



GLENVIEW PARK DISTRICT Strategic Plan Advisory Committee

Public Meeting

Park Center-Lakeview Room
2400 Chestnut Avenue
Glenview, IL 60025
Meeting Minutes
August 6, 2014, 6:15 p.m.

Attendees

Commissioners: President Mary Jean Coulson, Charlie Kuhn, Ted Przybylo, Dave Tosh

Glenview Park District: Director Charles Balling; Superintendents: Cheryl Deom, Robert Quill, Jim Warnstedt; staff members: Joanne Capaccio, Brent Carpenter, Ron Cassidy, Jason Hickman, Nicole Hopkins, Kathleen McInnis, Kris Mikkelsen, Brian Montgomery, Todd Price, Kevin Roberts, Mike Sullivan, Amy Watson, Jim Weides, Ken Wexler, Rick Wilson, Dave Woolf and Interns Mary Liz Jayne and Rosie Fasching

Facilitator: Dr. Bill Attea

The Strategic Plan Advisory Committee: Judy Beck, Beryl Bills, Karen Blomberg, Mary Breen, Jerry Doetsch, Angie Katsamakidis, Jeff Keating, David Kiwaiko, Bill Moore, Mike Nolan, Amy O'Leary, Anne Pillion, Fred Radzialowski, Bob Rowlands, Brad Shechtman, Mark Walther, Sam Witwer

Recap and Feedback

Dr. Bill Attea thanked the SPAC for all the input they provided at Monday's meeting which focused on internal operational issues and how to maintain and improve the quality of services offered at the park district. He noted tonight's focus would be on programming and facilities. He asked the SPAC tonight to consider what we should be looking at for the betterment of the community. As one SPAC member commented: the park district is more like a large public corporation with many individual companies with its diverse facilities. Bill noted the Park Board oversees this multiple organizational agency and keeps a balance in funding for each to continue to meet the diverse needs of the community.

Strategic Issues

The following staff members presented and proceeded to walk the Committee through the identified Strategic Plan Issues (copy of slide presentation filed herewith).

- **Jason Hickman:** Innovative and Fun Programming (Continue to deliver the highest quality programs and services while meeting our mission as a park district)
- **Jim Warnstedt:** Parks and Facilities (Significant growth in park district property, needs careful management, appropriate staffing and proper maintenance)

New or Renovated Facilities

- **Ron Cassidy:** Glenview Park Golf Clubhouse Renovation (Built 1965; last renovated in 1993. Infrastructure, mechanical/electrical and lighting issues. Bring up to standards community expects. Scope has not been defined)

- **Jim Warnstedt:** Sports Lighting (Proposed for Community Park West and Flick Park. Have only one lit soccer field out of 27 fields. Glenview Soccer growth requires more lighted fields to accommodate night practice/play. Flick Park lights on wooden poles/near end of useful life)
- **Jim Weides:** Ice Center Renovations (Built 1972; remodeled in 1997 with expansion of studio rink, stormwater maintenance and parking; 2008 new mechanicals. Need more women’s locker rooms and expanded locker rooms /renovated restrooms/changing space for studio rink)
- **Cheryl Deom:** Explore Additional Sheet of Ice (Increased hockey participation; lack of available prime ice time; looking at adding NHL size sheet of ice to Ice Center or a stand-alone rink at Community Park West; partner with Glenview Stars for funding. Staff recommendation is to continue to study the two options and determine the best choice)
- **Cheryl Deom:** Paddle Courts at Prairie Club (Explore two additional courts, which were on the original plan. The men’s league is close to being maxed out for the second season and we have eight women’s teams. Private rentals are very popular. Staff recommends monitoring the membership and community interest levels before moving forward with the two extra courts)
- **Jim Warnstedt:** Parks Master Plan (Have never had a formal comprehensive parks master plan even though the Glenview Park District is one of the largest in the State. Plan would prioritize park renovations, open space land development and potential land acquisition)
- **Mary Liz Jayne:** Explore Lake Glenview Boating (Lake is used for storm water management and recreational use (fishing). Residents have requested that non-motorized boating be permitted. Staff recommends looking into the feasibility of boating and costs)
- **Jim Warnstedt:** Gallery Park Enhancements (Village turned park operations over to the park district in 2011. Staff recommends the following enhancements be considered: an architectural shade cover for the amphitheater, improve pathways, renovate tennis courts, and update the spray pad. Also, staff recommends a State of Illinois OSLAD (Open Space Lands Acquisition and Development) grant be submitted for these enhancements)
- **Ken Wexler & Todd Price:** Environmental/Historical (Park District has long history of protecting and preserving historical and environmental resources as depicted in the preservation of both The Grove and Wagner Farm, energy efficiency designs for new and renovated facilities, and a monthly Environmental Committee that oversees environmental sensitive park district policies/procedures. Staff recommends continued focus on fuel efficiency to reduce pollution, solar lighting, storm water management, identify sensitive parcels, reduce waste, replace diseased Ash Trees and identify new natural areas).

- **Chuck Balling:** Financial Sustainability (Great Community support; balance between taxes and fees, Board and staff support, Aaa Bond rating, paying down debt, comprehensive audits and steady alternate revenues)
- **Chuck Balling:** Community Partnerships (Positive relationships with the Village, school districts, other non-profit agencies, sports organizations, the many volunteers and our local Legislators help build value for the community and avoid duplication of services. Need to continue and reestablish these relationships especially with employee transitions and leadership changes in the community)

Each Issue was identified and explained and recommendations were given. Questions and comments were taken from the SPAC. (see Appendix).

In closing, Bill Attea thanked the SPAC for all their time and suggestions. He noted that Monday's operational issues will most likely be implemented; however, tonight's issues will be taken under consideration and studied further as the Board and staff plan for the Park District's future.

Director Balling thanked Dr. Attea for all the time he has volunteered to this strategic planning process as well as his time facilitating the Senior Strategic Plan last year. Chuck also thanked Barb Cremin who gathered all the information for the resource book and the team members who presented the issues tonight. He acknowledged the passion and dedication of the Park Board members and all the help and assistance of the many community organizations.

Chuck recapped the Park District goals going forward as follows: continue to be successful, take a long-term view, be sustainable, move forward and seek opportunities for improvements to better serve the community. The next steps in this strategic process will be to study the issues, prioritize and turn designated issues into initiatives with task and timelines and finalize the Strategic Plan in November.

Finally, Chuck thanked all the SPAC members for their time and feedback and expressed his appreciation for their participation in this important process.

The meeting adjourned at approximately 9:15 p.m.

ATTEST:

Mary Jean Coulson, President

Charles T. Balling, Secretary

Approved this 28th day of August 2014

Appendix

Discussion Points

Q= Question, A= Answer, General Comments

Programming

Q: What about programming over the years? Is the volume more or less?

A: We have definitely seen an increase over the years. However more offers can also dilute the pool of participants in specific program areas. Prior to the opening of the Park Center, we had 1.6 million in recreation revenue and now we have over 8 million.

Q: Do you see many organizational changes over the next few years? What about Marketing dept?

A: Our organizational structure is relatively flat. Yes, we need to look at it because of our growth and to make sure we are operating in the most efficient way. We have increased the marketing staff over the last few years. We just added a social medial person. We need to make sure our resources are in the right place to deliver quality services which will continue to drive our success. We also added a Facilities department since our last strategic plan that is focused on maintaining what we own to a high standard.

General Comments

- Referenced article about “Active Seniors” in Lincoln Park. This is an important issue with baby boomers and aging in place. Need recreational opportunities for this group.
- The number of youth sports participants doubled and so we doubled the ball fields quickly. We always need to be flexible.
- Active Seniors ages 65-70 are recently retired but not yet the same demographics as Senior Center participants. We should target programming for that age group. They are also the best source of volunteers.
- School District 34 values its partnership with the Park District. District 34 currently has a wellness effort in their schools and would like to partner with the park district so their employees could take advantage of what the park district has to offer in fitness/wellness.
- Consider giving patrons information on the fitness advantage of park district walking trails and expand the marketing.
- North Shore Health has teamed up with the Lake County Forest Preserves on a “Walk with Dots” program. Consider partnering with these types of groups.
- We have various ethnic groups in the community, bring in new programming. We can all benefit from other cultures.
- Find ethnic leaders in the community who will encourage their groups to visit park district facilities and expose them to our programs.
- Hoffman School has 25% of student population in ELL (English Language Learner) programs. Partner with the park district to provide services to this population.
- Youth Services serves low income families. Areas of improvement: translation of documentation, discounted rates during targeted times when kids are home by themselves while parents are at work, and more activities for high school population.

- There are many competitive sports in high school, could use more club and intramural sports for them. The High School does not have the space.
- Shed “old” image of the senior center, possibly with a new name? Make it more dynamic to attract the 65-70 year olds. Need new programs, more “active” programs.
- No need to duplicate private industry offerings, need more unique programs.
- Indoor golf or soccer during winter time, possible use of Astroturf in an indoor facility/gym.
- Need for more second language focus, demand will only increase.

New or Renovated Facilities

Golf Clubhouse

Q: *Does the park district have plans to expand the restaurant at the Golf Club?*

A: Currently, we are only making cosmetic and mechanical upgrades; the scope of the clubhouse renovation project still needs to be defined.

Q: *Is the clubhouse being used year round?*

A: March-November it is used for the golf season; during the offseason, the Café is used for private party rentals. January-February the clubhouse is idle and that time is used for deep cleaning and repairs. Have done some off-season programming.

General Comments

- Consider reconfiguring interior to accommodate large golf outings and other food service events.
- The Prairie Club does not have food service/kitchen, but does have catering agreements with local food vendors. Patrons like that they can bring in their own food.
- Now that Glenview Park Golf Course is under construction, this may be a great opportunity to put Geo Thermal piping in the building.
- Consider cross-country skiing on the golf course during the winter months.

New or Renovated Facilities

Sports Lighting at Community Park West (CPW) and Flick Parks

Q: *Where would the new lights be at CPW?*

A: The fields near Milwaukee Avenue.

Q: *Are there other groups besides Glenview Soccer Club (GSC) that have shown interest in providing some funding for the new lights at CPW?*

A: GSC is the largest user of the fields at CPW, AYSO (American Youth Soccer Organization) has their games at Flick Park.

Q: *What about moveable lights to use for other sports?*

A: Labor would be an issue with moveable lights.

General Comments

- Neighbors may be concerned with increased lighting of the fields at Flick Park. The current wooden poles creak in the wind, especially at night.
Existing lights would be replaced and be more energy efficient with less light spill over toward homes.

New or Renovated Facilities

Ice Center Restrooms/Locker rooms

Q: Is the second floor being used for programs?

A: Yes, Karate and special events.

Q: Is lobby area being considered to correct flooding issues?

A: Yes, that is currently being looked at, but is not part of this renovation scope

Q: The Ice Center had 151,000 combined participants/visitors/spectators last year. How does that usage compare to other park district facilities?

A: Between the two golf courses, there were 60,000 rounds of golf played.

Q: Would the footprint of the current building be expanded?

A: Would not rule it out, but the scope had not yet been defined.

New or Renovated Facilities

Ice Center Proposed Additional Sheet of Ice

Q: Is the house team capped for attendance?

A: Yes, because of the amount of ice time we have available for the program.

Q: If additional ice was built at Community Park West (CPW) can it serve a multipurpose function when not being used for ice time?

A: It can potentially be used for off season programming of other sports.

Q: What is driving the cost of a standalone sheet of ice versus adding on to Ice Center? Is it infrastructure or stormwater management? And, can we partner with the Village on Stormwater management to cut down the costs?

A: That is under consideration.

Q: Is the estimated 8.5 million cost being used to renovate inside of Ice Center too?

A: Some of it could be used, but the cost does not include renovations of current building.

Q: Can we partner with the Glenview Stars on this?

A: Potentially, the Stars have shown interest in this.

Q: Could we knock down the Ice Center and build new one at CPW?

A: Knock down and rebuild costs would be much higher than proposed options.

Q: Have you looked into using the outdoor rinks and charging for ice time? Is there any new technology available out there to make these rinks comparable to indoor ice?

A: We first looked at the possibility of building an outdoor refrigerated sheet of ice to be used through March 1st. However, the operational costs were too high and not a lot of return for the money. We wouldn't be able to create ice in September and October.

General Comments

- Suggestion to put both rinks at CPW and scrap The Ice Center.

- Hockey and figure skating is year round and you cannot buy prime ice time anywhere, especially since there are special clinics/events that use the ice too. Need to do something to keep Glenview teams here in Glenview.
- The figure skating program is being squeezed for ice time since the hockey program has grown.
- Partner with District 225 on this new sheet of ice.
- Highland Park has a bubble dome where they offer indoor lacrosse, soccer and a driving range. Could do something like that if built at CPW.
- If a better multi-purpose building could be built at CPW, should the Park District consider selling the Ice Center to a private business and use those proceeds to build at CPW? If so, there would also be additional ice time available at the private rink.

New or Renovated Facilities

Additional Paddle Courts at Prairie Club

Q: *Would two additional courts add more labor?*

A: Yes, but it would be minimal.

Q: *Do the projected costs include court lights?*

A: Yes.

Q: *Would parking need to be expanded?*

A: No, since the Prairie Club has two parking lots already.

Q: *Is Paddle Tennis a seasonal sport and are there other programming opportunities?*

A: Paddle Tennis is played all year long; however, the prime season is fall-spring. Rentals have been a good financial driver and would also be year round.

General Comments

- Should monitor participation levels at other local paddle clubs too not just at the Prairie Club. A new paddle facility has recently opened in Wilmette.

New or Renovated Facilities

Develop Parks Master Plan

Q: *Is a Master Plan to utilize existing land or for potential acquisition and future land use?*

A: A master plan looks at the whole territory and current/future needs. A comprehensive plan will get you better grant funding. It also needs to be updated periodically.

Q: *Is the cost for an outside consultant included?*

A: Yes, you hire an expert in the field of park planning to develop your master plan.

General Comments

- The aerial shots of the golf course project are a real “wow” factor on the website and they give a different view of your facilities. Same technology could be used for the Master Plan.

New or Renovated Facilities

Boating at Gallery Park and Park Enhancements

Q: *What is designated as Gallery Park?*

A: This entire land facility is considered Gallery Park.

Q: *Any consideration for outdoor exercise equipment?*

A: Yes, that is being considered.

Q: *What do other local communities do that have a similar lake area?*

A: Arlington Heights uses their lake for stormwater management along with sailboats, kayaks and paddle boat rentals. Valley Lo and Independence Grove in Lake County generally have the same uses.

Q: *Is there a private entity that does this type of thing?*

A: Yes, the Skokie Lagoons are privately managed. We can also explore operating the boating through the park district or through a private contractor.

Q: *In addition to the already mentioned programming at other facilities, was crew (rowing) considered?*

A: No, this was not looked at mainly because the lake is not that big.

Q: *Would swimming be allowed?*

A: No.

Q: *Did you find out if there were any safety concerns/issues from the other communities?*

A: They did not divulge any safety concerns, but they do have many safeguards in place, i.e., all boaters must wear floatation devices and sign waivers for boat rentals. Also the Park District Risk Management Agency (PDRMA) has guidelines for these types of facilities.

Q: *Is there any consideration for Gallery Park field turf or more fields at CPW?*

A: There currently are sand based fields at Gallery Park that we cannot change due to environmental concerns.

General Comments

- Salt Creek has a driving range and also boating at their facility.
- The depth of the water is estimated at 16 feet but what lies just below the surface should be considered when programming the lake.
- There are environmental amenities at Gallery Park that must be considered before any programming can be completed. There is an agreement with the Village to adhere to environmental issues.
- Would be increased concerns with safety and liability issues especially if lake programming was managed by an outside contractor.
- Consider both active and passive activities at Gallery Park for seniors, e.g., Bocce ball courts, low impact exercise such as shuffle board, exercise equipment, etc. This is a great opportunity.

- Want to keep Gallery Park up to high standards, since it is a crown jewel in the community. Refurbish pathways.

Environmental/Historical Stewardship

Q: *Is there a lot of recycling being done at the park district, Park Center? Do not see too many recycle bins around?*

A: Yes, we do recycling at all park district facilities. Will get more recycle bins at Park Center.

Q: *Can we partner with the Village on tree replacement/removal?*

A: The village's tree program focuses on parkway trees where the park district's focuses on trees in the parks. So they are very different; however, we have partnered with the village on tree grants.

General Comments

- Continue to work in cooperation with the Village on the use of more natives and control of invasive species in protected areas of the community.

Financial Sustainability and Community Relationships

General Comments

- We do some joint purchasing with the Village, could also look at doing this with the School Districts.
- Advertise for Volunteers, maybe a Volunteer Fair.
- Recognize your current volunteers i.e., Friends of Wagner Farm and Grove Heritage Association. They do a tremendous job.
- Volunteerism should be a firm initiative.
- Consider staffing for a Volunteer Coordinator.
- Consider discount for former Glenview residents or Glenview residents' family members to attract them to come back to Glenview.