

Belvidere Township Park District
Board Meeting
July 24, 2018

Minutes

The Belvidere Township Park District Board of Commissioners board meeting was called to order at 5:10 p.m. Roll call was taken. Those present were Eric Dahl, San An, Paul McCaffrey, Jean Twyning and Mary Marquardt. Also present were Mark Pentecost, Todd Bex, Rick Wulbecker, Kim Kirkpatrick and Debbie Kent.

Meeting Agenda

Jean Twyning made a motion to approve the July 24, 2018 meeting agenda, seconded by Eric Dahl. A voice vote was taken with all voting yes. Motion carried.

Meeting Minutes

Jean Twyning made a motion to approve the July 10, 2018 meeting minutes, seconded by Eric Dahl. A voice vote was taken with all voting yes. Motion carried.

Board Correspondence

There was no board correspondence received.

Public Input

Andy Racz was present asking the board to take over the park at Christi Lane and Highline Drive. Currently, the park is owned by the City of Belvidere. He feels the park district should accept the park, maintain it and provide programs.

Director's Report

Mark Pentecost provided the board with a hard copy of the Boone County Comprehensive Plan to review and make comments.

There was discussion of the proposed increase in the city sales tax and gas tax. The City may be annexing the Belvidere Oasis. If that happens, the Belvidere Park District can follow the City with annexation. Mark will follow up with the City.

Superintendent of Parks Report

Todd Bex provided photos of the Bocce Ball Courts. Work is expected to be done the last week in July. The courts should be open beginning August 6th.

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Superintendent of Recreation Report

Rick Wulbecker had no additions to his report.

Human Resources Report

Kim Kirkpatrick returned from vacation on Monday, July 23rd. She had nothing new to report.

William Grady Pool

There are 2 weeks left before the pool closes for the season. The pool closes on August 5th. The board expressed their appreciation for all the staff efforts to keep the pool open for another season.

Recognition for the Golden Guard Accomplishment

The family of Lauren Slintak was present. During a recent audit by Jeff Ellis & Associates, Lauren Slintak was awarded the Golden Guard award for her dedication and determination during a deep water spinal rescue.

Lauren was not able to be in attendance, but the board expressed their appreciation to the family.

There will be an article and picture in the newspaper to follow.

Resolution 18-R-07-01

The resolution is a revision of the terms of the 2015 Series 2015-A Bond Sale for \$1,000,000.00 with Belvidere Community School District.

The bond will be modified by extending the due date to January 31, 2020 and an interest rate from original maturity through date of payment of 2.8%

Jean Twyning made a motion to adopt Resolution 18-R-07-01, seconded by Paul McCaffrey. A roll call vote was taken with all voting yes. Motion carried.

2017/2018 Riverside Ice Arena Report

Chris McFarland presented the 2017/2018 Riverside Ice Arena Report.

Areas that he highlighted included:

- #4 Season Passes-staff added Skate Gift Packs this year. This included a family pass for two individuals and a coffee mug for free refills on coffee and hot chocolate.
- #6 Rentals
- #7 Tournaments-staff received compliments from patrons and teams on the quality of our ice and friendliness of staff
- #8 Pro Shop Inventory-staff added hand warmers and gloves this year, which were both good sellers
- #9 Sponsorships-an increase over the last 2 years due to new dasher board pricing options
- #10 & #11 Revenue/Expenses-staff reduced the overall loss by \$6,755.98 from the 2016/2017 operating season.
- #14 Recommendations for 2018/2019 season-In addition to staff's recommendations, the board suggested that staff approach schools to use the ice rink during PE classes; offer corporate rentals; consider rewards for student good grades; offer skate hours for seniors

Jean Twyning made a motion to accept the Riverside Ice Arena report for the 2017/2018 season, seconded by Eric Dahl. A voice vote was taken with all voting yes. Motion carried.

Strategic Marketing Plan

Gabe Castillo was present to provide additional information on the search for a company to provide a Strategic Marketing Plan for Belvidere Park District.

There were four companies that Gabe spoke with; Campfire, Impact Networking, A Five and Red Zone Marketing.

He is recommending contracting with Red Zone Marketing and feels they will provide the research, plus will offer an action plan to stand behind it.

Sam An made a motion to approve contracting with Red Zone Marketing to conduct a complete analysis and subsequent strategy recommendations for the Belvidere Park District, not to exceed \$10,500.00 and to be completed by December 2018, seconded by Eric Dahl. A roll call vote was taken with all voting yes. Motion carried.

At 6:30 p.m. the board took a 10 minute recess.

Master Planning Discussion-Recreation

Rick Wulbecker led the discussion and gave the board a "State of the Union" in regards to recreational programming at the Belvidere Park District. Recreation staff present included Gabe Castillo, Chris McFarland, Patrick Kloss, Betheny Kopera, Victoria Packer, Tori Allen and Katie Humphrey.

Rick gave the board information on participation and trends for general categories including Early Childhood, Active Adults, Camps, Arts, Teens, Youth Athletics, Adult Athletics, Aquatics, Martial Arts, Fitness, Special Events, Riverside Ice Arena, Prairie Fields Sports Park, and Rivers Edge Recreation Center.

Some of the brainstorming ideas include offering wedding receptions, corporate rentals and/or leagues and tournaments and STEM classes.

Rick is working on some new procedures that he feels will impact all programming. 1) Create a comprehensive agreement with School District #100; 2) New resident/non-resident fee policy (completed); 3) Implement a new program cancellation procedure to help reduce the cancellation rate (completed); 4) An evaluation form for all programs/events; 5) Community outreach for program input; 5) Consistent and clear Refund Policy.

The board asked the recreation staff for comments and if they had any needs that would help them increase participation for programs or rentals.

Chris McFarland commented he would like the district to purchase a large tent to be used for weddings and/or receptions.

Patrick Kloss commented having an indoor turf facility would be a great asset.

The board and staff had a discussion of allowing alcohol for wedding receptions, rentals or events that are geared towards adults. Staff feels this would increase rentals at the district.

There are several items to consider if allowing alcohol. 1) Dram Insurance is needed; 2) A police officer should be present and 3) Using someone with a license that can serve the alcohol.

The next master plan discussion will be August 28, 2018 to discuss Special Recreation.

Executive Session

At 8:16 p.m. Jean Twyning made a motion to go into Executive Session under Section 2 (C)(5) of the Open Meetings Act for the purpose of discussion of the purchase or lease of real property for the use of the district, seconded by Eric Dahl. A roll call vote was taken with all voting yes. Motion carried.

At 8:31 p.m. regular session reconvened. Those present were Eric Dahl, Sam An, Paul McCaffrey, Jean Twyning and Mary Marquardt. Also present were Mark Pentecost, Rick Wulbecker, Todd Bex, Kim Kirkpatrick and Debbie Kent.

There was no action taken as a result of Executive Session.

At 8:32 p.m. Jean Twyning made a motion to adjourn, seconded by Eric Dahl. A roll call vote was taken with all voting yes. Motion carried.