

Recreation Committee Meeting Minutes

3:30 pm

May 9th, 2011

Present: President Susan VanderVeen, Commissioner Pat Lenski

Absent: None

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

Jay welcomed Susan and Pat and thanked them for being able to attend our meeting.

- Supt. of Rec. Jay Kelly began by explaining details of the agenda which includes the Fall and Winter Cost Analysis and Program Reports. Mr. Kelly explained that when we get into the supervisors summarizations of the fall and winter we will have them do both together to minimize repetition.
- Supt. of Rec. Kelly then went on to discuss the committee reports, as in past the memo talks about how the cost analysis does not reflect overhead costs however it does reflect one quarter of the 25% administrative and public information operations. We have initiated the process of the pricing strategy and that strategy will do a few things, one it will classify all of our programs into merit, public or private, meaning what should the subsidy be from park district funding, should it be free, should it be 70% or should it be full paid as if from a private sector (memberships). It will give the true cost of programs both direct and indirect along with defining our overall overhead and how we should charge the various program areas and events. Once complete, the cost analysis moving forward would show a direct correlation of all cost involved. What we currently do in regards to offsetting indirect costs, is represented by the \$29,647 which is 1/4 of 25% of our administrative and public information operation expenses. Once again, overall we are doing well into the fall with the fact that we have increased participants and our net/gain loss is up 17,500. Revenue and expenses are looking good, participation is up and there are certain program areas, as staff will explain, that are down. Beginning this spring we have revamped the program responsibilities for the staff. We will start with the staff reports. Feel free to ask questions as needed.
- Recreation Supervisor II Stacey Fedyski: The youth programming for fall was up by \$2,000 with winter being slightly less in profits. We did do a lot of condensing of programs in the winter which led to a lower cancellation rate for the programs. Stacey reported that she did start to oversee special events during this time with changing the dates for the Mom N Son night to go along with the Just Dad N Me Dance and ended up with 311 participants for Mom N Son night compared to the past when it was held in the summer when they had approximately 40 people. The program changed with the addition of music in the gym, activities in the gym and the response was very good. She will be looking at possible venue changes for the future. This year was the first year of doing the Kinder Zone program at SPRC and she has sent out the evaluations and the feedback so far has been phenomenal from the community and all of the participants. Eventually we might have to look for additional space. Everyone is very pleased with the program and it has been more than they have expected. Stacey has begun the registration for the 6th Grade Kids Zone program. The numbers are low right now as expected for the older group and she has started to market this

program heavily throughout the end of the school year and the summer also. Kids Zone is going well again this year with waitlists already for the fall for most if not all of the schools. Unfortunately we do not have additional space, therefore the waitlists.

- Recreation Supervisor I Beth Keen: Dance is very consistent for fall/winter. Toddler programming for fall was down and she tried to revamp some of the programming. As far as winter we weren't as far down as the fall but we still saw decreases. Tumbling from 2009 had more expenses due to training of new instructors which pushed the expenses up for that season.
- Facilities Manager Nicole Vickers: In reference to fitness classes, the numbers are fairly consistent as far as net/gain loss. We saw an increase this past year. We did see a small decrease in the winter which could be partially due to some classes that were running at minimum. Dana has been working on replacing some of the outdated classes and looking for new ideas. Nicole mentioned that SPIN classes are also running out of the gym at SPRC and that has been working out really well as far as revenue goes. The same classes have been running really strong throughout the season. Jay asked about the new fitness class and its name. It is called Piloxing, a combination of Pilates and boxing.
- SPRC Facility Manager Dana Hofmann: The Move it to Lose It program is still going strong. The fall did not have as many participants but as winter came the numbers increased. Dana did add taking one of the personal trainers and had some personal training classes for kids ages 12-16, a training class for running a 5K, as well as a boot camp for the participants who have finished the class.
- Recreation Coordinator Matt Netrefa: The day off trip numbers are all up with the growth of the Kids Zone program. The discrepancies in the numbers are because they have more days off than other times of the season. The winter and spring break camps will be moved to Western Avenue School due to the numbers enrolled in the program and space availability. It will help with the gym space discrepancies at SPRC with programs running there. Both camps will be five days a week and we will be adding two trips per week. There will be a teen winter blast camp to encourage the 6th grade Zone to attend. Matt is adding some enrichment programs utilizing the current staff and also people in the community. We would like to continue with the health and nutrition program in line with the Kane County Fit 4 Kids initiative as well as the Peck Farm Park program. He would like to look into adding some art & theatre programs, community service, media and would help use some of the equipment they have purchased earlier this year.
- Recreation/Aquatic Coordinator Mickey Boyle: Adult programming saw a slight decrease from the previous year. We are trying some additional marketing techniques to try to get this specific group involved. We have seen some cancellation rates that are higher than normal and have been trying to consolidate some classes and it appears that it has been working but it has not been as beneficial as we would like. Special events for fall/winter either were consistent or increased in numbers and revenue. Halloween Hayday in 2009 was low due to the H1N1 outbreak in the media. We saw a good rebound with numbers much higher this year. For Just Dad N Me we increased availability for the gym and this is the first year we had over 1,000 people.

- Asst. SPRC Manager/Athletic Supervisor Dave Shindley: In regards to the adult leagues, the adult volleyball leagues were up and running for the first time in a few years. Men's basketball Sunday night league had 17 teams and continues to grow. As far as special events Mike and David had put together a basketball bonanza event that was not as successful as expected but they did receive some feedback back as to how to improve this event. David would like to have it as a kickoff to all of the in house leagues that are offered. All Star Sports has declined the last couple of seasons so David met with All Star to come up with a marketing plan, and plan to revamp classes. Parents Night Out has been successful and he will continue to come up with new themes to make the program grow.
- Athletic Supervisor Mike Contreras: Mike talked about the revamping of Youth Basketball. Next year it will be more structured as far as when the days of practice will be and hopefully get a better enrollment for this program. Mike worked with Mickey on the 5K races this past year. The Harvest Hustle was up 66 participants from last year and the new Super Bowl Shuffle that had 401 participants and was a huge success. The shirts and sweatshirts were incorporated to make it appealing to the participants and have noticed that to be a big difference. Mike went over the Teen programs and stated as usual they have always been a hit or miss. The fall was down, the canoe trip was cancelled; paintball trip was no longer offered with St. Charles. Mike is checking into co-op programs with other park districts for teens. Mike stated that he is looking into freshening things up as far as athletics and get more leagues at better times. Martial Arts has had a slight decrease. Mike will be taking over gymnastics and has been meeting with Kim Hostman trying to get some new ideas for the program, possibly having something like "The Geneva Gymnastics Academy" and give it more of a name to the program.
- Senior Coordinator Diane Rowe: The revenue for senior trips is up and she stated that she is looking to work with the Geneva Township Center to promote some of our events and trips. St. Charles has purchased a new bus which will be beneficial for some of our summer co op trips.
- Supt. of Rec. Jay Kelly wanted to add to the reports and touch on what Mike said about youth softball and youth basketball enrollment being down. We are working on being as specific as possible for the different age groups as to days and times that games/practices will take place. We are looking into working with the basketball leagues in Geneva and looking to pick up the children who are not picked up for the travel leagues. We will be doing a C level travel program next year. Jay also stated that as a reminder in the fall we increased the non resident rate to 50% of the program cost or maximum of \$20.00. Jay reported that as requested at the fall meeting, we did add the 2009 comparisons and the evaluation top box score with our goal to have it implemented in the spring/summer report and moving forward we will have annual comparisons with that. The cancellation rate is something we are very mindful of. When participation is down and the cancellation percentages are up, yet the net is slightly down telling us that staff has done a good job managing their expenses.
- Fall participation is up with a net gain of \$17,000 and the winter participation is up \$13,000. Obviously there are trends in program areas that we need to attend to and Traci is working very hard with the staff on marketing these types of programs. Stacey has taken over special events and has had some very creative ideas.

- Supt. of Rec. Jay Kelly asked to look at the sheet for the fiscal year comparison. Participation is up by 5,200 and the number of programs is down by 83 and it is not alarming due to the fact of we have been very mindful of the offerings and consolidation of classes. Looking at summer and fall numbers are different as Folk Fest was moved from the fall into the summer. We have offer 3,400 programs and that is well above other districts. President Susan VanderVeen commented that we do offer a lot of programs.
- Marketing/Public Relations Supervisor Traci Wicks: Each year primarily in the beginning of the year and in the fall we do a fitness initiative to promote health and wellness as well as getting new memberships and she has put together a report on the return on investments. Traci stated as far as the numbers go we have made a return on the investments very well. The major new item that we tried this year was a clipper ad that was a little expensive but it paid off with selling 11 memberships with revenue of \$3,600 and the actual cost of the ad was \$1,800. One of our more successful promotions not only for fitness but for other programs is the blow in card that appears in our brochure. It is an added card that has four sides and allows us to promote internally and run depending on the season. In the fall of 2010 we sold 97 memberships. All of the ads are streamlined and the call to action is a free week trail. The sudden values e blast we utilize all year round primarily with the pool and mini golf coupons were very successful. President VanderVeen asked about the total revenue and Traci explained it is the revenue generated by the memberships sold. Commissioner Lenski asked where the coupon appears and Traci explained it appears in the brochure and explained the process of how the printer adds this feature. Jay explained that in our marketing campaign we try to remain consistent as far as what is being put out there and explained that Traci tracks all of these aspects. President VanderVeen was surprised that the Sudden Value numbers were low and Traci explained that this was offered with other items on the marketing spectrum. Mini golf and the pool have a much better response through Sudden Value. Traci also explained that she continues to go to Sudden Value since it reaches around 40,000 people in the Tri-Cities area.
- Supt. of Rec. Jay Kelly went over some of the 2010-2011 goals. It shows which have been completed, incomplete or ongoing. Jay touched base on a few. Jay shared some of the next year's goals and highlighted a few points. Swim lessons was a topic that Jay spent some time on. Mickey and the staff have worked hard evaluating the swim lesson program. The program itself is a very solid program but it has been perceived as chaotic with the amount of people on the deck. Jay reported that we have done a really good job this year in educating the participants as to what is to be expected. We have a new swim lesson coordinator and we have some ideas on better communication with the parents and participants. Mickey and Jay discussed this in detail. President VanderVeen asked about ratios and parents role while on deck. Another topic of conversation was the baseball fields. Commissioner VanderVeen asked Mike if we had plans on laser grading the practice fields. Mike replied no. Laser grading has proven to be very positive in its use. Commissioner Lenski asked what the relationship is with Geneva Baseball as far as fields. Mike replied that we maintain all of the fields and Geneva Baseball pays a user fee. Commissioner Lenski asked how much, Jay stated on an annual basis it is approximately \$50,000. Jay will report back to Commissioner Lenski with an exact price.

- Commissioner Lenski then went on to say he saw in a park magazine about an artificial turf diamond and was curious on the price. Mike stated that they had thought about doing the batters boxes in turf to eliminate the grinding but it was quite costly along with safety concerns. Commissioner Lenski asked that we inquire about a price on it. He stated it would be nice to have one showcase diamond in our parks. Jay stated that it is quite costly to astro turf the entire field. Mike also stated that there are a number of ACL and MCL problems due to the turf.
- Commissioner Lenski commented that he would like to see the mats in the fitness center replaced on a regular basis.

Jay went over the goals for the future and touched base on a few highlighted goals. Jay will get some notes together on questions that were made and the meeting was adjourned.

Secretary

Submitted By: Jay Kelly/Dianne Jackson