

Recreation Committee Meeting Minutes
November 5, 2009
7:00 p.m.

Present: Commissioner Pat Lenski, Commissioner Peggy Condon, Director Sheavoun Lambillotte, Superintendent of Recreation Jay Kelly
Recreation Staff: Diane Rowe, Mike Contreras, Stacey Fedyski, Beth Keen, Dana Hofmann, Nicole Vickers, Mickey Boyle, Traci Wicks, and David Shindley

Supt. of Recreation Jay Kelly called the meeting to order by having all the Rec. Staff introduce themselves and give a brief synopsis of what they do for the Park District. Jay introduced Commissioner Peggy Condon and our new Commissioner Pat Lenski.

Jay started by discussing the 2009-2010 Recreation Fund Summary of Revenue & Expense. Jay gave a brief explanation that he would be discussing the past seasons spring and summer cost analysis for the operating expenses directly associated with our programs.

Jay discussed the cost analysis: Spring 2009 he summarized the number of programs offered and held compared to spring 2008. He discussed that number of programs and participants were down a bit from last year, but when you compare the total expenses and total revenue the numbers are higher this year primarily due to the addition of the before and after school program and when reviewing the operating net gain (loss) the numbers are higher than last year from \$89,411.00 to \$108,789.98. The administrative/facility costs that is the quarterly expense of that loss from last year was \$32,933.00 to \$34,588.00 which gives us a net gain/loss from last year of \$56,478.00 to \$74,201.98 for the season. This surplus is used to maintain facilities for capital improvements and future maintenance.

Jay briefly explained that if you take out the before and after school program the numbers would be down from last spring. He will be reviewing the program areas in depth, marketing, fees and any other concerns to see what we can do to get back to where we were the previous year. Again, the addition of the before and after school was great but we do not want our programs areas to suffer. He would like to review this so we can get back to maintain the same level we were at. The economy may be a factor.

Peggy Condon asked Jay if he knew which program areas might have affected these numbers. He responded that the program areas that were primarily down were General Athletics and All Star Sports due to in the spring where some of the information didn't get into the brochure. The Martial Arts programs were down because before they could only register through Geneva Park District, and now participants can register in St. Charles and Batavia too.

Jay stated that Preschool was down from last year. Jay asked Beth Keen to explain what happened in the last year. Beth said it was primarily due to a salary change with 3 to 4 of her preschool teachers. Before these 3 to 4 teachers were being paid a year round salary as part of their contract. It was recently changed and this last summer we did not pay in the summer and got caught back up. So on the report it looks like we made a lot of money last year but the majority of that is due to the salaries we did not pay out in the summer and we have got them back on to a regular rotation. The school district has also added custodial fees of around \$6,000-\$7000.00 more than when we were at 4th Street.

Jay stated that there has been a decline in other program areas that caused approximately an \$18,000.00 difference, but the Preschool was noticeably the largest area affected. He will be looking at our offerings to make sure that we are offering all we can at the right time and the right place and reviewing our evaluations. We also need to be sensitive to the effects of the economy on our community.

SPRING SESSION

Senior/Trip Coordinator

Diane Rowe - She said this spring they had their annual Holland Tulip Festival which is always a great turnout. She also had a successful turnout with the "Church Basement Ladies" and will do the 2nd part of this play called a "Second Helping". She said the Geneva Friendly Seniors meetings have been going well.

Recreation Supervisor I

Beth Keen - She stated Dance programs are going great. She has been able to offer more classes due to the addition of a new instructor. The Gymnastics/Tumbling programs love the new equipment and our new Junior Gym. Toddler programs numbers are a little down from last year. Last year we offered a "Drop and Shop" program every Wednesday where parents could drop their children off for three hours. The numbers have changed due to the addition of SPRC and we have been running this program on our own, so the numbers have shifted into the Nursery area. Preschool has made about \$6,000.00 in revenue more this year from last.

Facilities Supervisor

Nicole Vickers - She had seen the Fitness numbers dropping and evaluated how to counteract this from continuing, so she decided to offer a wider variety of some of the more popular classes and extended Zumba which has been very popular. She had unfortunately lost two of her instructors including her Fitness Coordinator during the spring causing class cancellations.

Recreation/Aquatic

Mickey Boyle - Easter Egg Hunt and Basket delivery went well. There are limitations on time delivery and being Easter weekend to expand the Easter Basket deliveries. He has struggled to get some of the Adult programs to run, but he continues to try and think of new and fresh ideas. Out of the 49 programs offered 11 of them did run. He has a similar trend with AOA program area (Active Older Adult) and is again exploring new ideas. Jay Kelly commented that adults do participate in fitness classes and the fitness centers.

Assist. SPRC Manager/Athletic Spvr.

David Shindley – With the expansion of space and rooms we were able to have 3 leagues of Men's basketball on Monday nights and had an adult dodge ball league. One All Star Sports class was low in registration since not making it into the spring brochure.

Athletic Supervisor

Mike Contreras – He stated that teen programs are a struggle also but that ski trips and paintball went very well. In the General Athletics area he stated that the district is looking into more variety and different structures of athletic camps. The martial arts program has expanded in cooping classes with Batavia and St. Charles.

Recreation Supervisor II

Stacey Fedyski – She commented also that with the economy classes are being picked and chosen for kids to participate. Peg Boehm art classes are still going very well. The Kid's Zone has expanded to all six school sites.

Jay Kelly gave an overview of the summer cost analysis stating we saw programming bounce back from the spring. However, net profit was down approximately \$10,000 from last year. Special Events went very well with the addition of Battle of Bands and Cougar Game. Discussion held on major changes such as drop in Summer Day Camp net revenue due to restructuring that program.

SUMMER SESSION

Senior/Trip Coordinator

Diane Rowe – Diane reported the district offered 18 trips and 15 of them were successful. This is an increase of offering 6 more trips than last year. She is cooping trips with Batavia and St. Charles Park District. She recommended going to see Million Dollar Quartet at the Apollo theatre in Chicago.

Facilities Supervisor

Nicole Vickers – She highlighted on fitness classes. A new fitness coordinator was hired and new instructors were hired due to current staff needing the summer off. More Zumba classes were able to be offered for the fall with these new instructors. The Belly Dancing classes were successful and are now offering an intermediate class in the winter brochure.

Recreation/Aquatic

Mickey Boyle – He stated that staff is working diligently with marketing on classes for adult programs to increase the numbers.

Assist. SPRC Manager/Athletic Spvr.

David Shindley – He stated no adult leagues are held during the summer at SPRC. The district has hired another company similar to All Star Sports to offer classes for younger ages and more times in the afternoons. Birthday parties were very successful and continue to grow.

Athletic Supervisor

Mike Contreras – He reported that the district is looking into other companies to offer less expensive sports camps for next summer. The Mom and Son Night, Skateboard Competition and Geneva Park District Night at Kane County Cougar stadium were successful and is looking into expanding these for next summer.

Recreation Supervisor II

Stacey Fedyski – She highlighted on the special events going on throughout the summer. The Battle of the Bands had 7 bands compete. The second place band performed at the pool on a Teen night. Youth programs participation was down again considering the economic situation.

Baseball & Softball Report - Mike Contreras stated Girls softball went well except for the Jr. Lassie league which was down two teams from last year. The recommendations for next year consist of adding a make up week at the end of the year and one within the season; organize equipment and work to assist in improving the high school program.

The adult softball leagues were up three teams and Church softball was up four teams from last year. Overall everything went well. The field maintenance net gain was slightly down from last year which is typical from all the rain during this season. The recommendations for 2010 are to continue to utilize all possible marketing strategies to attract teams; contact other churches to increase the league; reduce the amount of games played compared to number of teams enrolled and had a better plan for rain outs for 1 day a week leagues.

Kids' Zone 2008-2009 Board Report – Stacey Fedyski stated the year ended with 160 participants held at 3 sites – Harrison, Mill Creek School and Williamsburg School. Revenue and expenses were on target. Program evaluation resulted that 96% of the parents felt that the program met the personal expectations for the program. This year we expanded to 6 sites, including the new Fabyan Elementary School. She is planning new ideas to enrich the program such as Nutritionists to visit sites and work with Trish at Peck Farm Park on having environmental programs.

Summer Day Camp Report 2009 – Stacey reviewed her report. She highlighted that camp participant numbers were up, she lowered the ratios for each camp, more field trips were taken and specialty camps were new this year. The recommendation for 2010 consists of adding more variety and not field trips everyday for the specialty camps; move locations to the schools where we will have an indoor location for inclement weather; cut down on transportation costs by utilizing park district bus daily and 15 passenger bus and limiting the number of days we use a school bus; start a “Counselor in Training” program for kids 8th-10th grade; continue priority registration for Kids' Zone participants; eliminate separate extra hours staff and stagger the Camp director and Asst. Director schedules for better communication with the parents; continue the move to being more “green” by having all information available on line and stagger the drop off times for camps.

Marketing & Public Relations Report (Spring/Summer 2009) – Traci Wicks reviewed her report. She highlighted the meetings scheduled for every other month where PR Professionals of all intergovernmental units in Geneva meet to discuss partnerships, promotions, marketing, etc.; explained the streamline of the brochure process and creating several different newsletters; utilizing constant contact for program surveys; reorganizing website to make it more user friendly; continuing promotions and updated on brochure advertising rates and sponsorship program. She stated that Harris Bank of Geneva gave us \$5,000 in sponsorship for summer and fall events.

Secretary

Submitted By: Jay Kelly