

Recreation Committee Meeting Minutes

2:00 pm

May 6th, 2010

Present: Commissioner Pat Lenski

Absent: Commissioner Peggy Condon

Staff: Jay Kelly, Beth Keen, Mickey Boyle, Michael Contreras, David Schindley, Diane Rowe, Dana Hofmann, Nicole Vickers, Stacey Fedyski, Traci Wicks

- Supt. of Rec. Jay Kelly began by explaining details of the agenda. Mr. Kelly then went over the summary of Recreation Fund Surplus/Deficit to show what accounts are offset by net revenue from recreation programming and how many overhead expenses are not included in the cost analysis of programs.
- Supt. of Rec. Kelly then went on to discuss highlights from fall programs. Growth of programs, special events and participation continued for the fall season. Revenue in fall increased by approximately \$40,000 with expenses increasing by \$28,500 leaving a net increase of \$10,162.12 compared to last year.
- Winter showed an increase in programs offered and held along with a slight increase in participation. Expenses were up approximately \$21,000 and revenue grew by nearly \$40,000, leaving an increased net of \$16,500. Fitness, Dance and Gymnastics highlighted the winter with these program areas each showing increases of nearly \$7,000 from last year with Day off Trips showing a nice increase as well.
- Supt. of Rec. Kelly commented that overall the areas of programming remain strong with a couple of areas that will be given closer attention. He commented on the effort and hard work that recreation staff has put into offering a variety of programs during the Fall/Winter season. He said staff are staying ahead of trends as well as condensing and refreshing existing programs.
- Commissioner Lenski asked what Adult Leagues consisted of for the fall and winter seasons. Athletic Supvr. Mike Contreras responded that the adult leagues are basketball, softball and flag football.
- Each supervisor was then asked to give a few highlights from each of the program areas listed in the fall and winter report.
- Rec/Aquatic Coordinator Mickey Boyle: He stated that he has seen a slight growth in participation in Fall/Winter. He attributes this to offering programs that reflect trends in society such as: Ballroom Dance, Bollywood Dance, Beer Tasting, as well as increased Marketing efforts. Mickey also discussed the success of the special events, and looking at ways to increase them this fall. Just Dad n' Me dance had 933 participants and will possibly increase to 950 for winter 2011.
- Asst. SPRC Manager/Athletic Supervisor Dave Schindley: David restructured several of the men's basketball leagues to increase participation in the fall and winter. He broke Monday into 3 sessions and the Sunday Night League is 2 sessions. New programs include Boxing and Archery have been successful. In the winter, All Star Sports added a new dodge ball class. There was a new special event added in the

winter, the New Years Eve Tot Bash, which was a success with hopes to expand it in the future. He also commented about the Parents Night Out, which was a new event that runs Fall-Spring and has become increasingly popular.

- Athletic Supervisor Mike Contreras: Men's softball was up 3 teams over last year in the fall. Teen programs continue to grow. David and Mike are looking into incorporating Wii into Open Gym to increase teen programming. Martial Arts continues to stay steady, however he is looking at new ideas for programming. Ski Trips were successful this winter with the new package price option for teens to sign up to participate in all 3 trips. Also Mike and David are looking into offering a variety of programs that have sport themes (March Madness, All-Star Game, Kentucky Derby, etc)
- Senior/Trip Coordinator Diane Rowe: Diane commented that the Fall/Winter trips are doing well. They utilized the motor-coach bus six times in the fall and traveled to a new theater and museum in the winter. Geneva Friendly Seniors meetings have been going well. In the fall they averaged between 30-40 participants, with 50 at the December Holiday Meeting. The January meeting will be reinstated with the newly elected president of the Geneva Friendly Seniors. They will be looking at incorporating new food/luncheons into their monthly meetings in hopes of increasing attendance.
- SPRC Facility Manager Dana Hofmann: Created new Move It To Lose It Fitness Challenge Program in September with 30 participants and it continues to grow each season, averaging 30 participants and staying steady. A Teen Move It To Lose It program will be added in the summer.
- Facilities Manager Nicole Vickers: Fitness classes continue to grow in popularity and we have incorporated additional successful classes with the addition of SPRC. New classes that were added in the Fall/Winter include: Circuit, Zumba Toning, Intermediate Belly Dancing, Spinning, Teen Yoga Fusion, and 20/20/20. Just one spin class had to be canceled during the fall/winter. She also mentioned that the Spin bikes will be fully paid for at the end of the spring.
- Recreation Supervisor II Stacey Fedyski: Stacey said that the Day off Trips participation has increased due to the success of the Before/After School Program (Kid's Zone) and she hopes it will continue to increase with the addition of the Kinder Zone program that starts next fall. She has begun to revamp the youth programs by looking at new instructors and new programs. Some new programs included violin, Stuff n' Fluff classes, and sewing. She will also begin cooping programs with St. Charles in addition to Batavia with hopes of increasing participants.
- Recreation Supervisor I Beth Keen: She reported that toddler program participation went well in fall/winter. They have been expanding programs into SPRC to utilize rooms. Junior Gym was added at GCC in September and is continuing to grow in popularity. There has been a decline in the older boy enrollment believed to be due to the increase in youth athletic programming at that time. Overall, tumbling has seen a slight increase since the addition of the Jr. Gym. There was 3 Nutcracker Shows this past winter, which is an increase over last year. Dance Company and Gymnastics are

going strong. Gymnastics team continues to grow. There are over 50 participants in the Dance Company. Two dance/cheerleading competitions were held in the winter, both went great. Preschool is going well and an additional class room was added.

- Review of 2009-10 Goals: Supt. of Rec. Kelly explained that the goals are a combination of ongoing departmental goals, short and long range planning and individual staff goals. He also reviewed the 2009-10 goals highlighting goals from each area.
- Review of 2010-11 Goals: supt. of Rec. Kelly reviewed the goals for 2010-11 highlighting goals from each area.
- In reference to the annual comparisons in programs/participants, Commissioner Lenski asked if the number of programs listed on the chart were programs offered vs. programs cancelled. Supt. of Rec. Kelly responded that 66% of programs offered in Fall/Winter were held, with a 34% cancellation rate. Commissioner Lenski commented on how incredible the growth has been over the years in both programs and participation. Both commented on the great job staff does continuing to offer quality programming and how the community supports the Park District. Mr. Kelly said that our numbers continue to hold strong in a weakened economy.
- Marketing/Public Relations Supervisor Wicks: She stated the new revised website was launched in December and features a Google Interactive Map, Icons for easier navigation as well as a calendar of events. The website and e-marketing continues to be a primary marketing medium. Since April 2009, our website has seen over 36,000 visitors and continues to grow. E-blast has been expanded over the past year, including a variety of e-blasts that are sent out to promote a variety of events, programs and District happenings. Traci has designed one full year of brochures and continues to work on expanding the photo library. Several newsletters were created to help market programs, including Nature News, Adult Newsletter, and Kids News. Tri-fold brochures were created for the fitness centers, as well as Kid's Zone. In the winter, a variety of media was used in the new Fall/Winter Fitness Campaign. The advertising/sponsorship revenue was up 65% over budget.

Secretary

Submitted By: Jay Kelly