

LINCOLNWOOD PARKS & RECREATION DEPARTMENT
Strategic Planning Meeting
Tuesday, January 10, 2012, 5:30 – 7:30 PM

Dinner will be served

AGENDA

1. Call to Order
2. Update on 2009-2012 Strategic Plan Initiatives
3. Discussion regarding Comprehensive Master Plan
4. Review of Department Mission and Vision
5. Strategic Plan Update Discussion
6. Adjournment



VILLAGE OF LINCOLNWOOD PARKS AND RECREATION DEPARTMENT

**Strategic Plan
2009-2012**

*"Planning for the Future of
Parks and Recreation in Lincolnwood"*



Table of Contents

- I. A Listing of the Strategic Planning Team Members
- II. Strategic Planning Agenda – November 11, 2008
- III. Overview of Prior Plan
- II. An Executive Summary
- III. The Department Mission Statement and Vision
- IV. A Listing of the Strategic Initiatives
- V. An Action Plan Establishing a Timeline for Completion Over the Next Three Years, Assigning the Task to a Department Position or Positions

**Lincolnwood Parks and Recreation Department
Strategic Plan 2009-2012**

Strategic Planning Team

Parks and Recreation Advisory Board

Gail Ito, Chairperson
Barry Bass
Reese Gratch
Art Lovering
Barbra Pabst
Phil Perkins
Judy Snyder
John Swanson

Parks and Recreation Department Staff

Jan Hincapie, Parks and Recreation Director
Dan Malartsik, Superintendent of Parks & Facilities
Jan Springer, Superintendent of Recreation
Richard Quattrocki, Communications Manager

Facilitator

Matt Ellmann

Strategic Planning Meeting Agenda

November 11, 2008

- 1. Discussion and Follow-Up on Current Plan – Hincapie/Ito**
- 2. Purpose of Strategic Planning Exercise – Hincapie**
- 3. Review of Mission Statement and Values - Ellmann**
- 4. SWOT Analyses of All Areas of Department Operations Listed Below
Following an Overview Presented By Staff - Ellmann**
- 5. Overview/Analysis of Current Parks and Facilities - Malartsik**
 - Community Center
 - Aquatic Center
 - Proesel Park
 - Channel Runne Park
 - Neighborhood Parks
 - On and Off Road Bike Paths
- 6. Overview/Analysis of Current Programs and Services for
Key Interest and Demographic Groups – Hincapie/Ellmann**
 - Family
 - Preschool/Early Childhood (0-5 yrs)
 - Camps
 - After School Programming at Schools
 - Club Kid
 - Athletics
 - Fitness
 - Drop-In Programs
 - Cultural and Performing Arts
 - Special Events for All Ages
 - Youth (Gr. K-5)
 - Teen (Gr. 6-8)
 - High School
 - Single, Young Adults
 - Married, Young Adults
 - Adults 35-50 (No Kids)
 - Adults with Kids
 - Young Seniors
 - Older Adult Seniors
 - Individuals of All Ages with Special Needs
- 7. Overview/Analysis of Budget/Fiscal Management – Hincapie/Ellmann**
 - Pricing Policy for Programs and Services
 - Alternate Revenue (Grants, Sponsorships, Donations)
 - Five-Year Capital Plan
 - Sharing of Community Resources/Partnerships
 - Economic Challenges

8. **Discussion Regarding Community and Regional Relations and the Department's Image in Lincolnwood -**
 - Intergovernmental Agreements and Partnerships
 - Joint Programming
 - Relationship with Business Community
 - Connections with New, Immigrant, Foreign, Low Income and Non-Traditional Families/Households in the Village
9. **Overview and Analysis of Current Public Relations, Publicity, and Marketing Efforts - Quattrocki**
 - Parks and Recreation Seasonal Brochure
 - Village Newsletter
 - Website
 - Newspaper Coverage
 - Flyers
 - Miscellaneous
10. **Discussion Regarding Department Administration and Daily Operations - Malartsik**
 - Office/Front Desk Operations
 - Registration
 - Department Staffing Levels
11. **Discussion Regarding the Role of the Parks and Recreation Advisory Board – Hincapie/Ito**
12. **Collectively Determine the Most Critical Issues Facing the Department, Both From Internal and External Sources - Ellmann**
13. **Establish Up To Ten Strategic Initiatives to Address the Most Critical Issues Facing the Parks and Recreation Department That Will Serve as the Focus of the Strategic Plan – Group**

Department History And Executive Summary

The Village of Lincolnwood Parks and Recreation Department, currently serving a population of 12,400, has a desire to position and prepare itself for the future through the development of a strategic plan. The Lincolnwood Parks and Recreation Department, then known as the Parks and Recreation Board, was created in 1955 to establish, maintain and conduct a recreation program. Prior to the establishment of the Parks and Recreation Board, the Lincolnwood Day Association, a non-profit organization began to acquire land to build a network of neighborhood playgrounds.

In 1914, Village President Proesel acquired land for the first Lincolnwood Park. It was a lot 50 X 125 on Keeler Avenue. It was on that lot in 1916 that the first Village Hall was built. In the late 1920's, five more acres, known as the Kaufman Tract, were added and the first baseball diamond was built. In 1955 through condemnation proceedings, the Lincoln-Kostner subdivision consisting of 58 lots was acquired. In 1960, also through condemnation, 26 lots on the north side of Morse Avenue were added. Then the next acquisition was 226 feet of Lincoln Avenue frontage giving the Village 24 acres of village owned property in one five sided piece, now the site of the Village Hall campus and Lincolnwood's beloved Proesel Park.

In 1973 the League of Women Voters of Skokie-Lincolnwood did a study and analyzed the needs of the Lincolnwood community as it related to recreation programs and parks. The League recommended that a professional consulting firm be hired by the Village to prepare a long-range plan to best implement the recreational needs of Lincolnwood. There was a need for improved communication and better publicity. An experiment of a "lighted school house" was recommended to serve the whole community from senior citizens to pre-school children. The group also thought that the resources allocated to the delivery of parks and recreation services were not being used to their best advantage.

A needs assessment of the community was undertaken in 1995. Focus Groups were done in 2000.

In 2005 a ten year plan was developed, and updated in 2006. An update on the current plan is included in this document. It was the goal of the current staff to decrease the duration of the plan to three years and to develop concrete action plans for the areas of need, assigning tasks to positions within the department and establishing a timeline for updating and completion. This plan will reflect the timeframe of May 1, 2009 through April 30, 2012. An annual review will be done and presented to the Park Board, with another process implemented in late 2011.

An abbreviated strategic planning process was planned prior to the Park Board meeting on Tuesday, November 11, 2008. Board members and department staff were in attendance. The process was facilitated by an outside consultant.

There are many important considerations for a new strategic plan. The plan must reflect the unique culture of the Lincolnwood community. Although this plan does not reflect a community needs-assessment component it provides feedback from staff, customers and members of the Park Advisory Board, who are residents of the community.

Prior to the strategic planning session in November focus groups with the community were completed as part of the Community Center Needs Assessment study. The study was completed to help determine the future of the Lincolnwood Community Center. This was a goal outlined in the prior strategic plan. The study was spearheaded by Barbara Heller of PROS Consulting, Inc. in partnership with PHN Architects. Information from that plan will be used in this document.

The Village Board utilizes a visioning process called VISION 2012. The outcome of that process was considered when developing this document. VISION 2012 is part of a strategic planning document encompassing the years of 2006-2012. As part of that plan a SWOT (strengths, weaknesses, opportunities and threats) analysis was done of Village services. As part of the analysis some of the strengths that relate to our department were strong staff, strong tax base, and good parks

Weaknesses included limited open space and parks and recreation programs. Department-related opportunities were walk and bike paths, community center, senior populations as resource and asset, and partnerships with the schools. Threats include the failing of state funding, misuse of public resources by non-residents and the downturn of the economy. Taking the results of this plan into consideration after gathering information through the Parks and Recreation process helps to unify the needs and opinions of the staff and the elected and appointment bodies within the Village. Out of the Village strategic planning process seven goals were identified:

“Explore Parks and Recreation Programming Options”.

The objectives assigned to the goal were:

1. Publicize programming offerings in other communities that are not offered in Lincolnwood.
2. Examine Community Center space utilization.
3. Review and eliminate programs with low participation, along with expanding and improving programs that are well-attended.

The Village Board also brainstormed for future projects and services and recorded the data. This information included items that relate to parks and recreation:

1. Improve parks programs and initiate joint programs with neighbors
2. Develop Pedestrian/Bicycle link North to Skokie – South to Chicago

3. Establish Farmers Market

To supplement this plan in the future, funds for a Parks Master Plan have been included in the Village's Capitol Plan for the year 2011. This plan, which would be done by an outside consultant, would inventory and evaluate all park land and facilities relative to acreage, amenities, accessibility, maintenance, and quality, as it relates to national and state standards. The plan will look at the whole village and evaluate the distance to parks and facilities by residents. Open space opportunities will be evaluated for viability and individual park sites will be evaluated as to how they relate to the overall park system.

The goal is to provide an annual update of progress on the action plan to the Parks and Recreation Board and to provide a modification of dates for items that were not completed per the original action plan schedule. If funding becomes available within future years it is recommended that a needs-assessment be conducted to identify the needs and desires of the community.

Mission Statement

The Lincolnwood Parks & Recreation Department is committed to providing enjoyable quality programs and attractive, safe facilities to promote the health, welfare and pleasure of all the residents of Lincolnwood

Department Vision

It is the vision of the Parks and Recreation Department of the Village of Lincolnwood to promote a feeling of community among all the diverse residents with a wide range of quality recreational programs and facilities to meet their needs.

Strategic Initiatives

- 1. Maintain and Develop Parks to meet the needs of residents and program users.**
- 2. Plan, Implement and Evaluate Quality Recreation Programs and Services to Meet the Needs of Lincolnwood and Area Program Users.**
- 3. Strengthen Community and Regional Public Relations and Publicity.**
- 4. Supplement the Capital Budget through the use of grants**
- 5. Expand and Improve Public Relations and Publicity Efforts**

**Village of Lincolnwood
Department of Parks and Recreation**

**Strategic Plan
ACTION PLAN**

	Recommendations	Fiscal Year	Responsibility
1.	Maintain and Develop Parks and Facilities to Meet the Needs of the Lincolnwood Residents and Program Users		
1.1	Continue to explore possibilities for the development of additional programming spaces	2009-2011	Director Supt. of Parks and Supt. of Recreation
1.2	Complete a Parks Master Plan	2010-2011	Supt. of Parks Outside Consultant
1.3	Research the building of a Skate Park	2009-2010	Supt. of Parks
1.4	Continue to Renovate Parks	2009-2011	Supt. of Parks
1.5	Pursue the Development of the Land on the East Side of the Channel	2010-2011	Director Supt. of Parks
1.6	Purchase and Develop the Union Pacific Property	2009-2010	Director Supt. of Parks
1.7	Develop the ComEd Property	2011	Director and Supt. of Parks
1.8	Develop On-Street Bike Paths throughout Lincolnwood based on the Recommendations of the Bikeway Plan	2012	Supt. of Parks
1.9	Evaluate Pool Facility and Develop a Five Year Capitol Plan for Maintenance and Potential Renovation	2010	Supt. of Parks Public Works
1.10	Develop an Environment Statement for the Maintenance of Parks and Facilities, including a recycling program for the parks	2010	Supt. of Parks and Management Analyst

	Recommendation	Fiscal Year	Responsibility
2.	Plan, Implement and Evaluate Quality Recreation Programs and Services to Meet the Needs of Lincolnwood and Area Program Users		
2.1	Develop quarterly program reports with data that will allow for the thorough analysis of program offerings on a seasonal basis allowing for the filling of program voids and the elimination of programs that are through their life cycle	2009	Supt. of Recreation
2.2	Create and Implement a Department-Wide evaluation form and process to gather information from current participants regarding interests, fee levels, time and day preferences, etc.	2009	Supt of Recreation
2.3	Explore ways to appeal to and serve the diverse population in Lincolnwood	2009-2011	Supt. of Recreation Director Supt. of Parks
2.4	Develop and support low-cost recreation programs during times of economic hardship	2009	Supt. of Recreation All Staff
2.5	Explore cooperative programming options with bordering parks and recreation agencies and private enterprise	2009-2010	Supt. of Recreation
2.6	Restructure camp and after school program to gain maximum efficiency and customer satisfaction	2010	Supt. of Recreation
2.7	Work with School District #74 to establish an after school drop-in option for middle school-aged children	2010	Supt. of Recreation

2.8	Develop early childhood program, offering 2-3 programs per season	2010	Supt. of Recreation
2.9	Implement a village-wide needs assessment, distributing in the necessary formats to make it accessible to all residents	2011	All Staff

	Recommendation	Fiscal Year	Responsibility
3.	Strengthen Community and Regional Public Relations		
3.1	Develop a School Park Agreement with School District #219	2009	Director and Supt. of Parks
3.2	Work with other agencies and residents to plan the Village Centennial	2009-2011	All Staff
3.3	Attend coordination meetings with School District #74 on a quarterly basis during school year	2009-2011	Director, Supt. of Parks and Supt. of Recreation
3.4	Coordinate one cooperative program with the ELL Center	2010	Supt. of Recreation
3.5	Attend one legislative/lobbying function per year	2009	Director, Supt. of Parks or Supt. of Rec.
3.6	Explore cooperative program possibilities with area park districts	2010	Director and Supt. of Rec.

	Recommendation	Fiscal Year	Responsibility
4	Supplement the Capital Budget through the use of grants		
4.1	Apply for a grant in cooperation with the Active Transportation Alliance for on-street bike path signage and striping	2009-2010	Director and Communications Manager
4.2	Apply for an OSLAD grant or a bike path grant for the development of the Union Pacific property	2010	Director and Communications Manager
4.3	Stay abreast of federal and state grant opportunities	2009-2011	All Staff
4.4	Apply for CMAQ grant for the	2011	Director and Village

	development of the Union Pacific Bike Path		Engineer
4.5	Work with Community Development Department to get bike racks in new business developments	2009-2011	Director and Community Development Director
4.6	Work with State (Dept of Commerce and Economic Opportunity) to get reimbursement for tennis court renovation at Flowers Park and to secure \$50k grant announced in 2009	2009-2010	Communications Manager

	Recommendation	Fiscal Year	Responsibility
5	Expand and Improve Public Relations and Publicity Efforts		
5.1	Implement email marketing plan through Vermont Systems	2009	Supt. of Parks & Facilities and Communications Manager
5.2	Distribute information via a recreation newsletter to Edgebrook, Wildwood and Sauganash on a quarterly basis	2010	Communications Manager
5.3	Publish and distribute pool schedule cards for families to post in their home for easy viewing	2010	Communications Manager
5.4	Publish Bike Path Map for website and distribution	2011	Communications Manager
5.5	Explore the possibility of distributing publicity in the five top languages represented in Lincolnwood	2010	Communications Manager

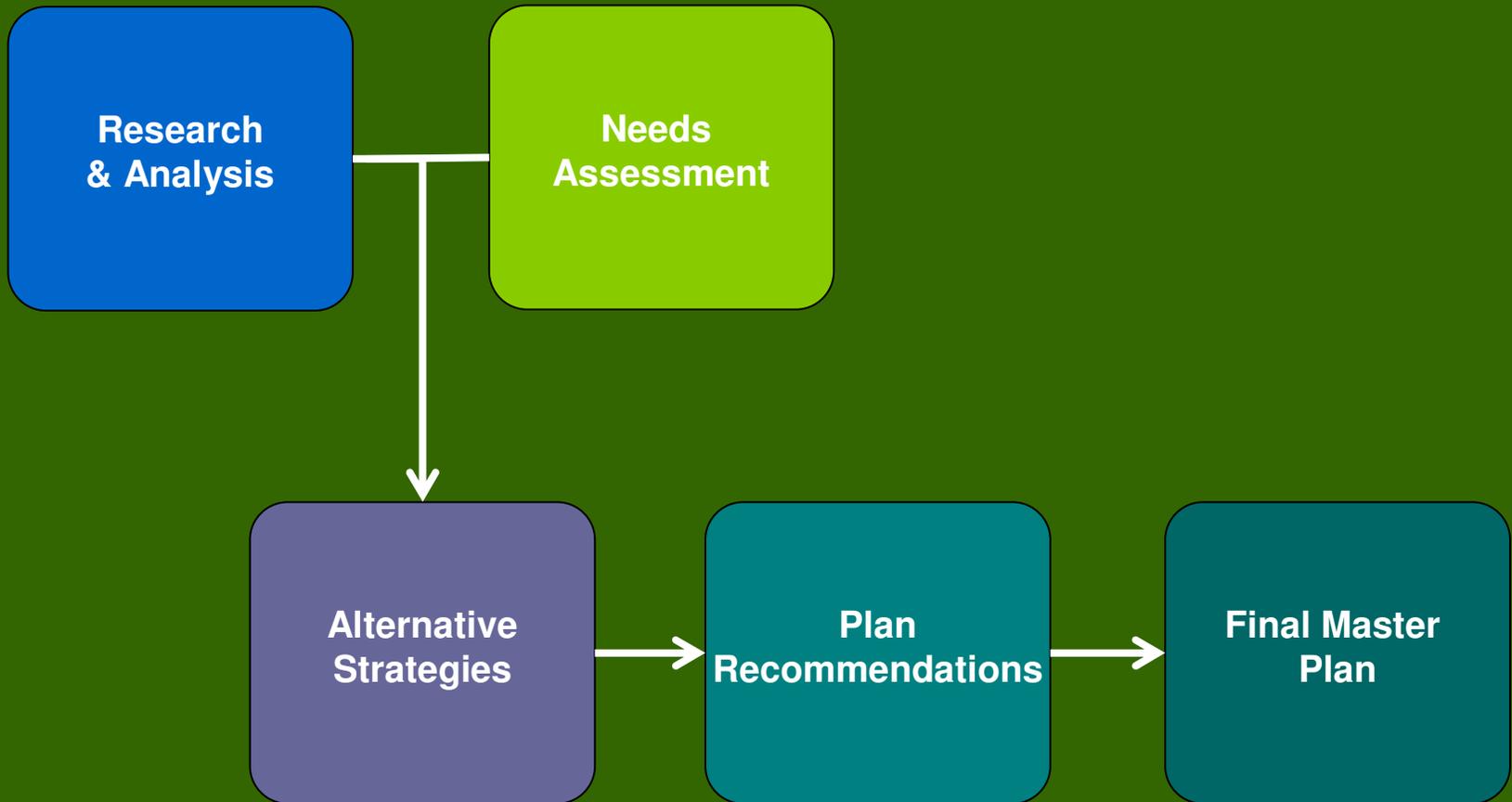
An aerial photograph of a park facility. In the upper center, there are three rectangular swimming pools with blue water, surrounded by a concrete deck and some landscaping. Below the pools are several large, oval-shaped sports fields, likely for soccer or football, with light-colored turf. To the right, there is a large parking lot filled with cars. The surrounding area is green with trees and grass. A dark green rectangular box is overlaid on the bottom right of the image, containing white and yellow text.

Creating Better Places[®]
In Lincolnwood, Illinois
**Comprehensive Parks &
Recreation Master Plan**
April 7, 2011

Project Purpose

- Assess and identify park and facility needs
- Assess and identify recreational needs
- Develop recommendations
- Develop action plan for implementation and funding

Project Process



Research & Analysis

- Agency Information
- Contextual Data
- Physical & Regulatory Data
- Data Analysis Studies
- Park, Open Space & Facility Inventory
- Programming Inventory

Needs Assessment

- Staff Input
- Park and Recreation Board Input
- Village Board Input
- Community Survey

Alternative Strategies

- Preliminary strategies based on Research/Analysis and Needs Assessment
- Staff Review
- Prioritize



Plan Recommendations

Recommendation Categories

- Department-wide
- Recreation Programs
- Existing Parks and Facilities
- Possible New Parks and Facilities

Department-wide Recommendations

- ❑ Continue proactive approach to grant funding
- ❑ Gain responsibility for park maintenance supervision and capital budget



Recreation Programs

Recreation Program Recommendations

- Strengthen the volunteer program
- Develop recreation program standards
- Document the program development process to assist new staff with a “how to” guide
- Develop customer requirements for core program areas

Recreation Program Recommendations

□ Develop a measurement system such as:

- Retention rates
- Customer satisfaction rates
- Registration numbers
- Gross and net revenue
- Resident/non-resident participation
- Market penetration rates by age group
- Referral rate

□ Measures should include metrics that can be measured quarterly and annually

Recreation Program Recommendations

□ Create a process to improve outreach to minority populations

- Create an advisory group of key leaders representing various ethnic communities
- Perform point of contact surveys
- Create a friends group as part of the Department and ensure diversity of the group. Use the group as a training program for potential board member applicants
- Partner with groups representing various ethnicities
- Create a marketing program that identifies ways to reach minority audiences
- Research trend reports, identifying recreation needs of various ethnic groups

Recreation Program Recommendations

- Develop a system-wide marketing plan
- Identify partnership opportunities to increase the amount of indoor space
- Identify opportunities for outdoor programming
- Continue the expansion of the core program areas

Recreation Program Recommendations

- ❑ Add to the programming repertoire including fitness and wellness, adult lifelong learning classes, outdoor recreation for teens, and green programs
- ❑ Review opportunities for a corporate/government partner for fitness and wellness activities for their employees when additional indoor space is secured

Recreation Program Recommendations

- Target a launch group for the development of an active adult program area
- Research the opportunity of getting resident rates for participation in neighboring park district facilities, such as Skokie
- Move toward increasing the senior age to age 62



Existing Parks and Open Space

Existing Parks and Open Space Recommendations

- Continue to install art at all community parks and selective neighborhood parks
- Implement playground replacement program based on useful life criteria
- Replace park trash receptacles
- Add recycling receptacles based on Capital Improvement Plan
- Replace park identification signs based on useful life

Existing Parks and Open Space Recommendations - *Mini Parks*

Columbia Park

- Resurface basketball court and replace goals
- Provide accessible ramp on north end of playground
- Replace round fence sections, as needed

Kenneth Park

- Install shade structure
- Provide accessible sand digger

Existing Parks and Open Space Recommendations - *Mini Parks*

Kildare Park

- Consider selling (small parcel, served by other mini/neighborhood parks)

Rossi Park

- Install shade structure
- Provide accessible sand digger

Existing Parks and Open Space

Recommendations - *Neighborhood Parks*

Goebelt Park

- Provide trail connection to the future ComEd Trail Corridor

Central Park

- Renovate playground based on useful life criteria
- Provide accessible ramp on north end of playground
- Provide path connection to tennis court entry
- Maintain, paint or replace shelter
- Resurface basketball court and replace goals
- Replace windscreens

Existing Parks and Open Space Recommendations - *Neighborhood Parks*

O'Brien Park

- Prepare park master plan
- Install shade structure
- Renovate playground
- Resurface basketball court and replace goals
- Provide accessible ramp to belt swing area

Existing Parks and Open Space Recommendations - *Neighborhood Parks*

Drake Park

- Prepare park master plan
- Renovate playground based on useful life criteria
- Provide accessible ramp to swing area
- Maintain, paint or replace shelter
- Provide additional park signage on east corner of park
- Resurface basketball court and replace goals

Existing Parks and Open Space Recommendations - *Neighborhood Parks*

G.G. Rowell Park

- Prepare park master plan
- Install shade structure
- Renovate playground based on useful life criteria
- Resurface basketball court and replace goals
- Provide accessible ramp to swing area

Existing Parks and Open Space Recommendations - *Neighborhood Parks*

Flowers Park

- Prepare park master plan
- Remove backstop
- Install shade structure
- Renovate playground based on useful life criteria
- Provide trail connection to the future ComEd Trail Corridor
- Provide accessible ramp to swing area
- Provide designated parking area
- Resurface/replace asphalt path system
- Repair tennis net center strap footing
- Replace windscreens
- Resurface basketball court and replace goals

Existing Parks and Open Space Recommendations - *Neighborhood Parks*

Springfield Park

- Prepare park master plan
- Develop skate park
- Install shade structure
- Renovate playground based on useful life criteria
- Provide accessible ramp to swing area (north end of playground)
- Resurface basketball court and replace goals

Existing Parks and Open Space Recommendations - *Community Parks*

Channel Runne Park

- Rename Channel Runne Park
Lincolnwood Centennial Park
- Construct Phase II improvements
- Develop Phase III improvements
 - Restroom/picnic shelter
 - Nature trail
 - Scenic overlook at water's edge

Existing Parks and Open Space Recommendations - *Community Parks*

Henry A. Proesel Park

- Prepare park master plan
- Install fitness stations
- Renovate playground based on useful life criteria
- Resurface basketball, inline hockey and tennis courts
- Replace windscreens
- Resurface/replace asphalt trail system
- Provide drainage system for sand volleyball area
- Install ballfield lighting at field #2
- Update/maintain shelter and restroom facility

Existing Parks and Open Space Recommendations - *Facilities*

Community Center

- Consider renovation/addition to accommodate indoor programs

Existing Parks and Open Space Recommendations - *Facilities*

Proesel Park Family Aquatic Center

- Maintain current assets
- Develop annual capital account for maintenance/repairs
- Develop pool master plan
- Increase revenue/maximize attendance

Existing Parks and Open Space Recommendations - *Facilities*

Proesel Park Family Aquatic Center - Site

- Upgrade facility to meet ADA guidelines
- Consider added aquatic amenities (spray play features, drop slides, pad walk, vortex, etc.)
- Add shade elements and rentable cabanas
- Provide visual screen/barrier to separate deck area at filter building
- Survey season pass holders

Existing Parks and Open Space Recommendations - *Facilities*

Proesel Park Family Aquatic Center - Bathhouse

- Renovate interior to replace plumbing and floor materials
- Renovate admissions to improve circulation/control
- Add family changing rooms
- Expand as required to accommodate expanded bather capacity

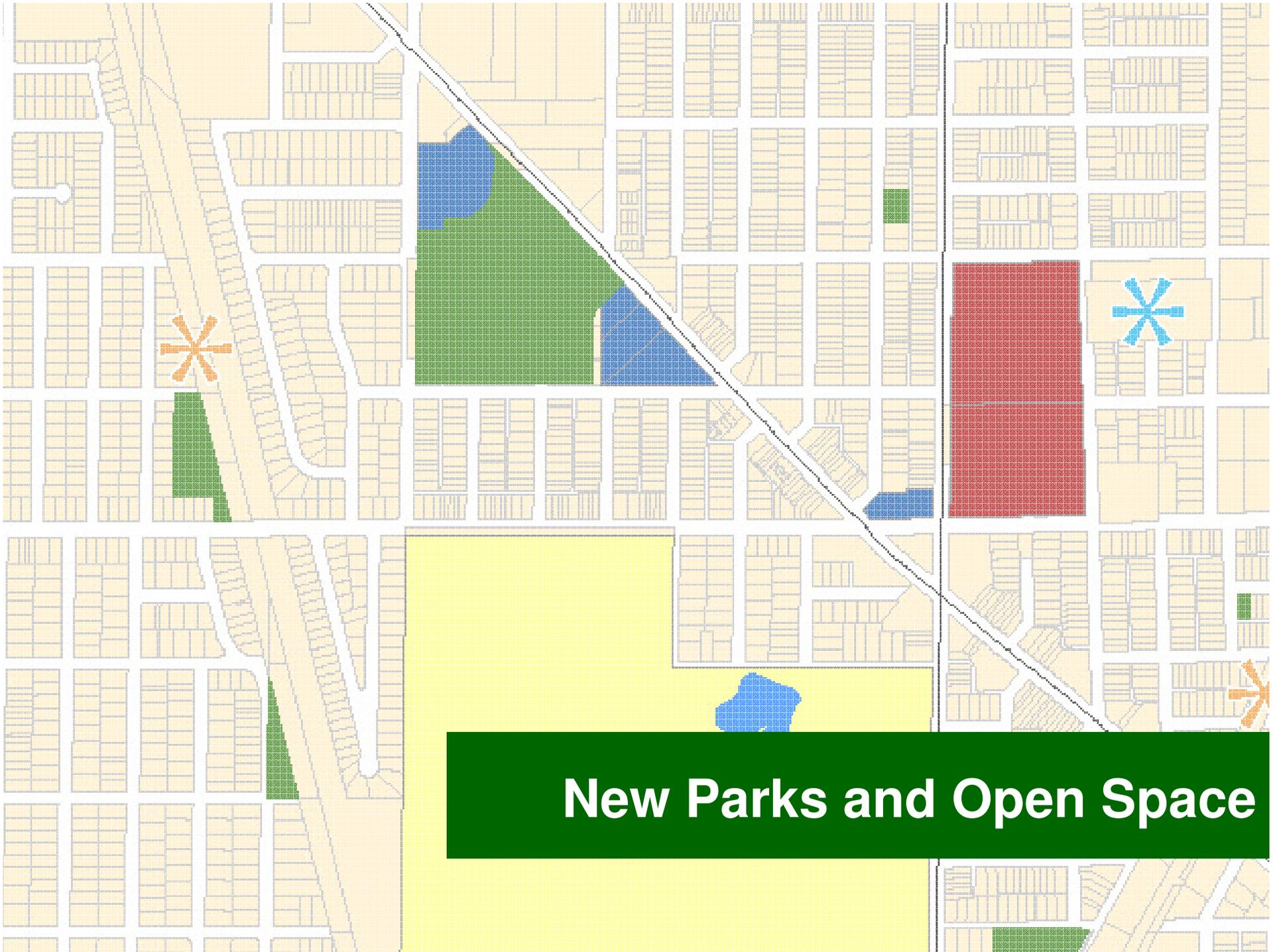
Existing Parks and Open Space Recommendations - *Facilities*

Proesel Park Family Aquatic Center- Concessions

- Consider expansion as facility attendance increases
- Provide additional tables

Proesel Park Family Aquatic Center - Filter Building

- Provide permanent, enclosed storage or visual separation
- Expand as required for new aquatic amenities



New Parks and Open Space

New Parks and Facilities

New Recreation Center

Option A - Buy/Lease

- ❑ Identify potential property for purchase or lease agreement
 - Planning Area 6 (St. John's Lutheran Church)
 - Planning Area 10 (Northeast Industrial District (NEID), adjacent to U.P. trail corridor and Public Works site)

Option B - Co-op with other public entity

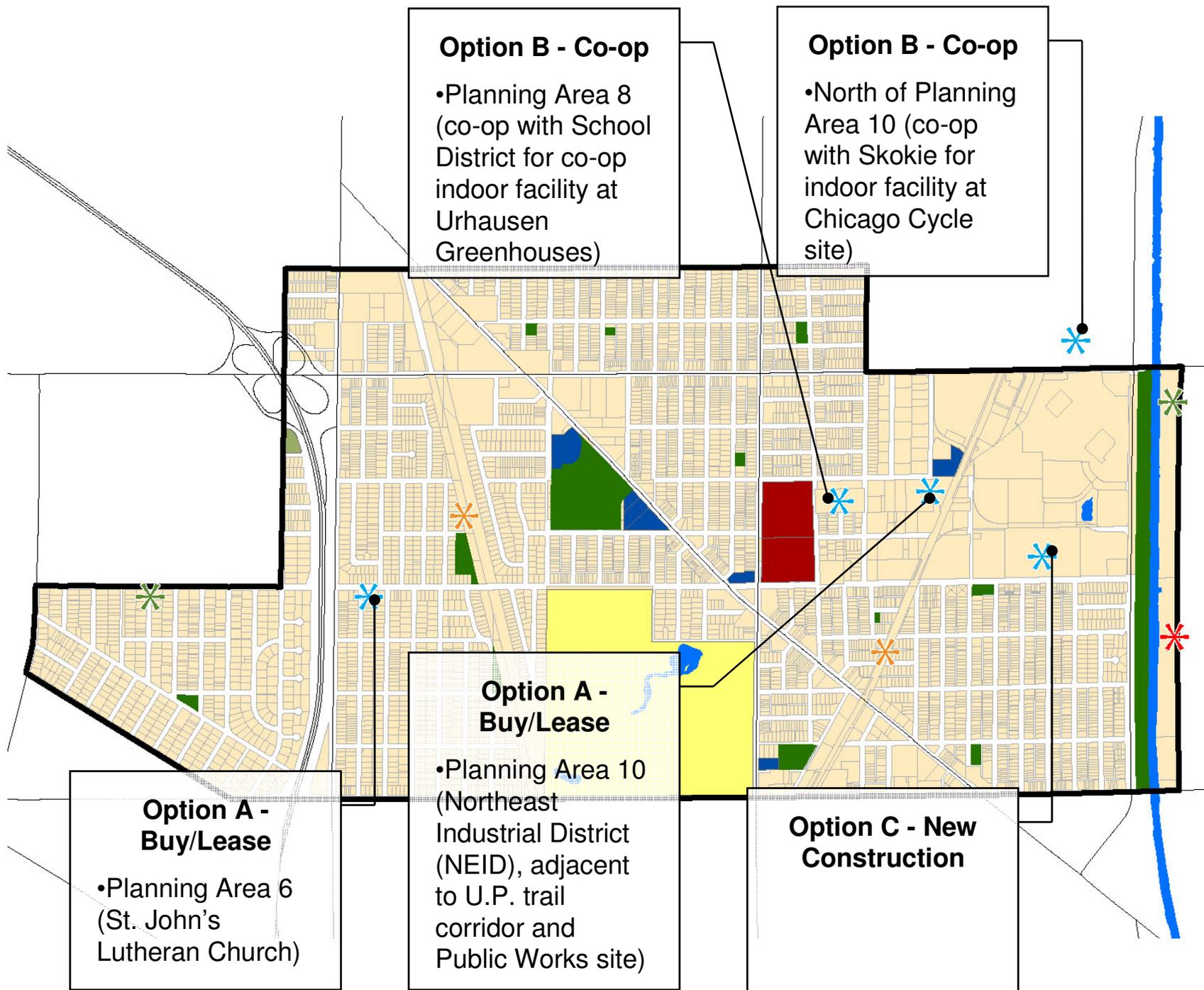
- ❑ Identify potential partnerships for co-op indoor facility
 - Planning Area 8 (co-op with School District for co-op indoor facility at Urhausen Greenhouses)
 - North of Planning Area 10 (co-op with Skokie for indoor facility at Chicago Cycle site)
 - Medical facility cooperative build/operate

New Parks and Facilities

New Recreation Center

Option C - New Construction

- Identify potential land for acquisition to construct new indoor facility



New Parks and Facilities

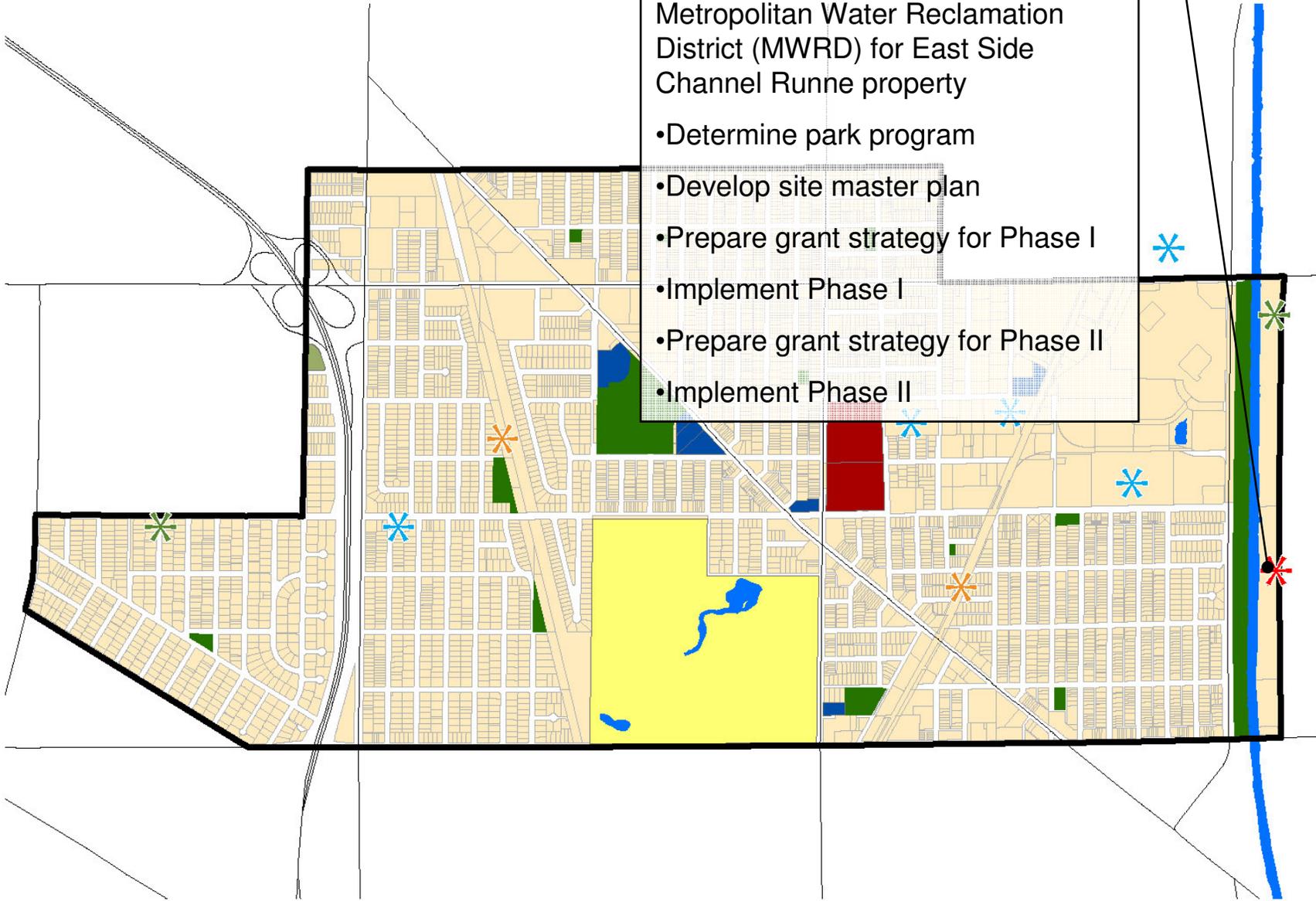
New Community Park

East Side Channel Runne

- Negotiate agreement with Metropolitan Water Reclamation District (MWRD) for East Side Channel Runne property
- Determine park program
- Develop site master plan
- Prepare grant strategy for Phase I
- Implement Phase I
- Prepare grant strategy for Phase II
- Implement Phase II

East Side Channel Runne

- Negotiate agreement with Metropolitan Water Reclamation District (MWRD) for East Side Channel Runne property
- Determine park program
- Develop site master plan
- Prepare grant strategy for Phase I
- Implement Phase I
- Prepare grant strategy for Phase II
- Implement Phase II



New Parks and Facilities

New Greenways

Union Pacific Railway Corridor (Acquisition)

- Finalize acquisition
- Wait for results of CMAQ grant application
- Develop trail corridor

ComEd Corridor (Lease)

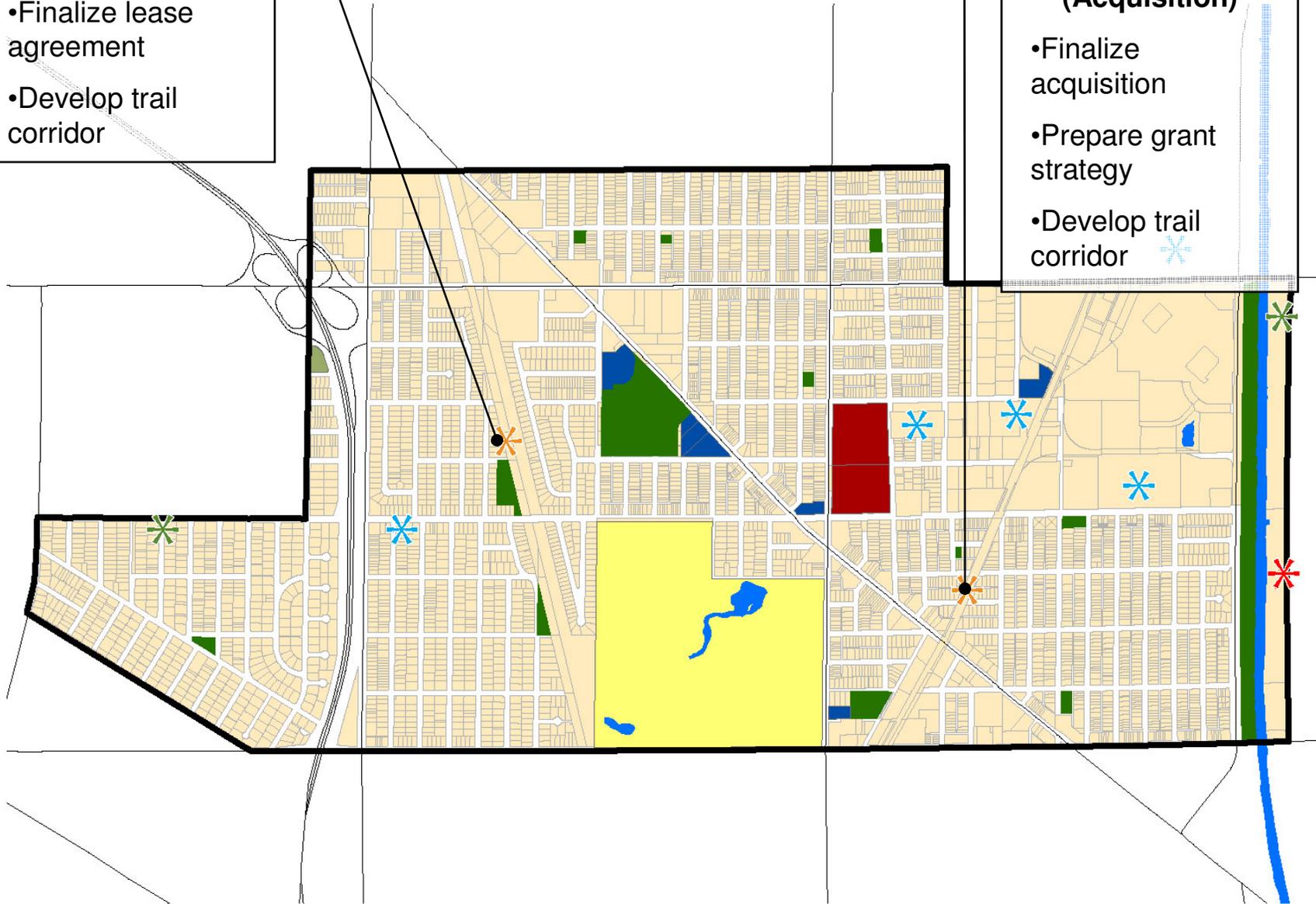
- Finalize lease agreement
- Develop trail corridor

**ComEd Corridor
(Lease)**

- Finalize lease agreement
- Develop trail corridor

**Union Pacific
Railway Corridor
(Acquisition)**

- Finalize acquisition
- Prepare grant strategy
- Develop trail corridor



Possible New Parks and Facilities

New Community Garden

Option A - Channel Runne Park East

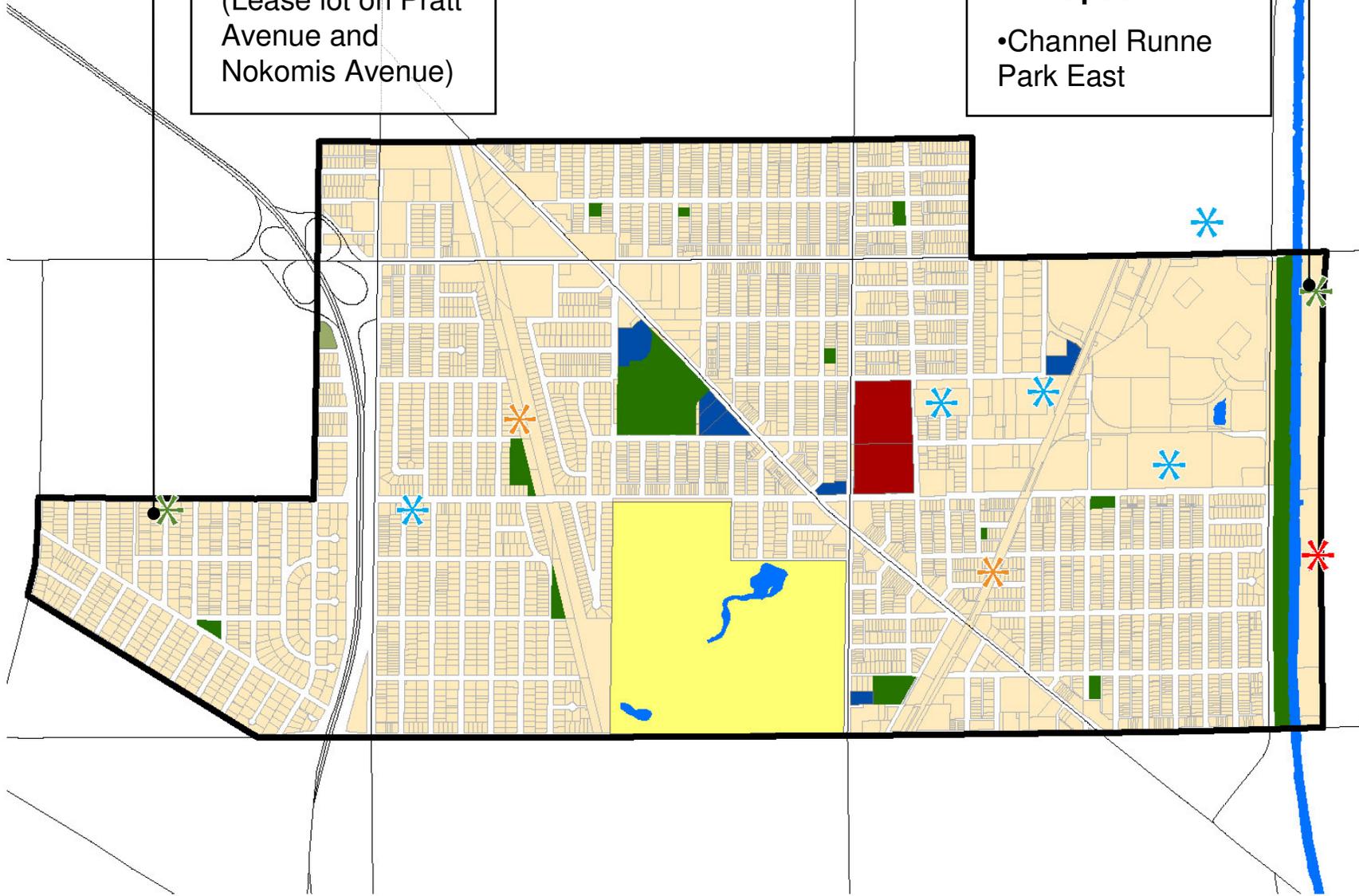
Option B - Planning Area 5 (Lease lot on Pratt Avenue and Nokomis Avenue)

Option B

- Planning Area 5
(Lease lot on Pratt
Avenue and
Nokomis Avenue)

Option A

- Channel Runne
Park East



Discussion

Lincolnwood Parks and Recreation Department

Comprehensive Parks and Recreation Master Plan

Prepared by
Hitchcock Design Group
March 4, 2011



Hitchcock
Design Group

Creating Better Places®



Heller and Heller Consulting, Inc.



LINCOLNWOOD PARKS & RECREATION BOARD MEETING
Tuesday, January 10, 2012, 7:30 pm
or Immediately Following the Strategic Planning Session
Village Hall-Council Chambers

AGENDA

- I. Call to Order
- II. Approval of Minutes of December, 2011 meeting
- III. Old Business
 - A. Revisit Park Naming Policy
- IV. New Business
 - A. Consideration of a recommendation from the Village Engineer to award a bid to Continental Construction for Channel Runne Park Phase II
- V. Director's Report
- VI. Recreation Staff Reports
- VII. Audience Participation
- VIII. Adjournment

Posted: January 6, 2012



Lincolnwood Parks and Recreation
Board Meeting – December 13, 2011
Lincolnwood Village Hall – Council Chambers
Draft Minutes

CALL TO ORDER

The meeting was called to order at 7:32 P.M.

PRESENT AT MEETING

Park Board Members: Demerise Gratch, Gail Ito, Art Lovering, Judith Snyder, Laura Tomacic, Barbra Pabst

Parks and Recreation Department Staff: Jan Hincapie, Jan Springer, Andrew Thurman, Katie Smith

Village Board Liaison: John Swanson

Audience: None

APPROVAL OF MINUTES

On motion, Ito/Snyder to approve the regular meeting minutes of November 8, 2011 meeting.
5-0, motion passed.

AUDIENCE PARTICIPATION

None

LETTERS/NOTES FROM THE PUBLIC

Hincapie received lots of positive feedback regarding the Turkey Trot. Online registration still remains cumbersome for new or infrequent users. Had discrepancy with the winner of the 5K race. The announced winner was the fastest chipped time runner. USTAF rules indicate the winner to be the first runner to cross the finish line regardless of time. Both participants were awarded plaques. Wording will be changed to reflect our rules for 2012.

Tomacic – loves the Turkey Trot but feels double-wide strollers are a safety hazard for runners and should not be allowed on the course.

Hincapie – group met post-race to discuss the event. Discussion took place regarding the site. Will look at logistics for 2012 to allow for better communication for the start of the race.

OLD BUSINESS

A. Park Renaming Policy – On motion, Snyder/Tomacic to postpone discussion until January 11, 2012 meeting. 6-0, motion passed.

B. Leaf Blower Discussion – Snyder voiced concerns regarding the internal protocol for leaf blowing to Management Analyst Engelmann. Public Works will look at use of leaf blowers by Public Works two months before use typically begins, looking for possible ways to decrease use in the parks.

Ito – Feels it's a noise problem to use leaf blowers in the parks as well as a pollution issue and disagrees with the Village's exemption to the ordinance.

Swanson – issue has been discussed at length at the Village Board level.

NEW BUSINESS

A. Presentation of 2011 Camp Report

Springer presented an overview of the 2011 day camp program highlighting program accomplishments, challenges, financials, parent feedback and goals/recommendations for 2012.

Lovering – social media should be used to reach campers creating a buzz about new programs (sports camp, archery)

Snyder – should contact District 74 to see if information can be sent out via internal broadcasting

Ito – promote through Lincolnwood Baseball and other existing athletic programs (open gym, feeder programs)

On motion, Snyder/Ito to accept 2011 Annual Day Camp Report as presented including multi-year transportation contract, 2.5% fee increase for residents and 30% higher non-resident rates than resident rates. 5-0, motion passed.

B. Presentation of 2011 Aquatic Report

Thurman presented overview of 2011 aquatic season including accomplishments, attendance, revenue/expenses, proposed facility improvements and 2012 goals/recommendations.

Snyder – is there a way to better clean/prepare the locker room floors?

Thurman explained the college membership vs. family membership. Discussion took place regarding the outside food policy.

Ito – keep the policy as is. We will receive complaints if we don't allow people to bring food in, but people need to be considerate and not "camp out" at the tables in the concession area.

Lovering – patrons could keep coolers in their cars and exit the facility to eat outside.

Snyder – is the concession area really that crowded?

Pabst – seems like the percentage bringing food in is small. Size of the food is now limited to a cooler.

Gratch – leave as is, no change.

Hincapie – parties pay for the right to bring outside food in.

Thurman proposed increasing the number of non-resident pool passes from 1800 to 2000.

Snyder – does not support this increase due to overcrowding.

Ito – has heard complaints from members due to lack of parking.

Gratch – would like resident pass registration tracked to see if the number of passes sold is declining.

Thurman presented new policy to allow pass holders two exemptions during the season to enter the pool without their pass, having staff look them up in RecTrac free of charge.

Snyder wants to make sure this wouldn't impact negatively on pass holders with longer lines to enter the facility.

Gratch – did we track closings due to weather/low attendance?

Hincapie suggested looking into a colored flag system to communicate open/closed status.

Lovering fielded a complaint about lap lanes being closed when other activities were taking place.

On motion, Snyder/Tomacic to accept 2011 Annual Aquatic Center Report as presented continuing with existing outside food/cooler policy, changing the family pass to include college students 22 years of age and under and capping non-resident passes at 1800 for the season. 6-0, motion passed.

C. Channel Runne Park Development – Phase II Bid Rejection

Hincapie – received only one bid from Continental Construction, which was over budget. Consulted attorney and was told it is not Village practice to award a bid when only one is received, especially when it is over budget. The thought was that the bid came in because of the time restraint of the original completion date of December 31, 2011. The Village went out to bid for a second time with Continental Construction coming in with the lowest bid once again. The new start date is April 1, 2012. The second bids will be presented to the Park Board in January. A request was approved by the Illinois Department of Natural Resources to extend the deadline for the completion of the project.

On motion, Lovering/Ito recommend rejecting Channel Runne Park Development – Phase II bid received by Continental Construction. 6-0, motion passed.

DIRECTOR'S REPORT

Thanked staff for their efforts with summer programs and Turkey Trot. Working on budget. Finalizing contract with HIAS. Trying to coordinate a date with the U. S. Department of Immigration to swear in 100 citizens during the summer concert series or existing event.

Lovering suggested June 14 (Flag Day)

Hincapie-staff is reevaluating the Farmers Market to determine if it's in the best interest of the Village to continue with the program. Vendors were unhappy with sales last year. The program requires a great deal of staff time and energy. Looking to possibly incorporate food vendors into Summer Concert Series, which will be relocated near the pool and run for six weeks consecutively. Asked for input.

Ito – if the program is not profitable, do not continue with it.

Lovering – weekday mornings don't seem to fit with the other farmers markets. Likes the idea of moving the concerts and including vendors.

Ito – suggested having local restaurants on site to do tastings.

Snyder – may be best to hold the market less frequently, quarterly perhaps, in conjunction with other events.

Hincapie – will bring this discussion to the Committee of the Whole.

RECREATION STAFF REPORTS

A. SUPERINTENDENT OF RECREATION – JAN SPRINGER

Have four extra tickets for the 2pm Donny and Marie – Christmas in Chicago concert tomorrow. Please let me know if you would like to attend.

B. SUPERINTENDENT OF PARKS AND FACILITIES – ANDY THURMAN

As noted in report.

- C. **YOUTH PROGRAM COORDINATOR, KATIE SMITH**
As noted in report
- D. **COMMUNITY OUTREACH COORDINATOR, GENELLE IOCCA**
Attending the Passport to the World wrap-up meeting.

ADJOURNMENT

On motion, Snyder/Ito to adjourn the meeting at 9:20 P.M.
Park Board Minutes prepared by: Jan Springer, Superintendent of Recreation

	<p>Village of Lincolnwood Policy</p> <p>Park, Building, & Facility Naming</p>	<p>Effective Date: 1994</p> <p>Revision Date: 1999, 2011</p>
---	---	--

Purpose:

To establish a systematic and consistent approach for the official naming or renaming of parks, buildings, and facilities.

It is the responsibility of the Park Board to recommend names for new parks, buildings, or facilities (“Park Property”), or when appropriate, to change the existing name(s) of Park Property of the Village. It is the objective of the Village of Lincolnwood:

- A. To ensure that the parks, buildings and facilities are easily identified and located.
- B. To ensure that names will engender a strong public image and have public support.

Policy:

It is the policy of the Village of Lincolnwood to reserve the naming or renaming of parks, buildings and/or facilities in a manner that best serves the interest of the community and ensures a worthy and enduring legacy for the Village’s park and recreation system.

- A. Park Property may be named after streets, geographical locations, historical figures, events, or concepts.
- B. Park Property (Tot Lots, Neighborhood Parks, Community Parks and Bikeways) may not be named after individuals.
- C. The Park Board may solicit public input on proposed park, building or facility names through public meetings or other means.
- D. The Park Board may hold public contests for the naming of Park Property. Such contests shall also be subject to the policies outlined above and are advisory, not binding.
- E. Renaming of parks, buildings or facilities is discouraged except where it is found that an individual’s character is or was such that continued use of their name for a park, building or facility is not in the best interest of the Village.
- F. Park Property should be named only after discussion and then a wait of at least sixty days before voting. A supermajority vote is needed to name a Park Property or to change the name of Park Property of the Village.

December 29, 2011

Ms. Jan Hincapie
Director of Parks & Recreation
Village of Lincolnwood
6900 N. Lincoln Avenue
Lincolnwood, Illinois 60712

850 Forest Edge Drive, Vernon Hills, IL 60061
TEL 847.478.9700 ■ FAX 847.478.9701

820 Lakeside Drive, Suite 5, Gurnee, IL 60031
TEL 847.855.1100 ■ FAX 847.855.1115

www.gha-engineers.com

Re: Channel Runne Park Phase II
Village of Lincolnwood
Bid Recommendation & Bid Tabulation

Dear Ms. Hincapie:

The Village received three bids on November 2, 2011 at 11:00 AM for the above referenced project. We have checked all bids and bid price extensions. The results are displayed on the enclosed bid tabulation. One bid (from Continental Construction) was totaled incorrectly (by \$30,899.96) and does not affect the overall bid process.

The low base bid of \$726,267.96 was received from Continental Construction Company, Inc. The engineer's opinion of probable cost was \$712,835.00. We did not find any bidding irregularities in Continental's schedule of prices that would affect the outcome of the project. Base bids ranged from \$726,267 to \$826,157. Alternate bids #1 (for asphalt parking lanes) ranged from (\$177,652 to \$246,720).

The Village previously received bids on this project on September 23, 2011. Only one bid was received, which was from Continental Construction. The projects were identical, except for the project completion date (which was revised from December 31, 2011 to September 14, 2012). The base bid total from Continental received on September 23rd was \$836,173 (\$726,267 rebid total) and alternate #1 bid total was \$264,960 (\$246,720 rebid total). The bid received on September 23rd was rejected at the December 20, 2011 Board meeting.

Also attached to this letter, is a summary of project costs with the Village accepting Alternate #1. Alternate #1 replaces the drive aisles of the parking lot from permeable pavers to asphalt (the parking stalls will still be permeable pavers). The total of bid costs with Alternate #1 accepted range from \$640,417.96 to \$847,633.70). Continental Construction is still the low bid total based upon the Village accepting Alternate #1. The engineers estimate for this bid is \$649,765.

Our office has not worked with Continental Construction on any prior projects. We called four references (Deerfield School District 109, Elmwood Park School District 401, Skokie Park District & Winfield Park District) provided by Continental. These projects were not exact in scope as our project and were generally smaller in contract value, but they did have similar components. All four references were generally positive towards the quality of work, responsiveness, communication and overall timeliness of the work provided by Continental Construction. In summary, I believe that the merged responses from all four references would consider Continental Construction as an average contractor.

In addition, we have talked with Syed Quraishi, Vice President with Continental Construction, on numerous occasions regarding this project. We discussed scope items, project time frames and overall goals of project. Continental Construction is very confident with their bid prices and work history and do not have any issues with meeting the contract documents or the project completion date.

The Village, Land Design Collaborative and GHA also met with Syed on December 6th to further expand on the project goals and objectives. We also discussed the possibility of the Village accepting Alternate #1. Syed confirmed that Continental Construction could meet all the project requirements and construct a successful project, including incorporation of Alternate #1 into the project.

Based upon all the above, we believe that Continental Construction Company, Inc. will complete this project in general conformance with the plans, specifications and in a timely manner. We recommend award of the bid, including Alternate #1, to Continental Construction Company, Inc. at the unit prices bid and an estimated total cost of \$640,417.96.

Sincerely,
Gewalt Hamilton Associates, Inc.

A handwritten signature in blue ink that reads "Steven D. Berez". The signature is written in a cursive, flowing style.

Steven D. Berez, P.E.
Village Engineer



DIRECTOR'S REPORT

January, 2012

Jan Hincapie, Director of Parks and Recreation

jphincapie@lwd.org

Happy New Year!

Budget

Staff will have our budget meeting with the Administrative Budget Team on Monday, January 16. We are excited about some of the program and special events that are included in the 2012-2013 Budget.

Illinois Park and Recreation Conference

All Recreation full-time program staff will be attending the Illinois Park and Recreation Conference from January 26-28 at the Hyatt in Chicago. I will be hosting a meeting of professionals working in the municipal setting on Thursday, January 26 from 5-6:30 pm in the Gold Coast room and I will be speaking with three other colleagues in a session called, "Strong Women, Strong Members, Strong Communities" on Friday, January 27 from 3-4:15 pm in the Grand Suite of the East Tower. A Board/Staff get-together is planned for Friday evening. Details will follow.

Upcoming Events

Staff is facilitating the planning of a number of community events in 2012. They include:

June 5, 12 or 14 – An cooperative event with the Hebrew Immigration Aid Society (HIAS) and US Citizen and Immigration Services, Proesel Park will be the site of the swearing in of 100 immigrants, with a reception following.

June 9 and 10 – The Lincolnwood Chamber of Commerce will be holding Lincolnwood Wine Festival at the Community Center from 1-5 pm each day. This event is done in conjunction with Lincolnwood Wine and Spirits.

June 21 – HIAS will be holding their VIP event in Channel Runne Park to thank the donors who contributed to their campaign to plant 100 trees in the park.

Staff will be coming forward at the February meeting to present Ordinances for review to allow these events in the parks and Community Center.



Superintendent of Recreation Report
Jan Springer

January 2012
jspringer@lwd.org

Seniors

Karen Gray-Keeler is stepping down from her role as trip chaperone. Genelle Locca, Community Outreach Coordinator, will join the club in January with two theater outings, two lunches and two in-house activities. I know the group will enjoy Genelle's energy and enthusiasm and will welcome her with open arms.

Activities for the month of January include Tai Chi Demo (January 4), Mix 'n Mingle with visit from Alden North Shore Dietician (January 6), Lincolnwood Place Lunch and Tour (January 11), Movie and Lunch – The Help (January 13), Come Fly Away at the Bank of America Theater (January 18), Wii Bowling and Appetizers (January 20), Gypsy at Drury Lane Theater (January 25), City-Style Lunch Bunch at Lawry's (January 27), Lunch Bunch at Kow Kow (January 31).

Publicity/Promotions

We are in the final phases of revisions for the 2012 day camp brochure. The publication is 24 pages with full color front and back and blue highlights throughout the body. We should be on target for a mid-January completion date.

The summer brochure process will begin in mid-January. This publication primarily highlights the programs and activities at the Proesel Park Aquatic Center. In addition, the new and improved Summer Concert Series, Memorial Day activities, summer softball, birthday parties, fitness and Club Kid will all be listed.

We are researching alternatives to the USPS for delivery of our brochures. The fall brochure was delayed in mailing by several weeks resulting in low enrollment and cancellations for several of our classes. The winter/spring copy went missing, and was not delivered to all Lincolnwood households. With this being our primary source of promotion, we have looked into private delivery companies and have budgeted accordingly for FY 2012-13.

Day Camp

After examining fees for each day camp program, we discovered the rate for Overtime was below market value. The hourly rate was increased as noted on the attached spreadsheet. These 2012 figures include a 2.5% increase for resident rates; non-resident rates are now 30% greater than resident rates.

Administration

I have completed a program responsibility distribution chart for the Department in preparation for the hiring of the new IMRF position. Adjustments have been made now that we have worked with this structure for seven months. The goal of the document is to help balance workloads and match experience/interests to optimize productivity. We will reevaluate the distribution in six months (June).

I will be out of the office January 6-11. I will be attending the IPRA/IAPD Soaring to New Heights Conference January 26-27.



2012 Day Camp Fees

<u>Day Camp</u>	<u>Price/Hour</u>	<u>Price/Day</u>	<u>Early Fee</u>	<u>Session I</u>	<u>Session I R</u>	<u>Session I NR</u>	<u>Early Fee</u>	<u>Session II</u>	<u>Session II R</u>	<u>Session II NR</u>	<u>PAW 1, 2, 4-8 R</u>	<u>PAW 1, 2, 4-8 NR</u>	<u>PAW 3 R</u>	<u>PAW 3 NR</u>
Tessville Tots	\$ 7.25	\$ 9.06	\$	63.00	\$ 73.00	\$ 82.00	\$	63.00	\$ 73.00	\$ 82.00	\$ 23.00	\$ 30.00	\$ 23.00	\$ 30.00
Prairie Dogs	\$ 5.70	\$ 24.23	\$	267.00	\$ 292.00	\$ 347.00	\$	291.00	\$ 316.00	\$ 378.00	\$ 91.00	\$ 118.00	\$ 61.00	\$ 79.00
Little Lincolns	\$ 5.51	\$ 33.09	\$	364.00	\$ 389.00	\$ 473.00	\$	397.00	\$ 422.00	\$ 516.00	\$ 124.00	\$ 161.00	\$ 76.00	\$ 99.00
Camp Potawatomie	\$ 4.91	\$ 29.46	\$	560.00	\$ 585.00	\$ 728.00	\$	590.00	\$ 615.00	\$ 767.00	\$ 184.00	\$ 239.00	\$ 147.00	\$ 191.00
Superstar Sports Camp	\$ 4.91	\$ 29.46	\$	560.00	\$ 585.00	\$ 728.00	\$	590.00	\$ 615.00	\$ 767.00	\$ 184.00	\$ 239.00	\$ 147.00	\$ 191.00
Rutledge Rockets	\$ 4.91	\$ 29.46	\$	560.00	\$ 585.00	\$ 728.00	\$	590.00	\$ 615.00	\$ 767.00	\$ 184.00	\$ 239.00	\$ 147.00	\$ 191.00
Jr./Sr. Adventure Camp	\$ 5.39	\$ 32.35	\$	615.00	\$ 640.00	\$ 799.00	\$	647.00	\$ 672.00	\$ 841.00	\$ 202.00	\$ 263.00	\$ 162.00	\$ 211.00
Camp 74	\$ 6.07	\$ 24.27	\$	461.00	\$ 486.00	\$ 599.00		NA	NA	NA	NA	NA	NA	NA
Camp 74 Extended Care	\$ 4.32	\$ 6.48	\$	123.00	\$ 148.00	\$ 160.00		NA	NA	NA	NA	NA	NA	NA
Warm-Ups	\$ 5.16	\$ 9.03	\$	172.00	\$ 197.00	\$ 224.00	\$	181.00	\$ 206.00	\$ 235.00	\$ 56.00	\$ 73.00	\$ 45.00	\$ 59.00
Overtime	\$ 4.32	\$ 14.04	\$	267.00	\$ 292.00	\$ 347.00	\$	281.00	\$ 306.00	\$ 365.00	\$ 87.00	\$ 113.00	\$ 71.00	\$ 92.00
August Camp	\$ 5.39	\$ 32.35	\$	162.00	\$ 187.00	\$ 211.00		NA	NA	NA	NA	NA	NA	NA
August Camp - Overtime	\$ 5.39	\$ 17.52	\$	88.00	\$ 113.00	\$ 114.00		NA	NA	NA	NA	NA	NA	NA

Notes:

Early Fee is \$25 less than R fee

Non-Res is 30% more than R Early Fee

Pick-A-Week is 25% more than one week of early fee pricing for R; NR is 30% more than R



Superintendent's Report

January 2012

Andy Thurman, Superintendent of Parks and Facilities

athurman@lwd.org

Parks

I have had a chance to speak with Jay Levesque from QR F.I.T. Trail to get a better idea of the concept of their fitness trail signs for Proesel Park. The signs include different scan code readers to view YouTube videos on a Smartphone to complete a workout. The impact to the park is minimal, but anyone with a Smartphone can use the videos. Commissioner Ito found this information at the national conference. We may attempt to solicit a sponsor for the signs.

I have been working closely with Jan Hincapie regarding Phase II of the Channel Runne Park Project. We have met with the HIAS organization and the donation of the trees and their celebration this summer. I have been out to the site with Jim Gamble to get a better understanding of the layout of the park and where the trees will be planted.

Certified Park and Recreational Professional

After several months of studying I have passed my Certified Park and Recreation Professional (CPRP) exam. The CPRP certification is granted to individuals employed in the recreation, park resources and leisure services profession who meet high standards of performance. This is a national certification. The test is 150 questions and administered at a computer testing site.

Pool

After many phone calls and meetings with different Parks and Recreation professionals, an ADA Consultant and multiple vendors we have come to the conclusion we will be purchasing one ADA compliant lift for the zero-depth/activity pool and one lift for the main/lap pool. The steps leading into the main/lap pool will be our second means of access.

Software Training

We will be hosting representatives from RecTrac, our recreation software company, for staff training in mid January. This will help us better acquaint us with the capabilities of our software.

Summer Brochure

Planning has already started for swim lessons, softball programs and pool schedules for the Summer Brochure.

**Program Supervisor**

Katie Smith, Community Center Program Supervisor

January 2012

ksmith@lwd.org

Community Center

The New Year means new programs starting in the Community Center. Community favorites such as Yoga, Pilates and Tai Chi are all starting new sessions the second week of January. With the continued success of Zumba, we have added a new Toning class Tuesday mornings as well as a Sunday Zumba class to reach those who are unable to make it out during the week.

This January, the Community Center will be busy with Lincolnwood Baseball and birthday parties. We have rented out either one or both rooms of the Community Center for three out of the four weekends in January. We hope to continue in February with fully booked weekends.

Youth Programs

Winter Break has come and gone and this year, and we had a blast! We offered Winter Break Escapes during the District 74 holiday break. Originally scheduled for eight days of care, we did not hit many of our minimum numbers but were able to hold the program four days. We hope that the success of these four days will increase the popularity of the program for next year and create interest for the upcoming Spring Break Escapes. Ideas we have for next year include reaching out to the Chicago Public Schools as well as the catholic schools in the area that are also on break during this time.

Winter is a time that few like to travel outdoors to participate in sports and activities that the cold weather brings. This year, we hope to change that with a Ski Club for kids in 6th-8th grade. With some great midwest ski hills close by, we are offering kids the chance to get out and try skiing or snowboarding for an evening of fun.

For those who would like to stay indoors, we are proud to announce that we will be hosting Computer Explorers again at Rutledge Hall starting in late January. The move from the Community Center to Rutledge Hall has been key in getting this program up and running this fall with four full classes. We hope to continue that success this winter.



COMMUNITY OUTREACH COORDINATOR'S REPORT

Genelle Iocca

January, 2012

giocca@lwd.org

Fridays for the Family

On January 13, the Indoor Playground will be set up at the Lincolnwood Town Center for young children to play on from 5:30 to 6:30pm. Promotional material for the Indoor Playground, Daddy Daughter Dance and the Ski Club will be handed out. On February 3, the Winter Carnival and Ski Club will be promoted.

Summer Concert Series

This summer, for six consecutive weeks on Thursday evenings from 7 to 8:30pm, we will hold free concerts in Proesel Park. The location of the concerts will be moved closer to the Aquatic Center and ball fields where a tent, stage and portable dance floor will be used. The concession stand will be open for people to purchase food and beverages. So far the band selection is as follows:

June 21 – Mr. Meyers Beach Party

June 28 – The Flat Cats - swing – big band sound

July 5 – Lincolnwood Chamber Orchestra Quartet (proposed) with a possible naturalization ceremony

July 12 – Shy Violet - Katy Perry, Lady Gaga, etc. (in negotiation)

July 19 – Out of Control - 8 piece band with a large repertoire

July 26 – Maxwell Street Klezmer Band (proposed)

Social Club

I will begin assisting Jan Springer with the senior activities and filling in as chaperone and driving the bus when needed.

Winter Carnival

The Winter Carnival is shaping up to be a very fun and exciting family-friendly event! On Sunday, February 26, 2012 from 1 to 3pm the Proesel Park Shelter and surrounding areas will come alive with winter fun! Roaring fires in the fireplace and fire pits will keep attendees warm. Food and drinks will be available for purchase. Radio Station K-Hits will be on-site providing music. Dog sled demonstrations, ice sculpting, and ice skating demonstrations will be held. Snowshoes, cross country skis, and ice skates will be available at no charge. Instructors will be on hand to lend assistance to anyone wishing to try a new winter sport. Sure to be a highlight of the event, a two-horse team pulling a large carriage will pull guests through the streets bordering the park. A kids dash (100 and 200 yards) will be available for kids 10years of age and younger (pre-registration and fee required). Rounding out the event will be our new roaming penguin mascot, carnival games and snow sculpting/painting (weather-permitting). Mark your calendars and please help us spread the word!

Passport to the World

A wrap-up meeting was held on December 13, where 11 committee members discussed the event and thoughts on holding another event in the future. Overwhelmingly, committee members enjoyed the event and are in support of holding the event again in 2012. See the attached report.



Passport to the World Meeting Minutes and Action Items December 13, 2011

Date/Time of Event: September 17th, 2011 at 7:30pm

Meeting Date: December 13

Start Time: 6:00pm

Meeting Leader: Genelle Iocca

Minutes taken by: Genelle Iocca

Participants and Countries:

Name	Email Address	Country
Agos, Katina	agos@sbcglobal.net	Greece
Ali, Lahib	lahibali@yahoo.com	Middle East
Athans, Mary	mlathans@comcast.net	Greece
Brogan, Caroline	carolinebrogan@gmail.com	Ireland
Brogan, Mike	Mbrogan12@msn.com	Ireland
DeJesus, Veronica	Vdejesus@lwd.org	Puerto Rico
Gawel, Barbara	Bgawel51@comcast.net	Poland
Gulati, Sheena	Sheenadugal@yahoo.com	India
Gussis, Jennifer	ngussis@ameritech.net	Italy
Fisher, Dennis	dennis.fisher@att.net	Korea
Han, Kathy	Kathy.han@sbcglobal.net	Korea
Herman, Beryl	bherman@lwd.org	Outreach
Hincapie, Jan	jphincapie@lwd.org	Sweden
Iocca, Genelle	giocca@lwd.org	Staff
Martinez, Luis	lmartinez63@aol.com	Mexico
Miczko, Conrad	Societyman2000@yahoo.com	Poland

Oberrotman, Janine	janineo@gmail.com	Poland
Panoutsos, Stacy	spanoutsos@comcast.net	Greece
Patel, Hemina	HeminaPatel70@att.net	India
Pawlowski, Anna	annapowlow@yahoo.com	Poland
Shah, Ami	aminilam@yahoo.com	India
Spector, David	davidscottspector@gmail.com	Israel
Terlizzi, Wynne	wynnejames@sbcglobal.net	Italy
Tomacic, Laura	Boombar123@aol.com	
Traisman, Ken	kntraisman@gmail.com	Ireland
Weiss, Jean	jweiss@sd74.org	Outreach

Absent: Mary Athans, Caroline and Mike Brogan, Veronica DeJesus, Barbara Gawel, Sheena Gulati, Jennifer Gussis, Kathy Han, Beryl Herman, Jan Hincapie, Stacy Panoutsos, David Spector, Laura Tomacic, Ken Traisman, Jean Weiss

Action Items

Action to be taken	Person responsible	Deadline	Completed
Prepare and send final report to committee and Park Board	Genelle I.	1-3-12	
Create a budget for 2012 event	Genelle I.	12-30-11	12-30-11
Return photos and music to volunteers.	Genelle I.	2-1-12	
Invite everyone to an informational meeting to begin planning for 2012	Genelle I.		

Key issues of discussion:

A Passport to the World wrap-up meeting was held at Central Kitchen and Tap for committee members to get together one last time and give feedback on the event. Appetizers and non-alcoholic drinks were provided by the Village and committee member Wynne Terlizzi provided bottles of wine for committee members to taste and enjoy. The food and drink was wonderful, and the conversation was very upbeat.

Committee members first discussed what they thought went well with the event. The event was described as active, well organized with a good flow. People agreed the space was set-up well. They liked the openness of the room and everyone's ability to see each other. The patio was a really nice addition and the entertainment during the second half was fun. The question was asked of each person, if they would want to hold the event again. Everyone said yes. What most people definitely wanted to do again was keep the set up of the room, have great food and drinks and interesting country displays. The biggest stand out was the awesome tasting food/drinks and the country decorations. This is what set the event apart from other, similar events. The time of year was good for most people and the day of week was good.

When asked what could be improved, people commented that attendees didn't realize how much they were going to be eating, and only sampled from about half of the countries. It would be helpful to lower the samples to two per booth, and reduce the count provided to the food vendors, by about half. So if 200 attend, tell the vendors 100 people. There was also too much alcohol at each country. Because of this, not very much of the keg and less expensive wine was served during the second half. The keg and wine could just be cut, and people could keep drinking (and eating) from the country booths.

Overall the event needed more attendees. It was noticed that not many people from the Village were in attendance. The committee would like to see more Village employees, and people from the Village boards and commissions. It was also suggested that possibly a DJ would be better because they could play ethnic songs and a wider variety of music. It was suggested that the high top tables be removed from each booth and set around the dance floor. It was noticed that most people did not use the tables and they were in the way. Fewer tables could be rented. Also, using the patio was very nice, but people wanted more tables available for seating out there. It was also suggested that the music and slide show be in sync, and that each country be responsible for making their own slide show with captions and music included. It was also suggested that the raffles be called off by an emcee between the food portion and the start of the DJ, to make the evening flow better.

Time of year was discussed for changing the event. March or April was not well received because committee members liked using the patio. They liked the Saturday evening. They thought a nice touch was to still have the flags flying on Lincoln Ave. when the event was being held, so either extending the time for the flags to fly on Lincoln Ave. or moving the event a little earlier would be nice. However, Labor Day causes an issue.

Attracting more volunteers to represent more countries was discussed. It was realized that the size of the booths would have to be decreased if countries were added. Committee members did not like the idea of having countries in the other room, but wanted additional seating in there. If the event was held again and

attracted more attendees, this would be a great place for people to get away from the crowd and rest their feet. At 250 people, the Community Center will be at maximum capacity, and moving it to a new venue was not well received by the committee members at this time.

Promotion of the event was a popular topic at the meeting with a lot of great ideas being generated around the room. It was suggested that a separate marketing committee be put in place to meet much earlier and promote the event. It was suggested that promotion of the menu and restaurants involved would be the best way to generate interest in the event.

Committee members were a little confused on how the restaurants were supposed to be recognized. It was suggested that instructions be documented for volunteers to solicit restaurants and get discounts and donations and list the ways the restaurants would be recognized. It was felt that next time more restaurants would donate if the restaurants knew specifically how they would be recognized and because the initial event was successful, receiving good PR.

Responsibilities of the committee members were discussed. Each country did not feel that they were given too much to do, and they liked being in charge of their country and not having other country responsibilities. It was discussed that other committees could be created, such as a marketing committee, etc. and anyone could be on the additional committee if they chose. The committee felt very comfortable with the number of meetings held for the planning of the event and they felt the meetings were run well, and the committee accomplished a lot.

Additional requests: Babysitting provided at another location for the event. Start a little earlier in the evening. All the flags of the countries participating should be displayed outside the event. Set up countries by continent. Have an American booth.

It is important to note that everyone on the committee gave the feedback that they had a really good time, and they definitely want to hold the event again, every year if possible.

Budget for 2012

\$30 ticket price	
Expected paying attendance: 120 (BREAK EVEN)	
Ticket revenue:	\$3600
Pipe and drape and a few high top tables and colored tablecloths	\$600
Entertainment	\$500
Food (11 countries @ \$150, 2 to 3 food items, count of 60)	\$1700
Drinks	\$400

Passport	\$250
Supplies (plates, cups, napkins, utensils)	<u>\$150</u>
Total Expenses	\$3600

Goal: 200 paying attendees	
Ticket revenue @\$30:	\$6000

Pipe and drape and a few high top tables and colored tablecloths	\$600
Entertainment	\$500
Food (11 countries @ \$250, 2 to 3 food items, count of 100)	\$2750
Drinks	\$650
Passport	\$350
Supplies (plates, cups, napkins, utensils)	<u>\$250</u>
Total Expenses	\$5100

Profit @15%	\$900
-------------	-------

Next meeting: TBD