



Geneva Park District

Short and Long Range Plan

Annual Goals & Objectives

2012

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"> Include 1-3 safety trainings each full-time staff meeting. 		2012
	<ul style="list-style-type: none"> Organize and streamline collection of Certificate of Insurance forms from outside agencies, vendors, contractors etc. 		2012
	LONG-TERM		
	ONGOING		
	SHORT-TERM		
PARKS	<ul style="list-style-type: none"> Complete additional burn training and documentation required for prescribed burns. 		2012
	<ul style="list-style-type: none"> Continue installation of fibar and investigate alternative installation methods or safety surface applications. 		2012
	<ul style="list-style-type: none"> Ensure current projects and renovations are ADA compliant. 		2012
	<ul style="list-style-type: none"> Complete required annual PDRMA trainings and develop required policies that apply. 		2012
	<ul style="list-style-type: none"> Conduct a park signage audit to discern placement and maintenance requirements 		2012
	<ul style="list-style-type: none"> Implement computer tracking program for facility inspection and repair. 		2012-2013
		LONG-TERM	
	<ul style="list-style-type: none"> Develop an ADA transition plan to obtain compliance for all facilities, parks and services. 		2011-2014
	ONGOING		
	<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. 		Ongoing
	<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. 		Ongoing

Goal #1 Continued

DEPARTMENT	OBJECTIVES	COMMENTS	STATUS / COMPLETION DATE
RECREATION	SHORT-TERM		
	LONG-TERM		
	ONGOING		
	<ul style="list-style-type: none"> Perform and document spring storm drills, fall fire drills and annual intruder training at SPRC, GCC 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"> Maintain 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
FACILITIES	SHORT-TERM		
	<ul style="list-style-type: none"> Research the feasibility of expanding computerized key fobs of Park District facilities. 		2012
	LONG-TERM		
	ONGOING		

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
PARKS – ADMIN./ DEVELOPMENT	SHORT-TERM		
	LONG-TERM		
	<ul style="list-style-type: none"> Construct new nature Playground at Peck Farm Park. 		2012-2014
	<ul style="list-style-type: none"> Research the possibility of developing a dog park. 		2012-2014
	<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. 		2012-2015
	<ul style="list-style-type: none"> Construct new water playground in second location west of Randall Road if necessary. 		2012-2015
	<ul style="list-style-type: none"> Include development plan for Peterson property in 2013 Master Plan. 		2013
	<ul style="list-style-type: none"> Continue to develop all units of Phase III and IV at Peck Farm Park. 		2013-2015
	<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. 		2014-2016
	ONGOING		
	<ul style="list-style-type: none"> Continue to investigate opportunities to acquire open space for passive and active recreation. 		Ongoing
	<ul style="list-style-type: none"> Construct additional bike/pedestrian trails per City of Geneva Strategic Plan. 		Ongoing
	<ul style="list-style-type: none"> Continue restoration and overseeding of prairie at Peck Farm. 		Ongoing
	RECREATION/ FACILITIES	SHORT-TERM	
<ul style="list-style-type: none"> Finalize the Links Disc Golf Course. 			2012
LONG-TERM			
<ul style="list-style-type: none"> Research the possible expansion of SPRC fitness center. 			2012-2013
<ul style="list-style-type: none"> Review renovating & expanding Stone Creek Mini Golf to include expanded concessions, a program/party room and a game room. 			2012-2014
<ul style="list-style-type: none"> Finalize outdoor pool third phase expansion to include lap lanes & activities for older children. 			2012-2015
ONGOING			
<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"> Repair bridge at Island Park. 		2012
	<ul style="list-style-type: none"> Update and replace Deerpath Park playground. 		2012
	<ul style="list-style-type: none"> Update and replace Island Park playground. 		2012
	<ul style="list-style-type: none"> Develop a tree audit system to account for new plantings, maintenance and removals. 		2012-2013
	<ul style="list-style-type: none"> Resurface Fox River Trail or portions thereof as necessary. 		2012-2013
	<ul style="list-style-type: none"> Restore shoreline at Bennett Park. 		2012-2013
	<ul style="list-style-type: none"> Expand greenhouse at Wheeler Park to accommodate annual and native plant propagation. 		2012-2013
	LONG-TERM		
	<ul style="list-style-type: none"> Repair or replace N.E. section of river wall at Island Park. 		2012-2014
	<ul style="list-style-type: none"> Reconstruct retaining wall between south access road at Island Park and railroad property. 		2012-2014
	<ul style="list-style-type: none"> Improve Peck Farm House front porch to replicate the original front porch. 		2012-2014
	<ul style="list-style-type: none"> Investigate cost and work schedule to repair basement of Peck House. 		2012-2014
	<ul style="list-style-type: none"> Restore Good Templar Acquisition Property. 		2012-2014
	<ul style="list-style-type: none"> Update and replace Fargo Park playground. 		2013-2014
	<ul style="list-style-type: none"> Update and replace Lions Park playground. 		2013-2014
	<ul style="list-style-type: none"> Update and replace Meadows Park playground. 		2014-2015
	<ul style="list-style-type: none"> Add storage shed or barn at Peck Farm Park Maintenance Facility. 		2015-2016
	ONGOING		
	<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. Overseed with native plants as necessary. 		Ongoing
	<ul style="list-style-type: none"> Develop a natural area inventory to gauge progress and implement maintenance and improvement activities. 		Ongoing

Goal #3 Continued

DEPARTMENT	OBJECTIVES	COMMENTS	STATUS / COMPLETION DATE
PARKS (cont.)	<ul style="list-style-type: none"> Continue to market and maintain newly constructed ice rinks at Wheeler Park. 		Ongoing
	SHORT-TERM		
RECREATION – FACILITIES/ DEVELOPMENT	<ul style="list-style-type: none"> Prepare sign audit and replacement at pool and mini golf. 		2012-2013
	<ul style="list-style-type: none"> Tint second level windows at SPRC. 		2012-2013
	<ul style="list-style-type: none"> Begin 3-5 year replacement plan on all SPRC cardio equipment. 		2012-2013
	<ul style="list-style-type: none"> Replace all carpet at Stone Creek Miniature Golf. 		2012-2013
	<ul style="list-style-type: none"> Renovate & improve one hole per year at Stone Creek Miniature Golf Course. 		2012-2013
		LONG-TERM	
	ONGOING		
	<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"> Implement a 2-3 year rotation of baseball field laser grading. 		Ongoing

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 for and implement phone registration as another option for registering for programs. • Investigate the addition of social networking to our marketing plan. 		2012-2013
			2012-2013
	LONG-TERM ONGOING		
	<ul style="list-style-type: none"> • Review programs and the registration process for possible updates and computer technology upgrades. • Develop procedures to utilize email as a communication link with program participants. 		Ongoing
	SHORT-TERM		
RECREATION	<ul style="list-style-type: none"> • Evaluate offerings and increase toddler, youth and teen program offerings and vary times to include evenings and weekends. • Hire additional toddler, youth and teen instructors for evening and weekend programs. • Evaluate current Adult and AOA offerings to produce a new line of trendsetting offerings. • Increase programming at Peck Farm Park to increase revenue by 10%. • Increase tumbling and beginning gymnastics participation with new Jungle Gym theme. • Increase personal training participation and revenue by developing a Pilates Reformer program and sport specific training programs. • Increase communication with parents and increase participant satisfaction of swim lesson program. • Expand Family Programs as a new program area. • Offer CPR classes to the public. • Service Quality Task Force to implement immediate and Year 1 recommendations from Service Quality Assessment. • Marketing/PR Coordinator to formalize plan to cross promote/sell holes at Stone Creek Miniature Golf Course and the Links Disc Golf Course. 		2012
			2012
			2012
			2012
			2012
			2012
			2012
			2012
			2012
			2012
			2012

Goal #4 Continued

DEPARTMENT	OBJECTIVES	COMMENTS	STATUS / COMPLETION DATE
RECREATION (cont.)	<ul style="list-style-type: none"> Develop proposal for After School Environmental Education program. 		2012-2013
	LONG-TERM		
	<ul style="list-style-type: none"> Research and implement Preschool enrichment program. 		2012-2015
	<ul style="list-style-type: none"> Expand Kinderzone if viable to GCC. 		2012-2015
	<ul style="list-style-type: none"> Develop proposal for After School Environmental Education Preschool program. 		2013-2015
	ONGOING		
	<ul style="list-style-type: none"> Implement additional programs in the areas of need identified in the 2010 Community Survey. 		Ongoing
	<ul style="list-style-type: none"> Work with Marketing/Public Relations Coordinator to increase promotions of programs and special events with decreased participation. 		Ongoing
	<ul style="list-style-type: none"> Continue to expand high School Sports leagues. 		Ongoing
	<ul style="list-style-type: none"> Continue to expand youth fitness programs. 		Ongoing
	<ul style="list-style-type: none"> Continue to enhance home school programs. 		Ongoing
	<ul style="list-style-type: none"> Evaluate special events for future viability and growth. 		Ongoing
	<ul style="list-style-type: none"> Implement necessary adjustment to events and programs for positive growth. 		Ongoing
	<ul style="list-style-type: none"> Streamline sponsorship efforts to fully realize sponsorship potential. 		Ongoing
	<ul style="list-style-type: none"> Increase the opportunities for teen programs by meeting with Middle School representatives. 		Ongoing
	SHORT-TERM		
FACILITIES	<ul style="list-style-type: none"> Implement full scale retention program. 		2012
	<ul style="list-style-type: none"> Work to maximize program space at all facilities including viability of Day Care at GCC. 		2012-2013
	LONG-TERM		
	ONGOING		
	<ul style="list-style-type: none"> Change existing displays at Peck Farm Park. 		Ongoing
	<ul style="list-style-type: none"> Increase marketing efforts for miniature golf course and Sunset Pool. 		Ongoing
<ul style="list-style-type: none"> Conduct more onsite training programs to remind and improve staff on customer service. 		Ongoing	

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
ADMINISTRATION/FINANCE	SHORT-TERM		
	LONG-TERM		
	ONGOING		
	<ul style="list-style-type: none"> • Continue to meet with Township to program new senior facility at Wheeler Park. 		Ongoing
	<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.	Ongoing
	<ul style="list-style-type: none"> • Continue to meet with legislators to inform them of park district issues. 		Ongoing
PARKS-DEVELOPMENT	SHORT-TERM		
	LONG-TERM		
	ONGOING		
	<ul style="list-style-type: none"> • Research land acquisition possibilities with Forest Preserve District, City and School District. 		Ongoing
RECREATION	SHORT-TERM		
	LONG-TERM		
	ONGOING		
	<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
	<ul style="list-style-type: none"> • Continue to cooperate with the Youth Coalition to promote positive choices. • Work with Chamber of Commerce on events and marketing of Geneva Park District. 		Ongoing

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
ADMINISTRATIVE / FINANCE	SHORT-TERM		
	<ul style="list-style-type: none"> Per law, Board members need to complete electronic training on Open Meetings Act by January 1, 2013. 		2012
	<ul style="list-style-type: none"> Create a new employee orientation system whereby all employees are trained on Park District Customer Service Standards. 		2012-2013
	LONG-TERM		
	<ul style="list-style-type: none"> Create paperless employment files. 		2015-2016
	ONGOING		
	<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 all full time staff. 		Ongoing
	PARKS	SHORT-TERM	
LONG-TERM			
<ul style="list-style-type: none"> Add a full-time Parks staff member at Peck Farm Park. 			2011-2014
<ul style="list-style-type: none"> Add a second full-time Naturalist for Peck Farm Park. 			2014-2015
ONGOING			
<ul style="list-style-type: none"> Develop parks-oriented information for inclusion on website. 			Ongoing
<ul style="list-style-type: none"> Continue volunteer program for Peck Farm to operate butterfly house, assist with programs & 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

Goal #6 Continued

DEPARTMENT	OBJECTIVES	COMMENTS	STATUS / COMPLETION DATE
RECREATION	SHORT-TERM		
	<ul style="list-style-type: none"> Service Quality Task Force to implement recommendations from assessment. 		2012-2013
	LONG-TERM		
	ONGOING		
	<ul style="list-style-type: none"> Continue to develop recreation intern program. 		Ongoing
	<ul style="list-style-type: none"> Implement service quality task force standards and procedures to achieve service quality goals based on Service Quality Assessment. 		Ongoing
FACILITIES	<ul style="list-style-type: none"> Provide staff training on philosophies, policies, operating procedures, updated CPR/First Aid training. Make staff aware of continuing education workshops and seminars. 		Ongoing
	<ul style="list-style-type: none"> Research viability of additional CLASS training. 		Ongoing
	SHORT-TERM		
	LONG-TERM		
	ONGOING		
	<ul style="list-style-type: none"> Continue training fitness center staff so they fully understand equipment, operations and safety measures. 		Ongoing
<ul style="list-style-type: none"> Offer winter/spring training for Starguard lifeguard certification if necessary with additional staff for pool. 		Ongoing	
<ul style="list-style-type: none"> Hold staff training meetings for seasonal staff 2-3 times per season. 		Ongoing	
<ul style="list-style-type: none"> Evaluate seasonal staff at mid point and end of season. 		Ongoing	
<ul style="list-style-type: none"> Evaluate all staff at least annually. 		Ongoing	

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
PARKS – ADMIN./ DEVELOPMENT	SHORT-TERM		
	<ul style="list-style-type: none"> Develop and implement public programs for recycling batteries, light bulbs and fitness shoes. 		2012
	<ul style="list-style-type: none"> Develop a plan for a composting demonstration at Peck Farm Park. 		2012
	<ul style="list-style-type: none"> Develop a plan for composting at the Community Gardens. 		2012
	<ul style="list-style-type: none"> Develop a print policy to conserve paper. 		2012-2013
	<ul style="list-style-type: none"> Investigate transition to battery or electric parks maintenance tools and equipment. 		2012-2013
	LONG-TERM		
	<ul style="list-style-type: none"> Develop and implement plan for paperless office. 		2015-2016
	ONGOING		
	<ul style="list-style-type: none"> 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. 		Ongoing
	<ul style="list-style-type: none"> 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. 		Ongoing
	<ul style="list-style-type: none"> Actively seek and implement ways to conserve energy resources and investigate methods of applying alternative energy technologies. 		Ongoing
	<ul style="list-style-type: none"> 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. 		Ongoing
	<ul style="list-style-type: none"> Protect and restore indigenous natural communities such as grass lands, woodlands & wetlands and promote the reclamation, acquisition, preservation & management of other open space areas, including river corridors, greenways, & trails. 		Ongoing
	<ul style="list-style-type: none"> Provide education and interpretative opportunities for staff and public to increase appreciation for the natural world & promote environmentally conscious lifestyles, emphasizing selective consumption & low-impact resource use. 		Ongoing
<ul style="list-style-type: none"> Continue to recycle paper, plastic and metals using waste hauler or scrap metal recyclers. 		Ongoing	
<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"> Earn Certificate of Achievement Award from GFOA demonstrating transparency and full disclosure in the District's financial statements. 		2012
	<ul style="list-style-type: none"> Develop a formal pricing strategy and guidelines for all district programs and operations. 		2012-2013
	LONG-TERM		
	<ul style="list-style-type: none"> Increase reserves in the special funds, per the Fund Balance Policy, to the annual identified target. 		2012-2015
	<ul style="list-style-type: none"> Develop a multi-year operating budget as a tool for future financial planning. 		2013-2014
	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, reducing expenditures and/or introducing cost efficiencies where possible. 		Ongoing	
<ul style="list-style-type: none"> Maintain or improve District's credit rating. 		Ongoing	
<ul style="list-style-type: none"> Maintain Fund balance Policy on a biannual basis. 		Ongoing	
<ul style="list-style-type: none"> Maintain reserves in the General Fund. 		Ongoing	