



Geneva Park District

Short and Long Range Plan

Annual Goals & Objectives

2010

Organized by Short-term and Long-term Goals

Mission Statement

The mission of the Geneva Park District is to provide recreational programs, facilities, and open space that will enhance the quality of life for residents of all age groups and abilities.

Summary of Goals

1. The Geneva Park District will provide a safe environment at all programs, properties, and facilities.
2. The Geneva Park District will attempt to construct new facilities and acquire additional open space for park sites and facilities to meet the needs of District residents.
3. The Geneva Park District will provide and maintain a quality system of existing parks and facilities by updating and improving each site as per recent surveys and the Master Plan.
4. The Geneva Park District will provide creative programs and facilities to meet the needs of its residents as influenced by evaluations, surveys, the Master Plan and other research tools.
5. The Geneva Park District will continue cooperative efforts with other governmental agencies and local service organizations to build strategic alliances. Functioning as a best management organization requires strong partnerships as a way of developing value for the taxpayers.
6. The Geneva Park District will continue to meet population growth demands by hiring additional personnel as needed, by retaining competent present personnel, and by training new personnel accordingly. The District is an equal opportunity employer and provides equal employment opportunities to all qualified persons. We will assure that the workplace culture for our employees fosters professional growth and assures an overall positive working atmosphere. We will dedicate ourselves toward enhanced use of technology by making improvements to the communications network, when necessary.
7. The Geneva Park District will offer educational programs, classes, and stewardship opportunities that increase the environmental literacy of residents and will adopt environmentally friendly business practices that are fiscally responsible to conserve resources, educate the community and provide best practices in resource management.
8. The Geneva Park District will strive to strengthen and maintain fiscal health and stability. Availability of funding and overall good financial health is a prerequisite for carrying out some of the goals and objectives of the District.

Goal #1 The Geneva Park District will provide a safe environment at all programs, properties, and facilities.

DEPARTMENT	OBJECTIVES	COMMENTS	STATUS / COMPLETION DATE
	SHORT-TERM		
ADMINISTRATION	<ul style="list-style-type: none"> Investigate alternative methods for conducting criminal background checks. 		2010
	LONG TERM		
	<ul style="list-style-type: none"> Prepare for and conduct a full re-evaluation for the Distinguished Agency Award. 		2010-2011
	SHORT-TERM		
PARKS DEPT.	<ul style="list-style-type: none"> Implement computer tracking program for facility inspection and repair. 		2010
	<ul style="list-style-type: none"> Complete installation of No Smoking signs throughout facilities and vehicles to comply with state law. 		2010
	<ul style="list-style-type: none"> Complete defensive driving training twice per year for all staff driving park district vehicles that includes seasonal staff and follow up with winter weather conditions. 		2010
	<ul style="list-style-type: none"> Continue to educate and certify certain full-time Parks Dept. employees concerning playground inspections, reports and maintenance. 		Ongoing
	<ul style="list-style-type: none"> Set facility & park inspection schedule and adhere to it throughout the year to ensure that all facilities and parks are inspected appropriately with documentation. 	Add playground safety surface to parks as needed.	Ongoing
	LONG TERM		
	SHORT-TERM		
RECREATION DEPT.	<ul style="list-style-type: none"> Perform and document spring storm drills and fall fire drills at SPRC, SRFC and Friendship Station. 		Ongoing
	<ul style="list-style-type: none"> Continue to increase safety awareness among full-time staff and instructors by increased training and communication meetings in addition to biannual full-time staff meetings. 	Safety Committee to facilitate additional training.	Ongoing
	<ul style="list-style-type: none"> Continue quarterly staff meetings for Recreation Dept., Parks Dept., and Front Office for special training session re: safety issues and awareness. 	Must be documented.	Ongoing
	<ul style="list-style-type: none"> Establish an efficient checklist to make sure all staff and volunteers have updated applicable certifications for First Aid, CPR and ASEP training as well as a completed background check. 		Ongoing
	LONG TERM		

Goal #1 Continued

DEPARTMENT	OBJECTIVES	COMMENTS	STATUS / COMPLETION DATE
	SHORT-TERM		
FACILITIES	<ul style="list-style-type: none"> • Investigate and develop lockdown procedures for SPRC and SRFC. • Secure employee entrances at all facilities to improve employee safety and building security. 		2010-2011
			2010-2012
	LONG-TERM		

Goal #2 The District will attempt to construct new facilities and acquire additional open space for new park sites and facilities to meet the needs of District residents.

DEPARTMENT	OBJECTIVES	COMMENTS	STATUS / COMPLETION DATE
	SHORT-TERM		
PARKS – ADMIN./ DEVELOPMENT	<ul style="list-style-type: none"> • Complete the additional office space and workstations at Wheeler Park. 		2010
	<ul style="list-style-type: none"> • Extend the boardwalks within Peck Farm Park. 		2010-2011
	<ul style="list-style-type: none"> • Continue to investigate opportunities to acquire open space for passive and active recreation. 		Ongoing
	LONG-TERM		
	<ul style="list-style-type: none"> • Construct additional bike/pedestrian trails per City of Geneva Strategic Plan. 		2010-2013
	<ul style="list-style-type: none"> • Continue restoration and overseeding of prairie at Peck Farm. 		2011-2013
	<ul style="list-style-type: none"> • Continue to develop all units of Phase III and IV at Peck Farm Park. 		2011-2013
	<ul style="list-style-type: none"> • Convert red metal barn at Peck Farm to classroom/nature exhibit or construct a new building at that location. 		2011-2013
	<ul style="list-style-type: none"> • Construct new water playground in second location west of Randall Road if necessary. 		2011-2013
	<ul style="list-style-type: none"> • Complete the merge of River Park and Garden Club Park with the City of Geneva. 		2011-2013
	<ul style="list-style-type: none"> • Continue Trout Farm (Batavia) bike path to the south across McKee Street to connect with Batavia Park District Trail. 		2011-2014
	SHORT-TERM		
RECREATION/ FACILITIES	LONG-TERM		
	<ul style="list-style-type: none"> • Finalize outdoor pool third phase expansion to include lap lanes & activities for older children. 		2011-2013
	<ul style="list-style-type: none"> • Review renovating and expanding Stone Creek Mini Golf to include expanded concessions, a program/party room and a game room. 		2011-2013
	<ul style="list-style-type: none"> • New soccer fields. 		Ongoing
	<ul style="list-style-type: none"> • New baseball fields. 		Ongoing
	<ul style="list-style-type: none"> • New football fields. 		Ongoing

Goal #3 The District will provide and maintain a quality system of existing parks and facilities by updating and improving each site per the most recent Community Survey and Master Plan.

DEPARTMENT	OBJECTIVES	COMMENTS	STATUS / COMPLETION DATE	
	SHORT-TERM			
PARKS	<ul style="list-style-type: none"> • Renovate the Butterfly House vestibule area and structural frame to better facilitate larger groups and ease accessibility for people with disabilities. 		2010	
	<ul style="list-style-type: none"> • Complete the implementation of a Emerald Ash Borer Abatement and Tree Replacement Plan. 		2010	
	<ul style="list-style-type: none"> • Plant trees to provide added shade at parks with athletic fields including Don Forni Park, Eaglebrook Park and Mill Creek Community Park. 		2010-2011	
	<ul style="list-style-type: none"> • Develop a tree audit system to anticipate maintenance and/or removal. 		2010-2011	
	<ul style="list-style-type: none"> • Update Braeburn Park and replace playground. 		2010-2011	
	<ul style="list-style-type: none"> • Add storage shed or barn at Peck Farm Park Maintenance Facility. 		2010-2011	
	<ul style="list-style-type: none"> • Resurface Fox River Trail or portions thereof as necessary. 		2010-2012	
	<ul style="list-style-type: none"> • Restore shoreline at Bennett Park. 		2011-2012	
	<ul style="list-style-type: none"> • Repair bridge at Island Park. 		2011-2012	
	<ul style="list-style-type: none"> • Restore edge of baseball infields as necessary. 		Ongoing	
	<ul style="list-style-type: none"> • Remove tree stumps from parks. 		Ongoing	
	<ul style="list-style-type: none"> • Remove invasive species from park properties. 		Ongoing	
	<ul style="list-style-type: none"> • Develop an inventory of natural areas to be updated yearly. 		Ongoing	
		LONG-TERM		
		<ul style="list-style-type: none"> • Start a burn test plot and seed Good Templar Park to provide a more natural look with savanna plants. 		2010-2012
	<ul style="list-style-type: none"> • Repair or replace N.E. section of river wall at Island Park. 		2010-2012	
	<ul style="list-style-type: none"> • Improve peck Farm House front porch to replicate the original front porch. 		2011-2013	
	<ul style="list-style-type: none"> • Update Fargo Park and replace playground. 		2012-2013	
	<ul style="list-style-type: none"> • Install growing structure next to Peck Farm park maintenance facility to grow native plants. 		2012-2013	

- Update Deerpath Park and replace playground.
- Update Fargo Park and replace playground.
- Update Lions Park and replace playground.
- Update Meadows Park and replace playground.

2012-2013
2012-2013
2013-2014
2013-2014

Goal #3 Continued

DEPARTMENT	OBJECTIVES	COMMENTS	STATUS / COMPLETION DATE	
	SHORT-TERM			
RECREATION – FACILITIES/ DEVELOPMENT	<ul style="list-style-type: none"> Prepare sign audit and replacement at pool, fitness center and mini golf. 		2010-2011	
	<ul style="list-style-type: none"> Tint all windows at SPRC. 		2010-2011	
	<ul style="list-style-type: none"> Replace older TVs in SRFC with flat screen TVs. 		2010-2011	
	<ul style="list-style-type: none"> Install additional wall pads in SPRC gymnasiums. 		2010-2011	
	<ul style="list-style-type: none"> Seal surface at all Park District tennis courts and basketball courts as needed. 		Ongoing	
	<ul style="list-style-type: none"> Replace SPRC equipment as necessary. 		Ongoing	
	<ul style="list-style-type: none"> Replace SRFC equipment as necessary. 		Ongoing	
	<ul style="list-style-type: none"> Research the feasibility of leasing fitness equipment for SPRC and SRFC. 		Ongoing	
	LONG-TERM			
	<ul style="list-style-type: none"> Renovate & improve one hole per year at Stone Creek Miniature Golf Course. 		2010-2012	
<ul style="list-style-type: none"> Update lockers in SRFC. 		2011-2013		
<ul style="list-style-type: none"> Replace carpet in program rooms, weight room and locker rooms at the Geneva Community Center. 		2011-2013		

Goal #4 The Geneva Park District will provide creative programs and facilities to meet the needs of its residents per the surveys, Master Plan and other research tools.

DEPARTMENT	OBJECTIVES	COMMENTS	STATUS / COMPLETION DATE
	SHORT-TERM		
ADMINISTRATION/FINANCE	<ul style="list-style-type: none"> • Develop procedures to utilize email as a communication link with program participants. • Develop procedures for and implement phone registration as another option for registering for programs. • Review programs and the registration process for possible updates and computer technology upgrades. 		2010-2012
			2010-2012
			Ongoing
	LONG-TERM		
	SHORT-TERM		
RECREATION	<ul style="list-style-type: none"> • Increase toddler program offerings and vary times to include evenings and weekends. • Hire additional toddler instructors for evening and weekend programs. • Work with Marketing/Public Relations Coordinator to increase promotions of programs and special events with decreased participation. • Evaluate special events for future viability. • Streamline sponsorship efforts to fully realize sponsorship potential. • Improve the Kids Zone Before and After School Program by developing a Kindergarten level and working with the School District to assist with transportation. • Implement additional programs in the areas of need identified in the 2010 Community Survey. • Develop spin programs to recover capital investment in one year. • Increase tumbling and beginning gymnastics participation with new facility space. • Work with school district for possible additional programming opportunities in the new preschool wing • Increase personal training participation and revenue by developing a Pilates Reformer program and sport specific training programs. 		2010
			2010
			Ongoing
			Ongoing
			Ongoing
			2010
			2010
			2010-2011
			2010-2011
			2010-2011

Goal #4 Continued

DEPARTMENT	OBJECTIVES	COMMENTS	STATUS / COMPLETION DATE
RECREATION (cont.)	<ul style="list-style-type: none"> • Develop additional birthday party packages to increase participation and revenue. • Develop alternative sports leagues and tournaments such as disc golf, wiffle ball, ultimate Frisbee. • Expand youth fitness programs. • Continue to enhance home school programs. • Increase the opportunities for teen programs by meeting with Middle School representatives. • Continue to maintain quality swim lesson program per community survey and annual lesson evaluations. 		2010-2011
			2010-2011
			2010-2011
			2010-2011
			Ongoing
			Ongoing
	LONG-TERM		
	SHORT-TERM		
FACILITIES	<ul style="list-style-type: none"> • Work to maximize program space at all facilities. • Change existing displays at Peck Farm Park. • Increase marketing efforts for miniature golf course. • Conduct more onsite training programs to remind and improve staff on customer service. 		2010
			Ongoing
			Ongoing
			Ongoing
	LONG-TERM		

Goal #5 The Geneva Park District will continue cooperative efforts with other governmental agencies and local service organizations to build strategic alliances. Functioning as a best management organization requires strong partnerships as a way of developing value for the taxpayers.

DEPARTMENT	OBJECTIVES	COMMENTS	STATUS / COMPLETION DATE
	SHORT-TERM		
ADMINISTRATION/FINANCE	<ul style="list-style-type: none"> Continue to meet with Township to program new senior facility at Wheeler Park. 		2010
	<ul style="list-style-type: none"> Continue to work with the City of Geneva regarding the Strategic Plan Bike/Pedestrian issues. Work should be financed between City, Park District, Forest Preserve & Township. 	Complete Wheeler Park Trail to Route 38.	2010-2012
	<ul style="list-style-type: none"> Continue to meet with legislators to inform them of park district issues. 	Include additional staff and/or board.	Ongoing
	LONG TERM		
	SHORT-TERM		
PARKS-DEVELOPMENT	<ul style="list-style-type: none"> Research land acquisition possibilities with Forest Preserve District, City and School District. 		Ongoing
	LONG-TERM		
	SHORT-TERM		
RECREATION	<ul style="list-style-type: none"> Develop an After School Program at Peck Farm Park for the Geneva Middle School 		2010-2011
	<ul style="list-style-type: none"> Conduct joint programs with the Library, School District, Forest Preserve and other Park Districts. 		Ongoing
	<ul style="list-style-type: none"> Continue developing the Kane County Naturalist Network with the Forest Preserve and nearby Park Districts. 		Ongoing
	<ul style="list-style-type: none"> Continue to develop and maintain positive relationships with all affiliate organizations for the purpose of advancing opportunities for youth. 		Ongoing
	<ul style="list-style-type: none"> Work with the School District to develop Intergovernmental Agreements as a way to enhance value for the taxpayers by sharing resources. 		Ongoing
	LONG TERM		

Goal #6 The Geneva Park District will continue to meet population growth demands by hiring additional personnel as needed, by retaining competent present personnel, and by training new personnel accordingly. The District is an equal opportunity employer and provides equal employment opportunities to all qualified persons. We will assure that the workplace culture for our employees fosters professional growth and assures an overall positive working atmosphere. We will dedicate ourselves toward enhanced use of technology by making improvements to the communications network, when necessary.

DEPARTMENT	OBJECTIVES	COMMENTS	STATUS / COMPLETION DATE
	SHORT-TERM		
ADMINISTRATION/FINANCE	<ul style="list-style-type: none"> Update computer system software as necessary. Continue to update and improve website. 		Ongoing
	<ul style="list-style-type: none"> Assess the salaries and benefits for part-time and full-time employees. 		Ongoing
	<ul style="list-style-type: none"> Encourage continuing education and training for full time staff in all departments. 		Ongoing
	LONG-TERM		
	SHORT-TERM		
PARKS	<ul style="list-style-type: none"> Develop GIS with City & Kane County identifying our parks & physical needs of parks. 		2010-2011
	<ul style="list-style-type: none"> Develop parks-oriented information for inclusion on website. 		Ongoing
	<ul style="list-style-type: none"> Continue volunteer programs for Peck Farm to operate or maintain butterfly house, assist with programs and operations. 		Ongoing
	<ul style="list-style-type: none"> Expand volunteer program to include assistance with Natural Areas management. 		Ongoing
	<ul style="list-style-type: none"> Hold staff training and communication meetings twice per year, minimum. 		Ongoing
		LONG-TERM	
	<ul style="list-style-type: none"> Add a full-time Parks staff member at Peck Farm Park. 		2011-2012
	<ul style="list-style-type: none"> Add a second full-time Naturalist for Peck Farm Park. 		2012-2013

Goal #6 Continued

DEPARTMENT	OBJECTIVES	COMMENTS	STATUS / COMPLETION DATE
	SHORT-TERM		
RECREATION	<ul style="list-style-type: none"> • Retain a full-time Office Manager/Receptionist for SPRC. • Retain a full-time Before and After School program Coordinator. • Research the viability of a Part-time marketing Coordinator. • Develop and implement service quality standards and procedures to achieve service quality goals. • Provide staff training on philosophies, policies, operating procedures, updated CPR/First Aid training. Make staff aware of continuing education workshops and seminars. • Develop and implement a marketing plan to recruit volunteers of all ages for special events within Recreation Department. • Evaluate all athletic staff at mid-point and end of season. • Continue in-service trainings for multiple types of computer software. 		2011-2012
			2011-2012
			2011-2013
			Ongoing
			Ongoing
			Ongoing
			Ongoing
			Ongoing
	LONG-TERM		
	SHORT-TERM		
FACILITIES	<ul style="list-style-type: none"> • Cross train all front line staff for expanded business hours and better customer service. • Continue training fitness center staff so they fully understand equipment, operations and safety measures. • Offer winter/spring training for Starguard lifeguard certification if necessary with additional staff for pool. • Hold staff training meetings for seasonal staff 2-3 times per season. 		2010-2011
			Ongoing
			Ongoing
			Ongoing
	LONG-TERM		

Goal #7 The Geneva Park District offer educational programs, classes and stewardship opportunities that increase environmental literacy of residents and will adopt environmentally friendly business practices that are fiscally responsible to conserve resources, educate the community and provide best practices in resource management.

DEPARTMENT	OBJECTIVES	COMMENTS	STATUS / COMPLETION DATE
	SHORT-TERM		
PARKS – ADMIN./ DEVELOPMENT	<ul style="list-style-type: none"> • Install rain barrels around the Peck Farm Park Interpretive Center buildings to conserve and recycle rain water throughout the site. • Actively seek and implement ways to conserve and protect water and soil, enhance air quality, limit the production and release of damaging pollutants, and protect wildlife. • Reduce waste production, reuse and recycle materials from facility and park operations, and handle hazardous and all other wastes according to lawful and safe procedures. • Actively seek and implement ways to conserve energy resources and investigate methods of applying alternative energy technologies. • Purchase products for use in facility and park operations, which minimize negative environmental impacts, taking into consideration the effects of product production, use, storage and disposal • Protect and restore indigenous natural communities such as grass lands, woodlands and wetlands and promote the reclamation, acquisition, preservation and management of other open space areas, including river corridors, greenways, and trails. • Provide education and interpretative opportunities for staff and for the public which will increase appreciation for the natural world and promote environmentally conscious lifestyles, emphasizing selective consumption and low-impact resource use. • Continue to recycle paper, plastic and metals using waste hauler or scrap metal recyclers. 		2010-2011
			Ongoing
			Ongoing
			Ongoing
			Ongoing
			Ongoing
			Ongoing
			Ongoing
			Ongoing
	LONG-TERM		
	<ul style="list-style-type: none"> • Use LEED guidelines when fiscally prudent in the construct of new facilities. 		Ongoing

Goal #8 The Geneva Park District will strive to strengthen and maintain fiscal health and stability. Availability of funding and overall good financial health is a prerequisite for carrying out some of the goals and objectives of the District.

DEPARTMENT	OBJECTIVES	COMMENTS	STATUS / COMPLETION DATE	
	SHORT-TERM			
ADMINISTRATI- ON/ FINANCE	<ul style="list-style-type: none"> Develop a fund balance policy. 		2010-2011	
	<ul style="list-style-type: none"> Develop a formal pricing strategy for all district programs and operations. 		2010-2011	
	<ul style="list-style-type: none"> Establish and maintain a minimum of 90-days reserve in operating funds. 		Ongoing	
	<ul style="list-style-type: none"> Provide monthly Investment Reports to the Board at the Regular Board Meeting 		Ongoing	
	<ul style="list-style-type: none"> Provide monthly Revenue & Expenditure reports to the Board at the Regular Board Meeting. 		Ongoing	
	<ul style="list-style-type: none"> Ensure safety of District's cash and investments while maximizing rate of return on investments. Return on investment is of secondary importance compared to the safety of investments. 		Ongoing	
	<ul style="list-style-type: none"> Maximize annual tax levy and Limited GO Bond issues. 		Ongoing	
	<ul style="list-style-type: none"> Reduce dependence on Real Estate taxes by further diversifying revenue streams. 		Ongoing	
	LONG-TERM			
	<ul style="list-style-type: none"> Maintain or improve District's credit rating. 		Ongoing	
<ul style="list-style-type: none"> Develop a five year budget as a tool for future financial planning. 		2010-2011		