

**VILLAGE OF HINSDALE
MEETING OF THE
PARKS AND RECREATION COMMISSION**

Tuesday, July 18, 2017
Katherine Legge Memorial Lodge
7:00 PM

Chairman Waverley called the meeting of the Parks and Recreation Commission to order at 7:00 p.m. at the KLM Lodge.

Members Present: Chairman Waverley, Commissioners Keane, Conboy, Hester, Boruff

Members Absent: Commissioners George & Baker

Staff Present: Heather Bereckis, Superintendent of Parks and Recreation
Brad Bloom, Assistant Village Manager/ Director of Public Safety
Linda Copp, Administrative Assistant
Sammy Hanzel, Recreation Coordinator
Hilary Poshek, KLM Lodge Manager

Others Present: Bill Voigt, USA Pickleball Ambassador, Patty McKay, 210 N Adams, Hinsdale and Mary Jablonski, 538 W Hickory, Hinsdale

Public Comment

None

Approval of Minutes

Commissioner Keane moved approval of the May 9, 2017 Park and Recreation Commission meeting minutes. Commissioner Conboy seconded and the motion passed unanimously with one correction to an attendees name.

New Business

Pickleball Presentation

Bill Voigt presented his presentation and introduced Patty McKay as his co-teacher and Mary Jablonski who is a player and trainer. Mr. Voigt passed out paddles and balls to show how they are used. Mr. Voigt explained that it is the fastest growing sport in America right now and is played on a badminton court with a whiffle ball. Mr. Voigt wants the Commission to see his vision and the reasons why more courts should be added. They want dedicated pickle ball courts and he made a presentation of how other towns have made courts. They are suggesting Brook Park by using two tennis courts and turn them into six pickle ball courts. He explained how the pickle ball courts are shorter. Western Springs has turned one of their parks into four Pickleball courts. They usually have more than 30 players at a time.

Mr. Voigt explained that all that would be needed to make it happen would be to add posts, nets, installation, resurfacing and separating fence. He believes the investment would be a few thousand dollars. There are ways to generate revenue with the courts to cover the cost of the courts. There could be charges for a specific play time and for lessons. Mr. Voigt stated that Hinsdale is a leader and expects life style leadership. He explained that the sport would be played during the day and up until the sun goes down since there would not be lights. Mr. Voigt explained how the sport started here in the area and most started playing the sport at Lifetime Fitness.

Ms. Jablonski stated that you can just drop in to play and you don't need a group. Ms. McKay commented that skills and ages are mixed and there is a sense of joy with the players. She thanked the Commission for their service.

Chairman Waverley asked how long a game takes – Mr. Voigt stated they are 7 to 12 minutes. Chairman Waverley asked if there are a lot of injuries. Ms. McKay stated there is no data on that and believes there should be training before playing and there are different levels of play depending on the skill level. Commissioner Conboy asked if there are any corporate sponsors for playing. Mr. Voigt stated there are sponsors sometimes for tournaments. All the high schools now offer Pickleball in their gym classes. Commissioner Keane asked if we know how the residents would feel if there are no longer tennis courts at Brook. Ms. Bereckis mentioned that the courts at Brook are used but we would need to check with the residents. The 294 expansion would not affect the tennis courts. The best time would be fall of 2018 and the striping would not be much more, just the expense of nets and poles. If a player wants to guarantee a court time, then they could pay for rental time, otherwise it would be free to just drop in.

Ms. Bereckis suggested sending out a survey to all the residents around Brook Park asking how they feel about changing those courts to Pickleball courts. The budget has money for the resurfacing but we would need to add the cost for nets and posts. Ms. Bereckis and Ms. Hanzel will get the information from the Community House regarding number of players and the residency of their players.

Gateway Special Recreation Association Report

Ms. Bereckis gave the report. The 1.5% increase was approved. Next year there could be a 3% increase because the Special rec community group has been increasing. I-pads have been purchased to use for camps to share on social media as well as teaching technologic skills. We are waiting for President Cauley to sign the new Articles of Agreement. The only change is Countryside is coming back in. Ms. Bereckis explained how the funds are charged. It is based on the number of participants and Hinsdale is second in attendance.

Ms. Bereckis stated that last month Sammy Hanzel and she gave a tour to Gateway trying to use Robbins Park or KLM for some of the activities. We would not get revenue from that but would be a benefit to the community since they don't have to travel as far. Oak Brook and Elmhurst are now currently used the most.

Monthly Reports

Ms. Bereckis presented the staff reports for May and June, 2017. Field and picnic rentals increased 16% and operating expenses are currently down due to loss of personnel. Program revenue decreased 10% and the majority of it is athletics and early childhood, but expenses would be down as well. The athletic programs have been refreshed for the summer and we are sharing programming with the Community House. Ms. Bereckis explained the programs and the increases or decreases for each category.

Platform tennis increased and expenses were down but that does not include capital expenses. Burns Field courts are not as popular as KLM courts. KLM revenue decreased 39% and caterer licenses were also down due to not enough business. The pool revenue increased 6% and the biggest amount is from the neighborly rate.

KLM revenue is \$20,100 for caterer licenses and rentals. There are two new caterers this year. May had the same number of events but had less revenue from those events. Ms. Bereckis commented on the projected numbers for revenue. We are slowly climbing up and staff is working

to bring in new rentals. Ms. Bereckis stated the goal is to target smaller events and hope the marketing will help with that.

Ms. Bereckis stated that the Fall brochure is at the printer and goes out August 1st. Registration begins on August 7th. Ms. Bereckis commented on the new events that are included. The Commission stated that the brochure looks great. Amita Health Care is sponsoring the first two movies in the park. Dips and Dots will be selling ice cream. The village will supply free popcorn. Commissioner Keane suggested having people bring bug spray. Staff will provide some if needed.

Ms. Bereckis stated that the parade was successful with 69 groups. \$8,400 donations have been collected to date. We had a band every other street and the weather was good. The large games at the festival were very popular.

Ms. Bereckis mentioned the two lunch on the lawn events that have been held had to be moved inside and we hope the weather will cooperate for the third one that can't be moved inside. There are two movies in the park this summer and two in the fall.

There are two kids included in programs that are being helped through Gateway. The participants are high functioning but need someone to make them focus. All spring field dates are done and fall is being reserved once AYSO has their schedule. The surveys to the Commissioners should be done by September.

Reilly Green will be doing serious repairs to the platform tennis courts for around \$7500. Paddle memberships have started coming in. Pool memberships are about the same as last year. Family memberships have increased and the 10 visit passes have decreased. All dive clinics were sold out with wait lists. Neighborly rate memberships increased 6%. End of season revenue for the pool last year was \$321,000; resident passes ended at \$108,000. Chairman Waverley asked about C and W Concessions and if he has complied with the financials. Ms. Bereckis stated that he has not disclosed his financials, which is part of the agreement. He has not been selling out of the side window because he has not provided that information. Ms. Bereckis is meeting with Dave Creamer tomorrow at 11 am.

Financial Reports

Ms. Bereckis commented that a new horticulturist, Amy Greenamyre, has been hired to replace Ralph. Ms. Bereckis explained the changes to summer camps and why. That affects the early childhood program. We don't have to pay for staff because the Community House is hosting the program. They have the ability to take registration daily or weekly so they have increased registrations and we get 20% of the revenue.

Staff is working on extra marketing is trying to revive athletics. There are just too many options for that in the community. Ms. Bereckis explained the programming increases/decreases. Platform tennis increased due to some rentals that we didn't have previously. Commissioner Conboy asked if athletics were divided equally between boys and girls. Ms. Bereckis commented on girls in Little League and how we need to try to market more to girls. Hinsdale Little League has priority for field space at Veeck so maybe a clinic could be held there at a field when Little League doesn't use them. Commissioner Conboy commented on how biking programs or trails are needed. The historical society has been asked because they have an app showing where all the Zook houses are but they were not interested in teaching anything.

Old Business

KLM Lodge Marketing Discussion

Ms. Bereckis stated that rentals are down over last year by 5%. Ms. Poshek explained the marketing for the Lodge. She has evaluated the past plan and we are not where we need to be. Most clients are finding out about the Lodge through online searches. Some of the marketing has been switched to boosting The Knot vendor services. There are inquiries weekly but bookings vary. We are listed between pages 7 and 28, so it is hard to find. The majority are not from this area. The in kind photos are being done by a professional company to take photos and they can use the lodge at a lesser rate. We do use photos from weddings to share and they will be used in a new brochure, with the client's permission.

The Knot storefront enhancement will put KLM in the first few pages. It will be for one year. There will be content that will be done by Hilary and the website working together. Bookings can be requested directly through the website. Ms. Poshek also commented on other avenues that are being investigated to make KLM more visible on the web. The Knot can also monitor reviews with the enhancements. Mr. Bloom suggested putting a link on the Knot for posting a review. The search engine optimization will have to be done by a professional company.

Commissioner Boruff asked about diversifying to more non-wedding events. Print ads have not produced any leads. There have been some repeat corporate clients but Wi-Fi is an issue with companies. More than 20 devices cannot be on at once. The Commission asked staff to look into getting better Wi-Fi coverage. The Commission is okay with going forward with this marketing approach.

Bench Donation Program Update

Ms. Bereckis stated that we are still waiting for installation of the bench at Melin. It has been approved but we have not received it yet. There have been two more inquiries. The benches cost \$1100 - \$1500 per bench. There is a resident that is requesting more benches on sidewalks. It is posted on flyers and on E-Hinsdale. It was presented to Rotary and they might want to donate some benches. The donation does include a plaque.

Other Business

Falcon Football Falcon Fest Update

Ms. Bereckis commented on the Falcon Football Fest event at Brook Park. It will be scaled back to be more like a homecoming event. Brook Park residents have been notified of the football schedule.

Special Events Update

Ms. Poshek stated that Taste of Home and Main Street Liquors will be doing the Wine event at KLM. Linens are being donated by Samantha's Linens and the bakery for Taste of Home is donating the desserts.

Adjournment

The next meeting will be September 12th. Since there was no further business to come before the Commission, Commissioner Boruff moved to adjourn. Commissioner Keane seconded and the motion passed unanimously. The meeting of the Parks and Recreation Commission was declared adjourned at 9:38 pm.

Respectfully submitted,

Linda Copp, Administrative Assistant