

SPECIAL REVENUE FACILITIES COMMITTEE

Glenview Park District Administration Building
1930 Prairie Street, Glenview, IL 60025
Regular Meeting Minutes
Friday, March 8, 2019, 9:00 AM

1. Roll Call

Committee Chair Bill Casey called the meeting to order at 9:02 AM

Commissioners Present: Committee Member: Jen Roberts; Commissioners: Dave Tosh, David Dillon, Dan Peterson

Official Staff Present: Executive Director Mike McCarty, Superintendent of Special Facilities Lori Lovell, Manager of Glenview Prairie Club Kristin Kechik, Health and Fitness Manager Kathleen McInnis, Director of Brand Strategies and Community Engagement Jena Johnson, Director of Golf Ron Cassidy, Recording Secretary Laney Hauptert

Absent: Committee Member Bob Patton

Late Arrival/Early Departure: Director of Golf Ron Cassidy left at 10:19 AM

2. Agenda Topics

a. Glenview Prairie Club, Annual Recommendations-Platform

Superintendent of Special Facilities Lori Lovell presented the annual recommendations for platform tennis at the Glenview Prairie Club. She explained that staff considered the position in the marketplace, potential changes in minimum wage, and non-resident fees when deciding on their recommendations for the 2019/2020 season.

She highlighted that Prairie Club is the most expensive in the District's primary market, but elaborated by saying that the Park District is offering a unique product since the Prairie Club has the only staffed-hut in the area. She explained that staff wanted to keep non-resident fees under \$900.

Superintendent Lovell added that a new paddle facility may be opening up within the next year in Northbrook. She shared that staff is most concerned about the retention of the female non-resident players as 30 of our female participants are Northbrook residents.

Committee Member Jen Roberts asked if there was a plan in place for the Prairie Club to begin covering their portion of the general and administrative costs. Executive Director Mike McCarty answered by explaining that as part of the Special Revenue Facilities division's budget development, the Park District is looking at covering a portion of the general and administrative costs from the facilities. He added that the numbers will be finalized in the budget submission to the Board.

Committee Member Jen Roberts also asked about the staffing at the Prairie Club in regard to having one vs. two people working at the clubhouse. Superintendent Lovell responded and said that the staffing conversation was mostly in regard to serving hard alcohol throughout the golf season, but that Prairie Club Manager Kristen Kechik does not currently need more than one staff member.

Committee Chair Bill Casey inquired about the success of hard alcohol sales at the Prairie Club. Prairie Club Manager Kristin Kechik replied by saying that she believes hard alcohol sales are low because it is not included in the F&B for the leagues.

Commissioner Dave Tosh asked whether staff thought that the new price of \$899 for non-residents would decrease membership and income. Superintendent Lovell that the goal of the price is to sustain members, as the new club would likely have a pricing model similar to that of a private club. Commissioner Dan Peterson added that he did not think that the price would affect membership, but a more convenient location for non-residents might influence numbers.

Commissioner Dave Tosh wanted to know why discounted joint memberships between golf and paddle could only be sold at the manager's discretion, to which Director of Golf Ron Cassidy responded by saying that a joint membership between golf and paddle has never been sold. Superintendent Lovell agreed that the language of the policy be changed so that it was no longer at the manager's discretion. Commissioner Dave Tosh also inquired about the policy that stated that management had the right to adjust price based on demand. Superintendent Lovell explained that it was similar to the concept of primetime ice, where if demand were greater for a specific time, the price would be increased.

The Committee endorsed the staff recommendation that the proposed Glenview Prairie Club Annual Recommendations be moved to the full board for approval at the March 21, 2019 Board Meeting.

b. Glenview Community Ice Center- Logo

Superintendent Lovell explained to the Committee that Director of Brand Strategies and Community Engagement Jena Johnson and Creative Designer Justin Miller worked with the Ice Center staff in order to create a new logo for the ice center renovation.

Director of Brand Strategies and Community Engagement Jena Johnson gave the Committee background of the process of working with the Ice Center staff to create the new logo. She elaborated by saying that the team focused on the family aspect of the ice center, modernizing the logo to match the new building, and emphasizing the community aspect.

After revealing the logo, Director of Brand Strategies and Community Engagement Jena Johnson explained that the new logo is modern, inclusive of all ice sports, and has a sense of motion. She added that because the logo is a more simple design, it increases the options for embroidery on apparel.

The Commissioners agreed that they like the new icon of the logo, but discussed the sizing of the words "Glenview Community Ice Center." Director of Brand Strategies and Community Engagement Jena Johnson included that her team had created many different versions of the logo and that the current version was the most balanced.

The Committee agreed that they liked the icon and the name "Glenview Community Ice Center," but would like to see revisions for sizing of the words.

The Committee discussed the options for putting the new logo on the building, as there will not be a monument sign at the new Ice Center.

The Committee agreed to staff refining the proposed new logo for the Glenview Community Ice Center and releasing the logo to the public later this Spring.

c. Other

Superintendent Lovell explained that a resident had come to the February 28, 2019 Board Meeting to request that the Board consider adding the Renew Active program by United Healthcare to the Fitness Center. She explained that Renew Active is a fitness program for seniors with United Healthcare insurance to join a fitness center at an extremely reduced rate. She added that Health and Fitness Manager Kathleen McInnis, as well as the rest of the Health and Fitness Center staff, are continually looking into similar programs for the Park District, and that Kathleen has a meeting scheduled with other Park Districts that use similar programs.

Superintendent Lovell elaborated that the Health and Fitness Center currently offers a discounted membership for seniors. The program suggested will reimburse the Health and Fitness Center for a number of visits up to a certain amount of visits (up to \$36 per month) and will include unlimited visits and the ability to add on unlimited group fitness classes for the senior at no additional costs.

Staff is not recommending that the Health and Fitness Center add the Renew Active program as it would have a significant financial impact to the Park District and the Health and Fitness Center. Health and Fitness Manager Kathleen McInnis explained that the reason other Park Districts are able to add this program is due to having a different price structure and not having the same amenities that the Park Center Health and Fitness have. Executive Director Mike McCarty added that adding a program like Renew Active would also require additional administrative measures due to the Renew Active participants having to be tracked and invoice separately.

Committee Chair Bill Casey suggested looking into a method to aid seniors in attending the Health and Fitness Center that does not involve insurance companies. He also suggested looking into expanding the leisuership program to more than just youth in the long-term.

3. Matters from the Public

None

4. Adjourn

Commissioner Dave Tosh adjourned the Open Session at 10:46 AM.

ATTEST:

David M. Dillon
Board President

Michael D. McCarty
Board Secretary

Approved this 21st day of March 2019.