

ADMINISTRATIVE OPERATIONS/MARKETING  
COMMITTEE OF THE WHOLE MEETING

Air Station Prairie  
2400 Compass Road  
Glenview, Il 60025  
Regular Meeting Minutes  
October 13, 2016

**1. Roll Call**

Board President Daniel Peterson called the meeting to order at 8:35 a.m. and the roll was called.

Commissioners present: Dave Dillon, Charles Kuhn, Angie Katsamakakis (arrived at 8:45 a.m.), Dave Tosh, Daniel Peterson

Commissioners absent: William Casey, Bob Patton

Official Staff present: Executive Director Michael McCarty, Deputy Executive Director Barb Cremin

**2. Agenda Topics**

**d. Adjourned to Executive Session Pursuant to 5ILCS 120/2 subsection (c1):  
Attorney Search**

Commissioner Dillon moved seconded by Commissioner Kuhn to adjourn to Executive Session pursuant to 5 ILCS 120/2 et seq. at 8:36 a.m. to discuss subsection (c1): Attorney Search. Roll Call Vote: Ayes: Dillon, Kuhn, Tosh, Peterson. Nays: None. Motion Carried.

Commissioner Dillon moved seconded by Commissioner Kuhn to adjourn the Executive Session and move back into Open Session at 9:50 a.m. Roll Call Vote: Ayes: Dillon, Katsamakakis, Kuhn, Tosh, Peterson. Nays: None. Motion Carried.

*The Open Session reconvened at 9:50 a.m. and the following attendees joined the meeting:* Superintendent of Leisure Services Elsa Fisher; Superintendent of Special Facilities Lori Lovell; Superintendent of Park & Facility Services James Warnstedt (left the meeting at 10:15 a.m.); Marketing Manager Jena Johnson, Foundation Representative Jeff Thoelecke; Paula Beadle and Janell Baranski from Caravel Marketing (left the meeting at 11:12 a.m.)

**a. Sponsorship Report**

Caravel Marketing, Inc. presented an overview of their report covering their research, sponsorship opportunities and recommendations for a more formalized sponsorship program. The full report will be distributed to the board later in the week. As part of their research, Caravel Marketing toured facilities, conducted interviews with representatives from the staff, Board, Foundation and local sponsors, researched sponsorship industry best practices and assessed the local sponsorship market. Caravel concluded that opportunities exist to enhance the results of the district's sponsorship efforts. To accomplish this objective, it will require a cultural

shift toward a unified, centralized and consistent approach to sponsorships. It will require dedicated, experienced staff to foster relationships, initiate contact with business leaders and develop and market customized sponsorship packages to meet the needs of the sponsor. The sponsorship sales will be focused on fewer events/ programs and levels of sponsorships, thereby offering sponsors more value for their sponsorship dollars. The goal will be to enter into multi- year contracts for sponsorships. Caravel presented the potential for five sponsor levels based on various levels of sponsorship contributions with each level providing increasing marketing opportunities for the sponsor. If the Board decides to move forward with the proposed program, the board will need to address budget implications, review and update existing policies to reflect the new approach to sponsorships, approve a philosophy on naming rights and title sponsorships view and work with the Foundations on approving the allocation of sponsorship support and staffing expenses. Staff will work to develop an implementation plan, continue with facility-based solicitation of “participating sponsors” and implement efficiencies in current sponsorship efforts.

**Committee Recommendation/Direction:** For information only- no action required at this time.

b. **Bereavement Policy**

Staff presented a proposed policy to provide for a maximum of two weeks (10 work days) of unpaid leave for bereavement of an employee’s child. The new policy is the result of the Child Bereavement Leave Act, Public Act 99-0703 Act that was signed into law on July 29, 2016 and is effective immediately. The proposed policy will be inserted into the Personnel Guidelines as Policy 8.12 Child Bereavement Leave and thereby moving Unpaid Leaves of Absence to section 8.13.

**Committee Recommendation:** The Committee recommended board approval of policy 8.12 Child Bereavement Leave into the Personnel Guidelines and moving Unpaid Leaves section to 8.13 in the Personnel Guidelines.

c. **IPRA Attendance**

Commissioner Kuhn asked the Committee to discuss whether the practice of allowing staff members and commissioners to stay overnight at the IPRA Conference held in Chicago is justified. The 2016 cost for accommodations was \$4,363.20 for the 15 staff members and 1 commissioner who used the hotel accommodations, which represents \$272.70 per person. The Commissioners thanked Commissioner Kuhn for closely watching the district expenditures. After discussion, the committee concluded that the value of the experience including employee engagement, informal networking and learning opportunities and having the Glenview Park District seen as a strong presence at the annual state –wide industry conference outweighed the cost for overnight accommodations.

e. **Action on items that were discussed in Executive Session, if any**

None

- f. **Other**  
None

**3. Matters from the Public**  
None

**4. Adjourned**

Commissioner Tosh moved seconded by Commissioner Kuhn to adjourn the Open Session at 11:39 a.m. Roll Call Vote: Ayes: Dillon, Katsamakias, Kuhn, Tosh, Peterson. Nays: None. Motion Carried.

ATTEST:

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Daniel B. Peterson  
Board President

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Michael D. McCarty  
Board Secretary

Approved this 27th day of October 2016