

ADMINISTRATIVE OPERATIONS AND MARKETING
COMMITTEE MEETING

Glenview Park District Administration Building
1930 Prairie St.
Glenview, IL 60025
Regular Meeting Minutes
December 5, 2016

1. Roll Call

Committee Chair Bob Patton called the meeting to order at 6:33 p.m. and the roll was called.

Commissioners/Official Staff present: Commissioners Dave Dillon, Charlie Kuhn, Angie Katsamakos, Dan Peterson, Dave Tosh (arrived at 7:10 pm); Executive Director Michael Mc Carty, Deputy Executive Director Barb Cremin; Marketing Manager Jena Johnson,

Commissioners/Official Staff absent: None

Members of the Public in Attendance: Jen Roberts

2. Agenda Topics

A. Travel Policy

Deputy Executive Director Barb Cremin presented the proposed new ordinance 2016-16 and a revised corresponding policy 9.30 that comply with the requirements of the Local Government Travel Expense Act. The Act becomes effective on January 1, 2017. The policy requires that all travel, meal, and lodging expenses of any board member may only be approved by the public body after submission of the required documentation and approval by a roll call vote at an open meeting. Expenses of employees or officers that are not board members would also require approval by a roll call vote at an open meeting if they exceed the maximum allowed under the policy. Receipts are required to substantiate any expenses advanced as a per diem and any excess of the amount advanced must be repaid.

The Committee recommended additional language in section E to clarify that the limitations for meal reimbursement will be calculated as a daily limit. The Reimbursement Form will also be modified to remove the line requesting Check Number and Credit Card Receipt Number as unnecessary information since copies of documents substantiating the expenses will be attached to the form. The revised language will be included in the version submitted as part of the December board packet.

Committee Recommendation/Direction: To recommend board approval of Ordinance 2016-16 and Policy 9.30 after incorporating the wording recommendations made by the Committee.

B. Caravel Marketing Proposal

Marketing Manager Jena Johnson explained that the purpose of this proposal is to help the park district successfully launch the sponsorship program by using Caravel Marketing's experience and proven success in securing sponsorship dollars. Rather than hiring for an internal sponsorship position initially, the development of sponsorship materials and processes as well as securing 2-3 park partner sponsors will be contracted to Caravel Marketing for a 6 month period. This will provide an opportunity to assess and fine tune the sponsorship program and to create an in-house sponsorship development position through attrition without adding to the district's full time employee headcount. A contract will be structured to pay a flat consulting fee and a commission based on any new sponsorship revenue secured by Caravel Marketing.

Committee discussion centered around whether there is a need for a commission structure, the length of time that the commission would need to be paid and the expectation that Caravel would play a crucial role in helping define the sponsorship position's job description, pay structure and also providing mentoring and training to park district staff in the sales and delivery of the sponsorship program. The question was also raised as to whether a local firm could take over this phase of the project to avoid paying any travel expenses Incurred by Caravel Marketing. It was pointed out that a commission to provide an incentive for sponsorship sales positions is an industry standard and that the length of time the payment is made generally coincides with the length of the term of the sponsorship revenue agreement. This motivates the sponsorship position to seek out and enter into multi-year sponsorship revenue agreements that is also in the best interest of the District. It was also pointed out that, while local firms were originally considered, the fees were higher and Caravel brings continuity to the implementation of the sponsorship program and holds them accountable for implementing their sponsorship recommendations. Their success rate for securing sponsorship revenue will be enhanced because they have already established relationships with local businesses and understand what the park district has to offer to its potential sponsors. In addition any travel expenses must be pre-approved by the Park District. The expectation for Caravel's assistance in defining and training for the in-house sponsorship position has already been conveyed to Caravel and will be included in the consulting contract.

After discussion on the topic, the general consensus was that entering into an agreement with Caravel would be a logical next step to implementing the sponsorship program. The proposal will serve as a bridge between phase one of the project and hiring an internal staff person. It is important that mentoring for the sales process be a component of this work so that staff is equipped to move forward when an internal position is filled. It was also felt that the cost of this proposal will pay for itself with the securement of new sponsorship revenue. The Committee also agreed that continuing with the current contractor adds value of context and relationships already built. Working with a new contractor for Phase 2 poses risks that the transition and program will not get off the ground smoothly.

Committee Recommendation/Direction: To recommend board approval of the Caravel proposal in the amount of \$49,200 and authority to enter into a consulting contract with Caravel Marketing.

C. Other

Dan Peterson and Barb Cremin reported on an informational session that Ancel Glink conducted to brief their park district clients and other governmental agencies on recent legislation. One of the topics dealt with the recent injunction on the new FLSA salary threshold defining positions that would be exempt from overtime. The injunction was put in place after the deadline for implementation had passed, therefore creating a dilemma for many organizations. Barb Cremin reported that the District had already implemented the new threshold but in a way that minimized costs to the District. Some positions were re-classified as non-exempt after a close review of job duties. In those cases where salary increases were needed to meet the new threshold were awarded now in lieu of during the upcoming normal salary action in May and pay arrangements for tennis and paddle professionals were restructured. Commissioner Katsamakakis asked that any Ancel Glink electronic newsletters be distributed as part of the Keeping You Informed distributed to the Board members.

Committee Recommendation/Direction: Informational Only- No action needed.

3. Matters from the Public

None

4. Adjourn

The meeting was unanimously adjourned at 7:12 p.m.

ATTEST:

Daniel B. Peterson
Board President

Michael D. McCarty
Board Secretary

Approved this 15th day of December 2016