

ADMINISTRATION OPERATIONS COMMITTEE

Glenview Park District – Administration Building

1930 Prairie Street, Glenview, IL 60025

Regular Meeting Minutes

Tuesday, November 13, 2018 @ 6:30 p.m.

1. Roll Call

Chairman Bob Patton called the meeting to order at 7:00 pm and the roll was called.

Commissioners present: Jen Roberts, Dan Peterson, Dave Dillon, Bob Patton, Bill Casey

Official Staff present: Executive Director Mike McCarty, Deputy Executive Director Katie Skibbe, Director of Brand Strategies and Community Engagement Jena Johnson, Recording Secretary Amy Wille

Late Arrivals, Early Departure: None

Commissioners/Official Staff absent: Commissioner Dave Tosh

2. AGENDA TOPICS

a. Policy 3.45 Acceptance and Solicitation of Sponsorship Revenue

Director of Brand Strategies and Community Engagement Jena Johnson gave an overview of Policy 3.45 Acceptance and Solicitation of Sponsorship Revenue, which outlines the concepts and practices of the District’s sponsorship program. She explained that this policy reflects the District’s shift to a more global, strategic and targeted approach in soliciting support from potential sponsors under the leadership of the Marketing Department. Previously, the policy was primarily focused on accepting paid advertisements and/or low-cost sponsorships using a decentralized process.

The committee provided positive feedback to the updated Sponsorship Policy. Commissioner Dan Peterson inquired about the exclusion of advertisements in the new policy. Director of Brand Strategies and Community Engagement Jena Johnson responded that the policy’s focus was shifted to sponsorship alone. She noted that a separate policy can be written for advertisement, but currently there are no written guidelines.

Commissioner Dan Peterson asked for the removal of a guiding principle regarding competing businesses and organizations. He stated that it provided limitations. The committee discussed other wording options and agreed to generalize the guideline to provide more flexibility. Staff agreed to make the change.

The committee recommended the acceptance of Policy 3.45 Acceptance and Solicitation of Sponsorship Revenue to be moved to the consent agenda for full Board approval.

b. Policy 3.46 Advertising and Sponsorship Solicitation Guidelines

Director of Brand Strategies and Community Engagement Jena Johnson requested consideration to rescind Policy 3.46 Advertising and Sponsorship Solicitation Guidelines and she explained that this was a housekeeping item.

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The committee recommended rescinding Policy 3.46 Advertising and Sponsorship Solicitation Guidelines to be moved to the consent agenda for full Board approval.

c. Marketing Department Updates

Director of Brand Strategies and Community Engagement Jena Johnson gave an overview of the marketing promotions and upcoming goals to be accomplished within the Marketing Department.

Johnson provided information on upcoming campaigns to promote attendance at the fitness center, Wagner Farm, and the outdoor pools. She informed the committee of several new branding pieces that will be launched in the upcoming months, in addition to the unveiling of a brand new logo for the Glenview Community Ice Center. She also gave an update on web marketing, including the Strategic Plan initiative to redesign the District website.

Johnson updated the committee on the progress of the new sponsorship program: Park Partners. She highlighted a few of the prospects for Park Partners and requested help from the commissioners in order to connect with other prospects. The committee discussed potential Park Partners including potential naming rights.

Commissioner Dan Peterson asked if there are any email blasts set up for snow days that provide patrons with opportunities to explore the Park District on days off from school. He obtained the idea from the National Recreation and Park Association (NRPA) conference in September. Johnson responded that email blasts have been sent in the past, but staff cannot create programs for unplanned days off. Instead, the emails have provided information on how to utilize the Park District on days off, such as specialized open gym opportunities.

3. Other

None

4. Matters from the Public

None

5. Adjourn

Chairman Bob Patton moved seconded by Commissioner Jen Roberts to adjourn the Open Session at 7:45 pm. On Voice Vote: All present voted aye, motion carried.

ATTEST:

David M. Dillon
Board President

Michael D. McCarty
Board Secretary

Approved this 13th day of December 2018.