turf project for the playground at Jirsa Park was started and should be complete by the end of the week (weather permitting).
 - Staff repaired grub damage on the parkway at Walter Park.
 - Parks Manager held a meeting at Walter Park to kick off the Park renovation project slated for 2023.
- McCaslin
 - Quote for installing electric for LiveBarn at all four fields was provide by Ashley Electric and approved.



Strategic Goal and Initiative #2

Improve Financial Position

	2022	2021 – YTD
Awesome Adventure Camp Program Revenue	\$4,843	\$0
Concessions	\$30,496	\$20,548
Coyote Crossing Mini Golf Daily Admissions	\$1,576	\$1,512
Dance	\$33,666	\$19,636
Field Rentals	\$26,437	\$42,733
Fitness Daily Passes	\$11,785	\$9,592
Fitness Memberships	\$217,960	\$185,919
Forever Young Day Trip Revenue	\$7,782	\$624
FV & SRC Rentals	\$41,581	\$16,823
Group Swim Lessons	\$23,845	N/A
Gym Rentals	\$46,548	\$27,022
Gymnastics	\$86,668	\$39,549
Indoor Pool Rental	\$670	\$230
Lap Swim Memberships	\$11,747	\$8,586
Open Swim Passes	\$4,296	N/A
Park Shelters	\$1,860	\$1,340
Personal Training	\$16,930	\$10,029
Special Interest Programming	\$4,865	\$2,937
Theatre	\$24,290	\$3,092
Youth Birthday Parties	\$4,612	\$415

- Fifth Third Bank made a \$2,500 contribution to the District's Scholarship Fund.
- 2022 Personal Property Replacement Taxes:
 - 2022 \$45,520.91 for March, 2022 YTD \$113,427.48 (2021 YTD Total=\$44,575.43, 2021 Final YTD \$149,119.58)
- Staff is completing the grant submission for the Local ARPA COVID relief fund reimbursement. Application is due this week, with final determination of grant award to be released between June and December of this year.
- Superintendent working on updating CIP spreadsheet from September 13, 2021 through March 31, 2022 to present to SLT and send to Board.
- Sponsorship – Youth Sports – Bauer Dentistry & Orthodontics - \$750
- Sponsorship – Youth Sports – DICK's Sporting Goods - \$900
- Advertising – Home Run Banner – Katrina Hish Baird & Warner Real Estate - \$695
- Field Rentals are significantly down from last year due to the fact that we haven't been able to hold an entire weekend tournament yet due to weather.
- Due to a few nice weather days, Coyote Crossing Mini Golf has offered two Pop-Up days in this reporting period. Total revenue for both days is \$990.
- Home Plate Concessions was open for Youth Baseball Opening weekend and total revenue was \$5,440. The athletics division offered each player a free hot dog coupon and 154 were redeemed.
- Home Plate Concessions hosted an Adult Softball Tournament and total revenue was \$5,594.



- The Islamic Center of the Western Suburbs completed their month-long prayer rental at Simkus Recreation Center. The rental brought in \$4,340.
- St. Francis High School rented the full first floor of Fountain View Recreation Center (no pool) for their senior celebration. The rental brought in \$4,880 in revenue.



Strategic Goal and Initiative #3

Operate Parks and Facilities Efficiently

- Memorial Tree Program
 - The Memorial Tree program was placed on hold in 2020 and 2021; in part due to lack of manpower, and to the expenses exceeding the revenue. Staff has conducted a thorough analysis of all associated costs as well as researched costs from surrounding park districts for similar programs. The Program was officially reinstated this month; for \$1,000 it includes the planting, establishment and maintenance of the tree, along with a custom memorial stone.

Strategic Goal and Initiative #4

Meet Needs of Changing Community Demographics

- Recreation Supervisor met with residents at Covenant Living at Windsor Park to promote upcoming Forever Young Trips.

Strategic Goal and Initiative #5

Develop Parks and Facilities

- Branding - Ordered Driveway Entrance Signage and West Building signs for Coyote Crossing Mini Golf.
- We are in the process of obtaining an educational Purple Martin Sign from the Conservation Association. <https://www.purplemartin.org/shop/product/pmp/purple-martin-educational-poster/>

Strategic Goal and Initiative #6

Foster a Safe and Welcoming Environment

- Diversity, Equity, and Inclusion (DEI) Committee Projects
 - Marketing is preparing custom taglines of "Where Everyone is Welcome" for use in many program areas. Also, in preparation is Pride Month 'stickers' that can be added to various collateral and signage.
 - The DEI Committee has prepared a Resolution that will be read at the May 9th Board Meeting recognizing June 2022 as LGBTQIA+ month. Other recognition will be seen around the District during the entire month of June.
 - The audio/video vendor has installed the speakers in the first floor at FVRC in preparation for the PA system. He will finish phase 1 this week on Thursday.

Strategic Goal and Initiative #7

Highest Quality Recreation Programs & Services

	2022 – YTD	2021 – YTD
Adult Pickleball – Open Gym	41	0
Adult Pickleball – Spring	58	14
Adult Softball – Spring	46	45
Coral Cove Waterpark Memberships	688	N/A
Cup in Hand Kickball	6	6
Fitness Daily Passes	1,046	801
Fitness Memberships	1,406	1,334
Forever Young Day Trips	155	0
Forever Young Overnight Trips	34	0
Group Swim Lessons	424	N/A
Gymnastics Private Lessons	28	12
Hot Shot Sports	35	0
Lap Swim Memberships	245	217
One Nation Moneyball – April 30-May 1	51	51
Open Swim	432	N/A
Personal Training	419	240
Tee - Ball League	111	91

- We have added another day for Adult Pickleball due to the increased interest in the league. The league is running with six teams. Adult Open Gym Pickleball continues to have increased interest, and with the three spring sessions in April has a total of 41 participants.
- The Forte Dance Company attended the Power of Dance competition on May 1. Between the jazz, hip hop, ballet, and petite/junior jazz companies, two duos, and two trios, everyone received a top ten placement. Top awards included one second place, three third places and two fourth place finishes and two judges' choice awards. It was their most successful competition yet, with all but one group scoring top tier Diamond placements.



- The Park District submitted a letter of intent for the Governor's Hometown Awards (GHTA) which allows local units of government to compete for the Governor's Cup. The GHTA gives formal recognition to those who contributed to projects that improved their community's quality of life. Our submittal was in regards to Preschool moving to Simkus and the new playground/turf area.

- In partnership with sponsors WDSRA and Westside Children’s Therapy, Fountain View Fitness Center hosted a Zumba Party with 46 participants in support of Autism Awareness.



- Beauty & the Beast summer theatre production currently has 84 enrolled, with a max of 120 spots. Registration is accepted through the end of May, but required before May 13 in order to audition for more than an ensemble part.
- We have currently sold 605 dance recital tickets, with less than 200 remaining. \$5,203 in revenue so far.
- Division Manager and Community Relations Supervisor worked a promotional table to promote Fountain View Fitness corporate memberships at Prince Industries.
- Youth baseball opening day was supposed to be held on Friday, April 22, but due to the rain the event had to be canceled. We then were able to host opening day on Saturday, April 23 with beautiful weather, and still hold our raffles.
- Springer’s Gymnastics Team finished 2nd in the State meet. Several team members were state champs!



- Marketing staff are continually tracking the impact of various forms of marketing and collateral. We understand that there may be multiple factors affecting the results, and therefore don’t consider the only source of data.
 - The following information tracks the impact on website page views related to when large, outdoor banners announcing seasonal registration being open are hung.
 - Winter Banner - November 22 – resulted in 258 page views that day.
 - Spring - March 4 – resulted in 131 page views that day.
 - Summer - requested for April 27- resulted in 855 page views that day.
 - This information tracks impact of the postcard being mailed to each household announcing the opening of each season’s registration. This measurement only tracks how many QR codes (printed on the postcard) were used:

- Winter Postcard
 - 198 hits - QR code and custom url use
- Spring Postcard
 - 185 hits - QR code and custom url use
- Summer Postcard
 - 103 hits - QR code and custom url use to date
- New PDF Guide was released for spring and summer this year. While registration and visits to our recreation centers have increased, views to the Guide online have decreased.
 - Summer guide peaked on April 27 with highest amount of views to the pdf guide: 855 views, 754 reads. Social media and email announcement for the guide went out this day as well.

	Winter Guide 2022 (digital guide)	Spring Guide 2022 (pdf guide)	Summer Guide 2022 (pdf guide)
views for the entire season	15,721	7,591	1,927
% viewing on mobile device	65.1%	68%	71%

- CSPD APP Rollout continues through eblasts, social media and signage. Information will also appear on digital screens, and is being promoted by Service Desk Staff.
 - Marketing is working with Recreation to create advertising that supports ‘push notifications’ for individual program areas. Examples include:
 - Sports - deadline updates
 - Camp - camp locations (Onsite (SRC) or Offsite)
 - Preschool - class in session or, class is canceled
 - Fitness - Brian/James - group fitness updates
 - Coral Cove Water Park – weather related closures
 - Dance - program notifications for push notifications
 - Gymnastics (Springers) - program notifications
 - Theater - program notifications

Strategic Goal and Initiative #8

Highest Quality Staff & Team

- Marketing continues to provide training to Recreation supervisors about populating the back-end of the new CSPD App, posting notifications, and other features.
- Registration & Membership Services Manager and Recreation Supervisors attended an IPRA Training - Challenges & Strategies for Recruiting Staff. She shared the District’s success with walk in hiring events called “Meet Us Monday” and “Walk in Wednesday”; other districts loved our idea.
- We have hired an Assistant Supervisor of Registration & Membership Services. Start date will be Tuesday May 10.
- The District will be sending a team to the IPRA team building event “Park Pursuit”. This year’s team is made up of Jane Maxey, Georgia Lockridge, April Kintzel, and Greg Frieders. Sara Witteck and Shane Hamilton will be working with IPRA as event volunteers.



- Superintendent of Human Resources is working with an apparel company in creating an online staff 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.
- Superintendent of Human Resources scheduled “Stay Interviews” with the Full Time and Regular Part Time Staff. Each interview is 30-minute and have been scheduled for 44 employees between April 18 – May 6.
- Recreation Supervisor attended the PDRMA Webinar “Rick Management Best Practices for Day camps at Aquatic Facilities”
- The Athletic Supervisor met four Rec Attendants at Armstrong to go over how to set up fields and chalk. Another training will be scheduled shortly to go over these fields again.
- The Preschool Recreation Supervisor attended a webinar on leadership management strategies. The webinar discussed understanding where growth comes from and how to target customer’s functional and emotional needs to create growth.
- Preschool children and families were invited to Simkus Recreation Center on May 1 to decorate the sidewalks for Teacher Appreciation Week, May 2-6.



- Recreation Supervisors are meeting with ActivKids staff to review end of year procedures and to train leads on end of season evaluations for staff. Supervisors are also planning a thank you for staff - pizza!
- A gymnastics staff meeting is being held on May 6 to train coaches on engagement and summer program updates.
- Camp trainings begin May 16. Nine staff will also be CPR certified on May 17.
- Recreation Supervisor attended the IPRA School Age and Day Camp Committee meeting on May 3.
- An IPRA Special Events Committee Meeting was held and chaired by Sara Witteck on Tuesday, April 27 at Fountain View Recreation Center to discuss spring and summer events.

Miscellaneous News You Can Use...

- Active Net Support provided instructions to staff on how to assist a customer with membership registrations through their smart phones. Membership and Donations don’t have capability to be completed through smart phone access but can switch to “full site” capability.

- IT is gathering old PCs and equipment to recycle.
- IT is coordinating the replacement of the fiber line between Coyote Crossing and the McCaslin Concession. This replacement is a proactive effort to ensure a strong internet connection to the facility for concession sales.
- The MFA (multifactor Authentication software) project – required by PDRMA’s cyber liability coverage - will start late May or early June.
- Many 2016 computers have been slowing down due to their spinning hard drives. IT installed new hard drives without moving parts that will be able to speed up the sluggish computers and give them “extra” working life. Those who have requested this computer “refresh” are happy how the computer is performing now.