

Belvidere Township Park District
Board Meeting
January 8, 2019

Minutes

The Belvidere Township Park District Board of Commissioners board meeting was called to order at 5:11 p.m. Roll call was taken. Those present were Sam An, Eric Dahl, Paul McCaffrey, Jean Twyning and Mary Marquardt. Also present were Mark Pentecost, Rick Wulbecker, Todd Bex, Kim Kirkpatrick and Debbie Kent.

Meeting Agenda

Jean Twyning made a motion to approve the January 8, 2019 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 December 11, 2018 meeting minutes, seconded by Eric Dahl. A voice vote was taken with all voting yes. Motion carried.

Financial Report

Debbie Kent provided a financial report showing December receipts and park district cash balances as of December 31, 2018.

Bills for Payment

Jean Twyning made a motion to approve the bills for December 2018, seconded by Eric Dahl. A voice vote was taken with all voting yes. Motion carried.

Board Correspondence

There was no board correspondence.

Public Input

There was no public input.

Director's Report

Mark Pentecost discussed adjusting the district's holiday schedule and vacation/personal time off. His thoughts are to take the two floating/personal days and add one additional paid day off and close the administrative office between Christmas Eve and New Year's Day. This would add one full day of additional time off. Rivers Edge Recreation Center would remain open to take phone calls and registration. The board would like some time to think about his recommendation.

David Larson put an article in the Boone County Journal regarding the park district's shortfall in tax revenue that would have been extended in 2018 in the amount of \$1,092,200.00. The article was not 100% correct, so

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Mark put together an official statement concerning the shortfall and the affect this would have on homeowners for their tax bill in 2019. This statement will be on district's website.

Recreation Report

Rick Wulbecker advised the board that Chris McFarland resigned. His last day was January 3, 2019. An updated Facilities Supervisor position has been created and is currently posted on the district's website and Illinois Park and Recreation Association job bulletin.

The Skate with Santa was Friday, December 21st. It was very successful with 150 participants. There was great feedback from the community.

Parks Report

Todd Bex and his staff have been updating information in MainTrac. Several assets and parks have changed since the program was last used in 2010.

A lot of work was done at the NASR facility during the holiday down time. Carpets were cleaned, doors were painted and tile floors and grout were cleaned.

Administrative Services Report

Debbie Kent is doing reference checks on Smart Fusion. They submitted a proposal for the district's financial/payroll software.

Human Resource Report

Two positions have been posted on our website and the IPRA job bulletin. One is for the Recreation Supervisor-Youth position and one for a facility supervisor. These positions will be posted through January 21st.

Strategic Marketing Plan Presentation

The district received three proposals to provide a marketing analysis and recommendations. The proposal from Red Zone Marketing, Inc was accepted. Maribeth Kuzmeski was present to discuss their findings. The report included:

- Executive Summary: Community awareness and perception of the park district
- Situation Analysis: Strengths, weaknesses and threats (marketing and demographics)
- Trend Analysis: Hispanic outreach, social media, sponsorship, fundraising, YouTube and innovative programming.
- Research: Internal and External Focus Groups, Survey using Survey Monkey, Phone/E-mail follow-up with survey participants. Survey Research Findings.
- Strategic Initiatives Recommendations: Hispanic Outreach, Data Analytics, Registration Boosts, Park District Ambassador Program, Develop a Theme for Engaging the community, utilize social media,

Develop age-based newsletters, formal partnerships for sponsorships, Coordination with Community Organizations, Facility Signage, Marketing Tracking and Assessment.

The last item was the results of the Survey Money. Questions asked were:

1. How would you rate the quality of programs you and/or your family have attended at the Belvidere Park District (not including 3rd Base)? Highest percentage answered High Quality.
2. How do you find out about Belvidere Park District Programs? Highest percentage was Facebook and Go Guide.
3. How do you typically sign up for programs at the Belvidere Park District? 56% online
4. Why don't you sign up for more programs? Top 2 reasons were too expensive and inconvenient times.
5. What is the one thing you would change that would cause you to sign up for more programs? Promotion of programs.
6. What is the best way for you to find out about programs? Facebook (social media)/E-mail/Brochure/Website

The next step in this process is for the board and staff to come up with an action plan development. This will be discussed at the February 12th board meeting.

Executive Session

At 7:19 p.m. Jean Twyning made a motion to go into Executive Session under Section 2(C)(1) of the Open Meetings Act for discussion of the appointment, employment, compensation, discipline, performance or dismissal of specific employees of the district, including hearing testimony on a complaint lodged against an employee to determine its validity, seconded by Eric Dahl. A roll call vote was taken with all voting yes. Motion carried.

At 7:47 p.m. regular session reconvened. Roll call was taken. Those present were Sam An, Eric Dahl, 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 7:48 p.m. Sam An made a motion to adjourn, seconded by Jean Twyning. A voice vote was taken with all voting yes. Motion carried.

Submitted by
Debbie Kent