

ADMINISTRATIVE OPERATIONS COMMITTEE MEETING

1930 Prairie St.
Glenview, Il 60025
Regular Meeting Minutes
March 16, 2016

1. Roll Call

Chairperson Bob Patton called the meeting to order at 8:10 a.m. and the roll was called.

Commissioners/Official Staff present: Commissioners Bill Casey, Dave Dillon, Charlie Kuhn, Dave Tosh, Bob Patton (via phone); Executive Director Michael McCarty, Deputy Executive Director Barb Cremin.

Commissioners/Official Staff absent: Commissioner Angie Katsamakias

2. Agenda Topics

a. Contract for Sponsorship Valuation

In December 2015, staff sent out an RFP for consulting services to assist the District in maximizing sponsorship potential and received 5 responses. Staff interviewed 3 firms and selected Caravel Marketing, Inc. as the best fit to meet the District's needs. Staff has worked with attorney, Sam Witwer and Caravel Marketing, Inc to develop the Professional Services Agreement. The project fee is \$54,300 payable in 3 installments. The fees from other firms contacted for this project ranged from \$75,000-\$150,000 for their services. In addition to the consulting fee, there will be travel charges related to 2 onsite visits for a minimum of 3 days each. Based on the terms of the contract, the travel charges must be pre-approved by the Glenview Park District to assure fiscal responsibility. Executive Director, Mike McCarty has received a preliminary commitment of \$5000 from the Glenview Park Foundation to help fund the cost of the project. In addition, he is reaching out to the Friends of Wagner Farm and to the Grove Heritage Association to discuss the potential for additional funding. Michael Mc Carty advised the committee of implementation plans once the consulting portion of the project is complete. This includes filling the part time sponsorship position and using the current \$90,000 annual cash donations as the base for tracking the impact of the new sponsorship program.

Committee Recommendation: The Committee recommends Board approval of the professional Services agreement with Caravel Marketing, Inc.

3. Matters from the Public

None

4. Adjourn

The meeting was unanimously adjourned at 8:25 a.m.

ATTEST:

William M. Casey
Board President

Michael D. McCarty
Board Secretary

Approved this 24th day of March 2016