

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

Tuesday, March 7, 2017
Memorial Building Old Board Room
6:15 PM

Chairman Waverley called the meeting of the Parks and Recreation Commission to order at 6:18 p.m. at the Memorial Building Old Board Room.

Members Present: Chairman Waverley, Commissioners Boruff, Keane, Conboy, Baker and Owens

Members Absent: None

Staff Present: Heather Bereckis, Interim Manager of Parks and Recreation
Brad Bloom, Assistant Village Manager/ Director of Public Safety
Linda Copp, Administrative Assistant

Chairman Waverley welcomed the new Commissioner Chris Boruff.

Approval of Minutes

Commissioner Conboy moved approval of the January 10, 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. Registration is up over last year and Hinsdale has the second highest enrollment. Gateway is in transition for a new liaison. Many of their teams have been to the Special Olympics playoffs but their fees do not include travel expenses to the Olympics. Staff is discussing ways to raise funds for the travel expenses. Ms. Bereckis commented that Sammy Hanzel has now been hired as the full time recreation coordinator.

Commissioner Baker asked what the cost was for the teams. Ms. Bereckis stated that it varies, but usually a few hundred dollars per child. Chairman Waverley asked about the proposals for fund raising. Ms. Bereckis stated that we could provide the venue like KLM, but Ray Graham would run the event. We can't collect the money but it would benefit the participants. It would be for the entire group of kids. Any of the organizations could choose to just donate toward the event. Commissioner Baker suggested a table at Uniquely Thursdays as a place for raising some money.

Recreation Staff Report

Ms. Bereckis presented the staff report. Platform tennis is winding down and all of the fees should have been collected. There will be a few outstanding revenues like rentals. The board did approve the early bird rate for next season. There could be an extra \$7000 if people register late. Membership numbers are lower but revenue is higher due to fee increase. Mary Doten's lesson revenues are up a little and most are non-residents. Commissioner Boruff asked if we are concerned about the decline in resident memberships. Ms. Bereckis stated that there are a lot of clubs that offer multiple services so that has taken some memberships. Commissioner Boruff asked if the increase in rates affected it. Ms. Bereckis stated that we are on the low end of membership fees compared to other communities. Chairman Waverley explained about the neighboring competition and does not believe that the rate has affected membership much.

Chairman Waverley explained that KLM is the starting point for people to learn and then they move on to the private clubs. She believes the program needs some updating and marketing.

Commissioner Conboy asked if there were any referral incentive programs in place; Ms. Bereckis stated that there are not.

Ms. Bereckis stated that KLM Lodge revenue is down significantly but is on par from the past 5 years. The last 2 years there was no marketing and now there is a plan and some response is beginning to come in. The lodge Manager, Hilary is participating in local Chamber events to get our name out there. There are a few rentals booked per week so the marketing is paying off for the future years. We keep the deposit if they cancel. There was a local open house on Feb. 23rd and there will be another one mid-summer. Caterers shared their databases so more people were there and two events were booked. There will be another one around black Friday in November.

Chairman Waverley asked how the numbers are set in the budget and they are growing from this year. Ms. Bereckis stated that goals are set that are attainable and the marketing budget has been increased. Chamber events will draw businesses for meetings and Ms. Poshak is working on special events for local businesses. Ms. Bereckis explained that a new Assistant Lodge Manager was just hired and Facebook ads have been boosted to draw attention to KLM. Commissioner Conboy mentioned about the major department stores websites for advertising. Ms. Bereckis stated that we have received rights to use photos and have reached out to Yelp for review. The back patio should be finished in the next few weeks, as soon as the weather breaks.

Commissioner Owens mentioned about contacting local churches that host weddings. Ms. Bereckis stated that Hilary has sent information to the local churches for weddings, baptisms, etc. Commissioner Boruff commented on comparisons and how it should go back historically to compare yearly numbers. Ms. Bereckis commented that we don't have a way to go back to find out when an event is booked and she is keeping track on a spreadsheet for events going forward.

Ms. Bereckis stated that the Winter/spring is underway and the summer brochure will go out on March 20 and registration will begin on March 27. The Egg Hunt is on April 15 at Robbins Park and The Community House purchases the eggs. Earth Day park clean up is the next week and Trader Joes is sponsoring the event. They will provide food and beverages for the volunteers. Ms. Bereckis asked the Commissioners to come if they are available. We will be focusing on Robbins but if groups want to do a separate park, they are welcome to do so. We will provide materials. Public Services will have plenty of projects. Ms. Bereckis will reach out to the scouts if they want to do that in return for a free shelter rental.

Ms. Bereckis stated that the Ice rink is closed for the season and the grass is still green. The liner is still in good condition and should be able to be used again. Fields are being booked for the spring and most start the first week in April. Public Services is working on striping the fields. Pool super passes went on sale March 1st and they were sold out in 10 minutes. Clarendon Hills will not give us any more and they are considering lowering the amount for next year. We do keep all the revenue from the passes, but possibly could get more if we share the revenue.

Commissioner Baker shared the insight from the patrons waiting in line for the super passes. Most stated that the wading pool is good for little kids and the diving well for the older kids but there is nothing for in between. The main pool should be kept as a lap pool, but change the other areas. Commissioner Conboy stated that it is the non-users that need to be asked and what are we going to do to draw people there. Ms. Bereckis stated that the five year capital plan includes a study for the future of the pool. Mr. Bloom mentioned that tough decisions have to be made and major capital improvements have to be made soon.

Mr. Bloom stated that we can't compete with country clubs but is there something for the primary users that will justify the cost. Commissioner Baker asked what the time frame is for the study.

Mr. Bloom stated that the study is 4 years away but there are significant issues with the deck. The pump house is sinking in the ground and keeps increasing. The Commission stated that the study needs to be done much quicker than 4 years. The train does contribute to the shifting of the ground. Chairman Waverley asked if the study can be moved up. Mr. Bloom stated that the study is budgeted in a year where there are not significant expenses. There has been discussion with S/D 86 about sharing facilities but a new pool there is not for sure.

Mr. Bloom stated that Public Services does inspect the pool regularly and the water department is on top of issues for the beginning of the season. Mr. Bloom thinks that there should be conversations with Clarendon Hills to share some amenities. Commissioner Owens asked about doing sand volleyball in the grass area at the end of the pool. Ms. Bereckis does not think the space would be big enough. It would bring more sand into the pool and the pumps would struggle with that. Ms. Bereckis stated that there will be a new diving coach this year. There will be some diving clinics offered. Also water polo is being offered for those over 8 years when town team is finished. It will be taught by high school water polo participants. Brian Powell will remain the head coach for Town Team and then two new assistant coaches.

Recreation Financial Report

Ms. Bereckis commented on the financial report for December. Picnic and field rentals have increased. Spring field rentals are coming in now. Park operating expenses are down due to staff reallocations and lower salaries. Program revenue is down in some areas but some have increased. Athletic programs are decreasing generally due to programs at the schools or clubs. We are partnering with the Community House for a lot of the programs. Ballroom dance is being marketed to KLM wedding clients so they can take the first class for free. Fitness programming has increased and is being partnered with the Community House. A few new adult classes have been added for the summer.

There will not be any day camps at Burns but will be moved to the Community House. They will take all the registrations. Chairman Waverley asked what the financial split will be with the Community House. Ms. Bereckis stated that it is a 70/30 split. Bubble soccer and Fit 4 Mom classes will be held at Burns Field since there will not be camp there this year.

Ms. Bereckis stated that the lodge caterer license fees are down primarily due to less caterers. We could change to a percentage of revenue in the future. The KLM fees will be increasing so we don't want to have too many increases at one time. The new fees will take affect beginning in November, 2017. Expenses are down because of less staff due to less events and not having a lodge manager for part of the year.

Commissioner Boruff asked about the Admin support costs being down. Ms. Bereckis stated that Sammy Hanzel is fresh out of college and does not make the salary that Ms. Bereckis did in that position and she does not know what the future plan is for the department. Pool revenue was up due to a warm summer last year. There is a decline in resident passes, but increase in neighborly passes.

Commissioner Boruff if patrons can pay by the day at the pool. Ms. Bereckis explained the different types of passes and that there continues to be a decrease in resident passes.

Old Business

Update on Proposed Improvements at KLM

Ms. Bereckis commented that the board is okay with the developer upgrading the lacrosse fields and not doing the walk path. It is on the agenda for the Board meeting tonight. A conceptual drawing will be available in a few months.

New Business

Hinsdale Little League Work at Veeck & Peirce Parks

Ms. Bereckis commented that they have decided not to do sod on the fields at Veeck due the possible impact of the expansion of the tollway. They will upgrade the soil that is there and the work has started on the batting cages. They are not a permanent structure to they can be moved if necessary. Ms. Bereckis stated that Little League registration is now 653, which has increased from last year.

Ms. Bereckis commented that if the tollway expands, it would begin in 2019 and it would remove two fields from Peirce and there could be one field instead. We have an Intergovernmental Agreement with the schools, so we would have the option to place them at the high school. Veeck soccer fields would be affected by having only 2 fields instead of 4 and the fields would have to be placed east to west. The skate park would be okay. The revenue would be affected with the loss of those fields. Brook Park would take away the walking path and the green space, but the athletic fields would not be affected. The community organizations are concerned where they would go. Western Springs and Burr Ridge would also be impacted. The Village is capturing the emails of all the residents that have sent a letter. The challenge will be to be sure that the athletic organizations have some place to go.

HTA License Agreement

Ms. Bereckis commented on the Agreement. Mr. Lockhart's program is a good program, but the group lessons are down primarily due to private clubs. His private and competitive lessons have increased and this contract is for the private and competitive lessons. His group lessons are an 80/20 split, but Mr. Lockhart pays us an amount for the private lessons. Ms. Bereckis stated that a 15% increase is recommended with a one year lease. Commissioner Owens asked why we increase his percentage. Ms. Bereckis stated that he has sole use of the courts and it helps cover the wear and tear on the courts. Field rentals have a set fee except for AYSO and Little League. Chairman Waverley suggested coming up with a model for all of the private providers. Ms. Bereckis stated that a 90/10 split is not reasonable and should be at least 80/20.

Commissioner Baker made a motion to approve the Hinsdale Tennis Association License Agreement for one year. Commissioner Owens seconded and the motion passed unanimously.

Pool Concessions Contract

Ms. Bereckis explained the comparisons of the two vendors. C and W Concessions has been with the pool for 12 years. Dave Cremer has two options for payment and is lower than the past years. He has seen declining sales over the last 5 years. Overall we have no issues with C and W and he has worked to make healthier options. It is unrealistic to have fresh salads etc each day. Patrons are coming for shorter amounts of time and don't buy concessions or bring their own food. He owns the majority of the equipment and a different vendor would have to bring in their own equipment. The other vendor offers the same product and operates a few other park district pools but has not been in business as long as C and W. There were some issues with on site management and staffing and the pricing.

The Commission discussed the options. Ms. Bereckis stated that she does prefer to keep C and W but for ease of planning, staying the same would be easier. The food prices are higher with the other vendor. Commissioner Owens suggested staying with C and W because of their good reputation and lower prices. Commissioner Conboy mentioned about not having food or drink

brought in to help him out. Ms. Bereckis stated that she talked with C and W and he did not have an explanation of why the revenue is down. It is suggested to ask for tickets for sales at the concession stand. We could do one year and then go out again next year and reevaluate for next year without doing an RFP. The Commissioners suggested mentioning to C and W to increase his prices slightly.

There was discussion regarding the vendors with the Commission. Ms. Bereckis stated the risks of rebidding and we are not bound to the lowest bidder. We do have time constraints because it needs two board meetings to be approved. If a new vendor is chosen, they need time to transfer equipment. The agreement is for one year and the vendor also has the choice to not renew. The Commission discussed their issues with the payment amount from C and W.

Ms. Bereckis stated that the birthday party fees are during open pool hours and the concession stand supplies the pizza and pop. The Commission believes that the other vendor prices are higher and the patrons would notice the increase. They also talked about the staffing complaints of the other vendor. The Commission suggested going back to C and W for a better rate and slightly higher prices. The Commission discussed the idea of selling concessions from a window to the outside. That has been talked about previously but never done. Ms. Bereckis stated that a new vendor would need 4-5 days to be able to make the switch. The Commission wants to be sure that C and W Concessions is given some guidance and to explain the 20% decrease. The concessions have been done by a third party since 1976 and it is not an option to do it in house. Ms. Bereckis also stated that the decision must be made by the end of next week in order to go to the board. Ms. Bereckis will hope to get a decision from the Commissioners in a week.

Special Event Update

Ms. Bereckis commented on the special events that will be happening this summer. There will be two summer movies at KLM and popcorn will be offered for free. Dippin Dots will sell water and ice cream. We are looking for sponsors for the screens. There will not be disc golf or dog walking on those evenings. If these movies go well, there will be another movie in the fall. Ms. Bereckis commented on the special events at the pool and the scout nights. She explained about the cardboard boat regatta and the details for the event. There will be awards for the races and other categories. Ms. Bereckis commented about the social media events that will happen as well. Staff is trying to communicate the value of parks and rec to the community through social media. Bannerville will be sponsoring the event and will help with the judging of the photos.

Ms. Bereckis mentioned some of the special events that are in the talking stage; disc golf tournament, charity event for Gateway, sweetheart dance at KLM, winter festival and a food truck festival. That could be held on Chicago Avenue sometime in the fall. Vendors would have to pay \$50 to reserve the space. We could use a KLM liquor vendor for the alcohol. We would provide our carnival games for the kids. Historical Society could do an event like a wine and cheese tasting by the Zook House and KLM. The Commission loved all the ideas that are being proposed.

Correspondence

Email from resident about dogs at KLM

Ms. Bereckis commented on the email from Dan Gill from Hinsdale. Mr. Gill wants the leash area limited but Ms. Bereckis stated that we don't have staff to monitor it. Chairman Waverley suggested putting up a sign in that area reiterating the hours and the area where dogs can be off leash. The police are patrolling the area more. Ms. Bereckis reiterated that dogs are not allowed in any other park and callers are told that they are encouraged to call the police when there is an issue.

Adjournment

The next meeting will be April 11, 2017. Ms. Bereckis stated that there would be changes to the summer schedule due to the board meetings. Since there was no further business to come before the Commission, Commissioner George moved to adjourn. Commissioner Conboy seconded and the motion passed unanimously. The meeting of the Parks and Recreation Commission was declared adjourned at 8:30 p.m.

Respectfully submitted,

Linda Copp, Administrative Assistant