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**ADMINISTRATION OPERATIONS AND MARKETING COMMITTEE**

Glenview Park District – Administration Building

1930 Prairie Street, Glenview, IL 60025

Regular Meeting Minutes

Tuesday, July 16, 2019 @ 9:30 a.m.

**1. Roll Call**

Committee Chair Joe Sullivan called the meeting to order at 10:07 am and the roll was called.

**Commissioners present:** Committee Chair: Joe Sullivan; Committee Member: Dan Peterson; Dave Tosh, Bill Casey, Dave Dillon, Jen Roberts

**Official Staff present:** Executive Director Mike McCarty, Deputy Executive Director Katie Skibbe, Director of Brand Strategies and Community Engagement Jena Johnson, Partnership Manager Karen Meyer, District Attorney Derke Price, District Attorney Jim Rock, Recording Secretary Amy Wille

**Late Arrivals, Early Departure:** Derke Price and Jim Rock left at 10:31 am; Jena Johnson and Karen Meyer left at 11:15 am

**Commissioners/Official Staff absent:** None

**2. AGENDA TOPICS**

**a. Discussion of Attorney Waiver of Conflict**

Deputy Executive Director Katie Skibbe introduced the discussion on potential conflicts regarding the Village of Glenview’s recent appointment of Ancel Glink as Village Attorney.

District Attorney Derke Price explained how the Village of Glenview appointed Julie Tappendorf of Ancel Glink. To avoid any potential conflicts, Ancel Glink will assign separate lawyers to the Village’s legal team and the District’s legal team. Price noted Ancel Glink’s positive history working with clients in the same city as well as the firm’s knowledge of Glenview government.

Price ensured the Committee that Ancel Glink would like to continue representing Glenview Park District. He additionally ensured that Jim Rock, Bob McCabe, and Price are committed to the Park District and will only perform legal work for the District.

Park Board President Jen Roberts asked whether it is more common for Ancel Glink to start by representing a village and then begin representing the park district or vice versa. Price responded that Ancel Glink has represented villages first about half of the time and park districts first the other half of the time. Commissioner Roberts inquired about the consequences if the park district refuses to waive a conflict requested by Ancel Glink. Price responded that the firm would step away from representing both parties.

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Commissioner Dan Peterson expressed concern over confidentiality and requested that the Park District attorney team maintains confidentiality during every step in the process of collaborating with the Village team. Commissioner Dave Dillon concurred with Commissioner Peterson's statement and added that he felt uncomfortable on the method of communication from Ancel Glink regarding the new appointment by the Village.

Commissioner Bill Casey agreed and reminded the firm that the Board laid out the communication process during their interview. Attorney Price and Attorney Jim Rock assured the Board that the communication will be more productive moving forward.

The commissioners discussed how the two Ancel Glink teams will work together and the potential positive or negative impacts. Commissioner Roberts stated that she would like another option to consider if a conflict arises. Executive Director Mike McCarty responded that staff has reached out to another firm.

### **b. Sponsorship Update**

Director of Brand Strategies and Community Engagement Jena Johnson introduced the Committee to Karen Meyer, who was just hired as the new Partnership Manager in May 2019.

Director Johnson updated the committee with a 3-year timeline of the progress towards the sponsorship initiative that began with a full valuation and assessment of sponsorship opportunities conducted by Caravel Marketing, Inc. in 2016. This research was accumulated into a recommendation report to guide the implementation of a district-wide sponsorship program. Following the report, staff worked to roll out training and create internal alignment to build a foundation that would allow for implementation of a district-wide sponsorship program.

Johnson informed the committee of the sponsorship growth, including the success of securing the District's first Park Partner in 2017 and two Presenting Sponsors in 2019. The commissioners asked for specifics regarding the secured sponsorships. Johnson explained that the Park Partner, Glenview State Bank, is the top level at a districtwide partnership and the Presenting Sponsors, Wintrust Community Banks and Anixter were high level sponsors for this year's Firecracker Classic by the Glenview Park Foundation. She added that Anixter was also involved in a wellness program that partnered with Park Center Health and Fitness. Commissioner Dillon requested the length of contract for the presenting sponsors. Johnson responded that they are each one-year agreements, but there's potential for longer agreements in the future.

Johnson gave an overview on the cultivation of active prospects as well as prospects that have declined, but remain on the list for potential future partnerships. Commissioner Dan Peterson asked about the individual active prospects, which initiated a discussion on the progress with some companies and how personal contacts can help reach the District's goals.

A current look at sponsorship revenues from Fiscal Year 2018-2019 was provided along with a comparison of net revenue growth over the past three years. Director Johnson reported a net revenue growth of \$53,772 for Fiscal Year 2018-2019 compared to the baseline revenues in the 2016 Recommendation Report from Caravel Marketing. Total combined net sponsorship revenue growth of Fiscal Years 2016-2017, 2017-2018 and

DRAFT

2018-2019 above the baseline sponsorship revenues established in FY 15-16 was reported at \$128,642. Johnson reported the program development costs and revenue, including the cost of Caravel Marketing services and staff changes.

Johnson informed the committee of the success and challenges with the sponsorship program. She concluded with the District's goals of securing an additional 1-2 Park Partners and 1-2 Presenting Sponsors as well as establishing naming rights opportunities with the Glenview Community Ice Center.

Commissioner Dan Peterson commented on the modest goal of securing 1 to 2 Presenting Sponsors when there are so many annual District events that have sponsorships. Staff and commissioners discussed the feasibility of securing both types of sponsorships, including company responses since the District rolled out their new program.

**c. Board Self-Evaluation Discussion**

Executive Director Mike McCarty informed the Committee of the Board self-evaluation that will occur on September 17, 2019 at Redfield Estate. McCarty added that it will be facilitated by Bill Attea, who will be sending out a questionnaire to each Board member prior to the meeting, along with Peter Murphy as a representative from IAPD.

President Jen Roberts provided various topics that could be on the agenda and requested any potential topics or questions be sent to her prior to the meeting.

**3. Other**

None

**4. Matters from the Public**

None

**5. Adjourn**

Committee Chair Joe Sullivan moved seconded by Commissioner Jen Roberts to adjourn the Open Session at 11:20 am. On Voice Vote: All present voted aye, motion carried.

ATTEST:

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Jennifer G. Roberts  
Board President

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Michael D. McCarty  
Board Secretary

Approved this 22nd day of August 2019.