

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

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

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 and 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 Pieranunzi 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 metal 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 Veck 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 28<sup>th</sup>, 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. Commissioner 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 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 12<sup>th</sup>. 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,

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Linda Copp, Administrative Assistant