

PARK & FACILITY SERVICES/ENVIRONMENTAL COMMITTEE

Glenview Park District Park Center
2400 Chestnut Avenue, Glenview, IL 60026
Regular Meeting Minutes
Thursday, April 13, 2017 @ 8:30 a.m.

1. Roll Call

Commissioner Dave Tosh called the meeting to order at 8:32 am and the roll was called.

Commissioners present: Dave Tosh, Dave Dillon, Angie Katsamakidis, Bill Casey

Official Staff present: Executive Director Mike McCarty, Superintendent of Park & Facility Services Jim Warnstedt, Manager of Park & Facility Services Kris Mikkelsen, Park Planner Ken Wexler, Director of Recreation Amy Watson, Assistant Director of The Grove Lorin Ottlinger, Director of Wagner Farm Todd Price, Superintendent of Leisure Services Elsa Fischer, Superintendent of Special Revenue Lori Lovell, Assistant Director of Fitness Kathleen McInnis, Assistant Director of Recreation Joe Pollina, Ice Center Manager Jim Weides, Director of Racquet Sports Dave Woolf, Director of Golf Ron Cassidy, Marketing Manager Jena Johnson, Recording Secretary Amy Wille

Guests: Steve Konters and Bridget Deatruck of Hitchcock Design Group, Jeff Andreasen of aQity Reseach & Insights, Inc., and Barbara Heller of Heller & Heller

Public Visitors: Jen Roberts

Late Arrivals, Early Departure: Jena Johnson arrived at 8:40 a.m., Ron Cassidy arrived at 8:42 a.m., Bill Casey arrived at 8:55 a.m.

Commissioners/Official Staff absent: None

2. AGENDA TOPICS

a. Presentation of the Draft Community Survey for the Glenview Park District

Steve Konters of Hitchcock Design Group updated the committee on the progress for the Comprehensive Master Plan. The team started the Connect Phase, which involved the stakeholder interviews, staff workshops, and open house meetings that concluded in February of 2017. This phase also included the data from the statistically valid survey that was mailed and the online platform that was launched early January.

Steve presented the preliminary findings of the community engagement portion of the master plan. The overall purpose and focus of this portion was to request input from the community in order to develop the priorities for the district's future, specifically in the next ten years. Steve stated that the next step, after evaluating the data, will be to determine potential strategies to address as part of the Comprehensive Master Plan.

During the stakeholder meetings, Steve informed the committee of the general satisfaction of the attendees with their affiliated organizations' partnerships with the Park

District. It was also noted that the Park District should evaluate new strategies to accommodate: low-income residents, the changing demographic, cultural diversity, high school aged residents, and residents located east of the forest preserve. During the staff workshops, Steve explained the survey data from the Park District staff that ranked the top focus areas with staff support and maintenance being the top two areas.

Steve reported the community's participation and contribution to the online forum that ran for 90 days. He presented the answers to the survey questions that covered numerous topics, such as the residents' Park District participation, their program usage, their rating of program quality, and park and facility usage. The community meetings also produced valuable information that regarded improvements and expansions, specifically looking at rental rates, improved pickleball, policy evaluation, and program partnerships.

Jeff Andreasen of aQity Reseach & Insights, Inc. presented the data results from a survey mailed to 448 households in the months of January and February. Jeff reported the demographics of the survey respondents in order to show the Glenview resident sampling of the survey. The overall data showed a consistently strong satisfaction in the Park District's parks, facilities, and amenities. Jeff reported the feedback from residents in regards to the top strengths and weaknesses of the Glenview Park District, which were prioritized later in the presentation. Jeff and his team produced charts to show the outdoor and indoor needs data based on the priority needs and demands of each amenity. The commissioners discussed the priorities outlined in the data in comparison to future strategic initiatives for the district. Commissioners also inquired about the current sources that are used to communicate to the public about park and recreation information. They also discussed potential future ways to communicate as technology evolves.

b. Presentation of the Draft Recreation Program Assessment for the Glenview Park District

Barbara Heller of Heller & Heller presented a report of the data that reviewed the Park District's current program and service offerings. She outlined a detailed perspective of recreation programs and events that helps to identify the strengths, weaknesses, and opportunities for future program direction. Through her research and data collection from staff, she reported that the results were very pleasing and presented an overall support for Glenview Park District. Generally, there were high satisfaction rates in the variety of programs offered. However, certain ethnic and age groups were shown with lower satisfaction rates. Barbara noted that there is an industry challenge to create program categories that adapt to the participation trends. The committee discussed the various trends in regards to the history of Glenview Park District's programming and future strategic initiatives to evolve the programming. They also discussed revenue generating programs in conjunction with participation.

Commissioners and the master plan team continued to discuss the Glenview Park District's data in comparison to the national trends. They were pleased to see how much support and participation was received from the community and look to use this information for the next steps in creating a strategic plan.

3. Other
None

4. Matters from the Public

None

5. Adjourn

Commissioner Dave Tosh moved seconded by Commissioner Charlie Kuhn to adjourn the Open Session at 10:03am. On Voice Vote: All present voted aye, motion carried.

ATTEST:

Daniel B. Peterson
Board President

Michael D. McCarty
Board Secretary

Approved this 25th day of May 2017