

Belvidere Township Park District
Board Meeting
July 28, 2020

Minutes

The Belvidere Township Park District Board of Commissioners board meeting was called to order at 5:00 p.m. Roll call was taken. Those present were Jean Twyning, Mary Marquardt and Mark Muccianti. Sam An arrived at 5:12 p.m. Paul McCaffrey was absent. 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 28, 2020 meeting agenda, seconded by Mary Marquardt. A voice vote was taken with all voting yes. Motion carried.

Meeting Minutes

Jean Twyning made a motion to approve the July 14, 2020 meeting minutes, seconded by Mary Marquardt. A voice vote was taken with all voting yes. Motion carried.

Board Correspondence

There was no board correspondence.

Public Input

There was no one present for public input.

Director's Report

Mark Pentecost commented that in his absence, Todd Bex attended the Baltic Mill Committee Meeting to discuss the future of the Baltic Mill. It was the consensus of the committee to keep the Baltic Mill and not tear it down. The uses need to be determined and the cost of renovation.

John Beachum and Mark Pentecost participated in a zoom session with the Aquatics Committee. Survey results are still low. John Beachum is working on another publication to encourage public input.

Mark has talked with the Lion's Club and they have expressed an interest in a fundraiser to support a skatepark at Prairie Fields Sports Center. Mark would like for them consider a bigger item. At their next board meeting they will get a letter of support from their board.

Superintendent of Parks Report

Todd Bex circulated the color samples that staff has selected for the Centennial Plaza shelter. The posts will be a light gray and the roof will be the barn red to stay within the campus colors already in place.

Superintendent of Recreation Report

Rick Wulbecker commented that both Drive-in-Movie nights were sold out. The cost was \$10.00 per vehicle and participants could choose from lawn seating or the parking lot for vehicle parking. Both movies were very successful, and staff received positive comments. Staff will consider more movie nights in the future. Sponsorships are needed to make it profitable for the district.

Marketing Overview Presentation

John Beachum, Marketing Manager, provided the board with a marketing overview and self-audit to see where we stand, how we have improved and how to keep that trend going.

Staff has created a more robust content for our website and Facebook page. Since January and especially during the stay-at-home, marketing produced 80+ new visual marketing communications. New portals were developed and incorporated to the site including REC@HOME and COVID-19 Updates, plus a new tab for Shelter Rentals. Move towards a digital Go Guide (versus traditional print) to shift production expenses and do a 12-month direct mail plan that would simply be a full color postcard to improve our awareness vs the three times a year Go Guide.

The district has seen an increase in media placements in the past six months including highlights on the front page of the Belvidere Republican, numerous mentions in the event calendar of the Register Star, Daily Republican and Boone County Shopper, full color story in the Northwest Quarterly Anniversary Issue and increased coverage from all four local TV affiliates.

Staff would like to utilize and invest in upgrades to the email system within RecTrac to effectively communicate with the full list of our customer base that would include images, logos, etc.

Approval of Payment Request #1 for Doty Park

Jean Twyning made a motion to approve the application and certificate for payment as attached to the memo in the amount of \$148,290.30 to Northern Illinois Services Co. for contracted work completed on the Doty Redevelopment Project, seconded by Mary Marquardt. A roll call vote was taken with all voting yes. Motion carried.

Approval of Bloom Playground Bid

The district budgeted \$120,000.00 for the Bloom Playground Project. The bid request to contractors was for all site work and installation of the equipment. There were four bids with Stenstrom submitting the low bid of \$63,835.00. The district received a proprietary bid for the poured in place surface for \$67,448.00. That brings the total to \$131,283.00 which is \$11,283.00 over our budgeted amount.

Staff is proposing to reject all bids and complete the site work and concrete in-house and have the playground equipment installed by a certified playground installer contractor.

Jean Twyning made a motion to reject all bids submitted for the Bloom Playground Project based on the lack of funds, seconded by Mary Marquardt. A roll call vote was taken with all voting yes. Motion carried.

Todd will reach out to subcontractors and come back with a quote for the playground equipment installation.

Review of 2020 Goals and Objectives

Mark Pentecost wanted to go over his 2020 Goals and Objectives. Due to Covid, some of the deadlines need to be adjusted. He will provide the board with projects that have been completed, projects in progress and projects with date revisions that he feels are attainable.

Commissioner Twyning would like for Mark to add 3rd Base as a priority because that is a large source of revenue. Staff needs to work with the school district to get it back up and running.

There being no further business, the meeting adjourned at 6:27 p.m.

Submitted by
Debbie Kent