

# ADMINISTRATIVE OPERATIONS COMMITTEE MEETING

1930 Prairie St.

Glenview, Il 60025

Regular Meeting Minutes

May 9, 2016

## 1. Roll Call

Chairperson Bob Patton called the meeting to order at 6:30 p.m. and the roll was called.

Commissioners/Official Staff present: Commissioners Bob Patton (departed at 7:18), Angie Katsamakidis (departed at 7:05 p.m.), Bill Casey, Dan Peterson, Executive Director Michael Mc Carty, Deputy Director Barb Cremin, Superintendent of Special Facilities Lori Lovell, Marketing and Communications Manager, Jena Johnson.

Commissioners/Official Staff absent: None

## 2. Agenda Topics

### a. Policy 4.13 Smoking Prohibition

Staff presented a draft of a revised no smoking policy. The Smoke Free Illinois Act has placed restrictions on smoking in public buildings and within 15 feet from entrances, exits, windows that open and ventilation intakes however it has not addressed the wider radius of facility grounds or parks. While the District's policy already exceeds the requirements of the Smoke Free Illinois Act, further expansion of designated no smoking areas would align with the District's desire to be a steward of the environment and promote a healthy lifestyle through recreation. After some discussion, the Committee proposed that the policy revision expand the no smoking policy to, and within, 15 feet of the perimeter of any playground, sports court, sports field and in any park during organized activities such as special events, concerts and sports tournaments. The policy allows smoking in designated areas on the grounds of the Redfield Estate.

**Committee Recommendation: The Committee recommends Board approval of Policy 4.13 Smoking Prohibition.**

### b. Marketing Update

Jena Johnson, Manager of Marketing and Communication, provided an overview of the projects currently being worked on by the marketing department to support the District's programs and facilities. She also explained efforts to develop an internal marketing infrastructure to help operate more efficiently. This includes building standard promotional marketing packages and the use of consistent marketing channels, such as web, social media, advertisements, based on project types and the impact on the community. The marketing department is also creating a staff tool kit to provide marketing templates that can be used by the facilities to supplement marketing efforts and retain brand consistency. Jena reported that the brochure continues to be the most relied upon source for program information followed by marketing through Facebook and Twitter. Committee members suggested that that more tennis programs be marketed through the quarterly brochure. Other suggestions were to focus on marketing our

rental facilities, especially the Café and Prairie Club, conduct more special events at the pools to draw customers and to use the Farmer's Market as a venue for a higher profile of the Park District's offerings.

**c. Other**

Commissioners discussed what makes up a quorum in the committee structure and the impact and role of the board president at the committee meetings. Additional information will be obtained on the issue.

**3. Matters from the Public**

None

The meeting was adjourned at 7:40 p.m.

ATTEST:

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William M. Casey  
Board President

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Michael D. McCarty  
Board Secretary

Approved this 26th day of May 2016