



MEETING AGENDA

SPECIAL MEETING OF THE PARKS AND RECREATION COMMISSION

Tuesday, July 18, 2017

7:00 p.m.

Katherine Legge Memorial Lodge
(Tentative and Subject to Change)

1. Call to Order
2. Public Comment
3. Approval of Minutes – May 9, 2017
4. Liaison Reports
 - a. Gateway Special Recreation Association Report
5. Monthly Reports
 - a. Recreation Financial Report-End of FY 2016/17
 - b. Recreation Staff Report- June 2017
 - c. Recreation Financial Report- May 2017
6. Old Business
 - a. KLM Lodge Marketing Discussion: Marketing and Revenue
 - b. Bench Donation Program Update
7. New Business
 - a. Pickleball Presentation
8. Correspondence
9. Other Business
 - a. Falcon Football-Falcon Fest update
 - b. Special Events Update
10. Adjournment

Items listed on the agenda will be discussed and considered by the Commission. The Commission welcomes public comment on the agenda items during discussion. Items recommended for Board of Trustee approval at this meeting may be referred to the Board for further consideration at their next meeting.

The Village of Hinsdale is subject to the requirements of the Americans with Disabilities Act of 1990. Individuals with disabilities who plan to attend this meeting and who require certain accommodations in order to allow them to observe and/or participate in this meeting, or who have questions regarding the accessibility of the meeting or the facilities, are requested to contact Darrell Langlois, ADA Coordinator, at 789-7014 or by TDD at 789-7022 promptly to allow the Village of Hinsdale to make reasonable accommodations for those persons.

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3

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

Tuesday, May 9, 2017
Memorial Building Board Room
7:00 PM



DRAFT

Chairman Waverley called the meeting of the Parks and Recreation Commission to order at 7:02 p.m. at the Memorial Building Board Room.

Members Present: Chairman Waverley, Commissioners Boruff, Owens, George

Members Absent: Conboy, Keane and Baker

Staff Present: Heather Bereckis, Interim Manager 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: Heather Hester, incoming Commissioner

Public Comment

Residents Joe Perinozi 411 W North and Tracy Lowes 407 W North Street presented a report of neglect at Burns Field. They pointed out benches, roof and paint and how Burns Field has deteriorated over the years. The landmark plaque is in disrepair. They pointed out that different benches have been placed and they don't match. They are not uniform and the landscaping needs work. There are still ruts left from the ice skating season. There are picnic benches throughout the park and don't fit under the shelter.

Chairman Waverley thanked them for documenting their concerns and asked Brad Bloom about what can be done. Mr. Bloom stated that they met with the Village manager to discuss the issues and what the plan is going forward. Ms. Bereckis commented on how things can be changed with some change in staff paying attention. Some of the items are in the budget to be done this year. The basketball brickwork has been fixed and the paint will be done this summer. The shelter is also scheduled and in 2021/22 the shelter will be replaced. The picnic tables are there due to the request from residents for the ice rink.

Ms. Bereckis stated that there are plans in place for the issues they have addressed. Ms. Bereckis explained that wood benches are no longer sustainable and industry standard are resin benches. They are in stock to replace the wood benches as they deteriorate. Burns can be replaced to make them all one style. The steel by the playgrounds are used and also the black receptacles for trash. The metal are used by the fields for sporting events. The residents commented about the steel benches and how they are not uniform. They stated that there should be a bench program. The Commission suggested having a memorial program in place just like what has been established for donations for the parks. There was discussion among the Commissioners and the residents regarding the issue and uniformity.

Chairman Waverley suggested publishing the donation policy. Ms. Bereckis stated that it can be advertised in the park and rec brochure and on the parks and recreation department home page on the web. Ms. Bereckis stated that instead of having 4 benches there might only be 1 bench due to the added cost. Staff wants to have the benches conform to the look of the park. The field area is

the area that they are complaining about. Chairman Waverley asked if there is an issue if there is a player style bench. Ms. Bereckis stated that there is small kids AYSO at Burns.

The residents want the benches to be uniform. They pointed out that it is not a confined park like Veeck. Ms. Bereckis will follow up with them. Commissioner Owens suggested instituting the Commission to check the parks each year as in the past. Chairman Waverley suggested having meetings at different locations in the village to show properties. Ms. Bereckis stated that the resin benches are inexpensive and as the wood benches deteriorate they would be replaced with the resin style. They could also all be the black style bench. Commission Boruff asked if there is a plan for consistency. Ms. Bereckis stated that some parks only have certain types of benches and player steel benches are longer. Ms. Bereckis suggested having the Commissioner think about the options. Mr. Bloom stated that one of the considerations was that the longer benches promote people sleeping on the benches. The benches that have a center bar distract from that.

Commissioner Owens asked if this has to go to the Trustees. Ms. Bereckis stated there is \$2000 in the budget for benches and that will buy two steel benches. Mr. Bloom is confident that if we market the donation program that there would be interest in the community. We have it advertised on the website, social media and there is also a lot of word of mouth.

Approval of Minutes

Commissioner George moved approval of the April 11, 2017 Park and Recreation Commission meeting minutes. Commissioner Owens seconded and the motion passed unanimously.

Gateway Special Recreation Association Report

Ms. Bereckis gave the report. Ms. Bereckis did ask the special Olympics team to come to the parade but they are unable to attend because they have a special event in Seattle. They received a bronze medal from the Olympics. Two participants competed in basketball at the National level and one boy will be able to attend. We are working on the budget and there will be 1-2½% increase. It won't be approved until June.

The participant level continues to grow and there have been more participants in our programs as well.

Commission Boruff asked about the staff openings. Ms. Bereckis stated that it is specialized training and they have issues with getting staff. Full time staff will fill in when staffing is short. It does not hinder the programming.

Recreation Staff Report

Ms. Bereckis presented the staff report. The reports in July will be for the end of the fiscal year and the beginning of the new fiscal year. KLM has lower gross revenue over the previous year. There were nine events but staff is working to get bookings. All of the marketing dollars have been spent and hope to see an increase within the next few months. All of the Saturdays in September and October have been booked. There are rentals for 2018.

The summer brochure is out and spring programming is wrapping up. Special events for the summer will be lunch on the lawn and we are trying to hit different age groups. Most of the events are recruited from the SPRA showcase. Most are in the Chicagoland area or Indiana. There will also be Movies in the Park at KLM. The library pays for the Lunch on the Lawn event. Easter Egg Hunt went well and had a very large group with beautiful weather. Earth day had about 50 volunteers and Trader Joes sponsored it.

Fields are finished in June for the spring and there have been a lot of rain outs. The fields have to be closed when they are soft because they would get damaged to use. The decision is made by 2:00

pm if the fields are closed. John Finnell makes the decision if they are closed. KLM usually dries out quicker. It is a revenue stream but spending money on turf is expensive. There is a new company A and B Landscaping for mowing.

Ms. Bereckis stated there are 3 full time park staff and some part time help in the summer. They start with striping the fields in April and Little League takes care of Peirce for baseball. Ms. Bereckis commented on all the work that needs to be done and that it takes about 4 weeks to complete depending on weather. Then they open the bathrooms and weed and mulch. It is completed by Memorial Day. Commission Boruff asked if they are responsible for summer maintenance. Ms. Bereckis stated they have a schedule for every park. There was vandalism at Veeck in the bathrooms over the weekend that took a day to clean up. The bathrooms did not get locked one evening over the weekend due to an oversight.

Chairman Waverley suggested having the Commissioners taking on more opportunities for helping with parks.

Recreation Financial Report

Ms. Bereckis commented on the financial report for March. As of April 28th, we are currently ahead in pool sales from last year. There will be another insert in the Hinsdalean next week. Commissioner Boruff asked what the total was for 2016. Ms. Bereckis will let the Commission know. Field and picnic shelter are up 15%. This time of year half of the day is spent on assigning fields. Operating expenses are down by 30% and public service vacancy has been filled and working on hiring a horticulturist. Admin support is down due reallocation of salaries.

Ms. Bereckis stated that expenses are down 13% but there is growth in general interest. Athletic programs have decreased but Sammy Hanzel has added new programs and there are expanded hours for tennis with free clinics, pickle ball will be in adult fitness programming. We are offering Ballroom dance to rentals for weddings. Early childhood programming is down but fitness has increased. The pickle ball court will be striped in June. Platform tennis increased 28% primarily due to the increase in fees. Tyco has fixed the issue with the FOB's. Commission George asked if there are paddle lessons available for kids. Chairman Waverley mentioned that there are classes for the youth on Monday afternoons.

Ms. Bereckis stated that KLM revenue is down but expenses are also down. Community pool will have some expenses in the end of year budget. Chairman Waverley asked what are the recreation services. Ms. Bereckis stated that is all the revenue put together. Chairman Boruff asked about capital outlay. Ms. Bereckis stated it calculates the difference over the prior year. Ms. Bereckis stated there was an error in the calculation.

Old Business

KLM Lodge Marketing and Revenue Discussion

Lodge Manager Hilary Poshek was present for the Commission to ask about marketing. There was a lot of print advertisement previously. Chairman Waverley asked we have missed advertising window since all the marketing dollars have been spent. Ms. Poshek believes that social media and more of an on-line presence is necessary. Ms. Poshek explained how she is working on the retargeting of the marketing. Chairman Boruff asked if the marketing from the past year has paid off. Ms. Bereckis stated that some of the larger print companies have been targeted. Social media and word of mouth have been a bigger source. Weddings are still the biggest revenue but staff would like to see more corporate meetings there. It does not appeal to large groups that have to be separated. Chairman Waverley asked about talking to the Chamber. They hosted an event in November and they will have another event in the summer. They also will host their holiday party at KLM.

Commissioner Boruff asked how the marketing plan was developed. Ms. Poshek worked with Emily Wagner and Anna DeVries to develop the plan with feedback from the Board. Commissioner Boruff asked about contacting an agency to help with the marketing. Ms. Poshek will check for other prices since half of the budget would be spent on a marketing agency. The total budget for marketing is \$11,500. Ms. Poshek will bring proposals to the Commission. Ms. Bereckis stated that she would like to see KLM pop up when searching on social media. We are on Wedding Guide Chicago, the Knot and a few other websites.

Currently we are in Midwest Meetings which goes to corporate agencies in print and via the web. Brochures have been delivered to the local funeral homes for memorials. Ms. Bereckis stated that we can advertise in local churches as well like we do for the pool. Chairman Waverley suggested telling district 181. The high school uses KLM regularly for peer leadership conferences and the schools do get a special price. Weekdays can get discount prices. Ms. Poshek explained how there were schools that came to take prom pictures that were bussed in and that there was a wedding that had to be delayed. The police had to be contacted for traffic control.

Ms. Bereckis stated that the schools have been contacted regarding how staff has to be notified when they want to do these types of events. Commissioner Owens suggested having a policy in place for large groups. There was discussion among the Commissioners of issues for the future.

Chairman Waverley asked about October-December rentals. Ms. Poshek stated what is being done to prior clients and corporates in the area. Chairman Waverley commented on how staff should reach out to local photographers. Ms. Poshek believes that business will turn around and she has posted new photos on Facebook that show the new patio. Chairman Waverley mentioned having an open house when we have the movie in the park. Commissioner Boruff asked about an overall plan. Ms. Poshek mentioned that was done in September and she will put something together for the Commission.

Possible Addition of Pool Climbing Wall Discussion

Ms. Bereckis discussed the memo with the communities that have one. There are 4 types of walls. One panel is in the water and Ms. Bereckis suggests having at least 4 panels. There is only one location where it could go in the diving well. One diving board would have to be removed and the drop zone would intercept so the times would have to be alternated.

It would be on the east side of the pool and would face west. There would be a guard chair next to it and there would be 3 staff in that area. Expenses would be \$13,500 to \$18,500 plus installation. It does require a permit that needs to be considered. It would be a capital expense so that would need to be in the capital budget.

Ms. Bereckis encouraged a visit to the pool to show the recommended location. Ms. Bereckis believes it is a fantastic idea but doesn't know if the capital money would be worth the other expenses that are needed. Commissioner Owens asked about the colors and Ms. Bereckis suggests the blue and green. It would match well and the clear is more expensive. There is a little maintenance with the hand holds and the height can be adjusted.

New Business

Donation Application for Bench and Tree at Melin Park

Ms. Bereckis explained the request. It is a memorial bench that would match what is already there. The tree would be handled with John Finnell. Public Services would install the bench. There is not

much upkeep with the bench. Commissioner Owens moved approval and Commissioner Boruff seconded. The motion passed unanimously. First read will be May 16 and final reading is June 13.

Correspondence

Lil Sluggers Letter and Solution

Ms. Bereckis explained the letter and the trademark on the name of the program. The company will now need to provide insurance because they use our park space. The program has been renamed.

Other Business

Summer Meeting Schedule

Ms. Bereckis asked what date the Commission wanted the July meeting. July 18 will be next meeting and then September 12th. The July meeting will be at KLM if it is available. Ms. Bereckis introduced Sammy Hanzel and that we had to increase the hourly rate in order to get enough lifeguards. C and W Concessions has signed the contract and he will be able to sell through the outside window.

Ms. Bereckis asked the Commission to help with the parade. We have partnered with Downers Grove with some groups to do both parades. The games for the festival will be rented to be on the street in addition to the normal rides. There will be a lot of marketing for the parade in the next few months.

Chairman Waverley thanked Susan Owens for her years of service. Heather Hester will be sworn in as new Commissioner at the next board meeting.

Adjournment

Since there was no further business to come before the Commission, Commissioner Boruff moved to adjourn. Commissioner George seconded and the motion passed unanimously. The meeting of the Parks and Recreation Commission was declared adjourned at 9:00 p.m.

Respectfully submitted,

Linda Copp, Administrative Assistant

4/a.

Gateway Special Recreation Association

Board Meeting
Thursday, June 8,, 2017
3:00 PM

Oakbrook Family Recreation Center
1450 Forest Gate Road
Oakbrook, IL 60523

- I. CALL TO ORDER
- II. OPEN FORUM
- III. BOARD MEMBER COMMENTS
- IV. COMMUNICATIONS
- V. OMNIBUS AGENDA
 - All items on the Omnibus Agenda are considered to be routine in nature by the Gateway Board and will be enacted in one motion. There will not be separate discussion of these items unless a Board member so requests, in which event the item will be removed from the Omnibus Agenda and considered separately.
 - A. Approval of May, 2017 Regular Meeting Minutes
 - B. Approval of June, 2017 Check Register
 - C. Approval of June, 2017 Treasurer's Report
- VI. REPORTS
 - A. RGA Monthly Report
- VII. OLD BUSINESS
 - A. Social Media Policy
 - B. Annual Goals and Objectives Discussion: The Service Provider (RGA) shall incorporate these ideas and input and present its draft goals and objectives for the next fiscal year at the May Gateway Board Meeting
- VIII. NEW BUSINESS
 - A. Review of Gateway "Articles of Agreement"
- IX. OPEN FORUM
- X. ADJOURNMENT

Items listed on the agenda will be discussed and considered by the Board. The Board welcomes public comment on the agenda items during discussion

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Individuals with disabilities who plan to attend this meeting and who require certain accommodations in order to allow them to observe and/or participate in this meeting, or who have questions regarding the accessibility of the

meeting or the facilities, are requested to contact Cindy Szkolka, at 630-993-8910 or at cszkolka@epd.org promptly to allow the Board to make reasonable accommodations for those persons.

GATEWAY SPECIAL RECREATION ASSOCIATION

BOARD OF DIRECTOR'S MEETING

MAY 11, 2017

- I. **Call to Order:** President Cindy Szkolka called the Gateway Special Recreation Association Board of Director's Meeting to order at 3:00pm on May 11, 2017 at the Oakbrook Family Recreation Center, 1450 Forest Gate Road in Oakbrook, Illinois. A Quorum was present.

Roll Call: Board Members present: Jim Pacanowski, Burr Ridge; Cindy Szkolka, Elmhurst; Heather Bereckis, Hinsdale; Karen Spandikow, Oakbrook; Matt Russian, Pleasant Dale; Jim Burg, Westchester; John Fenske, Willowbrook; Scott Nadeau, York Center

Absent: Sharon Peterson, Countryside

Staff Present: Ray Graham Staff: Mike Baig, Jillian Schneider, Carolyn Strasen

Visitors: Patti Purpura, Westchester Park District

- II. **Open Forum:** Carolyn Strasen followed up from last month's brief discussion on facilities operated by each member agency. Carolyn wanted to attain a solid grasp of all the different options for facilities that agencies have which may be utilized by Gateway. She requested either a comprehensive list and/or she would be willing to visit each agency for a tour to gather information.

Jim Burg noted that he will be representing Westchester on the Gateway Board for two more months at which time Patti Purpura will be taking over that duty. Lianne Robinette will serve as the alternative representative when needed.

- III. **Board Member Comments:** President Szkolka noted that the repairs on vehicle 192 from Area Wide had been approved. She will work with Gary Kasanders to acquire a check for the accompanying invoice.

- IV. **Communications:** None

- V. **Omnibus Agenda:** Motion was made by Scott Nadeau, York Center; to approve the Omnibus Agenda and motion seconded by John Fenske, Willowbrook.

- A. Approval of April 2017 Regular Meeting Minutes
- B. Approval of May 2017 Check Register
- C. Approval of May 2017 Treasurer's Report

On a voice vote, the motion passed unanimously.

VI. Reports:

- A. Mike Baig reviewed the monthly report and stated that numbers have remained steady and they would expect a few more registrations to come in during the month of June. Overall, staffing is fairly good with a few open positions remaining. Vehicle 192 had the needed repairs completed and the vehicle 283 is ready for its synthetic oil change. As day camp approaches, vehicles are scheduled for routine check-ups so they're ready for the increased usage during the summer. The Gateway powerlifting team is sending 3 participants down to the state competition. Two newer participants won gold and are also headed downstate for the first time. The soccer team tried to battle the weather but the tournament was eventually rained out. The Gateway Green soccer team was picked to go to Special Olympics also. The Disco Dance was held and a great time was had by all. Mike attended the Willowbrook 5K with Superintendent Cortez and mentioned that they are very interested in attending more events that are being held at member agencies as a way to market the organization within our communities.

Heather Bereckis mentioned that she's not receiving the monthly reports. Mike will double check the email addresses to ensure proper delivery.

VII. Old Business:

- A. Gateway 2017/18 Budget- Motion was made Jim Pacanowski, Burr Ridge; to review and accept a budget option and motion was seconded by Karen Spandikow, Oak Brook. Discussion followed and possible options included a 1%, 1.5%, 2%, and 2.5% increase to the Gateway budget. Jim Pacanowski stated that the impact of various percentage increases to smaller agencies is rather small so he would defer to some of the larger agencies that may be impacted more significantly. President Szkolka noted that a larger cushion may be beneficial if/when a second vehicle lease is needed. A question was raised by Jim Burg about reserves and what were the goals with regards to the fund balance. According to Gateway bylaws, a \$30,000 reserve is required. Discussion ensued on fund balances and what is the "best" amount to be kept annually. At the present time, the bank account balance was roughly \$150,000. Karen Spandikow asked if, historically, Gateway utilized space at any member agencies and subsequently be reimbursed for that usage. Jim Pacanowski responded, saying that has never taken place. He also mentioned that there are some agencies shouldering a larger burden of housing Gateway programs and that may be a topic within the bylaws to review in the future. President Szkolka stated that it would be beneficial to review the bylaws as each RGA contract is up for renewal.

Matt Russian, Pleasant Dale; made an amended motion to increase the Gateway budget by 1.5% and motion seconded by Jim Burg, Westchester.

On a voice vote:

Burr Ridge: Nay

Elmhurst: Aye

Hinsdale: Aye

Oak Brook: Aye

Pleasant Dale: Aye

Westchester: Aye

Willowbrook: Aye

York Center: Aye

Motion passed

B. Election of Officers-

President-President Szkolka nominated herself to remain as Board President with Jim Pacanowski, Burr Ridge; seconding that motion. On a voice vote, all present were in favor and President Szkolka will remain in her current position.

Treasurer-Scott Nadeau, York Center; said he had support from his board and he would be willing to serve. Motion was made by Matt Russian, Pleasant Dale; to nominate Scott Nadeau as Treasurer and motion seconded by President Szkolka. On a voice vote, the motion passed unanimously.

Secretary-Motion was made by President Szkolka to nominate Matt Russian as Secretary and motion seconded by Scott Nadeau, York Center. On a voice vote, the motion passed unanimously.

VIII. New Business:

- A. Gateway Supply Budget- Jillian Schneider researched the specifics regarding iPads and presented the following request: 3 iPads (32 GB) and 3 iPad minis (128 GB) and protective cases for all. The iPads would be used by campers and contain camper based apps. The minis would be used by site supervisors for office usage and music. President Szkolka inquired as to whether or not RGA has a social media policy. Jillian replied that they have a photo release on the back of their registration forms. Some concerns were raised regarding possible FOIA requests concerning communication and how that may impact usage of Gateway purchased equipment. President Szkolka will consult with the attorney regarding social media policies/procedures and best way to proceed. The topic of Wi-Fi connections was raised and it appears the Wi-Fi usage cannot be used at summer camps held within Elmhurst school district facilities. Suggestions on different tablets and/or creating a hotspot were offered and discussion followed.

Karen Spandikow, Oak Brook; made a motion to approve a purchase not to exceed \$2500 for the purchase of iPads/tablets for use at summer camps and motion seconded by Heather Bereckis, Hinsdale. After brief discussion, on a voice vote, the motion failed unanimously.

Jim Pacanowski, Burr Ridge; made a motion to approve a purchase not to exceed \$3500 for the purchase of iPads/tablets for use at summer camps and motion seconded by Matt Russian, Pleasant Dale. On a voice vote, the motion passed unanimously.

- B. Annual Goals and Objectives- President Szkolka suggested tabling this agenda item for a future meeting giving Superintendent Cortez an opportunity to be present for the discussion.

- IX. **Open Forum:** President Szkolka noted that a review of the Articles of Agreement should be planned for a future meeting.

Mike Baig mentioned that they have two fitness programs which use fitness bikes that are in poor shape. He was inquiring about the possible purchase of new bikes for programming. It was understood that the bikes were RGA equipment used in a RGA facility it wouldn't be the responsibility of Gateway to provide new equipment.

Carolyn Strasen inquired about officials. She stated that other SRAs pay their officials and was told by RGA that officials cannot be hired without going through a two-week orientation which would be difficult for someone to work very minimally. She noted it is very difficult to secure officials for contests. President Szkolka stated that Gateway doesn't technically have any staff so hiring anyone would need to be done through RGA. The option of contracting officials would also be an option but was not part of the approved FY18 budget so that would have to wait until next year.

Mike Baig distributed order forms for Gateway gear if anyone was interested in ordering apparel.

- X. **Adjournment:** Heather Bereckis, Hinsdale; made a motion to adjourn the meeting, seconded by Scott Nadeau, York Center. Motion passed on a voice vote. Meeting adjourned at 4:13pm.

**GATEWAY SRA
CHECK REGISTRY
June 8, 2017**

Check #	Issued to	Description	Amount	Total
1932	Area Wide Automotive	Vehicle Repair 2004	\$ 156.40	\$ 156.40
1933	JMS Auto Service	Vehicle Repair 2004	\$ 852.73	\$ 3,288.87
1933	JMS Auto Service	Vehicle Repair 2002	\$ 937.47	
1933	JMS Auto Service	Vehicle Repair 2002	\$ 450.20	
1934	JMS Auto Service	Vehicle Repair 2004	\$ 1,048.47	
Totals				\$ 3,445.27

Bank Accounts Reconciled as of June 1, 2017	
General Checking Account	\$ 503.62
Money Market Account	\$ 156,975.09
Totals	\$ 157,478.71
Check Registry	\$ 3,445.27
Outstanding check Total	\$ -
Balance after Check Registry	\$ 154,033.44

**GATEWAY SRA 2016 - 2017
MONTHLY TREASURER'S STATEMENT**

Date: June 8, 2017

<u>Revenue Accounts</u>		<u>Current Month</u>	<u>Year to Date</u>	<u>Budget</u>	<u>+ or - to Budget</u>	<u>% of Budget</u>
110	Interest	\$ 105.14	\$ 868.48	\$ 250.00	\$ 618.48	347.4%
120	Member Contributions	\$ -	\$ 516,607.66	\$ 516,609.00	\$ (1.34)	100.0%
130	Miscellaneous Revenues	\$ -	\$ -	\$ -	\$ -	0.0%
	Total Income	\$ 105.14	\$ 517,476.14	\$ 516,859.00	\$ 617.14	100.1%
<u>Expense Accounts</u>						
500	Audit Services	\$ -	\$ 3,800.00	\$ 4,000.00	\$ (200.00)	95.0%
510	Day Camp Transportation	\$ -	\$ 3,042.70	\$ 6,000.00	\$ (2,957.30)	50.7%
520	Financial Assistance	\$ -	\$ 1,765.50	\$ 4,000.00	\$ (2,234.50)	44.1%
530	Legal Fees	\$ -	\$ 222.00	\$ 1,500.00	\$ (1,278.00)	14.8%
540	Insurance Expense	\$ -	\$ 2,016.00	\$ 2,310.00	\$ (294.00)	87.3%
550	Misc. Expenses	\$ 20.89	\$ 239.49	\$ 500.00	\$ (260.51)	47.9%
560	One on One Services	\$ -	\$ 2,936.88	\$ 12,000.00	\$ (9,063.12)	24.5%
570	Program Supplies	\$ -	\$ -	\$ 500.00	\$ (500.00)	0.0%
580	Web / IT	\$ -	\$ 2,223.85	\$ 4,000.00	\$ (1,776.15)	55.6%
590	Service Contract	\$ -	\$ 439,140.00	\$ 441,421.00	\$ (2,281.00)	99.5%
600	Vehicle Fuel	\$ -	\$ 4,894.36	\$ 8,750.00	\$ (3,855.64)	55.9%
610	Vehicle Repairs	\$ 3,445.27	\$ 11,171.69	\$ 10,000.00	\$ 1,171.69	111.7%
620	Transportation Fund	\$ -	\$ 11,207.00	\$ 11,207.00	\$ -	100.0%
	Total Expenses	\$ 3,466.16	\$ 482,659.47	\$ 506,188.00	\$ (23,528.53)	95.4%
	Net Ordinary Income	\$ (3,361.02)	\$ 34,816.67	\$ 10,671.00	\$ 24,145.67	5%
<u>End of Year Projection</u>						
Annual expenses		\$	\$ 506,188.00			
Less Service Contract paid @ 100%		\$	\$ (441,421.00)			
Expense balance		\$	\$ 64,767.00			
Average monthly expenses		\$	\$ 5,397.25			
Current cash in bank		\$	\$ 157,478.71			
Less two months of average expenses		\$	\$ 146,684.21			
						← Cash at beginning of year

GATEWAY VEHICLES REPAIRS

Vehicle	Vin#	Mileage	Repair Cost	Repair Description	Vendor
2002 E350 Van	1FBSS31L62HA99624	121512	\$ 2,651.17	Replace air conditioning system	JMS
2002 E350 Van	1FBSS31L62HA99624	121512	\$ 696.56	Replace front evaporator core	JMS
2002 E350 Van	1FBSS31L62HA99624	125815	\$ 937.47	Replace upper & lower cooling system hoses & main blower assembly	JMS
Total			\$ 4,285.20		

Vehicle	Vin#	Mileage	Repair Cost	Repair Description	Vendor
2002 E350 Van	1FTSS34L32HA17730	50240	\$ 380.20	Replace drive belt assembly	JMS
2002 E350 Van	1FTSS34L32HA17730	51461	\$ 353.30	Replace rear brake fluid lines & hose assembly	JMS
Total			\$ 733.50		

Vehicle	Vin#	Mileage	Repair Cost	Repair Description	Vendor
2004 E350 Van	1FDWE35S04HA96318	78926	\$ 190.98	Adjust parking brake system	JMS
2004 E350 Van	1FDWE35S04HA96318	80121	\$ 383.88	replace left front wheel speed sensor	JMS
2004 E350 Van	1FDWE35S04HA96318	81768	\$ 180.00	Repair seat behind driver	Areawide
2004 E350 Van	1FDWE35S04HA96318	82095	\$ 1,357.14	Replace parking brake shoe set, rear brakes and rotors	JMS
2004 E350 Van	1FDWE35S04HA96318	-	\$ 1,839.38	Replace ball joints, front breaks, align wheels, exhaust pipe	Areawide
2004 E350 Van	1FDWE35S04HA96318	82920	\$ 156.40	Repair side entry door molding/break inspection	Areawide
2004 E350 Van	1FDWE35S04HA96318	82968	\$ 852.73	Tow & replace main & auxiliary batteries	JMS
2004 E350 Van	1FDWE35S04HA96318	83051	\$ 1,048.47	Replace alternator & voltage regulator assembly	JMS
Total			\$ 6,008.98		

This list includes some maintenance items such as oil changes and inspections when in the shop for other work.

**Gateway SRA Board Meeting
June 8, 2017
RGA Report**

**Summer 2016/2017 Comparison
As of 6/6/2017**

June 2016

District	Registered Participants
Burr Ridge	4
Elmhurst	43
Hinsdale	18
Oak Brook	5
Pleasant Dale	8
Willowbrook	5
Westchester	3
York	1
Countryside	1
Non-resident	10
Total	98

June 2017

District	Registered Participants
Burr Ridge	4
Elmhurst	35
Hinsdale	20
Oak Brook	5
Pleasant Dale	6
Willowbrook	5
Westchester	3
York	1
Countryside	1
Non-resident	7
Total	87

Potentially Cancelled Summer Programs as of 6/6/2017

- Streetball

Full Programs as of 6/6/2017

- Diners Club South
- Northern Social Club
- Tuesday Travelers

Day Camp Update

District	Registered Participants
Burr Ridge	1
Elmhurst	24
Hinsdale	4
Oak Brook	1
Westchester	2
Countryside	1
Willowbrook	1
Total	34

Currently our registration is at the following:

Summer Spectacular

Session I – 12 total campers

Door to Door Transportation

0

Teen Tycoons

Session I – 13 total campers

Door to Door Transportation

3

Gator Group

Session I – 9 total campers

Door to Door Transportation

2

Gateway Staff Update 6/6/2017

We currently have the following positions open:

- 3 Recreation Leaders

Gateway Vehicles Update as of 6/6/2017

Vehicle	Mileage	Maintenance
192	83, 050	Main and Auxiliary Battery
171	125, 832	Oil Change, AC Blower
170	51, 866	Oil Change
283	9, 728	None

Scholarships Status as of 6/7/2017

Burr Ridge = \$100

Elmhurst = \$500

Hinsdale = \$100

Westchester = \$100

Pleasant Dale = \$100

Fall Brochure

We are set to begin planning for the Fall 2017 Brochure. Currently we are anticipating a delivery date of August 4th. Program facility requests should be going out next week. If agencies have fall programs they would like to incorporate into Gateway SRA's booklet please send them to me. I would also like to discuss Gateway SRA's exposure in member agencies brochures. Do you need updated announcements, special events, highlights from previous seasons, contact information and/or possible pictures?

Program Highlights

Special Events

The special events highlights for the month of May is our annual Spring Formal Dance and Meal and A Movie. This year's event was held at the Mayfair Recreation and Banquet facility in Westchester. The banquet facility is always very accommodating and decorates the hall in spring colors and is always a huge help the day off. Upon entering the Spring Formal participants were greeted with a flower corsage or boutonniere and a welcome to Gateway SRA Spring Formal card. Participants enjoyed a full buffet dinner provided by Corkey's catering as well as a decorated cake. The evening was filled with dinner, dancing, music and an opportunity to take pictures under a decorated lighted arch. This is one of the most enjoyable and memorable evenings for all Gateway participants and staff.



5a.
MEMORANDUM

DATE: July 18, 2017
TO: Chairman Waverley and Members of the Parks & Recreation Commission
FROM: Heather Bereckis, Interim Manager of Parks & Recreation
RE: April 2017 Parks & Recreation Financial Report- Year End

Attached are the preliminary Parks & Recreation Department financial results for April 2017; this is the twelfth and final month of the FY 2016-17 budget year.

Parks

Revenue for field and picnic shelter rentals increased 16% (\$10,260) over the prior year. Field rental revenue increased 11% (\$6,090) for the same period of the prior year. Staff has worked diligently with outside groups to secure additional field rental space; spring rentals will begin posting in April. Picnic shelter rental revenue increased 43% (\$4,170) due to an increase in usage, as a result of the favorable summer weather.

Park operating expenses are down 28% (\$162,461) over the prior year. Personnel services are down 33% (\$113,374) over the prior year due to reallocation of staff wages and a part-time staff vacancy. Materials & Supplies and Repairs & Maintenance appear to be down over the prior year due to the timing of projects and invoices posting from the prior year.

Admin & Support

Operating expenses are down 29% (\$80,326) over the prior year. This is primarily due to changes in staffing and reallocation of salaries as well as decreased expenditures for risk management services.

Programs & Activities

Through the month of April, program revenue decreased 10% (\$25,690) over the prior year. All of the below programs are contractual; revenues are directly related to offsetting contractual expenses. Therefore, due to reduced programming, recreation expenses are down 13% (\$55,792) over the same period of the prior year, before the addition of capital expenses. Personnel and Contractual expenses, which include the payment for program services, decreased 16% (\$55,956) due to decreased enrollment.



MEMORANDUM

General Interest program revenue has increased 12% (\$1,196) over the prior year, due to increased enrollment in magic and Lego programs.

Athletic program revenue decreased 29% (\$31,539) over the prior year; this is a result of decreased registration in the tennis lesson and sports camp programs. Staff has made changes to the programming for the 2017/18 FY in hopes of reviving registration. These changes include new classes, expanded hours and locations, free clinics and new instructors.

Cultural Arts program revenue decreased 6% (\$445) over the prior year; due to decreased enrollment in Ballroom Dancing. Personnel services have decreased 55% (\$1,589) over the prior year.

Early childhood programming registration revenue is down 17% (\$5,516) over the prior year. This is the result of third-party preschool providers declining to offer summer programming. Staff continues to work with local groups to increase programming opportunities for early childhood through cooperative programming with Clarendon Hills and Burr Ridge Park Districts, as well as The Community House.

Fitness program revenue has increased 11% (\$2,289) over the prior year. This is due to the offering of additional adult fitness programs like Pilates and Barre through cooperative programming with The Community House.

Platform Tennis

Through April, membership revenue increased 19% (\$10,278) over the prior year. Total revenue through April is \$64,765; this includes memberships as well as key fob and facility rental fees. Operating expenses are down 18% (\$8,720) over the prior year, not including capital expenditures.

General Rec Admin

Operating expenses are down 14% (\$31,570) over the prior year. This is primarily due to changes in staffing and reallocation of salaries as well as decreased expenditures on materials and supplies.



MEMORANDUM

Katherine Legge Memorial Lodge

Rental revenue through April is currently \$132,360; which is a decrease of 29% (\$54,967) over the same period of the prior year. Caterer's License fees are down 27% (\$3,766) over the same period of the prior year; three fewer caterers chose to renew because they weren't receiving enough business from Lodge clients. Some of this revenue will be recaptured with single event fees paid by non-preferred caterers over the course of the year.

Expenses are trending down 16% (\$26,368) over the prior year. Personnel expenses decreased 16% (\$11,582) and Materials & Supplies have decreased 27% (\$2,428); both as a result of fewer events.

Community Pool

The Community Pool closed on September 5th, 2016 for the season. Overall pool revenues increased 6% (\$17,210) over the prior year; the largest contributing factor is an increase of 32% (\$8,742) in non-resident pass sales. Non-capital related expenses remain virtually the same over the prior year; with capital expenditures, the expenses increased 18% (\$51,664). The annual pool report was presented at the 2017 Parks & Recreation meeting.

Parks Recreation Revenue/Expense Summary

April
FY 2016-17

DEPT. 3101

	FY 16-17 Budget	FY 16-17 YTD	FY 16-17 % of Budget	FY 15-16 BUDGET	FY 15-16 YTD	VARIANCE OVER PRIOR YEAR	% of Change
ADMIN. AND SUPPORT							
Expenses							
Personnel Services	232,862	171,052	73%	229,647	221,373	-50,321	-23%
Professional Services	0	0	0%	0	0	0	0%
Contractual Services	0	559	0%	0	204	355	0%
Other Services	5,800	4,788	83%	7,550	6,406	-1,619	-25%
Materials & Supplies	2,450	2,623	107%	2,200	3,576	-953	-27%
Repairs & Maintenance	800	1,195	149%	150	0	1,195	0%
Other Expenses	4,309	3,432	80%	4,230	3,540	-107	-3%
Risk Management	28,598	11,072	39%	30,980	39,949	-28,877	-72%
Total-Operating Expenses	274,819	194,721	71%	274,757	275,047	-80,326	-29%

DEPT. 3301

	FY 16-17 Budget	FY 16-17 YTD	FY 16-17 % of Budget	FY 15-16 BUDGET	FY 15-16 YTD	VARIANCE OVER PRIOR YEAR	% of Change
PARKS MAINTENANCE							
Revenues							
Field Fees	44,500	60,582	136%	38,000	54,492	6,090	11%
Picnic Fees	11,500	13,760	120%	10,500	9,590	4,170	43%
Total Revenues	56,000	74,342	133%	48,500	64,082	10,260	16%
Expenses							
Personnel Services	259,029	233,412	90%	376,456	346,786	-113,374	-33%
Contractual Services	152,900	124,088	81%	131,376	125,140	-1,052	-1%
Other Services	1,675	1,644	98%	1,850	1,296	349	27%
Materials & Supplies	52,355	33,914	65%	48,300	48,359	-14,445	-30%
Repairs & Maintenance	29,220	21,375	73%	53,500	53,647	-32,272	-60%
Other Expenses	2,495	460	18%	2,495	2,126	-1,666	0%
Total-Operating Expenses	497,674	414,893	83%	613,977	577,354	-162,461	-28%
Capital Outlay							
Motor Vehicles	46,000	29,528	0%	0	0	29,528	0%
Park/Playground	0	0	0%	0	0	0	0%
Lands/Grounds	74,000	20,668	28%	181,000	168,881	-148,213	-88%
Buildings	139,500	73,257	53%	50,000	9450	63,807	0%
Total Capital Outlay	259,500	123,452	48%	231,000	178,331	-54,879	-31%
Total Expenses	757,174	538,345	71%	844,977	755,685	-217,340	-29%

DEPT.3420

	FY 16-17 Budget	FY 16-17 YTD	FY 16-17 % of Budget	FY 15-16 BUDGET	FY 15-16 YTD	VARIANCE OVER PRIOR YEAR	% of Change
RECREATION SERVICES							
Revenues							
Registration & Memberships	320,500	224,687	70%	308,000	250,377	-25,690	-10%
Misc. Income	250	0	0%	2,000	0	0	0%
Total Revenues	320,750	224,687	70%	310,000	250,377	-25,690	-10%
Total Expenses							
Personnel Services	109,261	57,036	52%	94,721	104,419	-47,384	-45%
Contractual Services	271,605	233,652	86%	266,419	242,225	-8,572	-4%
Other Services	56,280	62,037	110%	59,650	54,144	7,893	15%
Materials & Supplies	10,990	8,262	75%	11,680	8,383	-121	-1%
Other Expenses	7,839	7,074	90%	8,220	5,306	1,768	33%
Repairs & maintenance	17,000	10,907	64%	17,000	20,282	-9,376	-46%
Expenses	472,975	378,967	80%	457,690	434,759	-55,792	-13%
Capital Outlay	123,500	104,437	0%	0	0	104,437	100%
Total Expenses	596,475	483,404	81%	457,690	434,759	48,645	11%

Parks Recreation Revenue/Expense Summary

April
FY 2016-17

DEPT.34-BY DEPARTMENT

RECREATION SERVICES	FY 16-17 Budget	FY 16-17 YTD	FY 16-17 % of Budget	FY 15-16 BUDGET	FY 15-16 YTD	VARIANCE OVER PRIOR YEAR	% of Change
3421 General Interest							
Revenues	12,000	11,391	95%	20,000	10,195	1,196	12%
Expenses							
Personnel Services	0	0	0%	0	687	-687	0%
Contractual Services	8,500	5,677	67%	10,000	7,878	-2,202	-28%
Other Services	0	0	0%	0	0	0	0%
Materials & Supplies	0	0	0%	0	0	0	0%
Repairs & Maintenance	0	0	0%	0	0	0	0%
Other Expenses	0	12	0%	0	0	12	0%
Total Expenses	8,500	5,689	67%	10,000	8,565	-2,876	-34%
3422 Athletics							
Revenues	140,000	76,392	55%	130,000	107,931	-31,539	-29%
Expenses							
Personnel Services	1,615	0	0%	1,615	0	0	0%
Contractual Services	90,000	53,029	59%	95,000	65,572	-12,543	-19%
Other Services	0	0	0%	1,300	0	0	0%
Materials & Supplies	1,500	1,523	0%	0	1,516	6	0%
Other Expenses	0	0	0%	0	0	0	0%
Total Expenses	93,115	54,552	59%	97,915	67,089	-12,537	-19%
3423 Cultural Arts							
Revenues	11,000	7,524	68%	7,000	7,978	-455	-6%
Expenses							
Personnel Services	4,306	1,292	30%	4,306	2,881	-1,589	-55%
Contractual Services	2,500	641	26%	2,500	400	241	60%
Other Services	0	0	0%	0	0	0	0%
Materials & Supplies	0	0	0%	0	0	0	0%
Other Expenses	0	0	0%	0	0	0	0%
Total Expenses	6,806	1,933	28%	6,806	3,281	-1,348	-41%
3424 Early Childhood							
Revenues	42,000	26,976	64%	47,000	32,492	-5,516	-17%
Expenses							
Personnel Services	19,484	14,918	77%	15,609	18,504	-3,586	-19%
Contractual Services	10,000	12,372	124%	14,000	9,583	2,790	29%
Other Services	0	0	0%	0	0	0	0%
Materials & Supplies	1,200	1,109	92%	1,350	1,187	-78	-7%
Other Expenses	0	0	0%	0	0	0	0%
Total Expenses	30,684	28,400	93%	30,959	29,274	-874	-3%

Parks Recreation Revenue/Expense Summary

**April
FY 2016-17**

DEPT.3420-BY DEPARTMENT

RECREATION SERVICES	FY 16-17 Budget	FY 16-17 YTD	FY 16-17 % of Budget	FY 15-16 BUDGET	FY 15-16 TO DATE	VARIANCE OVER PRIOR YEAR	% of Change
3425 Fitness							
Revenues	34,500	24,042	70%	33,000	21,753	2,289	11%
Expenses							
Personnel Services	0	0	0%	0	0	0	0%
Contractual Services	14,500	15,184	105%	16,000	13,359	1,825	14%
Other Services	0	0	0%	0	0	0	0%
Materials & Supplies	0	0	0%	0	0	0	0%
Other Expenses	0	0	0%	0	0	0	0%
Total Expenses	14,500	15,184	105%	16,000	13,359	1,825	14%

3426 Platform Tennis

	FY 16-17 Budget	FY 16-17 YTD	FY 16-17 % of Budget	FY 15-16 BUDGET	FY 15-16 TO DATE	VARIANCE OVER PRIOR YEAR	% of Change
Revenues							
Memberships/Lessons	65,000	64,765	100%	50,000	54,487	10,278	19%
Grant Funding	0	0	0%	0	0	0	0%
Lifetime and donations	0	0	0%	0	0	0	0%
	65,000	64,765	100%	50,000	54,487	10,278	19%
Expenses							
Personnel Services	0	0	0%	0	0	0	0%
Contractual Services	19,030	20,071	105%	9,919	24,383	-4,312	-18%
Other Services	5,500	9,220	168%	3,500	5,401	3,819	71%
Materials & Supplies	500	216	43%	950	55	161	0%
Repairs and Maintenance	15,000	9,339	62%	15,000	17,676	-8,337	0%
Other Expenses	50	0	0%	50	50	-50	0%
Total Operating Expenses	40,080	38,845	97%	29,419	47,565	-8,720	-18%
Capital Outlay							
Walkways	123,500	104,437	0%	0	0	104,437	0%
Total Capital Outlay	123,500	104,437	0%	0	0	104,437	0%
Total Expenses	163,580	143,282	0%	29,419	47,565	95,717	201%

3427 Special Events

Revenues	16,000	13,598	85%	21,000	15,541	-1,943	-13%
Expenses							
Personnel Services	3,983	3,989	100%	2,153	4,323	-334	-8%
Contractual Services	27,850	25,677	92%	30,000	26,407	-730	-3%
Other Services	2,080	1,913	92%	1,250	2,036	-123	-6%
Materials & Supplies	5,140	4,045	79%	6,350	2,593	1,452	56%
Repairs & Maintenance	0	42	0%	0	42	42	0%
Total Expenses	39,053	35,666	0%	39,753	35,359	308	1%

3428 General Rec Administration

Expenses							
Personnel Services	79,873	36,837	46%	71,038	78,025	-41,188	-53%
Contractual Services	99,225	101,001	102%	89,000	94,643	6,358	7%
Other Services	48,700	50,904	105%	53,600	46,708	4,197	9%
Materials & Supplies	2,650	1,369	52%	3,030	3,031	-1,662	-55%
Repairs and Maintenance	2,000	1,526	76%	2,000	2,607	-1,081	0%
Other Expenses	7,789	7,062	91%	8,170	5,256	1,806	34%
Total Expenses	240,237	198,698	83%	226,838	230,269	-31,570	-14%
Capital Outlay	0	0	0%	0	0	0	0%
Total Expenses	240,237	198,698	83%	226,838	230,269	-31,570	-14%

Parks Recreation Revenue/Expense Summary

April
FY 2016-17

DEPT. 3724

	FY 16-17 Budget	FY 16-17 YTD	FY 16-17 % of Budget	FY 15-16 BUDGET	FY 15-16 YTD	VARIANCE OVER PRIOR YEAR	% of Change
KLM LODGE							
Revenues							
KLM Lodge Revenue	180,000	132,360	74%	160,000	187,327	-54,967	-29%
Caterer's Licenses	15,000	10,000	67%	15,000	13,766	-3,766	-27%
Total Revenues	195,000	142,360	73%	175,000	201,093	-58,733	-29%
Expenses							
Personnel Services	64,523	61,141	95%	65,200	72,723	-11,582	-16%
Contractual Services	25,318	19,801	78%	26,300	26,298	-6,496	-25%
Other Services	37,000	34,906	94%	46,900	35,713	-807	-2%
Materials & Supplies	9,400	6,497	69%	9,400	8,925	-2,428	-27%
Repairs & Maintenance	16,450	11,396	69%	9,250	16,562	-5,166	-31%
Other Expenses	50	689	1377%	650	577	111	19%
Total-Operating Expenses	152,741	134,430	88%	157,700	160,797	-26,368	-16%
Capital Outlay	60,000	42,297	70%	42,000	0	42,297	0%
Total Expenses	212,741	176,726	83%	199,700	160,797	15,929	10%

DEPT. 3951

	FY 16-17 Budget	FY 16-17 YTD	FY 16-17 % of Budget	FY 15-16 BUDGET	FY 15-16 YTD	VARIANCE OVER PRIOR YEAR	% of Change
SWIMMING POOL							
Revenues							
Pool Resident Pass	135,000	108,058	80%	160,000	112,837	-4,779	-4%
Non-Resident Pass	32,000	36,317	113%	12,000	27,575	8,742	32%
Pool Daily Fee	58,000	59,751	103%	65,000	55,142	4,609	8%
Pool Lockers	0	0	0%	0	0	0	0%
Pool Concession	8,200	8,300	101%	8,000	8,200	100	1%
Class-Registration -Resident	24,000	19,027	79%	26,500	19,586	-559	-3%
Class-Registration Non-Resident	6,500	7,835	121%	5,200	6,339	1,496	24%
Private Lessons	10,500	12,732	121%	8,000	9,575	3,157	33%
Misc. Revenue (Rentals)	32,000	28,257	88%	26,000	29,457	-1,200	-4%
Town Team	17,000	17,441	103%	24,500	13,373	4,069	30%
10-Visit Pass	22,000	23,478	107%	22,000	21,902	1,576	7%
Total Revenues	345,200	321,195	93%	357,200	303,985	17,210	6%
Expenses							
Personnel Services	166,858	150,566	0%	166,858	147,053	3,513	2%
Contractual Services	35,450	37,414	106%	22,750	21,533	15,881	74%
Other Services	41,500	36,405	88%	36,500	39,723	-3,319	-8%
Materials & Supplies	28,255	31,905	113%	30,950	23,945	7,961	33%
Repairs & Maintenance	28,240	18,363	65%	37,000	48,333	-29,970	-62%
Other Expenses	6,700	5,967	89%	6,700	5,161	806	16%
Risk Management	0	0	0%	0	0	0	0%
Total-Operating Expenses	307,003	280,620	91%	300,758	285,748	-5,128	-2%
Capital Outlay	65,000	63,316	97%	14,000	6,524	56,792	871%
Total Expenses	372,003	343,936	92%	314,758	292,272	51,664	18%

	FY 16-17 Budget	FY 16-17 YTD	FY 16-17 % of Budget	FY 15-16 BUDGET	FY 15-16 YTD	VARIANCE OVER PRIOR YEAR	% of Change
Capital Expenses	508,000	333,502	66%	287,000	184,855	148,647	80%
Operating Expenses	1,705,212	1,403,630	82%	1,804,882	1,733,706	(330,075)	-19%
Total Expenses	2,213,212	1,737,132	78%	2,091,882	1,918,561	-181,429	-9%
Total Revenues	916,950	762,584	83%	890,700	819,536	-56,952	-7%
Revenue Offset Difference	(1,296,262)	(974,547)	75%	(1,201,182)	(1,099,024)	124,477	-11%



56.

MEMORANDUM

DATE: July 18, 2017

TO: Chairman Waverley and Members of the Parks & Recreation Commission

FROM: Heather Bereckis, Superintendent of Parks & Recreation

RE: June Staff Report

The following is a summary of activities completed by the Parks & Recreation Department during the month of May.

Katherine Legge Memorial Lodge

Preliminary gross rental revenue for the fiscal year to-date is \$20,100. Rental revenue for the first month of the 2017/18 fiscal year is \$9,600. In May, there were eight events held at the Lodge, which is the same amount as the prior year, though were smaller events results in lesser charges. Expenses through May are down 80% (\$11,678) over the prior year; this is a result of fewer events and staffing needed as well as timing related to invoices. Overall net revenue is \$17,367, which is 60% (\$10,578) higher than the same period of the prior year.

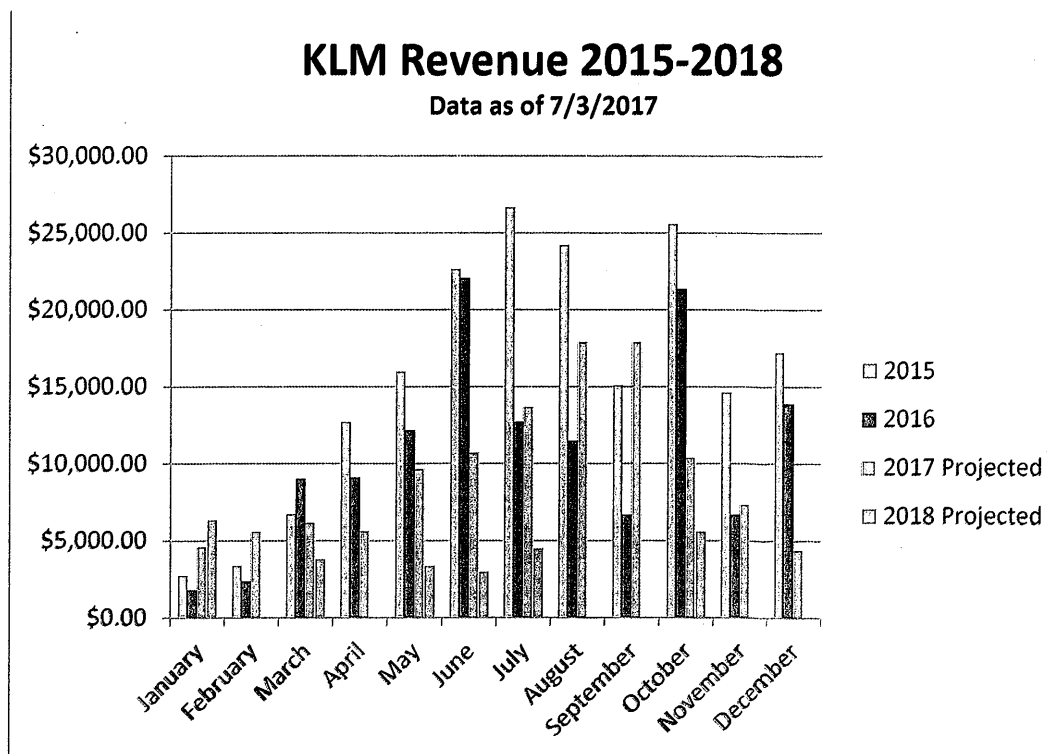
REVENUES	May		YTD		Change Over the Prior year	2017-18 Annual Budget	FY 17-18 % of budget	2016-17 Annual Budget	FY 15-16 % of budget
	Prior Year	Current Year	Prior Year	Current Year					
KLM Lodge Rental	\$12,200	\$9,600	\$12,200	\$9,600	(\$2,600)	\$160,000	6%	\$180,000	7%
Caterer's Licenses	\$9,000	\$10,500	\$9,000	\$10,500	\$1,500	\$11,000	95%	\$15,000	60%
Total Revenues	\$21,200	\$20,100	\$21,200	\$20,100	(\$1,100)	\$171,000	12%	\$195,000	11%
EXPENSES	May		YTD		Change Over the Prior year	2017-18 Annual Budget	FY 17-18 % of budget	2016-17 Annual Budget	FY 15-16 % of budget
	Prior Year	Current Year	Prior Year	Current Year					
Total Expenses	\$14,411	\$2,733	\$14,411	\$2,733	(\$11,678)	\$197,651	1%	\$212,741	7%
Net	\$6,789	\$17,367	\$6,789	\$17,367	\$10,578				

As noted in the materials previously provided to the Commission in December 2016, staff has performed an analysis to compare the current Lodge gross revenues to those of the prior six years. As you will see below, while the current fiscal year shows a significant decline over the prior year, it is still on par with past history. Gross revenues for fiscal year 2015-16 were much higher than average.

MEMORANDUM

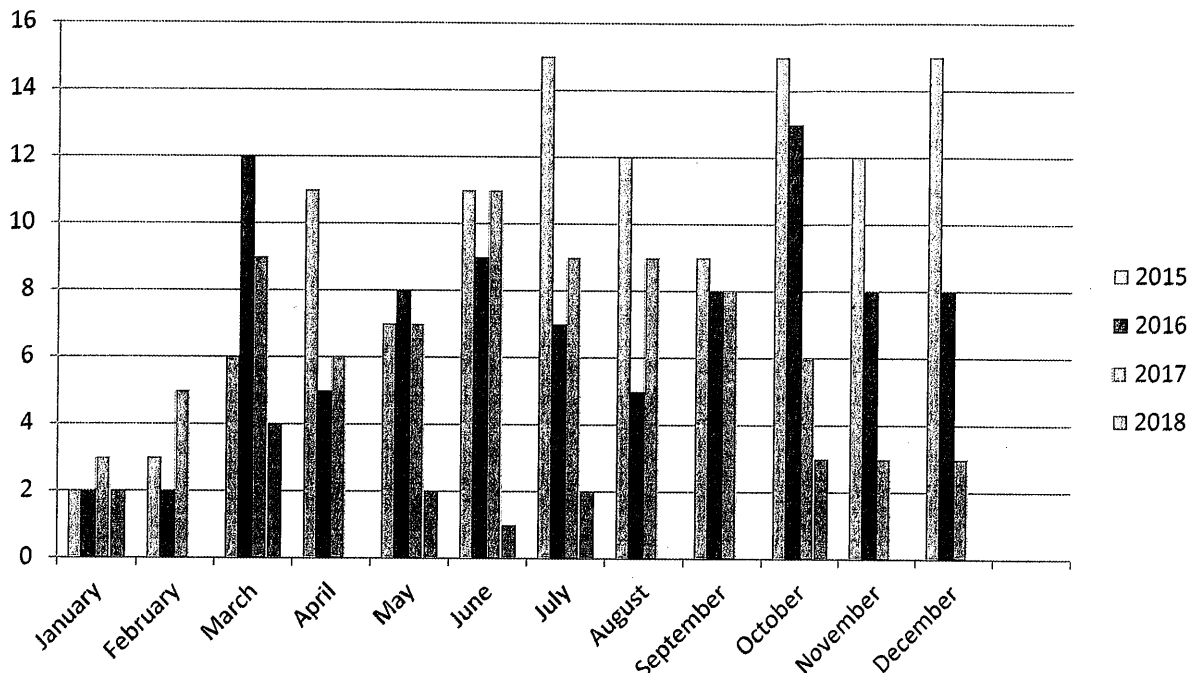
KLM Gross Monthly Revenues							
Month	2011/12 FY	2012/13 FY	2013/14 FY	2014/15 FY	2015/16 FY	2016/17 FY	2017/18 FY
May	\$ 8,561	\$ 8,801	\$ 16,796	\$ 13,745	\$ 16,000	\$ 11,850	\$ 9,600
June	\$ 11,156	\$ 10,745	\$ 26,818	\$ 17,450	\$ 22,770	\$ 22,845	
July	\$ 13,559	\$ 9,786	\$ 18,650	\$ 12,909	\$ 27,475	\$ 12,550	
August	\$ 17,759	\$ 18,880	\$ 19,579	\$ 25,350	\$ 24,775	\$ 12,645	
September	\$ 14,823	\$ 14,498	\$ 12,137	\$ 24,510	\$ 15,250	\$ 11,500	
October	\$ 16,347	\$ 15,589	\$ 14,825	\$ 23,985	\$ 25,580	\$ 21,395	
November	\$ 8,256	\$ 11,612	\$ 8,580	\$ 14,724	\$ 14,825	\$ 6,700	
December	\$ 8,853	\$ 10,265	\$ 13,366	\$ 17,290	\$ 17,200	\$ 13,457	
January	\$ 1,302	\$ 4,489	\$ 250	\$ 8,450	\$ 2,850	\$ 4,624	
February	\$ 2,301	\$ 6,981	\$ 7,575	\$ 3,120	\$ 2,400	\$ 4,550	
March	\$ 2,506	\$ 7,669	\$ 4,245	\$ 6,725	\$ 8,945	\$ 5,944	
April	\$ 2,384	\$ 4,365	\$ 3,600	\$ 12,695	\$ 9,125	\$ 4,300	
total	\$ 107,807	\$ 123,680	\$ 146,421	\$ 180,953	\$ 187,195	\$ 132,360	\$ 9,600

The graph below shows the past three years of lodge revenue and the upcoming year's projection. Future predictions are based on the average revenue from the event type. Also included below are charts indicating the number of reservations and reservation type by month. Typically, events are booked 6-18 months in advance of the rentals; however, if there are vacancies, staff will accept reservations within 5 days of an event. These tracking devices will be updated monthly.



KLM Reservations 2015-2018

Data as of 7/3/2017



As you will note, there still is some concern warranted due to the decline in bookings. However, staff has begun seeing an increase in reservations related to increased marketing, especially during the late summer/early fall months. Calls for events 8-18 months out are already coming in, as you will note from the charts above. The full marketing budget for 2016/17 was spent, including social media boosts, and ads in high profile websites and magazines. Staff is now working to implement the approved marketing plan for the 2017/18 FY, including the possibility of working with a social media marketing firm to increase the online presence of KLM Lodge. Details on this will be presented at the July Parks & Recreation Commission meeting.

Upcoming Brochure & Activities

Brochure & Programming

Fall Brochure planning and preparation is underway, with the scheduled delivery date for residents being July 31st. Staff will be adding a number of new programs and special events, including Food & Wine Pairing night at KLM Lodge and the continuation of Movies in the Park.

July 4th

The annual July 4th Parade and Festival that was held on Tuesday, July 4th. There were 69 groups and paid entertainers scheduled to walk in the parade. Donation slips to



MEMORANDUM

support the parade were inserted in the May and June water bills; to date \$8,420 has been collected. Community groups and nonprofit organizations participate in the parade free of charge. There is a fee of \$150 for businesses and political candidates; there are eighteen paid entries; seven businesses and five political candidates. Craft Productions was retained for the tenth year to manage the Arts and Crafts Festival. Hinsdale Rotary sponsored the annual turtle races. Events at Burlington Park ran from 10:00 am through 4:00 pm and included the turtle races, craft fair, food vendors, kids' rides and games and a performance by the West Suburban Concert Band.

Special Events

The first in a series of three events titled "Lunch on the Lawn" began Wednesday June 14th. Performers scheduled are Scribble Monster-Kid and Family Rock Show on June 14th; Jason Kollum-Comedy Juggling and Balancing on July 12th; and The Pack Drumline and Dance Crew on August 2nd. These events are held in Burlington Park from 12:30-1:30pm. Guests are encouraged to bring lunch and enjoy the free entertainment. This is done in collaboration with the Hinsdale Public Library.

Additionally, the new Movies in the Park Series will begin on July 19th with a showing of Finding Dory. The second movie is scheduled for August 16th, showing The Sandlot. These events will be held at KLM Park, starting at dusk. Staff has secured a sponsorship for these events with Amita Health. Free popcorn will be provided to all attendees.

Inclusion

Two children with special needs have enrolled in summer activities. Staff met with the families to assess their childrens' disabilities. It is necessary to hire inclusion aides to assist them in participating. In addition, the Burr Ridge Park District has one Hinsdale family enrolled in their summer camp programs; based on participant needs assessments, it will be necessary for them to have one-on-one inclusion aides. Per the Gateway Special Recreation Association agreement, the Village will be required to reimburse Burr Ridge Park District for the personnel costs for the one-on-one aides.

Field & Park Updates

Fields

Athletic play on the fields wrapped up for the spring season at the end of June. Staff is actively working with community organizations to schedule the dates for their fall programming. Fall user groups include AYSO youth and adult soccer, Falcon Football, Community House flag football, St. Isaacs's football, D181 and D86 Cross Country, and Illinois Girls Lacrosse Association. Once the needs of the recreational programs are met, the remaining field space is available for competitive athletic programs. Fall programming begins in mid-August; with field prep beginning in mid-July.



MEMORANDUM

Parks

Parks & Recreation Commission Members are currently working on surveys of all Village Parks. These surveys provide an overview of all park components, from bench quantity and type to condition of sidewalks, buildings and playgrounds. Staff will be compiling all of the results and presenting the information at the July Parks & Recreation Commission Meeting. From there, the Commission will be recommending schedules for upkeep, improvements and general maintenance.

Platform Tennis

Annual Court Maintenance

To ensure that the courts are in good condition for the coming season, staff has scheduled work to be done on the courts and to the heaters. Riley Green Mountain will be out in early August to complete repairs to the court screens, snow boards and court doors. Repairs to the courts are in the operating budget and are expected to cost \$7,500.

Memberships

Renewal letters will go out to past members in early August; current memberships are good through August 2017. Pricing for the 2016/17 season will remain the same, with a late fee incurring after October 31st. This was approved by the Village Board at its March 7, 2017 meeting.

Community Pool

Pass Sales

The Hinsdale Community Pool opened for the season Saturday, May 27th. A summary of current membership revenue is below.

This summary provides pass sales data through July 3rd. Revenue for the same period of the prior year has remained virtually the same, with an increase of 0% (\$5). Resident family pass sales for the same period of the prior year increased 3% (\$2,215).. For the same period of the prior year, 10-Visit pass sales decreased 16% (\$2,850). This may be attributed to the increase in Resident family pass sales.

This is the third year that Neighborly pass rates have been available; the fee is \$75 more than the Resident rate. The rates are offered to residents in the communities of LaGrange, LaGrange Park, Indian Head Park, Western Springs, Willowbrook, Brookfield and other communities that do not have municipal or park district run pools. Staff has been marketing the rates in these communities through ads in church bulletins, local newspapers and Park District brochures.

MEMORANDUM

Neighborhoodly and Non-Resident pass revenues to date are \$36,265 which is an increase of 6% (\$2,035) over the same period of the prior year. To date, 88 Neighborhoodly Passes have been sold. Feedback from the new members is that previously they were members of the Oak Brook Bath and Tennis Club, Western Springs Swim Club and Five Seasons but were not happy with the services.

As of July 3, 2017

2016 Pass Revenue					2017 Pass Revenue					
	New Passes	Renew Passes	Total	Revenue	New Passes	Renew Passes	Total	Revenue	% Change Over Prior Year	Change Over the prior year
Resident										
Resident										
Nanny + Nanny Super	42	39	81	\$4,815	55	29	84	\$5,085	6%	\$270
Family Primary	88	202	290	\$84,925	98	194	292	\$87,140	3%	\$2,215
Family Secondary	288	671	959	\$0	324	675	999	\$0	0%	\$0
Individual	7	13	20	\$3,030	1	9	10	\$1,650	-46%	-\$1,380
Senior Pass	10	23	33	\$2,640	8	19	27	\$2,160	-18%	-\$480
Family Super	0	22	22	\$7,705	11	13	24	\$7,870	2%	\$165
Family Super Secondary	0	23	23	\$1,080	11	13	24	\$1,080	0%	\$0
Family Super Third	0	21	21	\$990	10	13	23	\$1,035	5%	\$45
Family Super 4+	3	29	32	\$495	15	17	32	\$480	-3%	-\$15
Individual Super Pass	0	0	0	\$0	0	0	0	\$0	0%	\$0
Senior Super Pass	0	0	0	\$0	0	0	0	\$0	0%	\$0
Resident Total	438	1043	1481	\$105,680	533	982	1515	\$106,500	1%	\$820
Neighborhoodly										
Neighbor Family	43	40	83	\$30,340	36	52	88	\$32,745	8%	\$2,405
Neighborhoodly Individual	0	0	0	\$0	0	1	0	\$0		\$0
Neighbor Add'l	145	152	297	\$0	129	187	316	\$0		\$0
Neighborhoodly Total	188	192	380	\$30,340	165	240	404	\$32,745	8%	\$2,405
Non-Resident										
Non Resident Family	2	0	2	\$540	2	0	2	\$1,055		\$515
Non Resident Family Secondary	6	9	15	\$0	11	0	11	\$0	0%	\$0
Non Resident Individual	1	1	2	\$500	0	2	0	\$545	0%	\$0
Non Resident Senior	7	5	12	\$1,860	1	5	6	\$930	0%	\$0
Non Resident Nanny	9	3	12	\$990	10	2	12	\$990	0%	\$0
Non-resident Total	25	18	43	\$3,890	24	9	31	\$3,520	-10%	-\$370
10-Visit	234		234	\$18,290	193		193	\$16,440	-16%	-\$2,850
TOTAL			2138	\$158,200			2143	\$158,205	0%	\$5



5c.
MEMORANDUM

DATE: July 18, 2017
TO: Chairman Waverley and Members of the Parks & Recreation Commission
FROM: Heather Bereckis, Superintendent of Parks & Recreation
RE: May 2017 Parks & Recreation Financial Report

Attached are the preliminary Parks & Recreation Department financial results for May 2017; this is the first month of the FY 2017-18 budget year.

Parks

Revenue for field and picnic shelter rentals increased 69% (\$7,500) over the prior year. Field rental revenue increased 653% (\$7,180) for the same period of the prior year. This is due to timing of final spring field payments. Staff has worked diligently with outside groups to secure additional field rental space; fall rentals will begin posting in August. Picnic shelter rental revenue increased 3% (\$320) due to an increase in usage, as a result of current favorable summer weather.

Park operating expenses are down 28% (\$4,592) over the prior year. Personnel services are up 9% (\$830) over the prior year due to the addition of a Horticulturist staff member. All other categories appear to be down over the prior year due to the timing of projects and invoices posting.

Admin & Support

Operating expenses are down 53% (\$5,003) over the prior year. This is primarily due to changes in staffing and reallocation of salaries.

Programs & Activities

Through the month of May, program revenue decreased 7% (\$4,056) over the prior year.. All of the below programs are contractual; revenues are directly related to offsetting contractual expenses. Therefore, due to decreased programming, recreation expenses are down 32% (\$8,438) over the same period of the prior year, including capital expenses. Personnel and Contractual expenses, which include the payment for program services, decreased 5% (\$715).



MEMORANDUM

General Interest program revenue has increased 87% (\$4,112) over the prior year, due to increased enrollment in magic and Lego programs.

Athletic program revenue decreased 9% (\$3,639) over the prior year; this is a result of decreased registration in the sports camp programs. Staff has made changes to the programming for the 2017/18 FY in hopes of reviving registration. These changes include new classes, expanded hours and locations, free clinics and new instructors.

Cultural Arts program revenue increased 105% (\$2,026) over the prior year; due to increased enrollment in Ballroom Dancing and new art and dance classes

Early childhood programming registration revenue is down 95% (\$11,629) over the prior year. This is a direct result of Day Camp being moved to The Community House. All registrations are being taken at their site, with an 80/20 share of revenues being billed at the end of the season

Fitness program revenues have increased 34% (\$727) over the prior year. This is due to the offering of additional adult fitness programs like Pilates and Barre through cooperative programming with The Community House.

Platform Tennis

Through May, membership revenue increased 18392% (\$4,598) over the prior year. This is a result of off season rentals that did not occur in the prior year.

General Rec Admin

Operating expenses are down 80% (\$7,607) over the prior year. This is primarily due to changes in staffing and timing of invoices.

Katherine Legge Memorial Lodge

Rental revenue through May is currently \$20,100; which is a decrease of 5% (\$1,100) over the same period of the prior year. Caterer's License fees are up 17% (1,500) over the same period of the prior year; 2 new caterers signed on for the 2017/18 year. Expenses are trending down 45% (\$2,256) over the prior year.



MEMORANDUM

Community Pool

Pool revenue through May decreased 2% (\$2,326) over the same period in the prior year. Resident pass sales have decreased by 9% (\$7,908) over the prior year, while non-resident pass sales have increased by 13% (\$3,421). Resident class registration has increased 19% (\$1,919), while non-resident class registration has decreased 34% (\$1,104) over the prior year. Town Team registration has increased 40% (\$4,137) over the prior year. Miscellaneous pool revenue increased 379% (\$5,456) over the same period of the prior year; this is a result of timing related to billing for the swim teams that rent the pool.

Pool operating expenses decreased 47% (\$9,798) over the prior year. Repairs and maintenance expenses decreased over the prior year by 33% (\$2,452) due to fewer unbudgeted repairs early in the season, as a result of diligent preseason preparations by Public Services and Recreation staff.

Parks Recreation Revenue/Expense Summary
May FY 2017-18

DEPT. 3101

	FY 17-18	FY 17-18	FY 17-18	FY 16-17	FY 16-17	VARIANCE OVER PRIOR YEAR	% of Change
ADMIN. AND SUPPORT	Budget	Actual	% of Budget	Budget	Actual		
Expenses							
Personnel Services	172,143	4,361	3%	232,862	9,268	-4,907	-53%
Professional Services	0	0	0%	0	0	0	0%
Contractual Services	0	0	0%	0	0	0	0%
Other Services	5,800	0	0%	5,800	56	-56	-100%
Materials & Supplies	2,400	16	1%	2,450	44	-28	-64%
Repairs & Maintenance	800	0	0%	800	0	0	0%
Other Expenses	4,609	0	0%	4,309	12	-12	-100%
Risk Management	32,000	0	0%	28,598	0	0	0%
Total-Operating Expenses	217,752	4,377	2%	274,819	9,380	-5,003	-53%

DEPT. 3301

	FY 17-18	FY 17-18	FY 17-18	FY 16-17	FY 16-17	VARIANCE OVER PRIOR YEAR	% of Change
PARKS MAINTENANCE	Budget	Actual	% of Budget	Budget	Actual		
Revenues							
Field Fees	55,000	8,280	15%	44,500	1,100	7,180	653%
Picnic Fees	14,500	10,100	70%	11,500	9,780	320	3%
Total Revenues	69,500	18,380	26%	56,000	10,880	7,500	69%
Expenses							
Personnel Services	392,916	10,372	3%	259,029	9,542	830	9%
Contractual Services	147,250	0	0%	152,900	926	-926	-100%
Other Services	1,675	0	0%	1,675	0	0	0%
Materials & Supplies	41,405	246	1%	52,355	4,310	-4,064	-94%
Repairs & Maintenance	42,310	1,331	3%	29,220	1,763	-432	-25%
Other Expenses	2,255	0	0%	2,495	0	0	0%
Total-Operating Expenses	627,811	11,949	2%	497,674	16,540	-4,592	-28%
Capital Outlay							
Motor Vehicles	36,000	0	0%	46,000	0	0	0%
Park/Playground	0	0	0%	0	0	0	0%
Lands/Grounds	211,405	0	0%	74,000	0	0	0%
Buildings	75,000	0	0%	139,500	0	0	0%
Total Capital Outlay	322,405	0	0%	259,500	0	0	0%
Total Expenses	950,216	11,949	1%	757,174	16,540	-4,592	-28%

DEPT.3420

	FY 17-18	FY 17-18	FY 17-18	FY 16-17	FY 16-17	VARIANCE OVER PRIOR YEAR	% of Change
RECREATION SERVICES	Budget	Actual	% of Budget	Budget	Actual		
Revenues							
Registration & Memberships	279,500	57,139	20%	320,500	61,195	-4,056	-7%
Misc. Income	0	0	#DIV/0!	250	0	0	0%
Total Revenues	279,500	57,139	20%	320,750	61,195	-4,056	-7%
Total Expenses							
Personnel Services	69,569	1,829	3%	109,261	3,581	-1,752	-49%
Contractual Services	257,280	15,313	6%	271,605	14,276	1,038	7%
Other Services	63,380	848	1%	56,280	4,168	-3,320	-80%
Materials & Supplies	11,990	193	2%	10,990	2,460	-2,267	-92%
Other Expenses	8,359	0	0%	7,839	1,236	-1,236	-100%
Repairs & maintenance	17,000	0	0%	17,000	901	-901	-100%
Capital Outlay	0	0	0%	123,500	0	0	0%
Total Expenses	427,578	18,183	4%	596,475	26,621	-8,438	-32%

Parks Recreation Revenue/Expense Summary
May FY 2017-18

DEPT.34-BY DEPARTMENT

	FY 17-18 Budget	FY 17-18 Actual	FY 17-18 % of Budget	FY 16-17 Budget	FY 16-17 Actual	VARIANCE OVER PRIOR YEAR	% of Change
RECREATION SERVICES							
3421 General Interest							
Revenues	13,500	8,812	65%	12,000	4,701	4,112	87%
Expenses							
Personnel Services	0	0	0%	0	0	0	0%
Contractual Services	8,500	0	0%	8,500	83	-83	-100%
Other Services	0	0	0%	0	0	0	0%
Materials & Supplies	0	0	0%	0	0	0	0%
Repairs & Maintenance	0	0	0%	0	0	0	0%
Other Expenses	0	0	0%	0	0	0	0%
Total Expenses	8,500	0	0%	8,500	83	-83	-100%
3422 Athletics							
Revenues	115,000	36,227	32%	140,000	39,866	-3,639	-9%
Expenses							
Personnel Services	1,500	0	0%	1,615	0	0	0%
Contractual Services	80,000	336	0%	90,000	0	336	0%
Other Services	0	0	0%	0	0	0	0%
Materials & Supplies	2,100	968	0%	1,500	946	22	2%
Other Expenses	0	0	0%	0	0	0	0%
Total Expenses	83,600	1,304	2%	93,115	946	358	38%
3423 Cultural Arts							
Revenues	9,000	3,959	44%	11,000	1,933	2,026	105%
Expenses							
Personnel Services	4,230	0	0%	4,306	0	0	0%
Contractual Services	1,500	0	0%	2,500	0	0	0%
Other Services	0	0	0%	0	0	0	0%
Materials & Supplies	0	0	0%	0	0	0	0%
Other Expenses	0	0	0%	0	0	0	0%
Total Expenses	5,730	0	0%	6,806	0	0	0%
3424 Early Childhood							
Revenues	26,500	674	3%	42,000	12,303	-11,629	-95%
Expenses							
Personnel Services	5,383	0	0%	19,484	90	-90	-100%
Contractual Services	10,000	371	4%	10,000	961	-590	-61%
Other Services	0	0	0%	0	0	0	0%
Materials & Supplies	350	0	0%	1,200	813	-813	-100%
Other Expenses	0	0	0%	0	0	0	0%
Total Expenses	15,733	371	2%	30,684	1,864	-1,493	-80%

Parks Recreation Revenue/Expense Summary
May FY 2017-18

DEPT.3420-BY DEPARTMENT

	FY 17-18 Budget	FY 17-18 Actual	FY 17-18 % of Budget	FY 16-17 Budget	FY 16-17 Actual	VARIANCE OVER PRIOR YEAR	% of Change
RECREATION SERVICES							
3425 Fitness							
Revenues	34,500	2,844	8%	34,500	2,117	727	34%
Expenses							
Personnel Services	0	0	0%	0	0	0	#DIV/0!
Contractual Services	14,000	0	0%	14,500	0	0	#DIV/0!
Other Services	0	0	0%	0	0	0	#DIV/0!
Materials & Supplies	0	0	0%	0	0	0	#DIV/0!
Other Expenses	0	0	0%	0	0	0	#DIV/0!
Total Expenses	14,000	0	0%	14,500	0	0	#DIV/0!
3426 Platform Tennis							
Revenues			FY 16-17 % of	FY 16-17 Budget	FY 16-17 Actual	VARIANCE OVER PRIOR YEAR	% of Change
Memberships/Lessons	65,000	4,623	7%	65,000	25	4,598	18392%
Grant funding	0	0	0%	0	0	0	#DIV/0!
Lifetime and donations	0	0	0%	0	0	0	#DIV/0!
	65,000	4,623	7%	65,000	25	4,598	18392%
Expenses							
Personnel Services	0	0	0%	0	0	0	#DIV/0!
Contractual Services	19,030	0	0%	19,030	500	-500	-100%
Other Services	5,500	0	0%	5,500	539	-539	-100%
Materials & Supplies	500	0	0%	500	0	0	#DIV/0!
Repairs and Maintenance	15,000	0	0%	15,000	238	-238	-100%
Other Expenses	50	0	0%	50	0	0	#DIV/0!
Total Operating Expenses	40,080	0	0%	40,080	1,277	-1,277	-100%
Capital Outlay	0	0					
Courts project	0	0	0%	0	0	0	#DIV/0!
Resurfacing/skirting	0	0	0%	123,500	0	0	#DIV/0!
Total Capital Outlay	0	0	0%	123,500	0	0	#DIV/0!
Total Expenses	40,080	0	0%	163,580	1,277	-1,277	-100%
3427 Special Events							
Revenues	16,000	0	0%	16,000	250	-250	-100%
Expenses							
Personnel Services	3,983	0	0%	3,983	0	0	#DIV/0!
Contractual Services	30,350	14,942	49%	27,850	12,732	2,210	17%
Other Services	2,080	848	41%	2,080	200	648	324%
Materials & Supplies	6,390	161	3%	5,140	50	111	222%
Repairs & Maintenance	0	0	0%	0	0	0	#DIV/0!
Total Expenses	42,803	15,951	0%	39,053	12,982	2,969	23%
3428 General Rec Administration							
Expenses							
Personnel Services	54,473	1,829	3%	79,873	3,490	-1,661	-48%
Contractual Services	93,900	0	0%	99,225	0	0	#DIV/0!
Other Services	55,800	0	0%	48,700	3,430	-3,430	-100%
Materials & Supplies	2,650	32	1%	2,650	650	-618	-95%
Repairs and Maintenance	2,000	0	0%	2,000	663	-663	-100%
Other Expenses	8,309	0	0%	7,789	1,236	-1,236	-100%
Total Expenses	217,132	1,861	1%	240,237	9,468	-7,607	-80%
Capital Outlay			0%	0	0	0	0%
Total Expenses	217,132	1,861	1%	240,237	9,468	-7,607	-80%

Parks Recreation Revenue/Expense Summary
May FY 2017-18

DEPT. 3724

DEPT. 3724

KLM LODGE		FY 16-17 % of Bud			FY 16-17 Budget	FY 16-17 Actual	VARIANCE OVER PRIOR YEAR	% of Change
Revenues								
KLM Lodge Revenue	160,000	9,600	6%	180,000	12,200	-2,600	-21%	
Caterer's Licenses	11,000	10,500	95%	15,000	9,000	1,500	17%	
Total Revenues	171,000	20,100	12%	195,000	21,200	-1,100	-5%	
Expenses								
Personnel Services	76,933	2,472	3%	64,523	2,330	142	6%	
Contractual Services	25,818	0	0%	25,318	455	-455	-100%	
Other Services	39,500	105	0%	37,000	2,073	-1,968	-95%	
Materials & Supplies	8,400	156	2%	9,400	13	143	1091%	
Repairs & Maintenance	16,450	0	0%	16,450	0	0	#DIV/0!	
Other Expenses	550	0	0%	50	117	-117	-100%	
Total-Operating Expenses	167,651	2,733	2%	152,741	4,989	-2,256	-45%	
Capital Outlay	30,000	0	0%	60,000	9,422	-9,422	-100%	
Total Expenses	197,651	2,733	1%	212,741	14,411	-11,678	-81%	

DEPT. 3951

DEPT. 3951

SWIMMING POOL				FY 16-17	FY 16-17	VARIANCE	% of
				Budget	Actual	OVER	Change
						PRIOR YEAR	
Revenues							
Pool Resident Pass	115,000	82,103	71%	135,000	90,011	-7,908	-9%
Non-Resident Pass	37,000	29,425	80%	32,000	26,004	3,421	13%
Pool Daily Fee	60,000	2,267	4%	58,000	3,670	-1,403	-38%
Pool Lockers	0	0	0%	0	0	0	#DIV/0!
Pool Concession	8,400	0	0%	8,200	0	0	#DIV/0!
Class-Registration -Resident	22,000	11,955	54%	24,000	10,036	1,919	19%
Class-Registration Non-Resident	7,400	2,171	29%	6,500	3,275	-1,104	-34%
Private Lessons	13,000	1,610	12%	10,500	3,157	-1,547	-49%
Misc. Revenue (Rentals)	30,000	6,896	23%	32,000	1,440	5,456	379%
Town Team	18,500	14,539	79%	17,000	10,402	4,137	40%
10-Visit Pass	24,000	170	1%	22,000	5,468	-5,298	-97%
Total Revenues	335,300	151,136	45%	345,200	153,462	-2,326	-2%
Expenses							
Personnel Services	166,858	0	0%	166,858	0	0	#DIV/0!
Contractual Services	32,350	0	0%	35,450	2,562	-2,562	-100%
Other Services	38,500	1,655	4%	41,500	1,813	-158	-9%
Materials & Supplies	30,005	4,597	15%	28,255	8,209	-3,612	-44%
Repairs & Maintenance	34,880	4,890	14%	28,240	7,342	-2,452	-33%
Other Expenses	7,000	0	0%	6,700	1,015	-1,015	-100%
Risk Management	0	0	0%	0	0	0	#DIV/0!
Total-Operating Expenses	309,593	11,142	4%	307,003	20,940	-9,798	-47%
Capital Outlay	15,000	0	0%	65,000	51,436	-51,436	-100%
Total Expenses	324,593	11,142	3%	372,003	72,376	-61,234	-85%

				FY 16-17 Budget	FY 16-17 Actual	VARIANCE OVER PRIOR YEAR	% of Change
Capital Expenses	367,405	0	0%	508,000	60,858	(60,858)	-100%
Operating Expenses	1,750,385	48,384	3%	1,705,212	78,470	(30,087)	-38%
Total Expenses	2,117,790	48,384	2%	2,213,212	139,328	-90,945	-65%
Total Revenues	855,300	246,755	29%	916,950	246,736	19	0%
Revenue Offset Difference	(1,262,490)	198,371	-16%	(1,296,262)	107,408	90,963	85%

MEMORANDUM

DATE: July 18, 2017

TO: Chairman Waverley and Members of the Parks & Recreation Commission

FROM: Hilary Poshek, KLM Lodge Manager
Heather Bereckis, Superintendent of Parks & Recreation

RE: KLM Marketing

Staff presented a marketing plan in August of 2016 for the Katherine Legge Memorial Lodge. All monies allocated (\$10,000) for the 2016 – 2017 budget year were spent and aspects of the plan were executed.

The 2016-2017 marketing plan budget focused on spending dollars on various applications but had a large focus on print advertisements like Suburban Family Magazine, Midwest Meetings Magazine, newspapers, etc.

Staff has continued to evaluate the effectiveness of the marketing plan with the start of the new fiscal year and has determined that a much stronger online and social media presence would prove to be more advantageous. KLM staff has found that the majority of event leads are from online sources, (i.e. google searches, social media, wedding websites, etc). The other majority come from either "word of mouth" or from clients that are already familiar with KLM.

In so doing, staff has consulted with various professional marketing companies and "The Knot" to provide KLM with professional online and social media marketing guidance that it is seeking. Below please find information related to upgrading the KLM, "The Knot" storefront status along with services and associated costs for various marketing company professional services including search engine optimization (SEO), retargeting and social media management (SMM).

The Knot Wedding Website: \$4,500 annually for Preferred Vendor Storefront Status

"The Knot" is the number one wedding website in Illinois. The website receives over 11 million visitors to their site per month. It is the number one most downloaded and ranked wedding app in the iTunes app store. Over 1,900 couples join "The Knot" per month. *Statistics from The Knot*

Storefront Listing Comparisons:

- **Current Knot Listing:**

KLM is currently listed on "The Knot" as a "limited storefront" vendor. The Lodge receives on average 2 to 3 wedding leads per week however the visibility of the KLM storefront is

MEMORANDUM

very limited. According to "The Knot" statistics, KLM does very well amongst its "limited storefront" competitors in terms of traffic and leads but could perform significantly better with an upgrade.

KLM is listed amongst over 800 venues in the state of Illinois. Currently when couples search the Knot for wedding venues KLM is shown on a rotation amongst "limited storefront" venues listed somewhere between pages 7 and 28 of their venue section of their website. By upgrading the KLM storefronts status to "preferred storefront", KLM would be shown on a rotation between pages 3 and 5.

"The Knot" statistics also show that the majority of leads coming to KLM are from those clients searching the KLM venue by name directly. Due to the lack of visibility and searchable keywords associated with the "limited status storefront", KLM is very infrequently being found through location, amenity or feature related searches. Upgrading the storefront status will afford KLM the opportunity to be seen more easily by potential clients that have not yet heard of the venue by name.

- **Benefits of Upgrading Storefront:**

As stated above, "preferred vendor storefront" status will afford KLM the ability to be listed on a rotation between pages 3 and 5 making it much more likely that KLM is visible to more couples completing venue searches.

On average "preferred vendor storefronts" get about 188 visitors to their pages per month. As a limited storefront KLM receives an average of only 113. "The Knot" statistics also show that preferred storefronts tend to receive about 13 times more leads than the "limited storefront" vendors receive.

KLM would also gain added features to their storefront that it currently does not have. Upgraded features include, a picture on the page where the KLM venue is listed, (current listing only shows text), tour booking management options, unlimited photos and videos on storefront page, listed business details and amenities, the ability to respond to reviews and place them in the order that staff chooses, storefront featured on Davidsbridal.com, support services from a strategy specialist from "The Knot", tracking services, links to our social media accounts and more.

Search Engine Optimization: The Knot has incredibly strong SEO organically and in turn the KLM website will get more exposure through google searches because it is linked to the upgraded storefront.

Search Engine Optimization / Social Media Management:

Staff has consulted with a variety of professional marketing firms to determine the best way to showcase KLM in the online marketplace. In so doing, staff has learned that search engine optimization (SEO), building a very strong social media presence through paid and unpaid social media posts and advertisements and retargeting are all highly beneficial to any business's online presence and following.

To provide some background on the above listed services:

- **"Search engine optimization** is the method of improving your website's ranking on Search Engines like Google, Yahoo, and Bing. It is a marketing practice that uses keyword research to help your business establish a credible online image. Ultimately, it will help to bring in more relevant traffic, improve bounce rates, and increase the potential for sales conversions". "93% of online experiences begin with a search engine". *Boostability*
- **"Retargeting,** also known as remarketing, is a form of online advertising that can help you keep your brand in front of bounced traffic after they leave your website. It is a cookie-based technology that uses simple Javascript code to anonymously 'follow' your audience all over the Web". Definition from *Retargeter.com*
- **Social media management** would include the management of a chosen number of social media applications including but not limited to facebook, Instagram, etc. to include a stated number of interesting and engaging posts, paid for advertisements and more.

MEMORANDUM

Below please find a chart listing the various companies that were consulted and their associated costs for various services.

Please note the Recreation Department staff presented each companies plan to the Village of Hinsdale IT department to assist in determining each plan's validity.

Company	Services Provided & Cost
Propel Marketing	<ul style="list-style-type: none"> Facebook Advertising: \$500 per month (\$6,000 per year) Includes creative service Retargeting: Free the first year Commitment: 1 year
360 Degree Marketing	<ul style="list-style-type: none"> Marketing Management: \$1,195 per month (\$14,340 per year) Includes retargeting, monthly search engine optimization, social media targeting ads, top placement ads, creative services, email marketing, sms marketing, phone tracking, local listing ads, etc.
Queen B Media	<ul style="list-style-type: none"> Local Search Engine Optimization: \$1,500 onetime fee Facebook Management: \$350 per month + up to \$50 per in ads \$4,200 + \$600 (Management Monday-Saturday) Instagram Management: \$350 per month + up to \$50 per month in ads \$4,200 + \$600 (Management Monday – Saturday) Total: \$11,100
Boostability	<ul style="list-style-type: none"> 10 hours monthly of search engine optimization per month: \$400 per month (\$4,800 per year). Includes website optimization, link building on landing pages, directories, bookmarks and blog submissions. Creating keyword rich content on website, internal linking strategy, optimize sitemap and robot txt. files, etc.

After further discussion, staff has come to the conclusion that SEO optimization social media management and retargeting services are all highly beneficial but can become quite costly. It is recommended that KLM start slow by paying for a small amount of SEO and evaluating results on a continual basis to determine its effectiveness.

Retargeting services would also prove beneficial but would be an additional service that would put KLM beyond its given budget. It is an important service that will be considered in the future.

MEMORANDUM

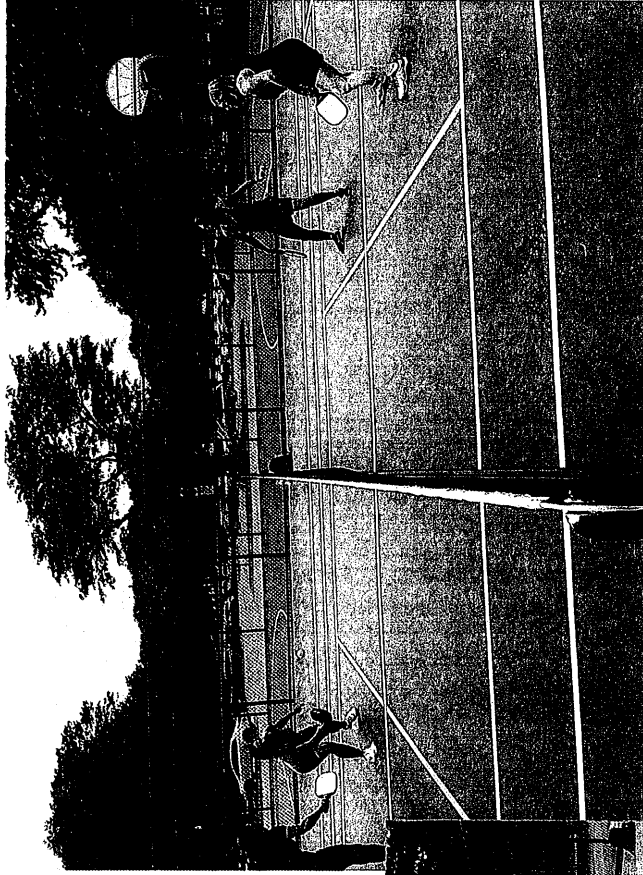
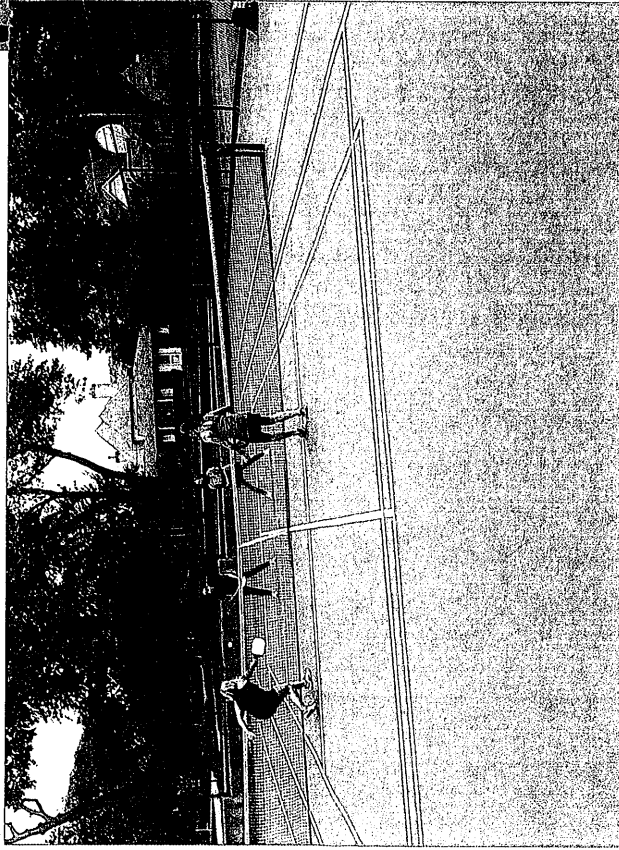
Staff believe that paying for social media management or professional social media advertisement campaigns would be highly beneficial and time saving however it is currently something that can be managed in-house with the assistance of social media post organization sites like Hootsuite and through paying to boost facebook posts and advertisements directly through facebook. The effectiveness of this strategy will too be monitored and evaluated continually to determine if further professional assistance is needed.

Marketing Budget: 2017/2018 fiscal year

Expenses	
Hootsuite	\$228
Paid Posts on Facebook	\$200
Willowbrook / Burr Ridge Chamber Membership	\$195
Printing of KLM Booklets and Contract Packets (Current and Redesigned)	\$3,000
Virtual Tour Online Hosting Fee	\$20
Direct Mailers (past clients, potential corporate clients, funeral homes, etc.)	\$100.
The Knot Preferred Vendor Storefront	\$4,500
Boostability SEO	\$4,800
Total	\$13,043

In conclusion, staff recommend boosting KLM's online marketing presence through an upgraded status on, "The Knot" wedding website, paying for monthly SEO and through increased social media posts and advertisements handled internally.

Pickleball In Hinsdale



Bill Voigt
USAPA Ambassador - Western Suburbs

Patty McKay
Personal Trainer

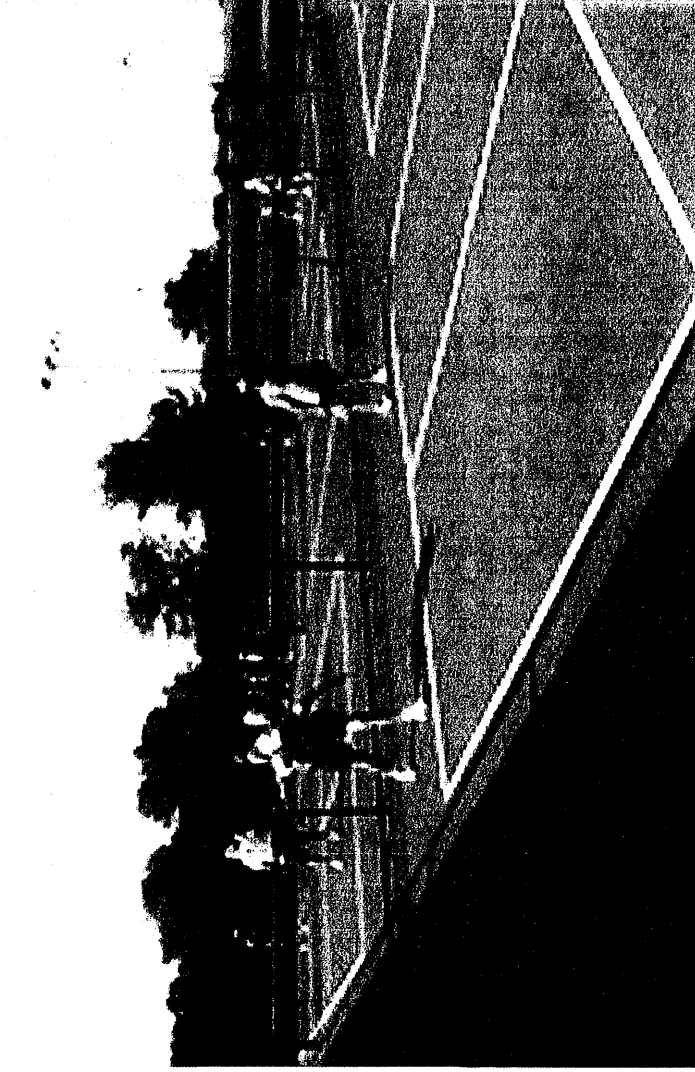
Pickleball in Hinsdale



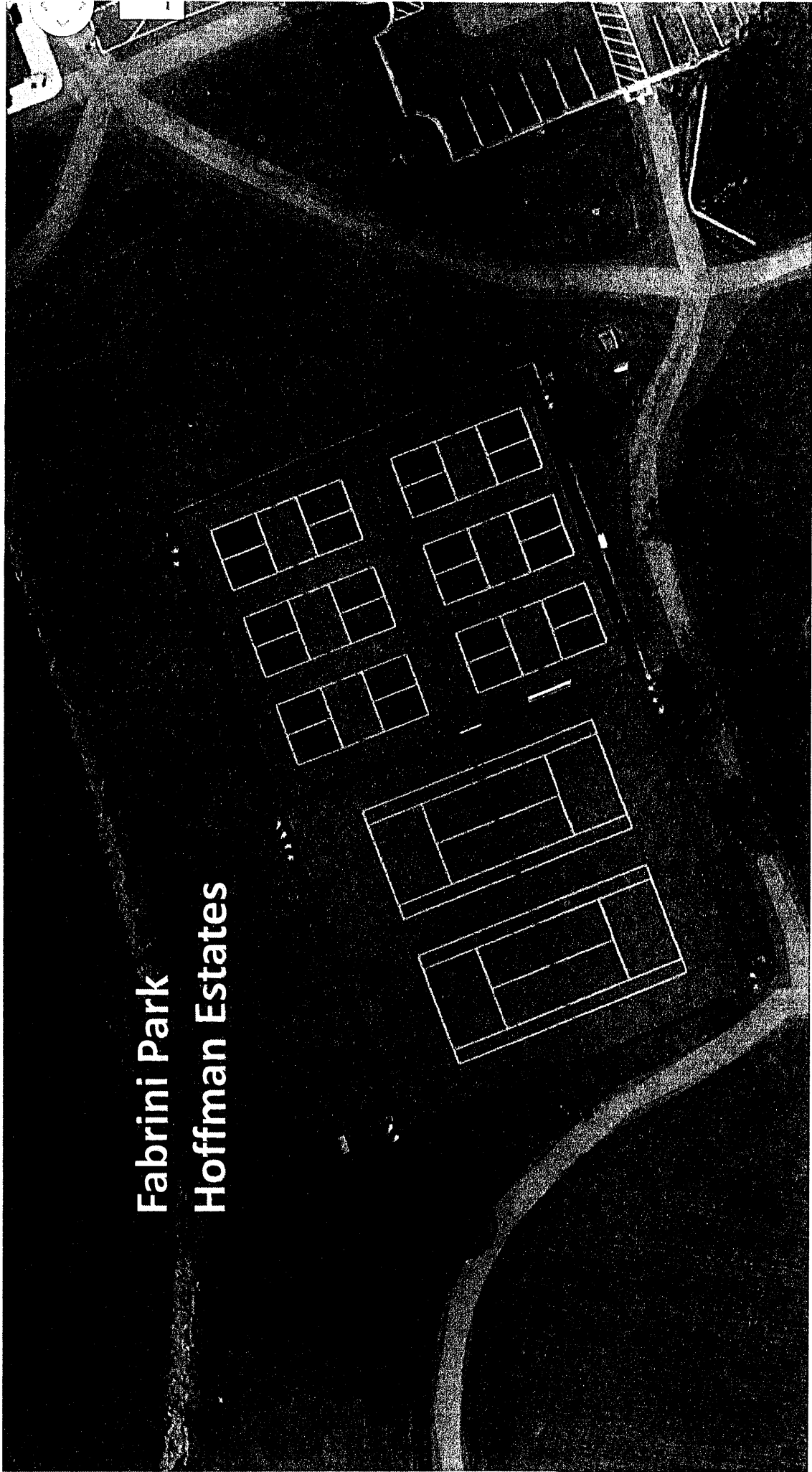
The Vision

The Reasons

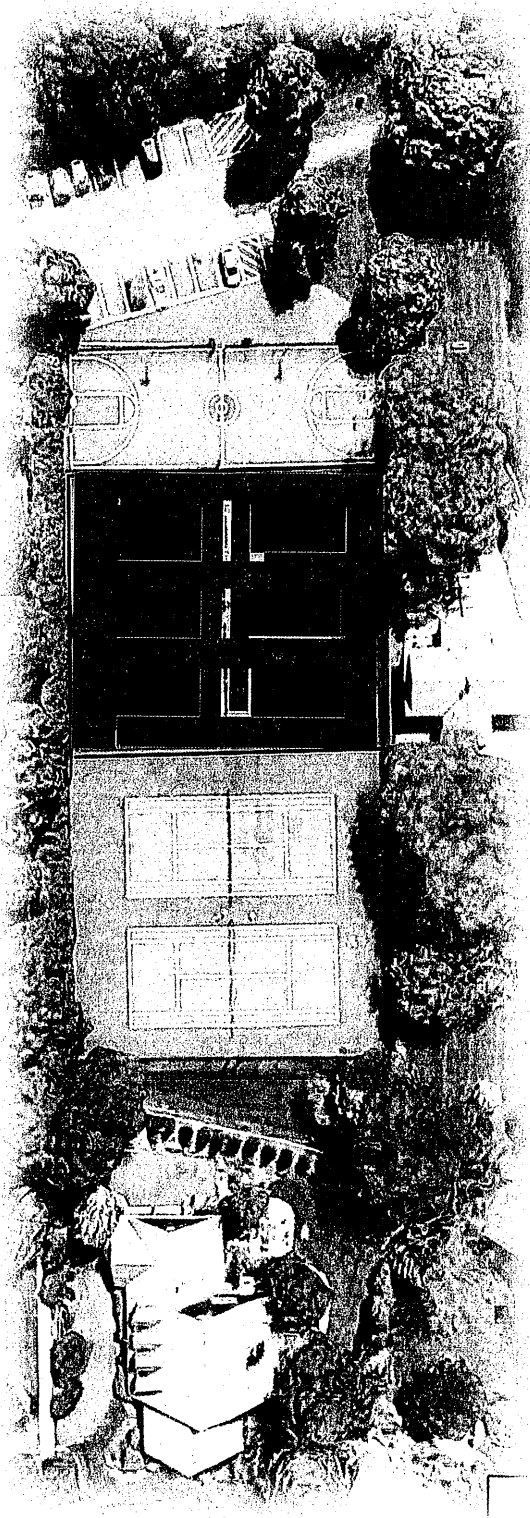
Vision



**Fabrini Park
Hoffman Estates**



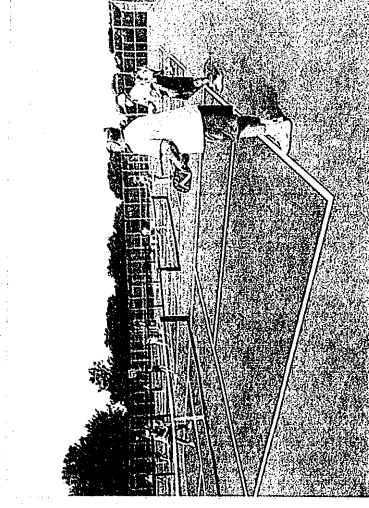
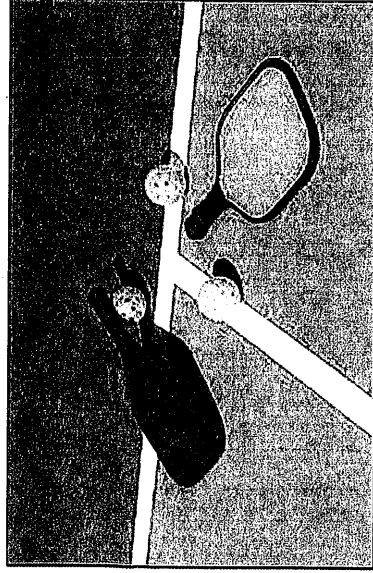
Brook Park



Vision

Showcase of outdoor Pickelball in the Western Suburbs

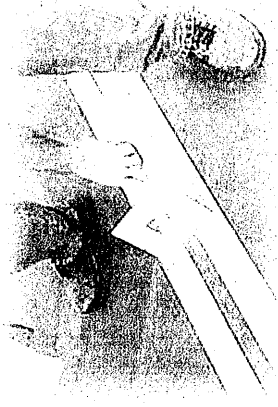
Brook Park becomes the Burns Field of Pickleball



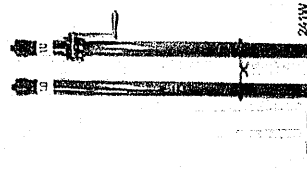
Vision

Making it happen

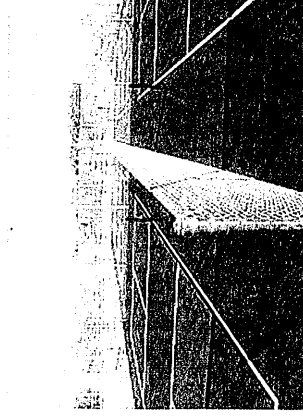
Resurface/paint Brook Park (already needed?)



Add posts and nets



Add separating fence



One Reason

Hoffman Estates Experience

Number 1 use of all park resources (per sq ft)

60 people per day, 7 days a week

Revenue: Reserved courts for 130 members (i.e. \$2,000)

Revenue: Percentage of Summer lesson revenue (i.e. \$1,500?)

Revenue: Clinics (i.e. \$900 at HE)

Community business revenue benefits

More Reasons

Hinsdale IS a Leader

Residents ARE Leaders

Life Style leadership

Hinsdale is a destination

KLM

Burns Field +

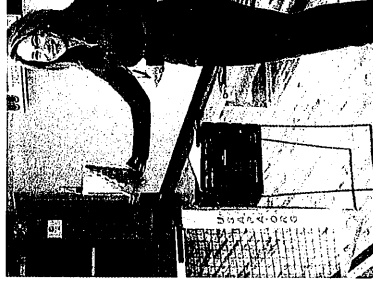
Swimming

Frisbee Golf

Platform Tennis

Pickleball???

?!Western Springs!?



MOVIES IN THE PARK



July 19

FINDING DORY

Location: Katherine Legge Park

Date: Wednesday, July 19 (rain date Tuesday, July 25)

Time: Dusk (arrive by 6pm)



August 16

THE SANDLOT

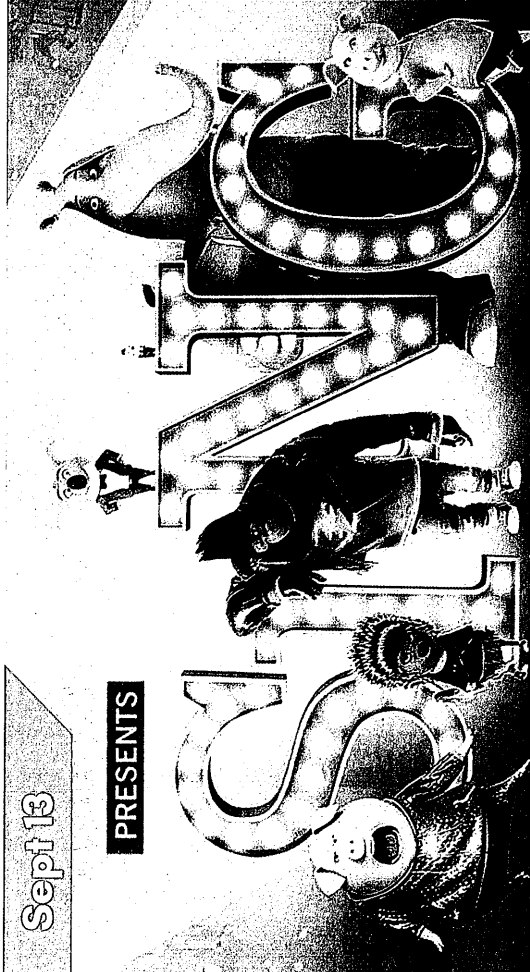
Location: Katherine Legge Park

Date: Wednesday, August 16 (rain date Wednesday, August 23)

Time: Dusk (arrive by 7:30pm)

Bring your blanket or lawn chairs for our Back to School Night Movie in the Park! Join us for an evening with your family to kick off the upcoming school year! Enjoy some pre-show entertainment and our classic movie of choice, *The Sandlot*. Don't forget to stop by our sponsor booth and thank them for helping us put on this event! Popcorn and other refreshments will be available.

MOVIES IN THE PARK



Sept 13

PRESENTS

SING

Location: Katherine Legge Park

Date: Wednesday, September 13 (rain date: Wednesday, Sept. 20)

Time: Dusk (arrive by 6:30pm)

Enjoy a family night out! Bring your blanket or lawn chairs for our Movie in the Park! Enjoy some pre-show entertainment and our movie of choice, *Sing*! Don't forget to stop by our sponsor booth and thank them for helping us put on this event! Popcorn and other refreshments will be available.

Oct 11

HOCUS POCUS

Location: Katherine Legge Park

Date: Wednesday, October 11 (rain date: Wednesday, Oct. 18)

Time: Dark (arrive by 5:30pm)

Bring your blanket or lawn chairs and dress in costume for our Halloween Night! Movie in the Park join us for an evening with your family to celebrate this spooky holiday! Enjoy some pre-show entertainment and the movie of choice, *Hocus Pocus*. Don't forget to stop by our sponsor booth and thank them for helping us put on this event! Popcorn and other refreshments will be available.

