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**ADMINISTRATION OPERATIONS AND MARKETING COMMITTEE**

Glenview Park District – Administration Building

1930 Prairie Street, Glenview, IL 60025

Regular Meeting Minutes

Tuesday, February 4, 2020 @ 9:00 a.m.

**1. Roll Call**

Committee Chair Joe Sullivan called the meeting to order at 9:00 am and the roll was called.

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

**Official Staff present:** Executive Director Mike McCarty, Deputy Executive Director Katie Skibbe, Human Resources Manager Sarah Bagley, Director of Brand Strategies and Community Engagement Jena Johnson, Partnership Manager Karen Meyer, Executive Assistant Joanne Capaccio, Graphic Designer Justin Miller, Superintendent of Special Revenue Facilities Lori Lovell, Recording Secretary Amy Wille

**Guests:** Matt DiCianni of Ancel Glink, Kyle Cantor of The Superlative Group, Inc.

**Late Arrivals, Early Departure:** Matt DiCianni and Sarah Bagley left at 9:16 am; Lori Lovell arrived at 9:45 am; Dave Dillon left at 10:00 am; Bill Casey (via phone) arrived at 10:25 am; Dan Peterson left at 10:25 am; Lori Lovell left at 10:30 am; Dave Dillon arrived at 10:30 am; Kyle and Karen left at 10:38 am

**Commissioners/Official Staff absent:** None

**2. AGENDA TOPICS**

**a. Policy 8.40 Alcohol and Drug Use**

As a follow up to the January 21, 2020 Administration Operations and Marketing Committee Meeting, Deputy Executive Director Katie Skibbe presented the amended Policy 8.40 Alcohol and Drug Use with an overview of the revisions approved by representatives from Laner Muchin and Ancel Glink. Changes included a revised definition of “Prescription/OTC Drugs” and reinstatement of the language regarding disciplinary action for employees testing positive to a drug test after reasonable suspicion has been established.

Commissioners asked various questions on the topics of medical marijuana, impairment, testing, and the District’s legal obligations. Matt DiCianni of Ancel Glink responded that employees may not use medical marijuana at work and explained the District’s and employee’s legal obligations. He emphasized that employees are required to report if they have any reason for impairment at work and the employer is required to allow employees to explain their impairment if there is reasonable suspicion.

Commissioner Dan Peterson requested a clear definition of “Public Safety Responsibility” for safety sensitive positions to be outlined in the policy.

The committee recommended the acceptance of Policy 8.40 Alcohol and Drug Use to be moved to the consent agenda for full Board approval.

**b. Superlative Naming Rights Assessment for the Glenview Community Ice Center**

Director of Brand Strategies and Community Engagement Jena Johnson gave an overview of the collaborative efforts between The Superlative Group, Inc. and the District to complete an assessment of value for naming rights of the Glenview Community Ice Center.

Kyle Cantor of Superlative labelled the following assets considered by this assessment: Glenview Community Ice Center Naming Rights; Ice Rink A Naming Rights; Ice Rink B Naming Rights; Studio Ice Rink Naming Rights; and Zamboni wraps. Cantor presented the valuation methodology and outlined the sponsorship rates based on a cost per thousand impressions (CPM) and valuation factors.

Cantor explained the model that was used to assign value to each component available for a potential naming rights partner, based on the strength and reach of exposure with each branding opportunity. He also explained how Superlative weighed assigned values against benchmark pricing for naming rights for similar properties in Illinois and across the United States.

For the valuation results, the Superlative Group proposed a Fair Market Value range for the Naming Rights to the Glenview Community Ice Center over a proposed term of 25 years. An additional revenue amount was provided based on the potential sales of all available assets. Cantor noted three financial components to naming rights: term length, annual value, and annual CPI escalator.

The commissioners and staff discussed the naming rights opportunities with various signage exposure and additional marketing materials. Cantor added that there are several ways to customize the proposed sponsorship package to potential buyers, which will require guidance from the Park Board and creativity from Superlative to provide professional recommendations. He recommended having one sponsor per business category to avoid competition among sponsors.

Kyle Cantor presented Superlative's experience with other municipal governments and the committee discussed the examples in terms of funding methods and revenue stream.

Commissioner Dan Peterson expressed interest in using the revenue from the naming rights to help pay off the referendum bonds and benefit the taxpayers. Cantor explained that this would be a philanthropic approach and staff added that the District's bonds would become taxable through this method. Commissioner Joe Sullivan responded that there is still a benefit to the taxpayers if the revenue generated by these partners is used to offset operating expenses.

The commissioners and staff discussed the potential sponsorship areas in the interior and exterior of the building. Executive Director Mike McCarty reminded the commissioners of the public's support for naming rights during the public survey for the Comprehensive Master Plan and referendum task force meetings.

**c. Agreement for Sale of Naming Rights for the Glenview Community Ice Center**

Director of Brand Strategies and Community Engagement Jena Johnson requested consideration from the Committee to enter into an agreement with The Superlative Group, Inc. for the Sale of Naming Rights for the Glenview Community Ice Center. Under the draft sales services agreement for Glenview Community Ice Center naming

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rights, Superlative would assist with solicitation of naming rights partners, finalizing agreement terms and conditions, managing first-year activation, developing payment schedules, managing compliance issues, and other services related to the securement and execution of naming rights partners.

The commissioners shared their opinions of naming rights for the building, rinks, and other assets. The commissioners provided direction to the Superlative team and District staff on the values and term lengths that they are comfortable moving forward on.

The committee recommended the agreement with The Superlative Group, Inc. for Sale of Naming Rights for Glenview Community Ice Center to be a staff recommendation for full Board approval.

**d. Glenview Park District Website Redesign**

Director of Brand Strategies and Community Engagement Jena Johnson presented an update regarding the progress in the design and development of a new Glenview Park District website. She presented the key findings from the open online survey and two listening sessions and provided data on the current website performance.

Johnson shared screenshots of several potential webpages, noting that they are still customizable. Staff worked with the website contractor, Futureman, to better optimize the search functionality and the progress made on the keyword search.

Johnson went over the timeline, which correlates with registration periods in order to make an easy transition for staff and patrons. Executive Director Mike McCarty emphasized how much work staff has put into this project, including all of the data needed on the backend.

**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 11:06 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 23rd day of April 2020.