

**Burr Ridge Park District
Regular Meeting
March 14, 2016**

REGULAR MEETING

The Regular Meeting of the Burr Ridge Park District was called to order at the Burr Ridge Community Center at 6:31 pm by President Rob Quigley.

Present:	Board Members Caplis, Fara, Malloy, Quigley
Absent	Bergholz
Also Present:	Jim Pacanowski, Director of Parks and Recreation, Jamie Janusz, Superintendent of Finance Lavonne Campbell, Superintendent of Recreation Members of the Community

APPROVE

March 14, 2016 Agenda

No changes were made to the Agenda as presented.

February 8, 2016 Regular Meeting Minutes

Malloy moved, seconded by Fara and approved by roll call vote to approve the February 8, 2016 Regular Meeting Minutes.

Ayes: Fara, Malloy, Quigley Nays: None Abstain: Caplis

OPEN FORUM

Larry Ridgway, 701 South Drive, Burr Ridge, thanked the Board for their support for Woods Pool and for opening the pool for another season. Ridgway asked if there is anything the community could help with to extend the opening dates of the season of Woods Pool. Perhaps opening Memorial Day through Labor Day; even if it is only for the weekends on the extended weeks.

Pacanowski responded that staff performed a cost analysis for extending the season and concluded that an additional 3 to 4 members would be needed to pay for each additional week extended. After considering the options, the Board decided to keep the pool open during the traditional season of 11 weeks. The pool will open June 4th through August 21st.

Ridgway asked if signage for the pool will be changed to include Woods Pool and Tennis and replaced.

Pacanowski responded that signage that was destroyed during road construction on Eastbound Plainfield and Eastbound 55th has already been requested for permission for replacement with the Village and County.

Pacanowski asked the Board if signs should say Woods Pool with a swimming symbol or Woods Pool and Tennis as requested by Larry Ridgway.

Malloy asked if the letters would need to be smaller in order to add the word Tennis to the sign.

Pacanowski responded that it would be an insignificant amount smaller.

Caplis reminded the Board that the community was against putting any signage up regarding the tennis courts in the past.

Fara asked Ridgway if there is a specific reason the community is requesting Tennis to be added to signage.

Ridgway stated that it is the belief that tennis lessons may bring in more revenue for pool memberships.

Pacanowski stated that the noteworthy amenity at Woods Pool is the pool and the general guidelines at other parks are to highlight the noteworthy amenity. For example, there are tennis courts at Harvester Park, however, they are not highlighted on any signage for Harvester Park. The main objective would be for people to become members of the pool.

Pacanowski added that there are no past demographic links between members of the pool and tennis lesson registrations. Tennis lesson participants were rarely pool members also.

Caplis stated that adding tennis to signage may bring more foot traffic, but is not likely to add any memberships to the pool.

It was decided that if signage is approved by the Village and County to include the blue swimming symbol, tennis would not be added to the signage. If the brown park signs need to be used, it will include tennis and be worded Woods Pool and Tennis.

Fara asked the status of offering tennis through the Burr Ridge Park District.

Pacanowski stated that tennis does not have anything to do with the Pool Membership, and is not a feature for membership of the pool.

Campbell added that there were approximately 20 registrations for tennis, with some of those registrations repeat registrations for the same individual.

Attempts to find a replacement Instructor for tennis have been difficult with 5 seasons open year round. Currently there is a co-op with Hinsdale for tennis and the Instructor prefers to hold tennis lessons at Harvester Park this summer as opposed to Woods Pool.

Caplis added that some community members prefer lessons not be held at Woods Pool in order to free up court availability for the public.

Ridgway asked to re-classify Woods Pool in the General Recreation Fund.

Quigley asked why.

Ridgway responded that his analysis found it to be the only activity in the Financials that doesn't receive the benefit from tax dollars.

Quigley responded that this is not correct. The pool runs at a deficit of \$10,000 to \$20,000 every year. The pool is given money in order to keep operating. The pool is separated out because it was a different program. In terms of being included in taxes, it is no different from any other program.

Pacanowski added that Woods Pool is separated out on paper only. In addition to the operating expenses, there are also tax dollars for other services provided for the pool such as administrative time, clerical staff, etc. There are significant tax dollars which have been dedicated to the pool for capital improvements as long as the pool has been open.

Ridgway asked for marketing efforts to include information for Woods Pool on the website.

Campbell responded that the website is updated with information relating to that particular time period. For instance, currently the website has a spotlight focus on the Easter event. After the Easter event, the website will change over to spotlight Woods Pool.

Ridgway asked that a thermometer be included in the website to display a membership goal, indicating the current level of memberships.

Campbell responded that a thermometer indicating level of memberships not achieved will indicate more of a failing of Woods Pool than any positive impact that might be hoped for, and in addition may actually dissuade new residents from becoming members of the pool.

Quigley added that there are approximately 6,000 other taxpaying constituents to consider when focusing all efforts on one program.

Malloy added that the 6,000 other constituents may ask the question of why don't you just close the pool.

Pacanowski added that setting a benchmark would not be consistent with the established year to year decision process and the Board would then have to identify a firm number as a goal. A target number would then always be needed.

Fara responded that a target number would be 90 families.

Ridgway added that based on history, 75 family memberships would be a benchmark.

Caplis added that 80 family memberships would be needed to offset the running deficit.

Caplis stated that perhaps the website that the neighborhood has started would be the best place for that type of focus for a neighborhood community goal and not a park district goal.

Ridgway asked if 10 punch cards could be utilized for daily passes in the future.

Campbell responded that 10 punch cards have been utilized and will continue to be offered.

Ridgway asked that yard signs be printed up to place in yards for a membership drive.

Campbell responded that this is already in the works in a limited capacity, and has been performed in previous years. In addition, the summer brochure will feature Woods Pool on the cover as well as the front cover of the Willowbrook brochure.

Pacanowski responded that even though this is in the works, yard signage has regulations which must be complied with which make the sign very difficult to see when traveling by car.

Pacanowski advised Larry Ridgway to meet with Campbell and Pacanowski in a few days in order to discuss marketing efforts in more detail.

CORRESPONDENCE

Nothing further added to the written report.

REPORTS

Director of Parks and Recreation

Nothing further added to the written report.

Fara asked if the automatic doors at the main entrance of the Community Center will be 2 doors or 4 doors.

Pacanowski responded that there are 2 sets of doors and that the right side only of both sets will open automatically.

Superintendent of Recreation

Nothing further added to the written report.

Superintendent of Finance

Nothing further added to the written report.

Recreation Division

Nothing further added to the written report

Caplis asked if Throwback Thursday will be held at Woods Pool.

Campbell responded that due to people going on extended weekend vacations, it will be Monday Mania.

UNFINISHED BUSINESS

No Unfinished Business

NEW BUSINESS

Approve Going to Open Public Bid for the Rope & Climbing Custom Play Construction at Harvester Park Project

Caplis asked for verification of the location of the rope and climbing play project.

Pacanowski responded it will be on the other side of the zip line.

Caplis moved to Approve Going to Open Public Bid for the Rope & Climbing Custom Play Construction at Harvester Park Project, seconded by Fara and approved by roll call vote.

Ayes: Caplis, Fara, Malloy, Quigley

Nays: None

Abstain: None

Discuss Termination of Farmers Market at Village Center

In addition to the written report, Campbell notified the Board that several options were discussed in order to try to keep the Farmers Market running, however, due to vendor unavailability, village center regulations, and low attendance, it was decided to terminate the market.

Approve Active Network Service Agreement Contract for New Recreation Registration Software

Janusz provided a detailed report summarizing pricing for a web based recreation software contract which will include online registration and the capacity for mass emails for marketing purposes. In addition, Janusz was successful in negotiating a special price reduction for per transaction fees which is being offered until March 31st. The transition to the new software would take place during our slowest timeframe which is between Thanksgiving and Christmas – scheduled for late fall 2016. The old software system will run concurrent with the new system.

Pacanowski added that from a financial standpoint, it was determined that the balance that is in the Capital Fund is going to be retained for approximately 3 years of special fund appropriations and this is the funding source to be utilized.

Janusz added that at this time a signature for the contract is needed to secure the discounted pricing. When the new budget is completed next year, 50% will need to be paid.

There was some discussion verifying exact pricing of the Active Network software.

Fara moved to Approve Active Network Service Agreement Contract for New Recreation Registration Software Pending Attorney Review of Contract, seconded by Malloy and approved by roll call vote.

Ayes: Caplis, Fara, Malloy, Quigley

Nays: None

Abstain: None

APPROVAL OF BILLS

Caplis asked for verification of \$374 charge for bid specs and \$459 charge for real estate.

Janusz responded that the \$459 is for tax objection items.

Fara asked if fees for Charlie running errands can be combined in order to save money. Pacanowski responded that errands are combined whenever possible, however, at times an item is needed and can't wait.

Malloy asked if another employee can run the errand at a reduced fee.

Pacanowski responded that if Charlie is being sent it is due to the need for his knowledge of the purchase of the item, or because we need him to use his truck for the pickup of the item.

Malloy moved, seconded by Fara and approved by roll call vote to approve the March bills.

Ayes: Caplis, Fara, Malloy, Quigley

Nays: None

Abstain: None

ADJOURNMENT

Fara moved, seconded by Malloy and unanimously approved to adjourn the regular meeting at 7:40 pm.

Respectfully submitted,

Sherry Stednitz
Recording Secretary

H/Jamie/board/minutes/brpd minutes 3 14 16