



**Village of Lincolnwood
Parks and Recreation Board
Meeting held in Village Hall Council Chambers**

**Board Meeting
Tuesday, October 11, 2022
7:00pm**

Agenda

- I. Call to Order
- II. Approval of the Minutes from the September 13, 2022, Parks and Recreation Board Meeting
- III. Audience Participation and Letters/Notes/Emails from the Public
- IV. Old Business
- V. New Business
 - A. 2022 Lincolnwood Fest Financial Report
 - B. Summer Camp Staff Survey Report
 - C. 2022 Concession Report
- VI. Chairperson's Report
- VII. Commissioners' Reports
- VIII. Director's Report
- IX. Staff Reports
- X. Adjournment

Posted: October 7, 2022



**Village of Lincolnwood
Parks and Recreation**

**Board Meeting
Tuesday, September 13, 2022
7:00pm**

**Council Chambers
Lincolnwood Village Hall – 6900 North Lincoln Avenue**

Draft MINUTES

I. CALL TO ORDER

Tucker: The meeting was called to order at 7:02PM.

PRESENT AT THE MEETING

Chair Person: Courtney Tucker

Park Board Commissioners Present: Leah Brennan, Sokol Delisi, Kenneth Malca, Laura Tomacic, Art Lovering, Victor Shaw

Village Board Liaison: Grace Diaz Herrera

Parks and Recreation Department Staff: Karen Hawk, Colleen Broderick, Nicole Interrante

II. APPROVAL OF MINUTES OF THE MAY 10, 2022 BOARD MEETING.

On motion Tucker approves the meeting minutes of the May 10, 2022 Park and Recreation Board meeting. 7-0, motion passes.

AYES: Tucker, Brennan, Delisi, Malca, Tomacic, Shaw, Lovering

NAYS: None

ABSTAIN: None

III. AUDIENCE PARTICIPATION AND LETTERS/NOTES/EMAILS FROM THE PUBLIC

Two members of the community spoke about the Proesel Park Family Aquatic Center, expressing their frustration with the change in early morning lap swim hours and post-season hours. The cleanliness of the facility was also brought up, such as the conditions of the bathrooms, soap containers in the bathrooms being broken and cleanliness of the concessions area, pool deck, and the pool itself.

IV. OLD BUSINESS

No old business

V. NEW BUSINESS

A. Recommendation of a Resolution Approving the Closure of a Portion of Lincoln Avenue on Sunday, November 20, 2022, between the hours of 7am to 11am for the Annual Turkey Trot Race

Hawk: Presents information from memo included in the Board Packet.

Board Discussion: A board member reminded Staff that the Lincolnwood Turkey Trot is four years out from celebrating the 50th and that it would be nice to do something extra special for this anniversary. On motion, Delisi moves to approve a recommendation of a resolution approving the closure of a portion of Lincoln Avenue on Sunday, November 20, 2022, between the hours of 7am and 11am for the Annual Turkey Trot Race. Tomacic seconds this motion. 7-0, motion passes.

B. Parks and Recreation Comprehensive Master Plan Overview

Hawk: Presents information from memo included in the Board Packet.

Board Discussion: A discussion followed among the Parks and Recreation Board and the Parks and Recreation Staff.

C. Summer Camp Annual Report

Broderick: Presents information from memo included in the Board Packet.

Board Discussion: A discussion followed among the Parks and Recreation Board and the Parks and Recreation Staff. Discussion about surveys being sent to camp staff and families was discussed, as was the need for reviewing the camp cancellation policy.

D. 2022 Pool Observation Report

Interrante: Presents information from memo included in the Board Packet.

Board Discussion: A discussion followed among the Parks and Recreation Board and the Parks and Recreation Staff. Staff provided insight into the two robots that clean the pool and cost associated with repair and replacement of the two. Short discussion of minors being in the aquatic center without an adult being present. Discussion of ways to staff and keep aquatic center open for more hours, such as

outsourcing staff. Discussion of safety and security at the entrance of the facility, perhaps adding in a camera.

E. Discussion Regarding Lincolnwood Fest Recommended Changes

Hawk: Presents information from memo included in the Board Packet.

Board Discussion: A discussion followed among the Parks and Recreation Board and the Parks and Recreation Staff. Topics such as cash-only payments, mega pass, safety/security, band entertainment, beer/wine tent, the length of grass, food vendors, blue-print of the fest, Bingo and the family tent were discussed.

VI. CHAIRPERSON'S REPORT

Tucker:

- Mentioned that summer went by fast and thanks Staff for their hard work

VII. COMMISSIONERS' REPORTS

Delisi:

- Spoke about the Memorial Day Parade and that it was a great day with great weather and is looking forward to the 46th Annual Turkey Trot

VIII. DIRECTOR'S REPORT

Hawk:

- In October, plan to bring the refund policy, aquatic center report and the concession report will come to the Board
- Touch-a-Truck is this coming Sunday from 1p-3p in the Village Hall parking lot
- V.I.P. Dance, formally known as the Daddy Daughter Dance, has been moved to Friday, February 17th, 2023
- Turkey Trot registration is open
- The Parks Department received an OSLAD Grant for \$400,00 for Flowers Park and that project will be starting in the spring of 2023

IX. STAFF REPORTS

No staff reports

X. ADJOURNMENT

Meeting adjourned at 8:37PM

Motion to adjourn: Tomacic/Shaw

AYES: Brennan, Malca, Tucker, Delisi, Tomacic, Lovering, Shaw

NAYS: None

Park Board Minutes prepared by Julie R. Glowacki

Park and Recreation Board Chairperson: _____
Signature Date



MEMORANDUM

TO: Park and Recreation Board

FROM: Karen Hawk, Director of Parks and Recreation

DATE: October 6, 2022

SUBJECT: Lincolnwood Fest 2022 Report

Background

Lincolnwood Fest was held Thursday, July 28 through Sunday, July 31, 2022. This was the first time the event was produced by the Village after over 40 years of being hosted by a group of volunteers through a 501c3 organization. For the past several years, the event was produced by the Friends of Lincolnwood, 2015. The Friends of Lincolnwood utilized many volunteers who met year-round to plan and execute the event. They approached the Village in 2021 to let the Village know that Lincolnwood Fest 2021 would be their last festival. The volunteers reached out to other organizations to determine if there was interest in taking on the event but were unsuccessful in bringing another organization on board.

The Village took over the production of this long-standing community festival and hired Special Event Management, Inc (SEM) to manage the event in coordination with Village Staff. SEM provided oversight, marketing, entertainment, sponsorship, handled financials and all contracts for the event. As a full-service provider, SEM has many professional relationships with vendors and a team of specialized staff with experience in all aspects of festival management and were able to produce an exceptional community event for the Village. Staff heard from many in attendance at the fest that the live entertainment was excellent, that families enjoyed the family activity tent, and that visitors felt safe with the bag checks, perimeter fencing and the increased police presence.

Lincolnwood Fest 2022 included a carnival, beer tent, live entertainment, car show, family activity tent, food vendors, other vendors, a business expo, and bingo. It was the intent of staff and event management to also host an arts and crafts fair on Saturday and Sunday. SEM was unable to recruit artist vendors for the event.

Financial Impact

When the Friends of Lincolnwood dissolved their 501c3 organization following Lincolnwood Fest 2021, they donated \$150,187.85 to the Village. The money was placed in a liability account to help pay for future festivals.

In 2022, the Village contracted SEM and as part of the contract, the Village paid a management fee of \$20,000 in three installments. SEM handled all revenues and expenses and provided Parks and Recreation staff with a detailed budget report including all receipts and invoices. The only expenses paid by the Village was the initial \$20,000 management fee, police and public works staff overtime, family fun tent supplies and entertainment expenses, and the cost of the mobile trailer camera for the carnival area. A summary of all revenue and expenses can be found in the tables below:

SEM Revenues	
Beer Tent	\$ 31,212.42
Sponsorships	\$ 14,800.00
Vending	\$ 19,800.00
Carnival	\$ 86,501.59
Total Revenue	\$ 152,314.01

SEM Expenses	
Management Fee	\$20,000.00
Sponsorship Commission	\$2,664.00
Vending Commission	\$1,980.00
Permit Fees	\$25.00
Insurance	\$1,820.00
Vending	\$ 1,094.00
Marketing	\$ 11,282.44
Entertainment	\$ 27,450.00
3 rd Party Equipment	\$ 29,261.27
SEM Equipment	\$ 6,480.75
Vehicle	\$ 2,531.00
Labor	\$ 11,515.55
Product	\$ 8,245.33
Miscellaneous	\$ 4,210.07
Total Expenses	\$128,559.41

SEM Revenue	\$152,314.01
SEM Expense	\$128,559.41
Net Income	\$23,754.60

The Village paid SEM a \$20,000 management fee as an advance against the upfront expenses paid out by SEM for the event. The \$20,000 was a reimbursable expense due to the success of the event as revenues SEM collected for the event exceeded expenses. The total amount payable to the Village by SEM is \$41,379.14 which includes the net income of \$23,754.60 plus \$20,000 for the reimbursed upfront management fee minus the SEM 10% incentive bonus of \$2,375.46.

Net Income	\$23,754.60
SEM Incentive Bonus	- \$2,375.46
Total Net Income	\$21,379.14
Reimbursable Management Fee	\$20,000
Total Payable to Village	\$41,379.14

The chart below shows expenditures by the Village that are not included in the SEM expense chart above. These are expenses that were paid out directly by the Village for personnel and the family activity tent.

Village Expenses	
Camera	\$2,980.56
Family Tent Supplies	\$343.70
Family Tent Entertainment (est.)	\$2,400.00
Police OT	\$23,044.25
Public Works OT	\$6,926.21
Total Village Expenses	\$35,694.72

Based on Village expenses, Lincolnwood Fest this year had a deficit of \$14,315.58. This is mainly due to an increase in police presence at the Fest as a result of recent violence throughout the state. Police Department overtime increased significantly from \$5,054 in 2021 to \$23,044.25 in 2022 for a total increase of \$17,990.25.

Net Profit	\$21,379.14
Village Expenses	\$35,694.72
Net Loss	- \$14,315.58
Revenue Offset	\$14,315.58
Budget Impact	\$0

As stated, the Village received \$150,187.85 from the Friends of Lincolnwood, \$14,315.58 from that amount will be recognized as revenue in 2022 to offset the deficit from this year's Fest. As a result, there is a neutral budgetary impact. Staff's recommendation is to draw down the from the liability fund balance in any year in which Lincolnwood Fest generates a deficit.

Friends of Lincolnwood Donations

Friends of Lincolnwood was able to produce a profitable Fest each year due to their ability to fully operate the event utilizing only volunteers to plan, produce and execute the event. Following Lincolnwood Fest each year, the Friends of Lincolnwood donated a portion of their profits to the Village's Parks and Recreation Department. These donations were utilized to help repair the fields after the Fest and used toward other programs and purchases within the department. Donations received from Friends of Lincolnwood include \$20,000 in 2017, \$22,000 in 2018, \$28,000 in 2019, and \$150,187.85 in 2021. There was no Fest held in 2020 due to the COVID-19 Pandemic.

Conclusion

Lincolnwood Fest has always been planned and executed by volunteers which attributed to a profitable event. Now that the Village has taken over management of the event and has contracted with an event management company to produce it, Lincolnwood Fest has transitioned from a funding mechanism for Parks and Recreation to a community event offered by the Village.



MEMORANDUM

TO: Park and Recreation Board

FROM: Colleen Broderick, Recreation Supervisor

DATE: October 11, 2022

SUBJECT: Summer Camp Staff Survey Report

The Parks and Recreation Department sent out an end of season survey to summer camp staff. The purpose of the survey was to gain valuable insight and feedback from staff. This feedback will provide Department staff with critical information for making any necessary changes in future years.

Summer 2022 brought many changes to camp operations. The Department held some camp sessions at Lincoln Hall, there were leadership changes department wide, and increased training for all staff. Additionally, as with all other agencies, hiring of seasonal staff proved challenging. The Department increased the minimum wage for a first-year camp counselor to \$15 which did have a positive impact on the number of individuals that applied to work with camp. A total of 40 camp staff were hired and included Camp Coordinators, Supervisors, and Counselors. Due to the lower staffing levels, camp had to limit the number of participants in both Proesel Pals and Little Lincolns to 80 campers per session.

While staffing proved challenging, the return of off-site field trips was a welcome return from pre-pandemic days. Campers and staff were also able to return to normal camp activities without the need for the COVID-19 mitigations of 2020 and 2021.

A survey was sent to all camp staff on Tuesday, September 13, 2022, and then again on Monday, October 3, 2022, to try to gather responses. The Department received responses from seven of the 40 staff. Survey results are as follows:

- 71% of respondents stated they will return next year and 14.3% stated they may return. Of the seven respondents only one individual was not planning to return.
- Staff were also asked open ended questions regarding what worked, what didn't, and what concerns they had with the operation of camp.
 - Staff were excited with the return of field trips, good counselor-to-camper ratios, quality camp entertainment, and arts and craft activities
 - Items staff would like to see change include more time spent at the pool, different field trips, and having Tree Tikes do the same activities as other camps.
 - A concern with how often camp counselors were on their phones was mentioned in the survey. A counselor's number one duty is to protect the safety of our campers and Department staff addressed this on a regular basis with them during the season. The Department is looking at ways to correct this for next season.

Parks and Recreation staff reported recommended changes that the Department was looking to implement at the September 13, 2022, Park and Recreation Board meeting. The feedback received from staff will also be considered when making changes and improvements for next year.



MEMORANDUM

TO: Park and Recreation Board

FROM: Karen Hawk, Director of Parks and Recreation

DATE: October 11, 2022

SUBJECT: 2022 Concession Report

Background

Fabulous Freddie's (Freddie's) provided concessionaire services for the second year at the Proesel Park Family Aquatic Center. Freddie's was the lone submittal after a Request for Proposal was released in late 2019 to find an outside concessionaire to operate the concession stand in 2020. Prior to this time, the concession stand was operated by seasonal Parks and Recreation staff and offered typical concession stand items such as ice cream, french fries, hot dogs, pizza slices, and other pre-packaged items. The COVID-19 pandemic caused the Aquatic Center to close for the 2020 season, so the Village amended Freddie's contract to operate for the 2021 season. The intent of contracting a concessionaire vendor was to provide a higher quality product and offer a larger variety of snack options.

Freddie's and the Village mutually agreed to renew the contract for the 2022 pool season due to the positive feedback received from both the community and staff. The agreement with Freddie's included the following terms: a monthly rental rate of \$1,000 for the months of June, July, and August and 5% of all gross sales payable to the Village. Revenue summaries from the past two years are listed in the chart below.

Year	Revenue
2021	\$6,262.00
2022	\$7,627.23

Prior to the 2022 season, the Village invested \$21,057.34 in replacing the outdated equipment in the concession stand. Many appliances had been in use since the concession stand was last

renovated in or around 2007. New appliances included a worktop freezer, worktop refrigerator, a pizza bake oven, two fryers, a hot food serving counter, a range with char broiler, and a griddle. All appliances, except for the range, were delivered and installed prior to the opening of the season. The range arrived in mid-July.

Freddie's, like most other businesses, faced challenges hiring enough staff to operate. These challenges translated to long lines, long wait times, and challenges providing exceptional service. Additional challenges Freddie's faced this summer were inclement weather days and shortened pool hours at the end of the season. August was particularly challenging as the pool was only open from 4-7pm through the week from August 15 through Labor Day. August also saw a full Sunday pool closure due to the lifeguard shortage, several inclement weather days, and staff shortages among Freddie's staff.

Parks and Recreation staff have reached out to Freddie's to address some of the challenges from summer 2022 and are working toward an agreement for 2023. Discussions are currently ongoing regarding an agreement for next season. The Village and Freddie's have until December 31, 2022, to mutually agree upon a renewal agreement per the current contract.