



**Village of Lincolnwood
Parks and Recreation**

Board Meeting

Tuesday, April 10, 2018

7:00pm

Council Chambers

Lincolnwood Village Hall – 6900 North Lincoln Avenue

Agenda

- I. Call to Order
- II. Approval of Minutes of March 13, 2018 Meeting
- III. Audience Participation and Letters/Notes/Emails from the Public
- IV. Old Business
 - A. Drake Park Naming Request Update
- V. New Business
 - A. Proesel Park Aquatic Center Concession Stand Report
 - B. 2018 Turkey Trot Donation
- VI. Chairperson's Report
- VII. Commissioners' Reports
- VIII. Director's Report
- IX. Staff Report
- X. Adjournment

Posted: April 6, 2018



Lincolnwood Parks and Recreation Board Meeting

Lincolnwood Village Hall – Council Chambers

March 13, 2018

DRAFT MINUTES

CALL TO ORDER

The meeting was called to order at 7:00 P.M.

PRESENT AT THE MEETING

Park Board Members: Laura Tomacic, Victor Shaw, Grace Diaz Herrera, Maria Leberis, Reese Gratch, Art Lovering

Parks and Recreation Department Staff: Laura McCarty, Olivia Antosz

Village Board Liaison: Jennifer Spino

Village Staff:

Audience:

NOMINATION OF NEW PARKS AND RECREATION BOARD CHAIR

On motion Gratch/Tomacic approve the nomination for Art Lovering to take over as new Parks and Recreation Board Chair. 5-0, motion passed.

APPROVAL OF MINUTES

Amendment to the minutes as Lovering was in attendance but not named at the January 9, 2018 meeting. On motion Gratch/Tomacic approve the amended meeting minutes of January 9, 2018. 5-0, motion passed.

AUDIENCE PARTICIPATION/LETTERS FROM THE PUBLIC

OLD BUSINESS

A. Drake Park Naming Request

Board Discussion –

Laura McCarty – McCarty provided a general overview regarding the proposed naming of the Proesel Park basketball courts after Jewell Loyd. Loyd has offered to donate funds to purchase two medal benches. Loyd has also suggested painting the courts or backboards with her logo. McCarty proposed to have benches on the west side of the courts facing east with the plaque in between them. Not included in the Loyd donation would be the cement pad needed for the benches and the plaque in between the benches.

Art Lovering – Lovering expressed concern for sharp corners of the proposed plaque near a play area.

Reese Gratch- Gratch suggested Loyd's logo on the plaque. Gratch also suggested looking into other Park Districts regarding the length of time in which park amenities are named. The current naming policy doesn't specify the length of time for amenities to be named.

Art Lovering- Lovering expressed concern for Loyd's logo if it's connected to sponsorships with other companies such as sports apparel. Lovering suggested the concern be discussed with the attorney.

Jennifer Spino- Spino suggested a bench on either side of the court with them both looking onto the play area.

Victor Shaw- Shaw suggested instead of a plaque to use a stone similar to the global fitness spot.

Laura McCarty- McCarty stated that the Loyd family did not want a large structure as they foresaw it being used as a seat or place to hang clothing items.

Art Lovering- Lovering mentioned the Lincolnwood Baseball stone by Field One

Laura McCarty- McCarty stated that the plaque would be the lowest cost of those suggestions. Lovering suggested to hold off on making a decision until next month to give staff time to provide answers to this evening's questions.

NEW BUSINESS

A. Approval of a Recommendation Awarding the Bid for Staff and Participant Apparel

Antosz – Presented the bid process overview

Board Discussion:

- Questioned if the Village has worked with either of the two companies who submitted bids.
- Questioned what vendor was used for the 40th anniversary of the Turkey Trot

Antosz- The Village has worked with Sunburst in the past including last year. Will Enterprises has been sent RFP's in the past but haven't submitted in recent history. The Village awarded the contract to another vendor for the 40th anniversary and the vendor terminated the contract before the shirts were ordered for that event. Sunburst was able to provide the order that the previous vendor did not. References were checked for the lowest bidder.

On motion Diaz Herrera/Shaw approve a Recommendation to Adopt a Resolution to Award a Bid for the Provision of Apparel to Will Enterprises of Milwaukee, Wisconsin. 5-0, motion passed.

B. Approval of an Amendment to Alltown Bus Service Contract, Inc. of Skokie Illinois

McCarty- provides overview of Alltown Bus Service Inc., contract

Board Discussion:

- Questions when was the last increase in pricing

Antosz- No increases since the original contract in 2015.

On motion Tomacic/Gratch approve a Recommendation to Adopt a Resolution to Third Amendment to the Contract for Department of Parks and Recreation Bus Services to Alltown Bus Services Inc., of Skokie, IL. 5-0, motion passed.

C. Consideration of an Ordinance approving Lincolnwood Fest to be held in Proesel Park on July 26th – 29th, 2018.

McCarty– Presented an overview on Lincolnwood Fest.

Board Discussion –

- PowerPoint correction to state Friday end time to 11pm.

On motion Tomacic/Shaw to approve the Ordinance, waiving the enforcement of Section

6-3-2 (B), Section 9-1-3 and Section 6-3-9 (I) of the Village Code for the 2018 Lincolnwood Fest. 5-0, motion passed.

D. Fiscal Year 2018-2019 Parks and Recreation Department Goals

McCarty- Presented 2018/2019 Department goals

Board Discussion –

- Suggested setting begin dates for goals
- Suggested adding bike paths to be included in goal to install signs in all parks
- Questioned if Lincolnwood could make their own lifeguard program

McCarty- The Village is not able to create their own lifeguard program, but we can evaluate if the certification company we currently work with still meets the needs of department's expectation for lifeguard training.

CHAIRPERSON'S REPORT-

Lovering – Recommended visiting a Facebook page “Lincolnwood Time Machine” as former and current residents reminisce about the impact that camp, the pool, the parks and baseball had on their childhood in Lincolnwood.

COMMISSIONERS' REPORTS-

DIRECTOR'S REPORT-

McCarty- McCarty stated that the February board meeting had been canceled due to staff's attendance in the Village Budget Workshop the same evening. Large projects to be completed in the next fiscal year include the Community Center roof replacement and the renovation of Proesel Park. The Touhy overpass is scheduled to be complete by June of 2018. Upcoming events include the Egg Hunt at the Proesel Park Shelter on March 24th at 10:00am and Spring Break Camp the week of March 26th through the 30th. Regarding a previous event's success, the Daddy Daughter Dance was a big success in the new location.

STAFF REPORTS

A. SUPERINTENDENT OF PARKS AND FACILITIES - RIMDZIUS

As noted in report

B. RECREATION SUPERVISOR – ANTOSZ

As noted in report

C. COMMUNITY OUTREACH AND MARKETING COORDINATOR – VERING

As noted in report

D. YOUTH PROGRAMS COORDINATOR – FLETCHER

As noted in report

ADJOURNMENT

Meeting adjourned at 7:59 P.M.

Park Board Minutes prepared by: Olivia Antosz, Recreation Supervisor

Park and Recreation Board President:

Signature

Date



MEMORANDUM

TO: Members of the Park Board and Trustee Spino

FROM: Laura McCarty, Director of Parks and Recreation

DATE: April 6, 2018

RE: Proesel Park Family Aquatic Center Concession Stand Operation

On January 29, 2018, Parks and Recreation Department staff met with consultants from Profitable Food Facilities Worldwide concerning the concession operation at the aquatic center. Profitable Food Facilities Worldwide is a company that specializes in food and beverage operations and has been working with clients to establish and improve successful concession operations since 1991.

Profitable Food Facilities Worldwide was brought on board for a one day site visit to help staff determine ways to be more efficient with staffing, menu offerings, concession stand layout and ways to maximize profits and minimize expenses.

A presentation outlining the recommendations and strategies will be provided at the April 13, 2018 Parks and Recreation Board meeting.



MEMORANDUM

TO: Members of the Park Board and Trustee Spino

FROM: Melissa Rimdzius, Superintendent of Parks and Facilities

DATE: April 6, 2018

RE: 2018 Turkey Trot Donation

For the past six years, the Parks and Recreation Department has collected monetary donations and non-perishable food items for the Niles Township Food Pantry as part of the Turkey Trot. Participants are given the opportunity to make a cash donation as they register. They may also donate a non-perishable food item to receive a raffle ticket for prizes donated by our sponsors. Between the two options we have been able to give \$1000 in cash and a pick-up truck full of food.

Over the past couple years, the Parks and Recreation Department has received several financial scholarship requests for child care programming, including day camp and afterschool care. The scholarship program was previously unfunded. Families who qualified for financial assistance obtained discounted camp fees, however the discounted amount was not recouped. In an effort to fund the scholarship program, the Parks and Recreation Department asked that a portion of the annual donation from the Friends of the Community Center be utilized for this purpose in 2017. This year, the Parks and Recreation Department recommends consideration for a portion of the Turkey Trot proceeds to also assist in funding this program.

It's that time of year again while planning the 2018 Turkey Trot, to think about the holidays and the spirit of giving. Staff recommends that the Parks and Recreation Department again accept monetary donations through the registration process and non-perishable food items during Turkey Trot to assist programs designed to support community members in need, including the Niles Township Food Pantry and the Parks and Recreation Department's scholarship program.

LINCOLNWOOD PARKS & RECREATION

Staff Report: April 2018



UPCOMING EVENTS

Date	Event	Location
Wednesday, April 11	Senior City Style Lunch	Three Happiness in Chinatown
Saturday, April 14	Non-Resident Pool Pass On Sale	Parks and Recreation Office
Thursday, April 19	Senior Trip – Odyssey Lakefront Cruise	Navy Pier
Tuesday, April 24	Senior Afternoon Tea	Patisserie Coralie
Wednesday, April 25	MB Financial Lunch Presentation for Seniors	Community Center
Saturday, April 28	Basic Face Painting Workshop	Community Center
Thursday, May 3	Mom Son Bingo	Lincolnwood Fire Station
Saturday, May 5	Basic Henna Workshop	Community Center



ADMINISTRATIVE OPERATIONS

Highlights:

Proesel Park Picnic Permit

Proesel Park Picnic Permits became available to residents on Monday, April 2. Seven residents visited our office first thing in the morning to reserve their date and eleven picnic permits were issued that day. A total of 13 picnic permits were issued during opening day last year, on April 3, 2017. As of the end of the day on April 3, twelve picnic permits have been issued.

Aquatic Center Pass Sales

The second annual Resident Aquatic Center Pass Kick Off Event took place on Tuesday, March 27 from 9am to 7pm. Residents who renewed or purchased an aquatic center pass during the kick-off received a free swimsuit bag. A total of 14 resident passes were sold during the event, compared to 21 passes sold during the 2017 event. Overall, resident pass sales to date are much higher in 2018 compared to 2017. This is attributed, in part, to a promotional post card mailed to all resident homes in March.

Resident Pass Totals as of April 3, 2018

Pass Type	2017	2018
Individual	2	1
Senior	3	16
Senior Couple	5	7
Family of 2	4	5
Family of 3	6	20
Family of 4	8	23
Family of 5	4	8
Family of 6	0	1
Total	32	81

Non-Resident Aquatic Center Pass Sales

Non-resident aquatic center pass sales will begin online on Saturday, April 14 at 10am. If all 2100 passes are not sold that morning, passes will continue to be available for purchase in the Parks & Recreation office.

2018 Seasonal Hiring

Aquatic Center

The Aquatic Center is still actively recruiting and interviewing enthusiastic adults and students who are interested in working in our community. As of April 3, 2018, we are nearly done interviewing for manager and maintenance positions at the aquatic center. Our team is still seeking lifeguards, customer relations attendants, operation attendants, an Aquatic Center Coordinator, and a Swim Lesson Coordinator. Included below is a breakdown of the number of interviews scheduled for each month, as well as the number of conditional employment offers that have been provided to applicants as of April 3, 2018. Anyone interested in joining the Aquatic Center Team is encouraged to apply as soon as possible by visiting [http://www.lincolnwoodil.org/employment!](http://www.lincolnwoodil.org/employment)

Aquatic Center Hiring Status (as of 4/3/17)

Month	Scheduled Interviews	Extended Offers
January	5	13
February	4	10
March	29	33
April	7	8
TOTAL	45	64

Summer Day Camp

Lincolnwood Summer Day Camp is currently seeking applicants for Camp Coordinator and Camp Counselor positions. Last year's camp staff has been contacted and previous staff members have applied. Included below is a breakdown of the number of interviews scheduled for each month, as well as the number of conditional employment offers that have been provided to applicants as of April 4, 2018. Anyone interested in joining the Summer Day Camp team can apply by visiting <http://www.lincolnwoodil.org/employment>.

Summer Day Camp Hiring Status (as of 4/5/18)

Month	Scheduled Interviews	Accepted Offers
December	7	7
January	13	13
February	17	15
March	8	4
TOTAL	45	39

MARKETING CHANNEL HIGHLIGHTS

	Jan	Feb	Mar
FACEBOOK			
Posts	28	35	30
Total Followers	1,159	1,163	1,164
Daily Total Reach: <i>Number of unique visitors who have seen any content associated with the page</i>	9,266	10,704	10,098
Top Post* *new highlight added to table	Daddy Daughter Dance (live stream): 654	Go Lincolnwood Walk Organic Reach: 248	Egg Hunt promo video: 816
TWITTER			
Tweets	11	7	9
Impressions	3,980	3,322	3,300
Followers (total #)	213	215	217
Top Tweet	Spring Break Camp	Iron Chief's Cook-off	Chicago River Day
INSTAGRAM			
Posts	28	35	11
Likes (total)	25	108	43
Followers (total)	263	275	286

Emails

	Date	Open Rate %	Click Rate %
Egg Hunt	3/22	24	2
Martial Arts Demo	3/22	60	17
Summer Camp	3/19	28	11
Demo Class	3/12	30	2
Spring Break Camp	3/6	26	6

Press Releases

Summer Day Camp	Sent for distribution
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Online Promotions

Event	Dist. 74	Nextdoor	Chicago Parent	Oaklees Guide	Chicago Kids	Yelp	Metromix	Eventbrite
Egg Hunt	•	•	•	•	•	•	•	•
Spring Break Camp	•	•	•	•	•	•	•	•
Summer Day Camp	•	•	•	•	•	•	•	•
Spring Soccer Clinic	•	•	•	•	•	•	•	•

Event Sponsorship

Date	Sponsor	Event	Amount \$
5/13/18	MB Financial	Mother-Son Bingo	\$150



RECREATION

Highlights:

Annual Egg Hunt

There were lots of smiling faces at the 2018 Easter Egg Hunt on Saturday, March 24 in Proesel Park. An excellent crew of egg hunters were ready and willing to scoop up all of the candy-filled eggs within minutes! A big thanks to the Lincolnwood Police and Fire Departments for helping to add to the excitement by delivering the bunny in style!



Spring Break Camp

The new Spring Break camp was a success. The camp was offered for grades kindergarten through 5th grade and was held from March 26-30. The new camp featured a different field trip each day, plus games, crafts and playground fun. Throughout the week, a total of 24 children attended and the camp generated a net profit of \$1,206.00.

Mom-Son Bingo

Moms and sons are invited to join us for a fun evening of bingo on Thursday, May 3 at the Lincolnwood Fire Station. This special night for boys ages 4-12 and their moms or caregiver includes pizza, refreshments, bingo with prizes and a whole lot of fun.

Sizzlin Summer

The Parks and Recreation Department will be participate in the second annual Lincolnwood Sizzlin' Summer Sign-Ups at Todd Hall on Thursday, April 19. This event is open to the entire community and is an opportunity to sign up for 2018 Lincolnwood summer activities. Our summer day camp program and season pool passes will be available for registration and purchase at this event.

Annual Memorial Day Parade

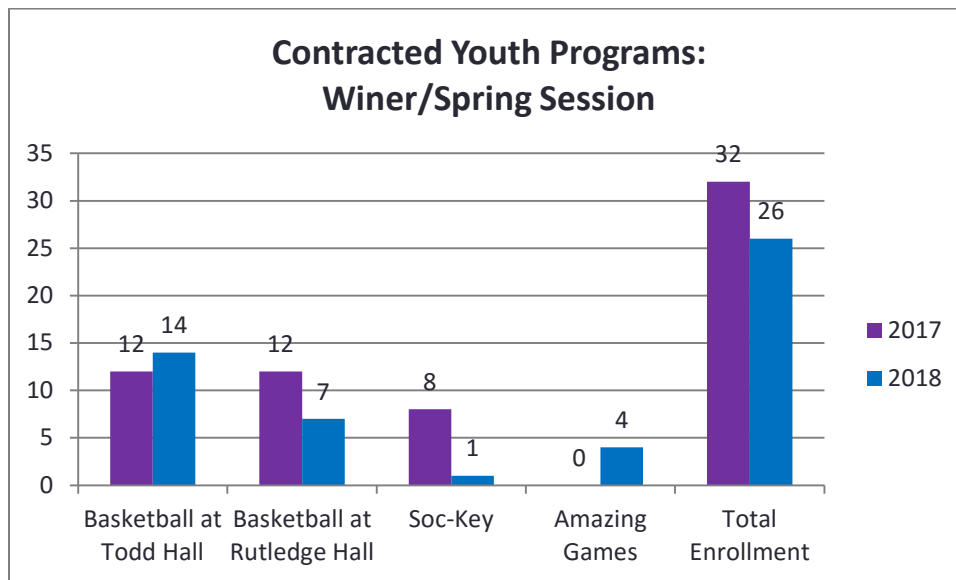
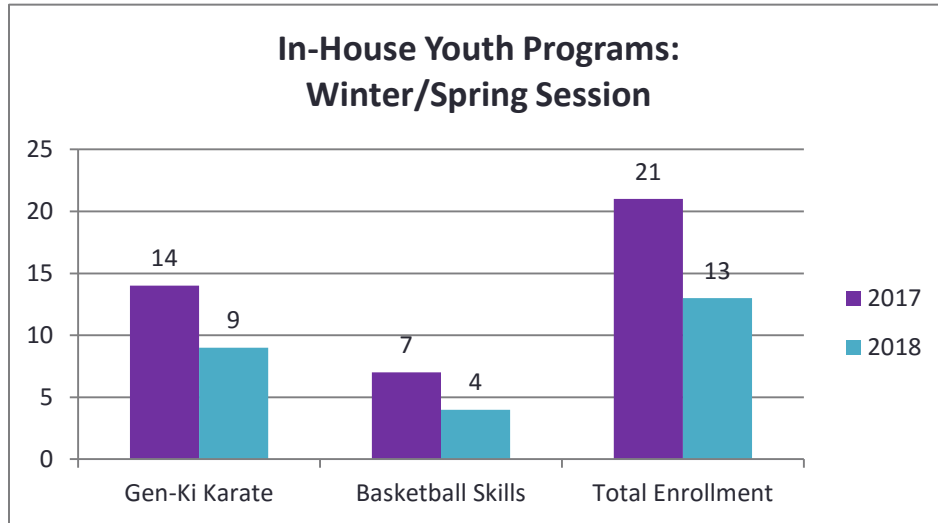
This year's Memorial Day Parade is scheduled for Monday, May 28. The parade will consist of the Patriot Brass Ensemble Marching Band, local Lincolnwood businesses and the American Legion Post #1226. Groups will gather at the Stefani's parking lot at 9:45a.m. The parade will officially step-off at 10:20a.m. and will proceed east on Pratt to Madeline's Garden in the pergola at Proesel Park. Mark your calendars!



Youth Programs

Afterschool Programs

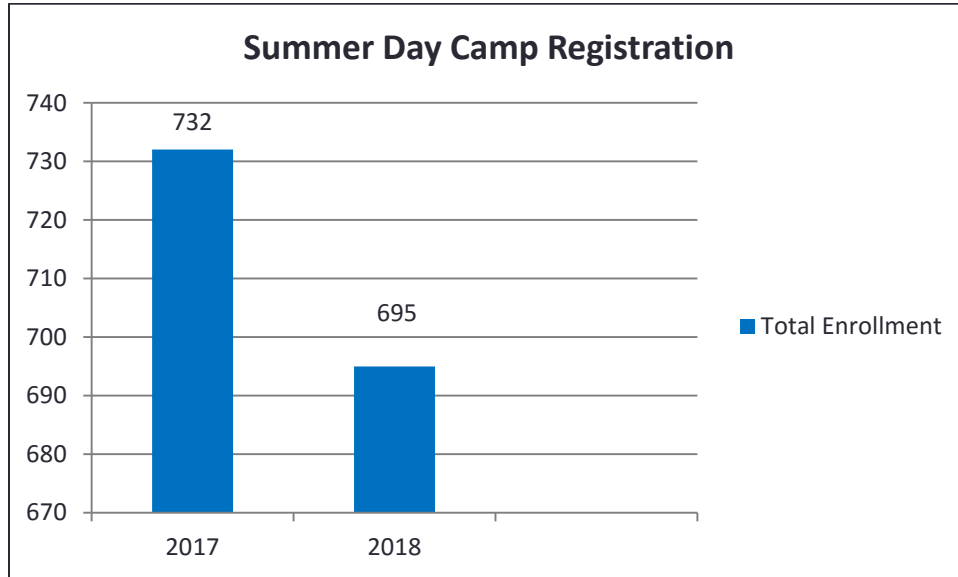
Afterschool programs are held at Rutledge or Todd Hall and provide children an opportunity to participate in a program at the end of the school day without having to leave the school campus. In-house programs are provided by a Parks and Recreation staff member and the contractual programs are provided by an outside company in which the Parks and Recreation Department receives a percentage of the total revenue generated from the program.



The school district offers a free chess program on Mondays, however switched the day to Tuesdays during the Spring which is the same day many of our after school programs are scheduled. This could be the reason there is a slight decrease in enrollment numbers this year compared to last year. In addition, the Lincolnwood Public Library started offering a free homework club Monday through Friday which has also slightly impacted our enrollment numbers. Staff will continue to work closely with the school district when planning future programs to ensure programs are offered on different days of the week.

Summer Day Camp

The chart below displays summer day camp registration numbers year to date. The slight decrease in registration numbers can be attributed to the recent spring break camp. Many of the children who attended spring break camp will also participate in the summer day camp program; however since they just participated in spring break day camp (which hasn't been offered in the past) parents might be slower to register for summer due to the expense just paid for their children to attend spring break camp.

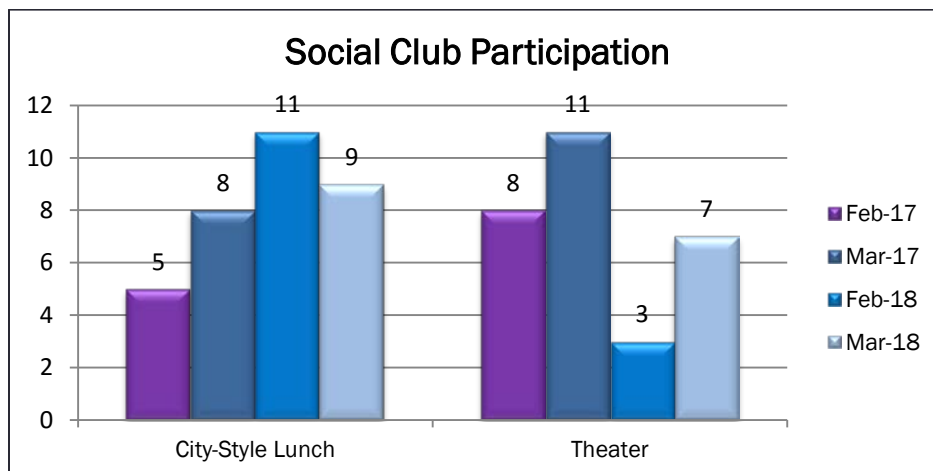


Lincolnwood Social Club (Ages 55+)

Location plays a big role in the Social Club participation. The increase in city-style lunch participation can be attributed to the location further into the city. With transportation and parking a large concern for members, they are able to enjoy the big city restaurants without the hassle.

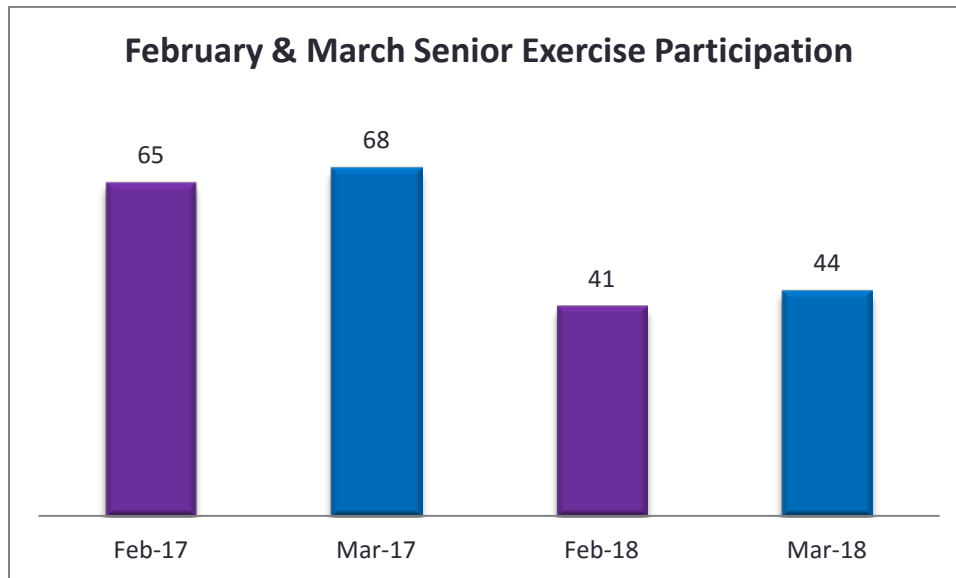
The decrease in theater trip participation can be attributed to the plays offered this season which are either brand new and imitate real life such as The Humans or are old classics such as Cabaret.

The increase in participation in the Holiday lunches can be attributed to the new locations.



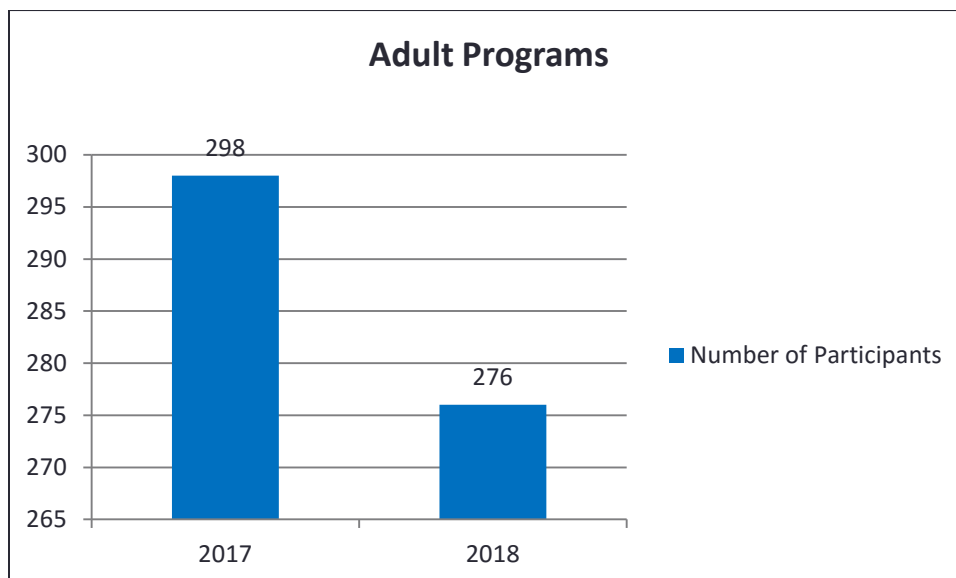
Drop-In Exercise

This program is for adults 55 and older and combines four types of exercise (cardio, strength, balance, and stretching) recommended by the National Institute of Health (NIH) to stay healthy and independent. This program covers all four elements in a drop-in format (pay at the door). The slight decrease in participation numbers this year compared to last year can be attributed to the weather as it plays a large role in attendance.



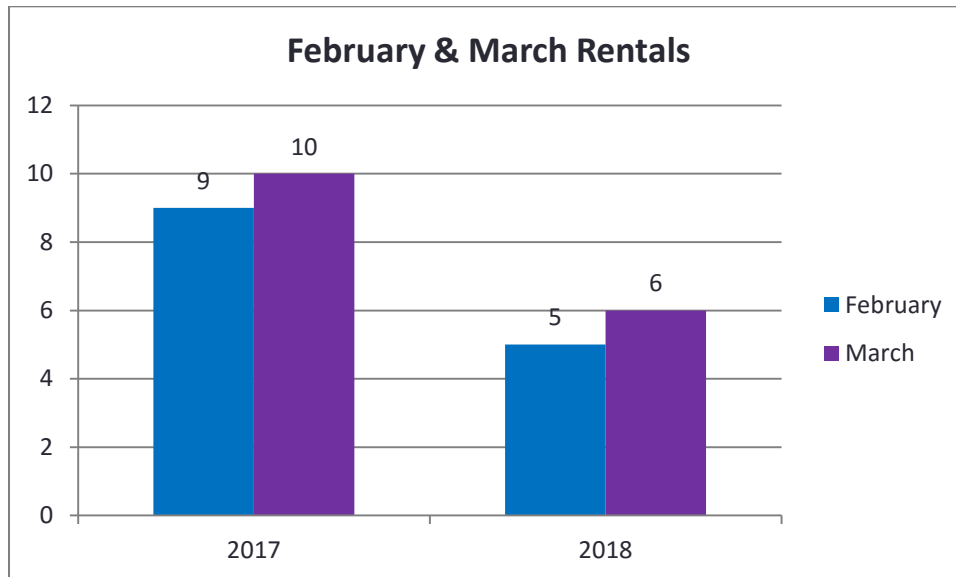
Adult Programs

Below are the final winter registration numbers for adult programs. Adult programs consist of Jazz Dance and fitness programs including: Zumba, Peace Yoga, RIPPED, Nia and Fit at Fifty.

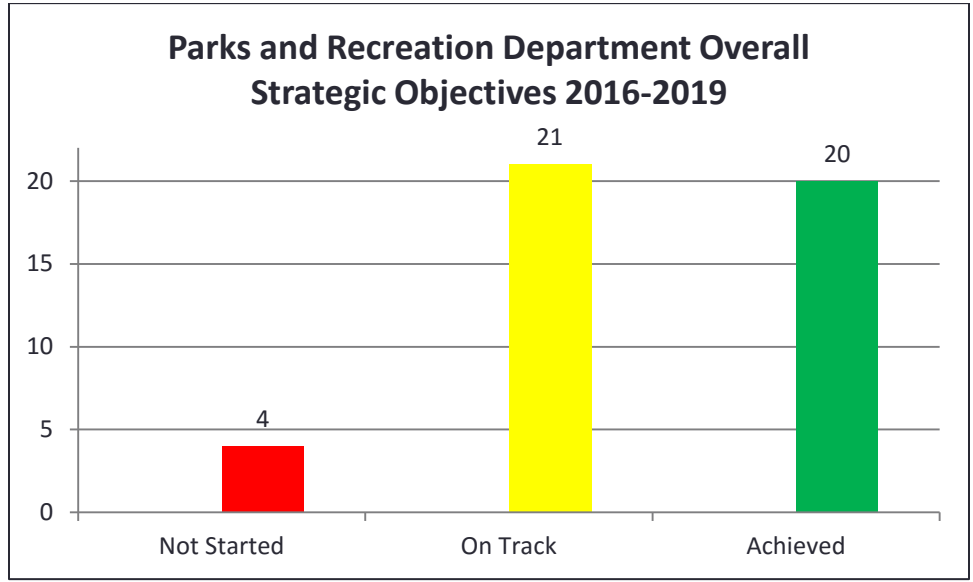


Community Center

Many lively and fun events were held at the Community Center throughout the months of February and March. Events included birthday parties, bridal showers, Iron Chief, and an employee recognition event. A total of \$5,980 in rental revenue was generated during the months of February and March compared to \$7,043 in rental revenue generated during February and March of 2017. The number of rentals has not dramatically decreased, however the amount of hours rented did which is the reason revenue is slightly down this year compared to last year at the same time. In 2017, the Community Center was rented for a total of 96.5 hours vs. the 63.5 hours of use in 2018.



OVERALL STRATEGIC OBJECTIVES



The following charts display the status of strategic objective focus area.

