

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

Tuesday, April 10, 2018  
Memorial Building Board Room  
7:00 PM

Chairman Waverley called the meeting of the Parks and Recreation Commission to order at 7:00 p.m. at the Memorial Building Board Room.

**Members Present:** Chairman Waverley, Commissioners Baker, Boruff, Conboy & Hester

**Absent:** Commissioners Keane and **George**

**Others Present:** Vincent Distasio from Baldinelli's  
5 students from Hinsdale Central High School for American Politics class

**Staff Present:** Heather Bereckis, Superintendent of Parks and Recreation  
Brad Bloom, Assistant Village Manager  
Linda Copp, Administrative Assistant  
Hilary Poshek, KLM Lodge Manager

**Hinsdale Community Pool-Concessions Proposals**

Ms. Bereckis explained how the Baldinelli's proposal will opt for monthly plus percentage of sales and they will be offering quality food. It is a one year contract with an option for a second year. Credit cards will be taken and they will do a trial period for a breakfast menu. Mr. Distasio commented on the prices compared with the previous vendor. The salads are a little more than in the store and some of the items are not sold at the store. Commissioner Hester what the candy prices will be. Ms. Bereckis stated that the candy will be \$3.00.

Mr. Distasio stated that the lap swimmers and swim team will be the likely breakfast participants. Some of the items will be muffins, yogurt parfaits and chocolate milk. If the breakfast foods go well, more will be offered.

Commissioner Boruff asked how Baldinelli's will be marketed. Ms. Bereckis stated that there will be signs and it will be on our social media and pool marketing. Chairman Waverley suggested putting information at Uniquely Thursdays. Commissioner Hester suggested keeping track of what the good sellers are.

Chairman Baker moved approval of Baldinelli's for the concessions at the pool. Commissioner Hester seconded and the motion passed unanimously.

**Public Comment**

None

**Approval of Minutes**

Commissioner Conboy moved approval of the February 13, 2018 Parks and Recreation Commission meeting minutes. Commissioner Hester seconded and the motion passed unanimously.

## **Gateway Special Recreation Association Report**

Ms. Bereckis gave the report. Enrollment has increased primarily by Darien and Golfview Hills residents. They are still looking for staff and have not been able to find a camp coordinator. Staff must have a therapeutic rec degree or a student in that field. There are not a lot of people interested in this degree. We are priced the same as the other SRA's around us so the salary is not the issue. Ms. Bereckis stated that surveys were sent out to all participants and the results will be at the June meeting.

## **Monthly Reports**

Ms. Bereckis presented the staff report for February, 2018. KLM revenue is down. There were the same amount of events but they were smaller events. The Summer brochure was delivered March 19 and registration began on March 26. Fluid running is one of the new classes being offered. Ms. Bereckis mentioned some of the special events and new programs for the summer, including a food and beer night to be held at KLM. Uncle Bub's will be supplying the food. It won't be as formal as the food and wine event.

Ms. Bereckis commented that Glenn from Azteca will be doing Taco Tuesday. Christmas in July at the pool is big special event free to members and \$5 for non-members. The egg hunt was moved into the gym at the Community House due to the weather but the gym was very crowded due to the crowd size.

Ms. Bereckis stated that the park clean-up is April 20<sup>th</sup>. There are close to 100 people already signed up to help. Little League will clean up Peirce Park on Saturday April 21<sup>st</sup>. Ms. Bereckis stated that we do like to have the helpers name ahead of time so they can be assigned a park. Gloves and yard waste bags are provided. The event is being sponsored by Trader Joe's.

Ms. Bereckis stated that the final platform membership numbers are lower than previous years but the fees are higher. There were fewer life time members that have renewed. Pool passes began on March 1<sup>st</sup> and the super pass lottery was held on March 16. All 100 are sold out and there are approximately 25 families on the wait list. Ms. Bereckis mentioned that Clarendon Hills has considered selling memberships to Hinsdale residents at the neighborly rate in the future. Ms. Bereckis stated that Clarendon Hills is marketing the super passes more than previously. Ms. Bereckis has asked Clarendon Hills to give us more passes if they don't sell all of their 100. Ms. Bereckis emphasized the maintenance report from John Finnell. The fields are still closed due to the cold, wet weather.

Chairman Waverley asked the students in attendance about their reason for being at the meeting. They were there for a class.

## **Financial Report**

Ms. Bereckis stated that field and picnic revenue is down due to wet spring. There have more outside groups that want space. Program revenue has increased by 9%. Revenue and expenses have decreased for Early Childhood primarily due to camp being done at the Community House. Platform tennis has increased 14% partially due to hut rentals.

## **Old Business**

### Park Donation-Hinsdale Little League

Ms. Bereckis commented that the Board has approved the flag pole. A second flag pole would be put in the west field along the fence line. The new pole would be closer to the tracks and near the scoreboard. The only issue would be the tollway right away so there could be some delay. The memorial is going on the flag pole on the east field. The plan is for installation the first week of May.

The memorial plaque would be bronze. The family would like it to be a yellow ribbon because it represents pediatric cancer. The Commission recommended keeping it bronze with no yellow ribbon in order to be consistent. Commission Boruff made a motion for flagpole installation for east field. Commissioner Conboy seconded the motion and the motion passed unanimously. Commissioner Conboy made a motion for the memorial plaque to be a consistent color and let the family decide if they want a ribbon. Commission Baker seconded and the motion unanimously.

#### KLM Marketing Update

Ms. Poshek shared the report. The two biggest upgrades were the Knot status and SEO continues to increase in the rankings. Corporate function rankings have increased to 3<sup>rd</sup> and business to 8<sup>th</sup>. Wedding venue have gone to #1 in searches.

Ms. Poshek stated that data has increased as well as tours. Commissioner Boruff asked if the numbers were the date it was booked. The event date is shown on the staff financial report. In November-February most inquiries came from The Knot. The sub-committee was shared by Commissioner Conboy. The landing page for KLM goes to the Village website and Commissioner Conboy suggested that the landing page be changed to its own site.

Commissioner Conboy also mentioned that weddings are now much smaller and simpler. He commented on observations for the new trends. Ms. Poshek commented on how brides now want their weddings to represent them and there are more usage of food trucks and not so formal. Ms. Bereckis stated that the meeting was a great starting point with how things are changing. The increases are smaller events like memorials and showers with less revenue.

Commissioner Boruff stated the interest is not converting into bookings and perhaps we are not hitting the right market. Commissioner Conboy stated that The Knot may not be the new source for brides but it is still an important place to use. Ms. Poshek stated that the trend is what the couple wants for themselves and then we need to try to capture that for them and make it more personal.

Commissioner Conboy suggested talking to young party planners for what the new trends are in weddings. Chairman Waverley suggested the name of a planner in town to talk to. Ms. Poshek stated most clients don't use a party planner and just use the caterer. Ms. Bereckis suggested continuing with both marketing plans. The Commission agreed.

#### Addendum to the Donation Policy-Naming Rights

Ms. Bereckis commented on the sub-committee meeting. There are 12 basic guidelines that are being suggested. Commissioner Baker commented on the process and the list of 12 as a list of preferred guidelines. Chairman Waverley asked about the 5 year residency requirement and thought that was short. Ms. Bereckis stated that was what most of the samples included and that the donation does not have to meet all 12 guidelines.

Staff thought the one year period post-mortum was a good time requirement. Mr. Bloom commented on the time that is needed for recognizing a memorial so that there is not a competition. Ms. Bereckis stated that most policies have a 5 or 10 years or more waiting period. Chairman Waverley stated that we don't have new land for giving names to. Ms. Bereckis stated people can voice their opinion at a board meeting or sign a petition. Mr. Bloom stated there can be bricks or plaques as memorials instead of naming fields.

Ms. Bereckis stated that there would be different categories according to if it's a structure or field. Ms. Bereckis asked what the Commission felt is a good waiting period. The Commission felt it should be 5 years minimum for major life events. Chairman Waverley asked Ms. Bereckis what #6

meant. Ms. Bereckis stated that it would be things that currently don't have a name and not renaming anything. If someone wants to donate money there would not be the waiting period. The sub-Committee will meet again to decide on a suggested waiting period.

### **New Business**

#### Park Bench Donation-Nadine Bartecki

Ms. Bereckis commented on the request. Commissioner Baker made a motion to approve the donation for a location at Brook Park. Commissioner Hester seconded and the motion passed unanimously.

### **Correspondence**

Ms. Bereckis stated that a resident by Burns is concerned about the benches. Ms. Bereckis stated that she told the resident about the benches and that they were going to be metal.

### **Other Business**

#### Tollway Update/Park Impact

Mr. Bloom presented the plan and how Veeck and Peirce will be affected because the bridge has to be rebuilt. A temporary bridge would be built at Veeck Park and run along the right of way into Western Springs.

Veeck Park would be affected at the easement and work would be done off season. Veeck soccer fields should not be affected except for displaced dirt. Ms. Bereckis stated that when the fields go north/south there could be potential of one field lost. The lights will remain where they are and will be shored up by the easement. There is no sound wall at Veeck. The sound walls currently are inside the right a way and they will be moved to the right of way. The first stage is moving the railroad. The major concern is that the railroad has the option to have a fourth track. Mr. Bloom explained what the process is going to be for the railroad tracks and the Village is concerned of the storage of equipment at Peirce Park. Staff is working with Burlington for an agreement. Staff wants the dirt to be used for a barrier for sound.

Mr. Bloom stated that the concern at Peirce Park is that the tollway is asking for a permanent easement to the north of the creek. The fields would be affected by removing the dugout and batting cages during the off season. When the work was finished, they would be restored. There is a concern that the tennis courts could be damaged. Mr. Bloom stated that the tollway feels they can get the work done in the off season. The sound wall will be right up to the fence. Brook Park will be affected with the sound wall being moved.

Chairman Waverley asked about the new proposed train schedule from Metra with the elimination of express trains in the morning. Mr. Bloom stated that there are discussions with Metra regarding the new schedule. The proposed schedule would eliminate two express trains during rush hour.

#### Meeting Schedule May-September

The Commission discussed the summer schedule. The normal schedule would be May 8, July 17 and September 11 with no June and August meetings. Ms. Bereckis suggested meeting May 15 since Chairman Waverley wants to bring the HPTA agreement to the May meeting. May 15 is a board meeting night, so an earlier time is suggested. It will be a 6:00 pm start time before the regular board meeting.

**Adjournment**

Since there was no further business to come before the Commission, Commissioner Boruff moved to adjourn. Commissioner Baker seconded and the motion passed unanimously. The meeting of the Parks and Recreation Commission was declared adjourned at 9:02 pm.

Respectfully submitted,

---

Linda Copp, Administrative Assistant