

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

Tuesday, September 13, 2016 at 7:00 p.m.

Memorial Building - Board Room

(Tentative and Subject to Change)

1. Approval of Minutes – July 26, 2016
2. Liaison Reports
 - a. Gateway Special Recreation Association Report
3. Monthly Reports
 - a. Recreation Staff Report
 - b. Financial Report
4. Old Business
 - a. Community Survey Discussion
 - b. Tennis Courts/Pickle Ball Discussion
5. New Business
 - a. Art Donation Review
6. Correspondence
7. Other Business
 - a. KLM Marketing Plan
8. 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.

Visit the Village's Web Site at www.villageofhinsdale.org

VILLAGE OF HINSDALE
MEETING OF THE
PARKS AND RECREATION COMMISSION
Tuesday, July 26, 2016
Memorial Building Old Board Room

 **DRAFT**

Chairman Banke called the meeting of the Park and Recreation Commission to order at 7:01 p.m. at the Memorial Building Old Board room.

Members Present: Chairman Banke, Commissioners Baker, Conboy, Owens and Waverley

Members Absent: John George and Steve Keane

Staff Present: Heather Bereckis, Interim Manager of Parks and Recreation
Linda Copp, Administrative Assistant

Also present: Suzanne Ostrovsky, Management Analyst and Brad Bloom, Assistant Village Manager

Kim Fronak, The Doings

Approval of Minutes

Commissioner Waverley moved approval of the May 31, 2016 Park and Recreation Commission meeting minutes. Commissioner

Owens seconded and the motion passed unanimously.

Gateway Special Recreation Association Report

Ms. Bereckis commented on the packet. The vehicle has been delivered and has 644 miles on it. It can accommodate more participants in the programs. The website is still being worked on and hopes to be finished by the end of the year. Chairman Banke asked if Ms. Bereckis will be filling in for Gina as the Chair. Ms. Bereckis is going to the meetings, but a woman from Elmhurst is the new chair.

Recreation Staff Report

Ms. Bereckis presented the staff report. Programming is down and we believe that District 181 and Ruth Lake have new summer programs that are affecting our registrations. The library and the Community House programs also have been reduced. Lunch on the Lawn have both been held in the library due to the weather. There is one final one on August 3rd. Commissioner Waverley stated S/D 181 is doing a lot of enrichment classes that could continue to hurt us in the future if we don't collaborate with them. Commissioner Owens stated that it is called summer school, but it is a summer program similar to what we offer in our tot summer camps. Chairman Banke stated it is also an opportunity for a shared service to promote various programs.

Ms. Bereckis stated that we have had increased enrollment in the swim classes and the afternoon sports programs. The consistency in coaching is helping in this regard. Ms. Bereckis stated that the fall brochure will be delivered on Aug. 1st and registration begins Aug 8th. There will be cooperative programs with the Community House. We have seen increased enrollment on the Community House programs. We have had 4 students of inclusion from Gateway. Ms. Bereckis stated that 13% of the budget goes for landscaping.

Ms. Bereckis stated that the lodge revenue is down slightly because of shorter times for parties but that there are the same amount of events.

Annual court maintenance will be done on the paddle courts and the walkways bid was awarded at the last board meeting. They will begin work in early August and should be finished by the beginning of September. Chairman Banke commented about the fact that the amount was quite a bit under budget, most of which was the materials that would be used. The budget was \$150,000. Chairman Banke asked about the warranty. Ms. Ostrovsky stated that public services is taking care of the capital projects so staff does not really know those details. Membership letters went out and fees will increase because of Mary Doten's contract as court manager and the cost of the walkway repairs. The HPTA agreement has been extended through April, 2017. The main issues are the capital projects and some coverage for court fees to cover the village costs. Mr. Bloom explained about the issue with the lifetime memberships and that more time is needed to negotiate the contract.

Ms. Bereckis stated that pool passes have trended upwards from last year. This is all weather driven. Resident family passes are down but they are purchasing 10 visit passes. Daily fees are also up and rentals are being maximized, especially birthday parties. There are also private after hour's rentals. The staffing model is consistent with last year and costs will be a little higher because of higher temperatures. Mr. Bereckis stated that the swim meet went well and was well attended.

Recreation Financial Report

Ms. Bereckis explained the financial report for June. 4% decreased revenues and 12% decrease in expenditures. The biggest decline is in programming and there are a lot of other options out there for people. Chairman Banke mentioned about meeting regarding helping with programming. Fitness revenue overall is down. Commissioner Owens commented about a rowing program that has been a huge hit lately. Chairman Banke asked about liability is some of those athletic events. Ms. Bereckis mentioned that we don't want to overlap programs with the Community House.

Platform tennis revenue decreased about 3% and operating expenses have increased. The lodge revenue increased 6% and the staff is working on a marketing plan.

Picnic and field revenue increased and non-resident rates help with those revenues. Chairman Banke asked if there will be men's softball league. Ms. Bereckis stated it is held at Veeck on Mondays and Wednesdays.

Old Business

Public Donation/Artwork Guidelines Update

Ms. Bereckis stated that the policy was approved at the board meeting with one minor addition. By exception only explanation will be added. Chairman Banke has stated that the village now has a policy for the family that wants to make the art donation.

New Business

Ms. Bereckis commented on adding pickle ball courts at Robbins. Since the courts are going to be resurfaced in the fall, the courts can be made as a dual court. The noise is not that bad unless you are already in a quiet area. Chairman Banke stated that we don't cater to the older community and this would address the issue that came from the survey. Chairman Banke mentioned that Burns tennis courts have received a lot of use since they were resurfaced. Commissioner Owens mentioned that staff should look into having pickle ball lessons. Ms. Bereckis also stated you can use chalk and tape if permanent lines are not used. Ms. Ostrovsky stated that there is a consultant that is working on what the price point would be.

Mr. Bloom mentioned that the bid specs are being put together so staff needs to know if the Commission is interested. Chairman Banke asked if we have email addresses to get survey information to be included. The Commission agreed to have 2 courts at one location at one of the less utilized parks, possibly Peirce. Ms. Ostrovsky stated that the fencing will need to be replaced at the Peirce tennis courts. Commissioner Waverley stated that she believed Peirce would be a better location than Robbins.

Correspondence

None

Community Survey Presentation

Ms. Ostrovsky commented on the community survey. Hard copies were sent to every postal address and it was on-line. 1000 surveys were returned and the report was put together by EIU students. The response was reopened to try to capture the younger families but only a few more surveys were received. The people that responded were primarily women between 30 and 49 and a significant amount had children school age.

Recreation programs have a high satisfaction rate. Improvements are needed for the older residents, special events are strong and they would like more. Additional special events would be welcomed. Program guide is the most utilized reference and the website was #4 and is not utilized as much as hoped. Chairman Banke mentioned that the survey indicated residents do like the guide but the village needs to look at potential partners for resources.

Ms. Ostrovsky went through the summary – 68% of residents with children are using the pool. Recreational swimming, swim lessons were strong. There are many other pools in the area that offer more amenities. Amenities were a big issue because of the age of the pool. Ms. Bereckis stated that opening the pool earlier in the season is hard because of being able to perform maintenance earlier. Ms. Bereckis stated that all college kids leave by Aug 15 and most high school kids have sports practices that begin at that time so staffing will always be an issue in August.

Ms. Bereckis stated that there needs to be a staff of 15 for the entire pool to open. Clarendon Hills has the same guard program that we have. Oak Brook closes the last two weeks of August, but their guards go on vacation for those two weeks. Ms. Bereckis stated that it could be possible to be open at the beginning of the season when we have been closed. Commissioner Waverley asked if lifeguards could be asked if they would be able to work extra hours at the end of the season. Ms. Bereckis stated there will be a pool survey sent out at the end of the season to all pool members.

Ms. Ostrovsky explained more of the comments from the pool survey and asked the Commission if they had any questions. There was discussion about comments made. Commissioner Conboy mentioned that the survey is a great start and having a model to make it work. There was discussion about the pool comments and what can be done to bring more people there.

Ms. Ostrovsky stated that the parks have a high utilization rate. The most visited are KLM, Robbins and Burns. Improvements needed are Burns Field warming house and park bathrooms.

Future needs – 1. Indoor facilities for fitness 2.pool 3. Walking and biking trails

Chairman Banke asked about the status of the Burlington fountain. Mr. Bloom stated that an emergency repair was made and staff is concerned that kids will climb the fountain again. The top bowl broke and shattered and the 2nd bowl has significant damage. Staff is considering what design will be used.

Sept. 13 will be the next scheduled meeting and there will not be an August meeting.

Adjournment

Since there was no further business to come before the Commission, Commissioner Conboy moved to adjourn. Commissioner Waverley seconded and the motion passed unanimously. The meeting of the Park and Recreation Commission was declared adjourned at 8:34 p.m.

Respectfully submitted,

Linda Copp, Administrative Assistant

GATEWAY SPECIAL RECREATION ASSOCIATION

BOARD OF DIRECTOR'S MEETING

JULY 14, 2016

- I. **Call to Order:** President Cindy Szkolka called the Gateway Special Recreation Association Board of Director's Meeting to order at 3:00pm on July 14, 2016 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; Sharon Peterson, Countryside; Cindy Szkolka, Elmhurst; Matt Russian, Pleasant Dale; Jim Berg, Westchester; John Fenske, Willowbrook; Scott Nadeau, York Center.

Absent: Heather Bereckis, Hinsdale

Staff Present: Ray Graham Staff: Denise Rau (Director SLC/ECLC/SC) and Superintendent Ryan Cortez.

Visitors: None

Karen Spandikow, Oakbrook arrived shortly after meeting commenced

- II. **Open Forum:** Matt Russian announced that a voice recorder was present and that Gateway meetings will be recorded moving forward to comply with FOIA requirements.
- III. **Board Member Comments:** None
- IV. **Communications:** None
- V. **Omnibus Agenda:** After introduction and explanation by President Szolka, a motion was made by John Fenske, Willowbrook; to approve the Omnibus Agenda items A and B, specifically omitting item C to be discussed separately. Motion seconded by Jim Berg, Westchester.

A. Approval of June 2016 Regular Meeting Minutes

B. Approval of July 2016 Check Register

On a voice vote, the motion passed unanimously.

President Szolka noted that it appears Hinsdale has not made their first payment to Gateway as it is not listed in the July Treasurer's Report nor in the End of Year Financial Summary. This is possible due to Gina Hasset's departure and transition with new staff. President Szolka will follow-up with Hinsdale to locate payment.

A motion was made by Sharon Peterson, Countryside; to approve the June 2016 Treasurer's Report. Motion seconded by Jim Pacanowski, Burr Ridge.

C. Approval of June 2016 Treasurer's Report

Gateway Special Recreation Association

Board Meeting

Thursday, August 11, 2016

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 July 2016 Regular Meeting Minutes
 - B. Approval of August 2016 Check Register
 - C. Approval of August 2016 Treasurer's Report
- VI. REPORTS
 - A. RGA Monthly Report
- VII. OLD BUSINESS
 - A. Archiving of Documents
 - B. Website Update
- VIII. NEW BUSINESS
- 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

Gateway Special Recreation 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 Cindy Szkolka, at 630-993-8910 or at cszkolka@epd.org promptly to allow the Board to make reasonable accommodations for those persons.

On a voice vote, the motion passed unanimously.

VI. Reports:

A. RGA Monthly Report: The monthly report was reviewed by Superintendent Cortez. Summer program numbers increased a bit in July and are looking good overall. Participation numbers seem to be climbing each month which is a great sign. A few open staff positions remain and a new hire is planning on starting soon. The staff is very excited about the delivery of the new vehicle. The fall brochure is scheduled for delivery at the end of July/early August. There has been continued communication and exchange of information with Mark from MacLean Webworks with creation of the new Gateway website. An emphasis on including "SRA" as part of the Gateway name is continuing so that the public can recognize us as 'Gateway SRA'. Jim Pacanowski noted that non-resident participation numbers have increased significantly. Superintendent Cortez commented that we have non-residents from surrounding communities participate because not all other SRA's allow non-residents to join.

VII. Old Business:

A. Vehicle Lease Update: As noted in the RGA Monthly Report, the vehicle was delivered the second week of June. Staff members are enjoying the new vehicle very much.

B. Archiving of Documents: Jim Pacanowski briefly reviewed the memo from Barb Gosselar. He will be identifying records we have from meetings over the last 18 months which may be required. Discussion followed including the thought of reaching out to the Local Records Office to solidify what documents need to be kept and for what length of time. Jim Pacanowski will be creating the brief description of 'who we are' (Gateway) as noted in item 4 of the memo.

C. MacLean Web Works Contract: Work is continuing with the development of the new website. The target time for launch is this fall. Superintendent Cortez has been working with her staff to decide the content and display of information. Discussion followed regarding creation of a new logo and one should be selected in the near future. The new website will have links to each individual agency that participates in Gateway SRA and each agency will also be able to have a link connecting participants to the new website.

D. Gateway Special Recreation Association Professional Legal Services Agreement-As the agreement with Mary Dickson was approved last month, President Szolka will be executing the document and returning to Ms. Dixon.

VIII. New Business: President Szolka mentioned that all members can forward requests/inquiries for any future new business to her so that it may be added to the agenda.

IX. Open Forum: None

- X. **Adjournment:** Scott Nadeau, York Center, made a motion to adjourn the meeting, seconded by Sharon Peterson, Countryside. Motion passed on a voice vote. Meeting adjourned at 3:25pm.

**GATEWAY SRA
CHECK REGISTRY
August 11, 2016**

Check #	Issued to	Description	Amount	Total
1902	JMS Auto Service, Inc	vehicle repair	\$ 190.98	\$ 190.98
Totals				\$ 190.98

Bank Accounts Reconciled as of June 30, 2016	
General Checking Account	\$ 2,425.21
Money Market Account	\$ 256,238.73
Totals	\$ 258,663.94
March Check Registry	\$ 190.98
Outstanding check Total	none

GATEWAY SRA 2016 - 2017
MONTHLY TREASURER'S STATEMENT

Date: August 11, 2016

<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	\$ 80.31	\$ 80.31	\$ 250.00	\$ (169.69)	32.1%
120	Member Contributions	\$ -	\$ 258,304.33	\$ 516,609.00	\$ (258,304.67)	50.0%
130	Miscellaneous Revenues	\$ -	\$ -	\$ -	\$ -	0.0%
Total Income		\$ 80.31	\$ 258,384.64	\$ 516,859.00	\$ (258,474.36)	50.0%
<u>Expense Accounts</u>						
500	Audit Services	\$ -	\$ -	\$ 4,000.00	\$ (4,000.00)	0.0%
510	Day Camp Transportation	\$ -	\$ -	\$ 6,000.00	\$ (6,000.00)	0.0%
520	Financial Assistance	\$ -	\$ -	\$ 4,000.00	\$ (4,000.00)	0.0%
530	Legal Fees	\$ -	\$ -	\$ 1,500.00	\$ (1,500.00)	0.0%
540	Insurance Expense	\$ -	\$ -	\$ 2,310.00	\$ (2,310.00)	0.0%
550	Misc. Expenses	\$ 19.55	\$ 19.55	\$ 500.00	\$ (480.45)	3.9%
560	One on One Services	\$ -	\$ -	\$ 12,000.00	\$ (12,000.00)	0.0%
570	Program Supplies	\$ -	\$ -	\$ 500.00	\$ (500.00)	0.0%
580	Web / IT	\$ -	\$ 1,100.00	\$ 4,000.00	\$ (2,900.00)	27.5%
590	Service Contract	\$ -	\$ 112,587.00	\$ 441,421.00	\$ (328,834.00)	25.5%
600	Vehicle Fuel	\$ -	\$ -	\$ 8,750.00	\$ (8,750.00)	0.0%
610	Vehicle Repairs	\$ 190.98	\$ 190.98	\$ 10,000.00	\$ (9,809.02)	1.9%
620	Transportation Fund	\$ -	\$ -	\$ 11,207.00	\$ (11,207.00)	0.0%
Total Expenses		\$ 210.53	\$ 113,897.53	\$ 506,188.00	\$ (392,290.47)	22.5%
Net Ordinary Income		\$ (130.22)	\$ 144,487.11	\$ 10,671.00	\$ 133,816.11	27%

**Gateway SRA Board Meeting
July 14, 2016
RGA Report**

**Summer 2015/2016 Comparison
As of 7/11/2016**

July 2015

District	Registered Participants
Burr Ridge	6
Elmhurst	41
Hinsdale	27
Oak Brook	6
Pleasantdale	4
Willowbrook	4
Westchester	3
York	2
Countryside	2
Non-resident	3
Total	98

July 2016

District	Registered Participants
Burr Ridge	4
Elmhurst	48
Hinsdale	23
Oak Brook	5
Pleasantdale	8
Willowbrook	5
Westchester	5
York	1
Countryside	1
Non-resident	12
Total	112

Potentially Cancelled Summer Programs as of 7/11/16

- TBall
- Kickball

Full Programs as of 7/11/16

- Diners Club South (waiting list 1 person)
- Saturday Explorers South
- Tuesday Travelers
- Gator Golf

Day Camp Update as of 7/11/16

District	Registered Participants
Burr Ridge	1
Elmhurst	30
Hinsdale	8
Oak Brook	2
Westchester	2
Countryside	2
Willowbrook	1
Total	46

Currently our registration is at the following:

Summer Spectacular

Session I – 20 total campers

Door to Door Transportation

3

Teen Tycoons

Session I – 13 total campers

Door to Door Transportation

3

Gator Group

Session I – 13 total campers

Door to Door Transportation

6

Gateway Staff Update as of 7/11/16

We currently have the following positions open:

- 2 Recreation Leaders
- 4 Recreation Instructors (1 potential hire)

Gateway Vehicles Update as of 7/11/16

Vehicle	Mileage	Maintenance
192	79, 574	Oil Change, Safety Check
171	120, 221	None
170	48,876	None
283	644	None

Scholarships Status as of 7/11/2016

Burr Ridge = \$100

Elmhurst = \$600

Hinsdale = \$100

Westchester = \$100

Pleasant Dale = \$100

Fall Brochure

We are set to begin planning for the Fall 2016 Brochure. Currently we are anticipating a delivery date of July 29th. Program facility requests have been sent out to member agencies for approval. If agencies have fall programs they would like to incorporate into Gateway SRA's booklet please send them to me. Do you need updated announcements, special events, highlights from previous seasons, contact information and/or possible pictures?

Gateway SRA Website

I have been in communication with Mark about the test site page (home page) that he completed and it looks great. Now we are working on content for each page and what those pages will look like. We are discussing purchasing a new domain name to be gatewaysra.com. Currently RGA owns gatewayspecrec.org however we are discussing gatewaysra.com since that is what we have been publishing and will be easier remembrance and access for our participants, family members and community members.

Program Highlights

Continued on the next 2 pages

Gateway SRA Gators Special Olympic Summer Games 2016

The Special Olympic Summer Games was on June 10, 11 and 12. Gateway had 7 athletes competing at the state games. The Gators competed in Power Lifting, Track and Field, Swimming and Bocce.

David competed in singles bocce. He won his first match, coming from behind to win the gold medal! This was David's first time at state competing in bocce! He was very proud.

Max, Emily and Holt all competed in various track events. Emily ran the 100 M Run. She ran a good race and finished in 4th place. Her whole family was there to cheer her on! Max competed in the 50 M Run and the 200 M Run. Max ran very well in the 50 M Run and was all smiles with his great performance! Max got a bit distracted during his 200 M Run with all of the cheering spectators, but he finished strong with a very fast sprint to cross the finish line. Holt ran the 400 M Run. Holt was in a tough heat, but he ran well and kept his pace throughout the entire race! Holt said he really had a good time and likes being with the other athletes and coaches for the weekend! Keep in mind, track and bocce were outside and it was 96+ degrees and sunny. The Gateway athletes handled the hot elements very well!

Dave competed in swimming. He swam the 50 M Butterfly and the 100 M Freestyle. Dave swam in a close heat for the 50 M Butterfly and finished with a silver medal! Dave swam the 100 M Freestyle well and finished with a 7th place ribbon. Dave was very happy with his performance.

Both L.J. and Billy competed in Power Lifting. L.J. competed in Bench Press, Deadlift and Squat. L.J. did his best and received the gold medal in Deadlift and in Squat! L.J. then received the silver medal in combined! L.J. was very pleased with his performance for the weekend. Billy competed in Bench Press and Deadlift. This was Billy's first time competing in Power Lifting and attending a state Special Olympic competition. Billy did great! He received the gold medal in Deadlift! He received the silver in Bench and therefore, received the gold in combined! Great job to Billy!

Great job to the Gateway Gator athletes!! Well done! We are very proud of all of you!

Gateway SRA Summer Camp 2016

Session 1

Gateway SRA Summer Camps are in full swing!

Over the course of the first session, each camp went on many fun field trips! Both camps went to Main Event in Warrenville where they bowled, played video games, and ate pizza for lunch. Both groups also went to Brookfield Zoo for their SRA day. Gator Group and Teen Tycoons went on a tour of US Cellular Field and also to the top of the Sears Tower! Summer Spectacular went to the Bulls Sox Academy in Lisle and learned about healthy lifestyles and how to stay fit. For the last field trip of session 1, all three groups went to water parks. Gator Group and Teen Tycoons went to Cypress Cove in Woodridge. Summer Spectacular went to Seafari Springs in Hanover Park. Each group had a blast!

Over the last 3 weeks, every Tuesday the Gator Group has gone on an outing to learn about the community and life skills. First, they went to a movie and learned about spending money and knowing how much you have as well as ensuring you get proper change back. Each camper paid for their own snacks and, with counselors help, counted their change. The next Tuesday, the group went over to the Hinsdale Fire House to learn about fire safety and how to be prepared in the case of a fire. The last Tuesday of the session, the group split into two and went on a scavenger hunt in downtown Elmhurst. They focused on knowing your surroundings and getting acquainted with their location.

All the changes made for this summer have proven to be positive ones. Each group is doing well and all campers are having fun! Session 2 begins this week and we are excited to have some new campers joining us again! Also, we continue to get more campers registered for ESY Session 2 that starts next week!



3a,

MEMORANDUM

DATE: September 13, 2016

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

FROM: Heather Bereckis, Interim Manager of Parks & Recreation

RE: August Staff Report

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

Fall Brochure & Activities

The fall program brochure was delivered to residents on August 1st, with registration beginning on August 8th. Fall programming will commence during the 2nd week of September.

Staff is finalizing the plans for the annual Fall Festival, which is scheduled for Saturday, October 22nd; the event will be held at the grounds of the Hinsdale Middle School (HMS). This is the fifth year the event will be held at HMS. The event will be outdoors, but if there is inclement weather the event will be held indoors at the school. This event is coordinated by the Village and is a partnership with the Hinsdale Library, Hinsdale Chamber of Commerce, The Community House and The Hinsdalean.

Staff is also in the early planning stages for its winter holiday events. The Holiday Express, formerly known as the Polar Express, is scheduled for Sunday, December 4th. Due to the popularity of the event and limited slots provided by Metra, a lottery system is utilized for registration for this event; the deadline to register for the lottery is November 11th. Registered participants take the train from Hinsdale to the Aurora station, and participants enjoy a buffet, entertainment, crafts and visits with Santa at the Two Brothers Roundhouse banquet facility.

On Saturday, December 3rd, families can enjoy Breakfast with Santa at Katherine Legge Memorial Lodge. The event includes a continental breakfast and a visit with Santa.

Field/Park Updates

Mowing & Landscaping

Per the approved budget, mowing of Village Parks and public rights of way is scheduled to be completed once per week. Football has started in Brook Park; the field will be mowed twice a week during the season, as needed. Below is an expense summary of mowing and landscaping for the first three months of the fiscal year. The mowing

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contract extends approximately from May - October of each year, so staff would expect that roughly 50% of the budget would be expended at this point. Actuals for mowing are trending below budget due to the warm, relatively dry weather experienced in May and June.

	Village ROW	Pool	KLM Lodge	Parks	Total
July 4th	\$ 811	\$ 55	\$ 24	\$ 2,163	\$ 3,054
July 11th	\$ 716	\$ 114	\$ 24	\$ 2,162	\$ 3,016
July 18th	\$ 716	\$ 55	\$ -	\$ 1,875	\$ 2,646
July 25th	\$ 1,099	\$ 75	\$ 30	\$ 2,258	\$ 3,463
Bridge Adjustment	\$ 165				\$ 165
July Total	\$ 3,509	\$ 299	\$ 78	\$ 8,459	\$ 12,344
FY 16/17 Budget	\$ 22,947	\$ 5,979	\$ 4,318	\$ 79,922	\$ 113,166
May Billing	\$ 4,097	\$ 374	\$ 30	\$ 9,942	\$ 14,443
June Billing	\$ 3,573	\$ 260	\$ 36	\$ 8,684	\$ 12,553
June Adjustment				\$ 1,708	\$ 1,708
July Billing	\$ 3,509	\$ 299	\$ 78	\$ 8,459	\$ 12,344
Total	\$ 11,178	\$ 933	\$ 144	\$ 28,793	\$ 41,048
Remaining	\$ 11,769	\$ 5,047	\$ 4,174	\$ 51,129	\$ 73,826
% of Budget	49%	16%	3%	36%	36%

Athletic Fields

Staff has been coordinating fall field use with community athletic organizations. Usage includes soccer, football, cross country and lacrosse activities. Public Services personnel have begun laying out the athletic fields and will stripe them weekly through the first week in November.

Hinsdale Central, Hinsdale South, and Hinsdale Middle School will be hosting cross country meets at KLM Park. The cross country course follows the perimeter fence of KLM Park, which has runners crossing the access roads. The schools are required to hire Hinsdale police officers to monitor the traffic at County Line Road and the access roads. During meets, it can be difficult for park users, including Lodge guests and staff from the Humane Society and the former Arts Center, to access the park. Therefore, staff communicates the meet schedule park users to ensure that activities are not disrupted.

Falcon Football is utilizing space at Oak School for practices and games that will be held at Brook Park. Given the high attendance previously experienced for Falcon Football games, a letter was sent to residents that reside near Brook Park to inform



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them of the park schedule. AYSO Soccer will practice and play games at a variety of Village fields. Veeck will be utilized for competitive soccer programs. Lacrosse programs will utilize KLM Park.

Katherine Legge Memorial Lodge

Preliminary net income for the fiscal year to-date is \$15,251. This is a \$24,316 decrease over the same period of the prior year; this is a result of decreased rentals and increased expenditures.

Rental revenue for the third month of the fiscal year is \$12,750. In July, there were seven events held at the Lodge, which is eight less than the prior year. This decline in bookings can be attributed to the lack of marketing done as a result of staff turnover during the heavy summer booking season in 2015.

Expenses for July are up due to increased marketing costs and unbudgeted repairs around the Lodge. Staff has developed a comprehensive marketing plan and began increased advertising in July for 2017 bookings.

REVENUES	July		YTD		Change Over the Prior year	2016-17 Annual Budget	FY 16-17 % of budget	2015-16 Annual Budget	FY 15-16 % of budget
	Prior Year	Current Year	Prior Year	Current Year					
KLM Lodge Rental	\$27,475	\$12,750	\$66,245	\$46,695	(\$19,550)	\$180,000	26%	\$160,000	41%
Caterer's Licenses	\$1,266	\$0	\$13,266	\$8,500	(\$4,766)	\$15,000	57%	\$15,000	88%
Total Revenues	\$28,741	\$12,750	\$79,511	\$55,195	(\$24,316)	\$195,000	28%	\$175,000	45%
EXPENSES	July		YTD		Change Over the Prior year	2016-17 Annual Budget	FY 16-17 % of budget	2015-16 Annual Budget	FY 15-16 % of budget
	Prior Year	Current Year	Prior Year	Current Year					
Total Expenses	\$15,296	\$17,087	\$41,811	\$39,944	(\$1,867)	\$212,741	19%	\$199,700	21%
Net	\$13,444	(\$4,337)	\$37,700	\$15,251	(\$22,449)				

Platform Tennis

Annual Court Maintenance

To ensure that the courts are in good condition for the coming season, staff scheduled work to be performed on the courts and to the heaters. Riley Green Mountain completed repairs to court screens, court doors and snow boards in August. Repairs to the courts are in the operating budget and are expected to cost around \$2,000.

A rebid of the walkway project at KLM Park was completed and resulted in one bid being submitted. The project was awarded to Woodridge Deck and Gazebo Company in the amount of \$93,141 at the July 12th Village Board meeting. This price is under the



MEMORANDUM

budgeted amount of \$115,000; which included walkways and skirting, resulting in a savings of approximately \$22,000. Work on the walkways began the week of August 8th and is estimated to be completed the week of September 19th.

Memberships

Renewal letters went out to past members on July 25th; pricing for the 2016/17 season was increased to cover the addition of the Court Manager position. The majority of membership renewals will be received by November, though there is no deadline to purchase. The Hinsdale Platform Tennis Association (HPTA) agreement was discussed at the July 12th Village Board meeting, and an extension of the contract through April 2017 was approved at the August 9th Village Board meeting. Staff continues to work with HPTA regarding the contract.

Community Pool

Pass Sales

The 2016 pool season will come to an end on Monday September 5th. Thus far, pass sales revenue for the 2016 season is trending 4% (\$5,600) above the previous year, while daily guest admission revenue is up 8% (\$3,488). A hot, humid summer has contributed to increased pool pass and daily guest sales.

Resident family pass sales for the same period of the prior year decreased 4% (\$3,925). Staff attributes this reduction to the prior season's weather and oversaturation of the community. A correlation in increased 10-visit pass sales can also be attributed to previous membership holders who have opted for less of a commitment to the pool.

Neighborhoodly and non-resident pass revenues to date are \$34,620, which is an increase of 21% (\$7,175) over the same period of the prior year. To date, 83 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.

For the same period of the prior year, 10-visit pass sales increased 11% (\$2,350). Seventy percent of the 10-visit passes sold were to Hinsdale residents. Of that 70%, approximately 20% have purchased multiple 10-visit passes. In the future, staff will work to "upsell" memberships to those that purchase more than one 10-visit pass.

MEMORANDUM

As of August 19, 2016

2015 Pass Revenue

2016 Pass Revenue

	New Passes	Renew Passes	Total	Revenue		New Passes	Renew Passes	Total	Revenue	% Change Over Prior Year	Change Over the prior year
Resident											
Nanny	36	45	81	\$4,635		43	40	83	\$4,935	6%	\$300
Family Primary	80	225	305	\$88,455		90	203	293	\$85,870	-3%	-\$2,585
Family Secondary	250	775	1025	\$0		298	675	973	\$0		\$0
Individual	4	13	17	\$2,740		7	13	20	\$3,030	11%	\$290
Senior Pass	3	22	25	\$1,840		10	23	33	\$2,640	43%	\$800
Family Super	3	25	28	\$9,715		0	22	22	\$7,705	-21%	-\$2,010
Family Super Secondary	3	31	34	\$1,575		0	23	23	\$1,080	-31%	-\$495
Family Super Third	4	22	26	\$1,215		0	21	21	\$990	-19%	-\$225
Family Super 4+	8	24	32	\$495		3	29	32	\$495	0%	\$0
Individual Super Pass	0	1	1	\$0		0	0	0	\$0		\$0
Senior Super Pass	0	0	0	\$0		0	0	0	\$0		\$0
Resident Total	391	1183	1574	\$110,670		451	1049	1500	\$106,745	-4%	-\$3,925
Neighborhood											
Neighbor Family	52	13	65	\$23,810		43	41	84	\$30,730	29%	\$6,920
Neighborhood Individual	0	0	0	\$0		0	0	0	\$0	0%	\$0
Neighbor Adult	207	38	245	\$0		146	158	304	\$0	0%	\$0
Neighborhood Total	259	51	310	\$23,810		189	199	388	\$30,730	29%	\$6,920
Non-Resident											
Non Resident Family	1	0	1	\$540		3	0	3	\$540	0%	\$0
Non Resident Family Secondary	3	0	3	\$0		6	9	15	\$0	0%	\$0
Non Resident Individual	0	1	1	\$285		1	1	2	\$500	240%	\$215
Non Resident Senior	1	8	9	\$1,550		7	5	12	\$1,860	20%	\$310
Non Resident Nanny	14	0	14	\$1,260		9	3	12	\$990	100%	-\$270
Non-Resident Total	19	9	28	\$3,635		26	18	44	\$3,890	7%	\$255
10-Visit	209	64	273	\$21,110		202	99	301	\$23,460	11%	\$2,350
TOTAL			2185	\$159,225				2233	\$164,825	4%	\$5,600

Daily Pass sales for the same period of the prior year have increased 8% (\$3,488). This can be directly attributed to the hot seasonal weather.

Daily Fee Revenue				
	2015	2016	Change over prior	% Over Prior Year
May	\$935	\$3,742	\$2,807	300%
June	\$10,959	\$16,036	\$5,077	46%
July	\$18,970	\$17,702	-\$1,268	-7%
August	\$14,037	\$10,909	-\$3,128	-22%
Total	\$44,901	\$48,389	\$3,488	8%



MEMORANDUM

Staffing

This year the staffing model has been kept consistent with the prior year to ensure that personnel costs will be within the approved budget. Managers have been directed to reduce staff on duty when bather loads are low, as well to close portions of the facility when needed. Staff wages are tracking 3% over the prior year and 16% below the 2015 season. As staffing wages were well within budget the prior year, the 3% increase to the current year will still fall within the budgeted amount. The increase is related directly to the warmer seasonal weather.

Check Date	2014/15		2015/2016		2016/2017		Change over Prior Year	% of Change over Prior
	Personnel Wages	Hours	Personnel Wages	Hours	Personnel Wages	Hours		
May								
31-May	\$2,188	177	\$1,390	130			-\$1,390	-100%
June								
6-Jun	\$11,299	1,056	\$5,682	418	\$6,511	609	\$829	15%
20-Jun	\$21,445	2,034	\$17,022	1,497	\$14,289	1,301	-\$2,733	-16%
July								
3-Jul	\$33,567	3,389	\$23,754	2,217	\$28,709	2,722	\$4,954	21%
18-Jul	\$29,765	2,936	\$23,453	2,131	\$24,642	2,300	\$1,189	5%
31-Jul	\$31,911	3,098	\$25,410	2,497	\$27,843	2,582	\$2,434	10%
August								
15-Aug	\$25,630	2,688	\$24,345	2,469	\$22,414	2,332	-1931.1	-8%
Total	\$155,804	15,378	\$121,057	11,358	\$124,409	11,845	\$3,352	3%



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MEMORANDUM

DATE: September 13, 2016

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

FROM: Heather Bereckis, Interim Manager of Parks & Recreation

RE: June FY 2016/17 Parks & Recreation Financial Report

Attached are the preliminary Parks and Recreation Department financial results for June 2016; this is the second month of the FY 2016-17 budget year.

Parks

Revenue for field and picnic shelter rentals increased 28% (\$5,007) over the prior year. Field rental revenue increased 16% (\$1,587) for the same period of the prior year. Staff has been diligently working with outside groups to secure additional rental space. Picnic shelter rental revenue increased 43% (\$3,420) due to an increase in usage.

Park operating expenses are down 17% (\$17,049) over the prior year. Personnel services are down 40% (\$20,486) over the prior year due to reallocation of staff wages and a part-time staff vacancy. Contractual expenses are up 50% (\$14,638) over the prior year due to the timing of invoices posting. Staff continues to closely monitor contractual expenses, such as mowing.

The capital budget includes \$259,500 for park improvements in FY 2016-17. Items include:

Item	Amount
Parks Vehicle	\$ 46,000
Arts Center Improvements	\$ 125,000
Roof Replacement – KLM Administrative Building	\$ 24,500
Court Resurfacing at Robbins, Stough & Peirce Parks	\$ 54,000
TOTAL FY 2016-17	\$ 259,000

Staff has also begun preparation of the FY 2017-18 five-year capital improvement plan. Currently, a Village wide roof study is being conducted; the results will be used to determine whether the roof replacement will be deferred to FY 2017-18.



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Programs

Through the month of June, program revenue decreased 19% (\$18,639) over the prior year. General Interest program revenue has increased 22% (\$1,265) over the prior year, due to increased enrollment in magic and Lego programs. Athletic program revenue decreased 15% (\$8,570) over the prior year; this is a result of decreased registration in the tennis lesson and sports camp programs. Staff is evaluating the programs; however, new offerings at D181 and Ruth Lake appear to be contributing factors. Early childhood programming registration revenue is down 36% (\$8,115) over the prior year. This is the result of third-party preschool programmers 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 revenue decreased 21% (\$1,070) over the prior year due to a decline in the summer karate program. All of the above programs are contractual; revenues and expenses are directly related to offsetting contractual expenses.

Katherine Legge Memorial Lodge

Rental revenue from June is currently \$12,100, which is a decrease of 69% (\$26,670) over the same period of the prior year. It is important to note that these are preliminary numbers and staff expects more accurate figures to post for the next month. Caterer's License fees are down 29% (\$3,500) over the same period of the prior year; 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 35% (\$9,151) over the prior year. Personnel expenses decreased 45% (\$6,593) which is a result of decreased staff costs to cover fewer events.



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Community Pool

Pool revenue through June increased 5% (\$11,737) over the same period in the prior year. A decline in resident pass sales of 4% (\$4,269) was offset by a 36% (\$9,559) increase in non-resident pass sales over the prior year; this includes neighborly pass revenue. Daily fee revenue has increased 0% (\$7,935) over the prior year, due to warm seasonal weather. Resident swim lesson decreased 10% (\$1,604), while non-resident swim lessons increased 7% (\$376) over the prior year. The decrease in resident lessons has been a trend over the past 3 years, related to over saturation in the local market and other programs like the D181 camps. Miscellaneous pool revenue decreased 69% (\$6,079) over the same period of the prior year; this is a result of timing related to billing. 10-visit pass revenue increased 23% (\$3,289) for the same period of the prior year. Overall, pool revenues have been positively affected by the hot, humid summer weather that occurred in May and June.

Pool operating expenses decreased 11% (\$10,235) over the prior year. Personnel expenses decreased 14% (\$3,546) over the prior year; there was one fewer payroll in May. Repairs and maintenance expenses increased over the prior year by 42% (\$2,543) due to unbudgeted repairs to the pool heaters early in the season.

Parks Recreation Revenue/Expense Summary
June FY 2016-17

DEPT. 3724

KLM LODGE	FY 16-17 Budget	FY 16-17 Actual	FY 16-17 % of Budget	FY 15-16 BUDGET	FY 15-16 Actual	VARIANCE OVER PRIOR YEAR	% of Change
Revenues							
KLM Lodge Revenue	180,000	12,100	7%	160,000	38,770	-26,670	-69%
Caterer's Licenses	15,000	8,500	57%	15,000	12,000	-3,500	-29%
Total Revenues	195,000	20,600	11%	175,000	50,770	-30,170	-59%
Expenses							
Personnel Services	64,523	7,939	12%	65,200	14,531	-6,593	-45%
Contractual Services	25,318	2,310	9%	26,300	1,952	359	18%
Other Services	37,000	4,548	12%	46,900	8,285	-3,737	-45%
Materials & Supplies	9,400	390	4%	9,400	1,046	-657	-63%
Repairs & Maintenance	16,450	1,964	12%	9,250	518	1,447	280%
Other Expenses	50	212	425%	650	182	30	17%
Total-Operating Expenses	152,741	17,363	11%	157,700	26,514	-9,151	-35%
Capital Outlay	60,000	9,422	16%	42,000	0	9,422	#DIV/0!
Total Expenses	212,741	26,785	13%	199,700	26,514	271	1%

DEPT. 3951

SWIMMING POOL	FY 16-17 Budget	FY 16-17 Actual	FY 16-17 % of Budget	FY 15-16 BUDGET	FY 15-16 Actual	VARIANCE OVER PRIOR YEAR	% of Change
Revenues							
Pool Resident Pass	135,000	106,668	79%	160,000	110,937	-4,269	-4%
Non-Resident Pass	32,000	36,099	113%	12,000	26,540	9,559	36%
Pool Daily Fee	58,000	19,311	33%	65,000	11,376	7,935	70%
Pool Lockers	0	0	0%	0	0	0	0%
Pool Concession	8,200	4,100	50%	8,000	8,200	-4,100	-50%
Class-Registration -Resident	24,000	15,249	64%	26,500	16,852	-1,604	-10%
Class-Registration Non-Resident	6,500	5,665	87%	5,200	5,289	376	7%
Private Lessons	10,500	8,456	81%	8,000	5,717	2,739	48%
Misc. Revenue (Rentals)	32,000	2,740	9%	26,000	8,819	-6,079	-69%
Town Team	17,000	17,441	103%	24,500	13,550	3,891	29%
10-Visit Pass	22,000	17,618	80%	22,000	14,329	3,289	23%
Total Revenues	345,200	233,345	68%	357,200	221,609	11,737	5%
Expenses							
Personnel Services	166,858	22,392	0%	166,858	25,938	-3,546	-14%
Contractual Services	35,450	14,029	40%	22,750	14,988	-959	-6%
Other Services	41,500	8,581	21%	36,500	6,038	2,543	42%
Materials & Supplies	28,255	14,805	52%	30,950	12,076	2,728	23%
Repairs & Maintenance	28,240	22,643	80%	37,000	33,906	-11,263	-33%
Other Expenses	6,700	1,840	27%	6,700	1,580	261	17%
Risk Management	0	0	0%	0	0	0	0%
Total-Operating Expenses	307,003	84,290	27%	300,758	94,525	-10,235	-11%
Capital Outlay	65,000	51,436	79%	14,000	6,524	44,912	688%
Total Expenses	372,003	135,726	36%	314,758	101,049	34,677	34%

	FY 16-17 Budget	FY 16-17 Actual	FY 16-17 % of Budget	FY 15-16 BUDGET	FY 15-16 Actual	VARIANCE OVER PRIOR YEAR	% of Change
Capital Expenses	508,000	74,554	15%	287,000	7,374	67,180	911%
Operating Expenses	1,705,212	327,728	19%	1,804,882	314,631	13,097	4%
Total Expenses	2,213,212	402,282	18%	2,091,882	322,005	80,277	25%
Total Revenues	916,950	353,887	39%	890,700	385,951	-32,064	-8%
Revenue Offset Difference	(1,296,262)	(48,395)	4%	(1,201,182)	63,947	(112,342)	-176%

Parks Recreation Revenue/Expense Summary
June FY 2016-17

DEPT. 3101

	FY 16-17 Budget	FY 16-17 Actual	FY 16-17 % of Budget	FY 15-16 BUDGET	FY 15-16 Actual	VARIANCE OVER PRIOR YEAR	% of Change
ADMIN. AND SUPPORT							
Expenses							
Personnel Services	232,862	29,115	13%	229,647	27,593	1,522	6%
Professional Services	0	0	0%	0	0	0	0%
Contractual Services	0	455	0%	0	0	455	0%
Other Services	5,800	424	7%	7,550	637	-213	-34%
Materials & Supplies	2,450	1,211	49%	2,200	626	585	94%
Repairs & Maintenance	800	0	0%	150	333	-333	-100%
Other Expenses	4,309	45	1%	4,230	24	21	88%
Risk Management	28,598	0	0%	30,980	0	0	#DIV/0!
Total-Operating Expenses	274,819	31,250	11%	274,757	29,213	2,037	7%

DEPT. 3301

	FY 16-17 Budget	FY 16-17 Actual	FY 16-17 % of Budget	FY 15-16 BUDGET	FY 15-16 Actual	VARIANCE OVER PRIOR YEAR	% of Change
PARKS MAINTENANCE							
Revenues							
Field Fees	44,500	11,497	26%	38,000	9,909	1,587	16%
Picnic Fees	11,500	11,340	99%	10,500	7,920	3,420	43%
Total Revenues	56,000	22,837	41%	48,500	17,829	5,007	28%
Expenses							
Personnel Services	259,029	30,701	12%	376,456	51,188	-20,486	-40%
Contractual Services	152,900	44,013	29%	131,376	29,374	14,638	50%
Other Services	1,675	82	5%	1,850	41	41	99%
Materials & Supplies	52,355	5,199	10%	48,300	12,530	-7,332	-59%
Repairs & Maintenance	29,220	4,799	16%	53,500	8,710	-3,911	-45%
Other Expenses	2,495	0	0%	2,495	0	0	0%
Total-Operating Expenses	497,674	84,794	17%	613,977	101,843	-17,049	-17%
Capital Outlay							
Motor Vehicles	46,000	0	0%	0	0	0	0%
Park/Playground	0	0	0%	0	0	0	#DIV/0!
Lands/Grounds	74,000	0	0%	181,000	850	-850	-100%
Buildings	139,500	5200	4%	50,000	0	5200	0%
Total Capital Outlay	259,500	5,200	2%	231,000	850	4,350	512%
Total Expenses	757,174	89,994	12%	844,977	102,693	-12,699	-12%

DEPT.3420

	FY 16-17 Budget	FY 16-17 Actual	FY 16-17 % of Budget	FY 15-16 BUDGET	FY 15-16 Actual	VARIANCE OVER PRIOR YEAR	% of Change
RECREATION SERVICES							
Revenues							
Registration & Memberships	320,500	77,105	24%	308,000	95,743	-18,638	-19%
Misc. Income	250	0	0%	2,000	0	0	#DIV/0!
Total Revenues	320,750	77,105	24%	310,000	95,743	-18,638	-19%
Total Expenses							
Personnel Services	109,261	10,159	9%	94,721	13,010	-2,851	-22%
Contractual Services	271,605	85,384	31%	266,419	38,768	46,615	120%
Other Services	56,280	9,111	16%	59,650	6,707	2,404	36%
Materials & Supplies	10,990	2,447	22%	11,680	2,362	85	4%
Other Expenses	7,839	2,030	26%	8,220	1,519	511	34%
Repairs & maintenance	17,000	901	5%	17,000	169	731	0%
Capital Outlay	123,500	8,496	0%	0	0	8,496	#DIV/0!
Total Expenses	596,475	118,527	20%	457,690	62,535	55,991	90%

Parks Recreation Revenue/Expense Summary
June FY 2016-17

DEPT.34-BY DEPARTMENT	FY 16-17 Budget	FY 16-17 Actual	FY 16-17 % of Budget	FY 15-16 BUDGET	FY 15-16 Actual	VARIANCE OVER PRIOR YEAR	% of Change
RECREATION SERVICES							
3421 General Interest							
Revenues	12,000	7,049	59%	20,000	5,784	1,265	22%
Expenses							
Personnel Services	0	0	0%	0	0	0	0%
Contractual Services	8,500	1,378	16%	10,000	1,165	213	18%
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	1,378	16%	10,000	1,165	213	18%
3422 Athletics							
Revenues	140,000	48,114	34%	130,000	56,684	-8,570	-15%
Expenses							
Personnel Services	1,615	0	0%	1,615	0	0	#DIV/0!
Contractual Services	90,000	11,933	13%	95,000	5,255	6,677	127%
Other Services	0	0	#DIV/0!	1,300	0	0	0%
Materials & Supplies	1,500	1,077	0%	0	535	543	102%
Other Expenses	0	0	0%	0	0	0	0%
Total Expenses	93,115	13,010	14%	97,915	5,790	7,220	125%
3423 Cultural Arts							
Revenues	11,000	2,621	24%	7,000	3,064	-443	-14%
Expenses							
Personnel Services	4,306	0	0%	4,306	297	-297	-100%
Contractual Services	2,500	0	0%	2,500	0	0	#DIV/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	6,806	0	0%	6,806	297	-297	-100%
3424 Early Childhood							
Revenues	42,000	14,585	35%	47,000	22,699	-8,115	-36%
Expenses							
Personnel Services	19,484	1,128	6%	15,609	3,269	-2,141	-66%
Contractual Services	10,000	1,121	11%	14,000	1,036	85	8%
Other Services	0	0	0%	0	0	0	0%
Materials & Supplies	1,200	999	83%	1,350	837	163	19%
Other Expenses	0	0	0%	0	0	0	#DIV/0!
Total Expenses	30,684	3,248	11%	30,959	5,142	-1,894	-37%

Parks Recreation Revenue/Expense Summary
June FY 2016-17

DEPT.3420-BY DEPARTMENT

	FY 16-17 Budget	FY 16-17 Actual	FY 16-17 % of Budget	FY 15-16 BUDGET	FY 15-16 Actual	VARIANCE OVER PRIOR YEAR	% of Change
RECREATION SERVICES							
3425 Fitness							
Revenues	34,500	3,937	11%	33,000	5,007	-1,070	-21%
Expenses							
Personnel Services	0	0	0%	0	0	0	0%
Contractual Services	14,500	3,050	21%	16,000	2,291	759	33%
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	3,050	21%	16,000	2,291	759	33%

3426 Platform Tennis

	FY 16-17 Budget	FY 16-17 Actual	FY 16-17 % of Budget	FY 15-16 BUDGET	FY 15-16 Actual	VARIANCE OVER PRIOR YEAR	% of Change
Revenues							
Memberships/Lessons	65,000	50	0%	50,000	0	50	#DIV/0!
Grant funding	0	0	0%	0	0	0	0%
Lifetime and donations	0	0	0%	0	0	0	0%
	65,000	50	0%	50,000	0	50	#DIV/0!
Expenses							
Personnel Services	0	0	0%	0	0	0	0%
Contractual Services	19,030	1,380	7%	9,919	1,272	108	8%
Other Services	5,500	800	15%	3,500	303	497	164%
Materials & Supplies	500	0	0%	950	0	0	0%
Repairs and Maintenance	15,000	238	2%	15,000	169	69	0%
Other Expenses	50	0	0%	50	0	0	0%
Total Operating Expenses	40,080	2,418	6%	29,419	1,745	673	39%
Capital Outlay							
Courts project	0	0	0%	0	0	0	0%
Resurfacing/skirting	123,500	8,496	0%	0	0	8,496	#DIV/0!
Total Capital Outlay	123,500	8,496	0%	0	0	8,496	#DIV/0!
Total Expenses	163,580	10,914	0%	29,419	1,745	9,169	525%

3427 Special Events

Revenues	16,000	750	5%	21,000	2,505	-1,755	-70%
Expenses							
Personnel Services	3,983	0	0%	2,153	0	0	#DIV/0!
Contractual Services	27,850	18,862	68%	30,000	15,712	3,150	20%
Other Services	2,080	200	10%	1,250	519	-319	-61%
Materials & Supplies	5,140	351	7%	6,350	617	-266	-43%
Repairs & Maintenance	0	0	0%	0	0	0	#DIV/0!
Total Expenses	39,053	19,413	0%	39,753	16,848	2,565	15%

3428 General Rec Administration

Expenses							
Personnel Services	79,873	9,031	11%	71,038	9,444	-412	-4%
Contractual Services	99,225	47,660	48%	89,000	12,037	35,624	296%
Other Services	48,700	8,111	17%	53,600	5,885	2,226	38%
Materials & Supplies	2,650	19	-1%	3,030	373	-354	-95%
Repairs and Maintenance	2,000	663	33%	2,000	0	663	0%
Other Expenses	7,789	2,030	26%	8,170	1,519	511	34%
Total Expenses	240,237	67,514	28%	226,838	29,257	38,257	131%
Capital Outlay	0	0	0%	0	0	0	0%
Total Expenses	240,237	67,514	28%	226,838	29,257	38,257	131%



MEMORANDUM

DATE: September 13, 2016

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

FROM: Heather Bereckis, Interim Manager of Parks & Recreation

RE: Community Survey

Attached is the previously supplied Community Survey and Executive Summary. As a follow up, staff is including this to allow the Commission time to address any additional areas of interest since the prior meeting.



MEMORANDUM

DATE: July 26, 2016

TO: Chairman Banke and the Parks & Recreation Commission

FROM: Suzanne Ostrovsky, Management Analyst
Heather Bereckis, Interim Manager of Parks & Recreation

RE: Community Survey – Executive Summary

Attached is a PowerPoint presentation summarizing the results of the Village's community recreation survey. The presentation was produced by students at Eastern Illinois University (EIU), who undertook the survey as part of a class project in late 2015/early 2016. Initial results were received from EIU in February 2016; however, after review, Village staff requested that the survey be reopened to specifically target additional residents with young children. Therefore, the updated results, including the additional surveys received in the second round, are shown in the attached.

Of the 5,759 households that received the survey, a total of 1,012 surveys were completed in both rounds, resulting in a 17.5% response rate (inclusive of both hard copy and online completions). As demonstrated by the data on page 12 of the presentation, the majority of respondents to the survey were female residents age 30-49. The majority of respondent households (61.0%) included children under the age of 18 (p. 13); 42.4% of respondent households included children of middle school age or younger.

The conclusions drawn by EIU are included on pages 5-8 of the presentation, while Village staff's chief takeaways and recommendations from the survey are summarized below. EIU's summary and conclusions heavily weight responses that indicate no desire to utilize the Village's programming or facilities (e.g., those who have no interest in swimming and cannot be enticed to use the pool). However, staff has attempted to focus on those respondents that offered input on recommended improvements, with an eye toward increasing usage and bringing in residents who may not currently be using the Village's offerings.

Recreation Programming

- Over 50% of those who responded did not participate in any Hinsdale programs; the Village's main competitors for participants included The Community House, the Oak Brook Park District, and various private clubs (pp. 16-18).
- There is a high overall satisfaction rate with the Village's recreation programming, with platform tennis, youth athletics, and summer camps being the highest rated (p. 19). Adult programming and aquatics received lower satisfaction rankings, and respondents indicated a desire for increased programming overall.
- Special events are an area of strength for the Village, with the highest satisfaction shown for the Fourth of July, the Holiday Express train event, and Fall Fest (p. 20). Lower levels of satisfaction were reported related to the number of special events held by the Village, indicating an area where growth/improvement could be focused.
- The hard copy of the program guide, which is distributed three times per year, is the most utilized of the Village's marketing channels (p. 21). The Village website was ranked fourth.

Community Pool

The responses related to the Hinsdale Community Pool were tabulated for two distinct demographic groups: those households with young children, defined as middle school age and below (who are most likely to use the Village's parks, pool, and recreation programs); and those households without young children. As noted above, of the 1,012 total respondents, 42.2% households (427 respondents) include young children.

- As demonstrated by the results on pp. 23-24, households without young children (middle school or younger) generally do not hold pool memberships or visit the pool. In 2015, only 21.4% of respondents without young children visited the pool, as compared to 67.9% of those with young children (p. 24).
- Respondents in both categories (with and without young children) who do use the pool use it for (1) recreational swimming, (2) swim/dive lessons and (3) sunbathing, in rank order (p. 26).
- Respondents in both categories cited belonging to or utilizing alternative facilities, including Salt Creek Club, Hinsdale Golf Club, and Lifetime Fitness, as the number one reason for not using the Hinsdale Community Pool (pp. 27-29; 32-34).
- Additional reasons for not visiting the pool included the cost of passes/admission, pool quality/age, and the amenities available (pp. 27, 29, 34).

- For those respondents who cited additional amenities that would entice them to visit the pool (pp. 31-32), the top ranked choices were as follows for each subgroup:
 - Households with young children
 1. New or updated water slides
 2. Extended pool season
 3. Addition of a splash pad
 - Households without young children
 1. Adult-only hours
 2. Extended pool season
 3. Other (extended hours, facility updates/maintenance/adult aquatic programming)
- The Community Pool faces significant market competition, with respondents stating that they have utilized a broad range of other pool facilities within the past year (pp. 35-36). The most popular alternatives among households with young children were the Oak Brook Park District indoor pool and splash pad, Lifetime Fitness, and Salt Creek Club (followed closely by the Clarendon Hills pool). Households without young children largely utilized private pools and private clubs.
- Respondents with young children, who constitute the largest user base for the Community Pool, cited newer amenities, indoor facilities, and the availability of other recreational opportunities (health club, tennis, golf, etc.) as their top motivating factors for utilizing alternative facilities (p. 37).

Parks & Recreation Facilities

- The vast majority of respondents (88.6%) have visited a Hinsdale park facility in the past year; 43.2% of respondents stated that they visited more than 25 times in 12 months (p. 40).
- The most visited parks include Katherine Legge Memorial Park (KLM), Robbins Park and Burns Field (p. 41).
- Respondents are generally satisfied with Hinsdale's park facilities, with disc golf, the baseball/softball fields, and playgrounds experiencing the highest satisfaction levels (p. 42). Potential areas for improvement appear to be the bathroom facilities, picnic shelters, and ice skating facilities (rink and warming house at Burns Field).

Future Participation Needs & Interests

- In terms of future facility needs (p. 44), respondents were asked to rank their top four choices. The top "1st choice" recommendations were indoor fitness and exercise facilities; the community pool; and walking and biking trails. A dog park

was also a highly ranked priority; currently, dogs are permitted for a few hours each day in the area north of the creek at KLM Park. Investment in platform tennis facilities was also recommended highly; however, this may be related to the 2016 platform tennis walkway project, which had not yet been approved at the time of the survey. The most desired improvement overall was walking and biking trails, with over 40% of respondents listing this as one of their top four choices.

- In terms of future recreation program needs (p. 45), adult fitness/wellness programs was the most highly ranked, followed by adult educational offerings, followed by a two-way tie between special events and before & after school programs. A number of adult programs were highly ranked, which seems to demonstrate an unmet need for all types of adult programming.

Conclusions and Next Steps

The results of the community survey have provided the Village with areas for future exploration, which may include:

- Increased programming, especially in the area of adult fitness/education/recreation
- Addition of new special events
- Further leveraging the Village's website, which was updated in late 2015, as a marketing tool
- Targeted investments to update the Community Pool, which may include improving the water slides, adding water features, or improving the locker rooms
- Addition of an indoor exercise facility, either separate from or in conjunction with the Community Pool
- Addition of walking/bike trails and/or a dog park

It is worthwhile to note that the Village was able to utilize the services of EIU undergraduate students and faculty to perform the community survey free of charge; the only concrete costs incurred by the Village were related to printing and postage. However, the survey was completed as a class project, and the faculty advisor for the survey has since moved to another university. While EIU did supply the Village with the attached summary, any attempt to further analyze the data generated by the survey would come with inherent challenges.

Staff looks forward to discussing the survey results with the Commissioners at the Parks & Recreation Commission meeting of July 26, 2016.

2015 Community-Wide Recreation Interests Survey: Village of Hinsdale Parks & Recreation Department



MICHAEL J. QUINN, P.D., ESQ.
DIRECTOR OF POLICE
VILLAGE OF HINSDALE

Presentation Overview

- Background of study
- Study procedures/Methodology
- Study Findings
 1. Sample Characteristics
 2. Recreation Programs
 3. Community Pool
 4. Parks & Facilities
 5. Future Needs & Interests

Continued/Questions

Background of Study

- The Village of Hinsdale Parks & Recreation Department contacted the Department of Recreation Administration to assist with a localized assessment of Hinsdale's parks, programs, and facilities.
- Department of Recreation Administration worked alongside the administration and staff of the Village of Hinsdale to collect data to meet the needs of all parties.
- Purpose: To assess the residents' participation rates, attitudes, priorities, & future interests for the Village of Hinsdale's parks, programs, and facilities.

The project will assist the Village of Hinsdale in making informed decisions.

Background of Study: Objectives

- **Questions in the community survey were developed to meet the following objectives:**
 - The residents' satisfaction with current parks, programs, and facilities.
 - The residents' current patterns of participation with existing parks, programs, and facilities.
 - The residents' attitudes and preferences with the district's marketing and publicity methods.
 - The identification of possible constraints causing residents to not use the district's existing parks, programs, and facilities.
 - Obtain feedback from residents on the future recreation needs (i.e., expansion or development of new parks, programs, and/or facilities) within the Village of Hinsdale Parks and Recreation Department.
 - Obtain feedback on the residents' willingness to support future expansion/development of recreation parks or facilities.
 - Obtain demographic and characteristics of the Village of Hinsdale's residents.

Conclusions & Recommendations

Summary & Conclusions

- **A MAJORITY of Residents are USING the Village of Hinsdale's Parks and Recreation Services.**

Research Note: The results indicated almost half (47.7%) of respondents had participated in a VHPRD recreation program in the past year while 38.6% had visited/used a VHPRD park or recreation facility. Beyond the VHPRD, it appears residents are using the Community House, Oak Brook Park District, and private fitness centers for their recreation services.

- **Overall RESIDENTS APPEAR SATISFIED with the VHPRD's Programs with Opportunities for Improvement.**

Research Note: Over 80% of respondents indicated an overall satisfaction with the VHPRD's programs with youth programming (i.e., athletics, summer camps, & educational) receiving the most support. While strong support exists, the data does suggest the VHPRD may have an opportunity for improvement in the adult programming area.

- **Hinsdale's Special Events are a STRATEGIC ASSET for the Village.**

Research Note: Data indicates the VHPRD's special events are highly desired and enjoyed by residents. From the July 4th Parade & Festival to the Holiday Express, the VHPRD's special events are a jewel for the community and its residents.

- **VHPRD BROCHURE, NEWSPAPERS, & FRIENDS/NEIGHBORS are most utilized marketing methods by residents.**

Research Note: Nearly 80% of residents relied on the VHPRD brochure or newspapers to learn about the Village's recreation programs and services. Almost half of residents also utilized "word of mouth" advertising via friends and neighbors.

Summary & Conclusions (continued)

- **Nearly 2/3 of respondents have, at one time, held a Pool Membership/Pass.**
 - *Research Note:* Over 60% of all respondents (with and without Middle School or Younger children at home) had held a pool pass/membership to the Community Pool. Not surprisingly, almost half of the households without Middle School or Younger children at home held the pool pass more than five years ago compared to a modest 21.1% of households who had at least one Middle School or Younger child living at home. Almost 80% of households without Middle School or Younger children at home did not visit the Community Pool in 2015 compared to 32.2% of households who had at least one Middle School or Younger child living at home. Overall, the data suggests households with younger children are utilizing the Community Pool considerably more often than those households without younger children at home.
- **RECREATIONAL SWIMMING is the most desired service at the Community Pool.**
 - *Research Note:* Nearly 8 out of 10 households (with Middle School or Younger Children living at home) who used the Community Pool planned to engage in recreational swimming during their visit. Over 50% of households without Middle School or Younger children at home who used the Community Pool also planned to engage in recreational swimming during their visit.
- **Reasons for not using the Community Pool – BELONG TO ANOTHER FACILITY, CHILDREN NO LONGER AT HOME, & DON'T PARTICIPATE/ENJOY SWIMMING**
 - *Research Note:* "Belong to another facility" and "Other (use other aquatic facilities, children no longer at home, service quality, and live out of town)" were the most popular reasons all households, regardless of having children at home, chose not to use the Community Pool. Households with no Middle School or Younger children at home also identified "Don't participate/enjoy swimming" as a primary reason for not using the Community Pool.
- **Amenity/Service to ENTICE RESIDENTS to visit the Community Pool – "NOTHING, I am not interested in using the pool"**
 - *Research Note:* When asked to rank their top five amenities/services that would entice residents to use the Community Pool, both groups (Middle School or Younger children at home and no Middle School or Younger children at home) ranked "Nothing, I am not interested in using the pool" as their #1 choice. Despite both groups ranking this as their top choice, it is worth noting that there was a significant discrepancy between the percentages: 42.7% of households without Middle School or Younger children at home compared to 17.3% of households with at least one Middle School or Younger child at home. However, when asked why their household did not hold a membership to the Community Pool, both groups were consistent in their top response (c. 30%), stating their household "Belongs to Another Pool facility."

Summary & Conclusions (continued)

- **KLM, Robbins, & Burns Field are MOST DESIRED**
 - *Research Note:* The results indicated 50.9% of residents ranked KLM Park as their household's 1st, 2nd, 3rd, or 4th most visited park. Robbins Park (45.7%) and Burns Field (44.0%) also appear to be popular park areas for the Village of Hinsdale.
- **STRONG SATISFACTION found for VHPRD's facilities and amenities.**
 - *Research Note:* Strong support was found for all but two of the seventeen facility/amenity areas within the VHPRD. Many of these facility/amenity areas were at or above 90% satisfaction levels, suggesting the VHPRD is doing an excellent job maintaining these areas for their residents. Despite the strong support for the VHPRD's facilities/amenities, two areas (bathroom/warming house and bathroom facilities) received satisfaction ratings slightly above 50%. Possible explanations for the lower satisfaction levels of these two areas could center on comparative assessments made by residents with other, privately owned facilities in the area.
- **Trail use constraints – "DON'T KNOW LOCATION, INSUFFICIENT NUMBERS, & POORLY MAINTAINED"**
 - *Research Note:* "Do not know the location of trails" (43.8%), "Insufficient number of trails" (35.3%), and "Trails are not well maintained" (32.3%) were the most popular reasons preventing the households from using the trails and greenways in the community. It is also worth noting that only 13.7% of respondents indicated that their household was not interested in using trails.

Summary & Conclusions (continued)

- **Walking/Hiking & Biking Trails are MOST DESIRED Facility/Amenity for the VHPRD**
 - **Research Note:** The results indicated 42.7% of respondents expressed a desire for walking/hiking trails in the community. Almost 1/3 of households (30.2%) identified indoor fitness & exercise facilities as desired facility for the VHPRD. 25.7% indicated that they would like to see the Community Pool renovated and/or developed.
- **VHPRD Recreation Programming Interests: ADULT PROGRAMMING & SPECIAL EVENTS**
 - **Research Note:** Over 25% of the respondents identified adult fitness/wellness programs as their first, second, third, or fourth choice for an expanded/developed program for the VHPRD. Almost 20% of respondents identified adult educational opportunities/lectures as their choice while nearly 15% selected special events.

8

Study Procedures & Methodology



9

Study Procedures/Methodology

- **Initial Meetings**
- **Questionnaire Development**
 - Four page questionnaire was developed to collect information to meet the study's objectives
 - Department of Recreation Administration Project Team and the Village of Hinsdale Parks and Recreation Department's (VHPRD) administration worked together in the development of a questionnaire draft
 - VHPRD administration reviewed questionnaire draft and final draft developed
- **Data Collection**
 - An online AND hard copy survey were developed
 - Links to the online survey were posted on the Village and School District websites
 - EACH household in the Village of Hinsdale (N=5,759) were mailed a survey during the months of October and November (2015)
 - Data collection was originally terminated on January 1, 2016; however, in an effort to obtain additional insight from families w/younger children, the online survey was re-opened during the months of March – April (2016).
 - 1,012 usable questionnaires were received
 - **17.5% response rate** (n=1,012) producing a precision of at least +/- 4% (i.e., the true population value is within +/- 4% of the sample value).

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Study Findings

Sample Characteristics



Respondent Characteristics (n=1,012)		
Respondent Characteristic	Respondent/Sample Value	
Who Completed the Survey?		
Male (Actual Population: 49.5%)	27.7%	
Female (Actual Population: 50.5%)	53.3%	
Couple/Family	19.0%	
Age (Sample MDN: 48.1 yrs) (Actual Population MDN: 42.0 years)	Study Sample 18 to 29 = 1.0% 30 to 39 = 13.9% 40 to 49 = 27.7% 50 to 59 = 29.6% 60 to 69 = 13.7% +70 = 14.0%	Actual Population 20 to 29 = 5.0% 30 to 39 = 7.2% 40 to 49 = 18.4% 50 to 59 = 16.6% 60 to 69 = 9.1% +70 = 8.0%
Years Lived in Village of Hinsdale	Mean: 18.4 years Standard Deviation: 14.0 years	

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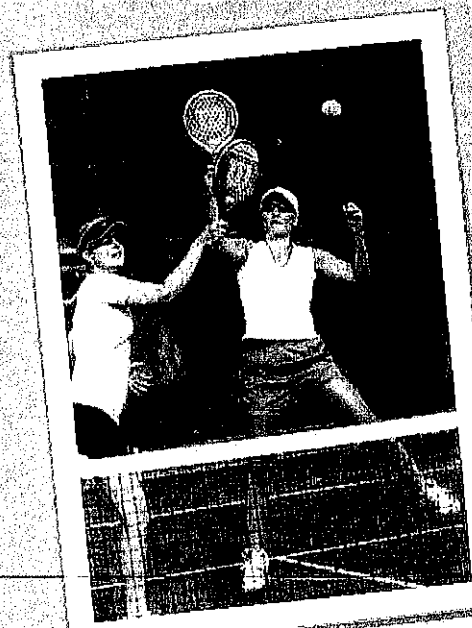
Household Characteristics (n=1,012)	
Household Characteristic	Respondent/Sample Value
Family Unit	
Single, no children (Actual Population: 8.8%)	8.5%
Single, with children (Actual Population: 4.9%)	1.5%
Married/Couple, no children at home (Actual Population: 38.8%)	30.4%
Married/Couple, with children at home (Actual Population: 47.5%)	59.5%
Area of Residence	
North of Chicago Ave./West of Garfield St.	19.1%
North of Chicago Ave./East of Garfield St.	19.3%
South of Chicago Ave./West of Garfield St.	37.5%
South of Chicago Ave./East of Garfield St.	24.1%

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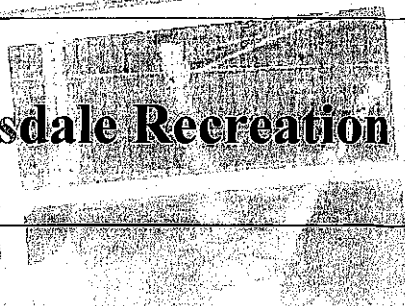
Household Characteristics: Children Living at Home(n=1,012)

Number of Children Living at Home	Respondent/Sample Value
Under 2yrs of age (Actual Population: 5.8% of population is under 5yrs of age)	No Children = 84.5% 1 or More Children = 15.5%
Pre-School age (Actual Population: 5.8% of population is under 5yrs of age)	0 = 72.8% 1 or More Children = 27.2%
Grade K – 2 (Actual Population: 9.8% of population is 5 to 9yrs of age)	0 = 72.7% 1 or More Children = 27.3%
Grade 3 – 5 (Actual Population: 11.0% of population is 10 to 14yrs of age)	0 = 66.9% 1 or More Children = 33.1%
Middle School (Actual Population: 11.0% of population is 10 to 14yrs of age)	0 = 65.0% 1 or More Children = 35.0%
High School (Actual Population: 9.2% of population is 15 to 19yrs of age)	0 = 60.3% 1 or More Children = 39.6%
Over 18 years of age (Actual Population: 9.2% of population is 15 to 19yrs of age)	0 = 69.5% 1 or More Children = 30.5%

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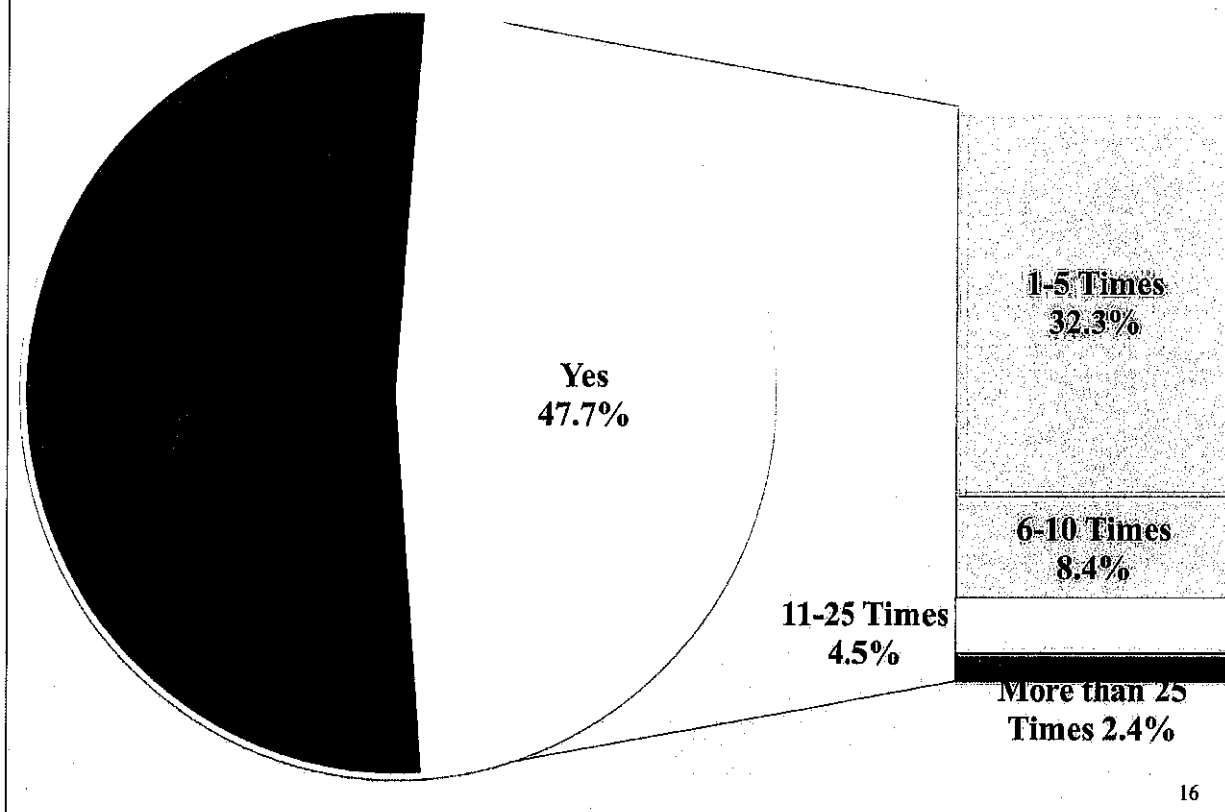


Village of Hinsdale Recreation Programs

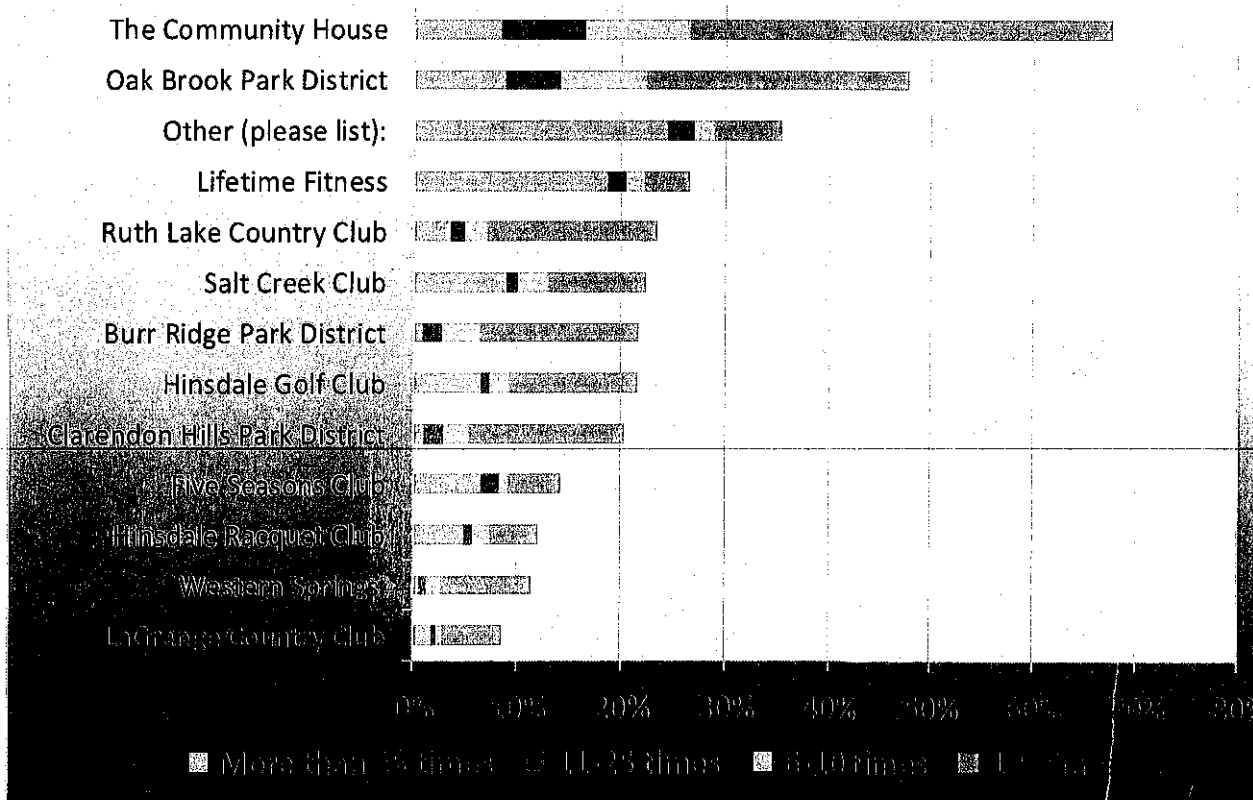


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Have Respondents Participate in Hinsdale Recreation Programs/Classes? (n=1,012)



Household Participation Rates: Area Parks & Recreation Providers (n=801)

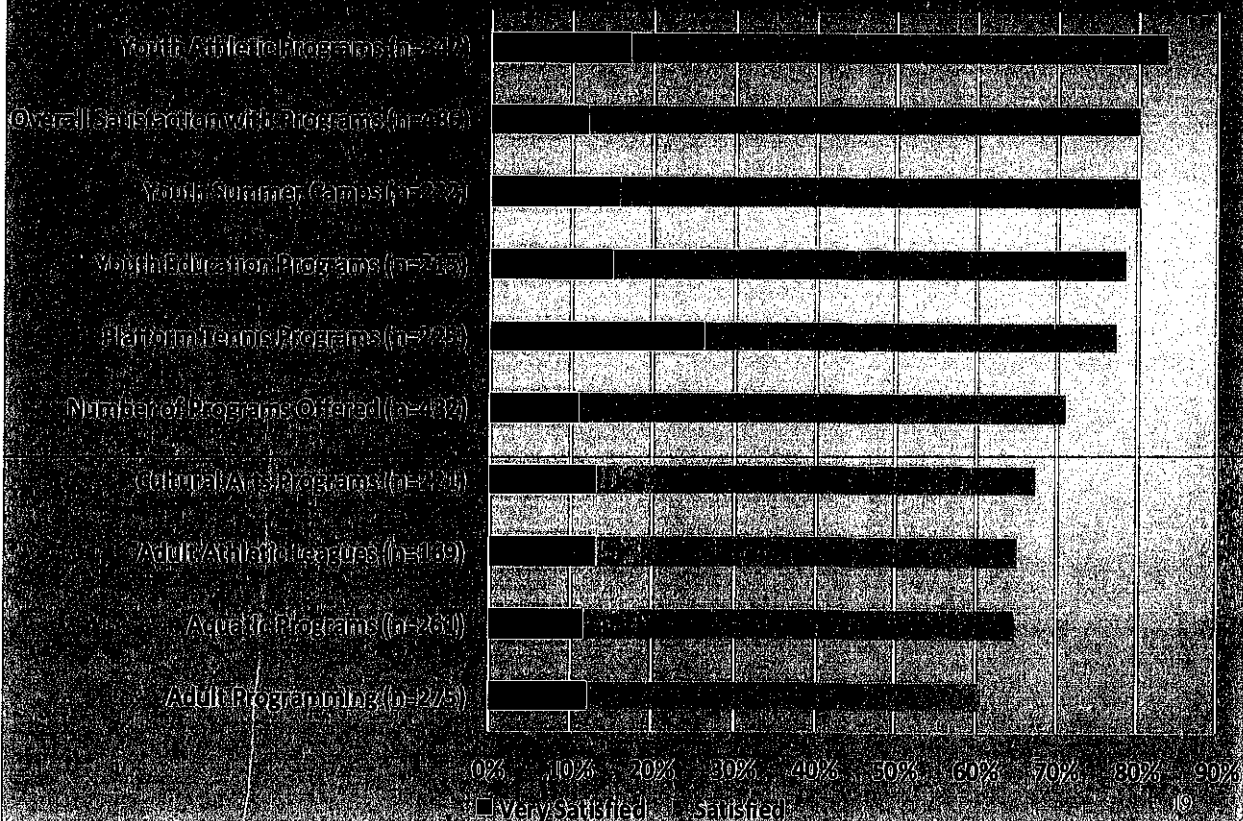


Household Participation: “Other” Category (n=147)

- **#1: Butterfield Country Club (n=23)**
- **#2: Midtown Athletic Club (n=21)**
- **#3: Chicago Highland Country Club (n=11)**
- **#4: Westmont Fitness Center (n=9)**
- **#5: L.A. Fitness (n=8)**
- **#6: Downers Grove Park District (n=7)**
- **#7: Oak Brook Park District (n=5)**

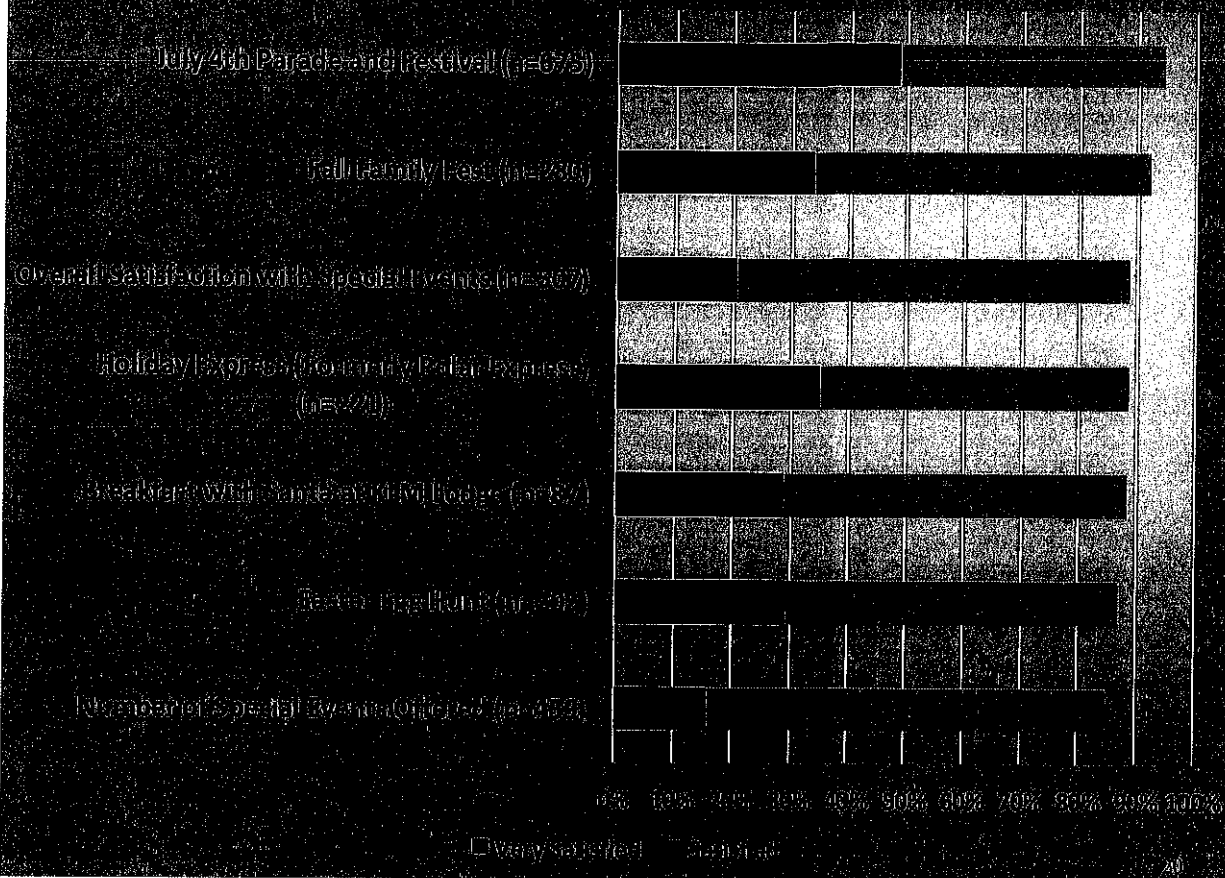
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Satisfaction Levels: Hinsdale Recreation Programs

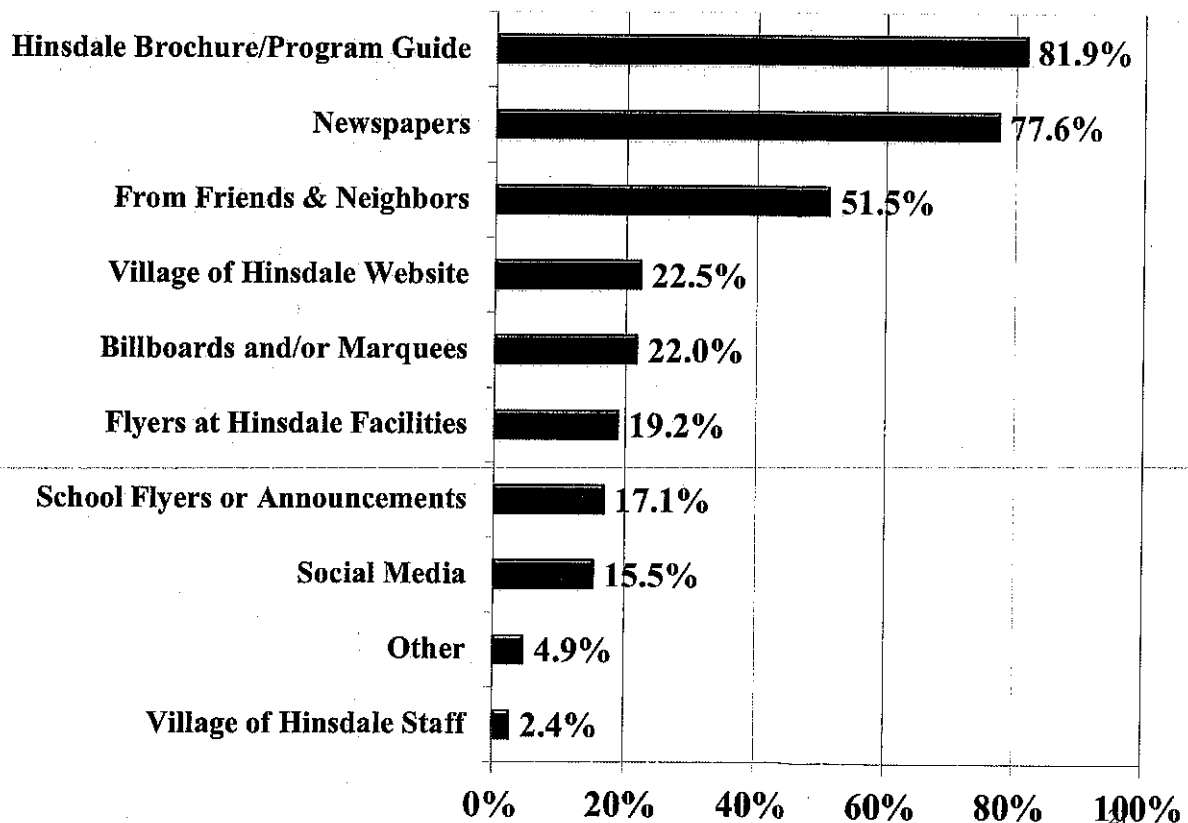


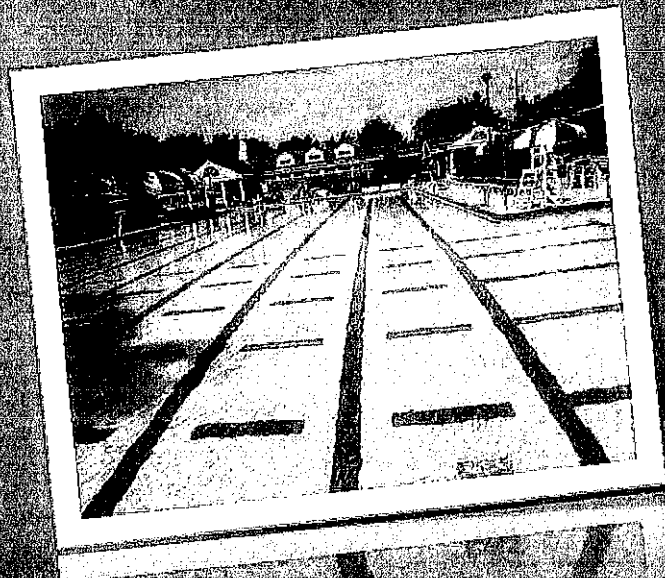
19

Satisfaction Levels: Hinsdale Special Events



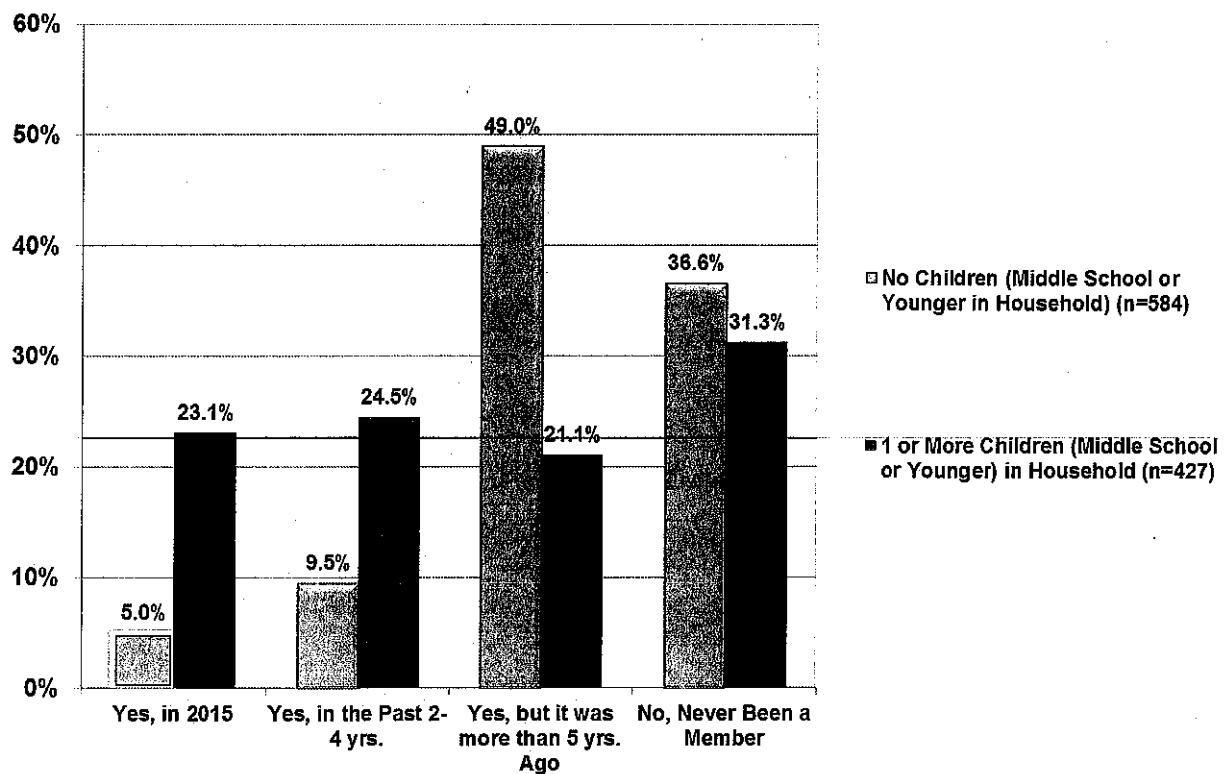
Village of Hinsdale Parks & Recreation Department Marketing Methods Utilized by Respondents (n=1,012)



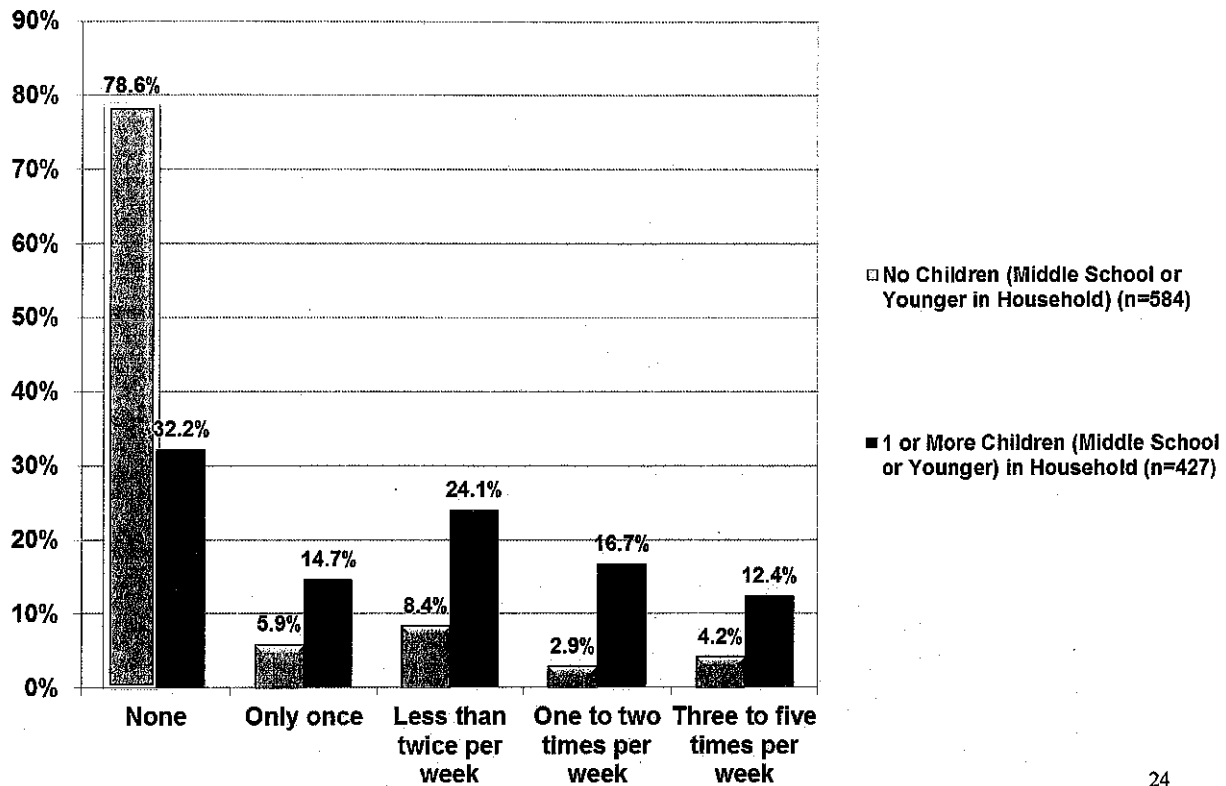


Village of Hinsdale Community Pool

Have You or Members of Your Household EVER Held a Membership/Pass to Hinsdale Pool? (n=1,012)



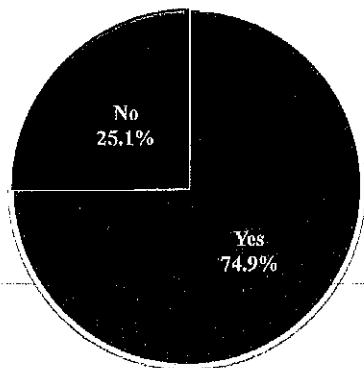
In the Summer of 2015, Did Your Household Visit the Hinsdale Community Pool? (n=1,012)



24

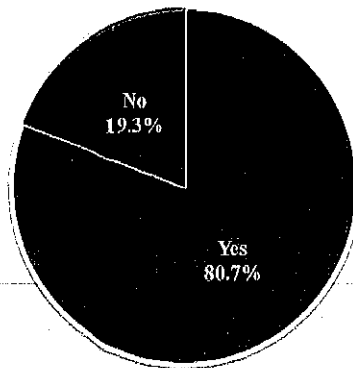
Households w/No Children Middle School or Younger

Prior to 2015, Have you EVER Visited the Hinsdale Community Pool? (n=585)

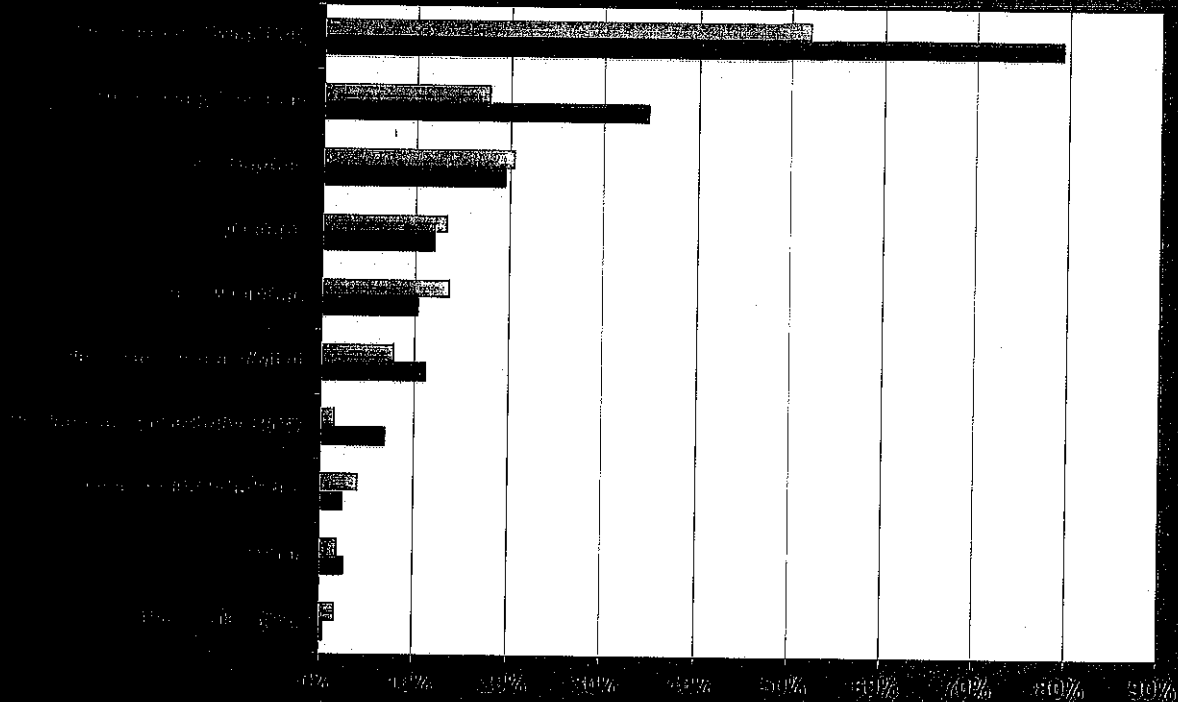


Households w/at Least One Child Middle School or Younger

Prior to 2015, Have you EVER Visited the Hinsdale Community Pool? (n=427)

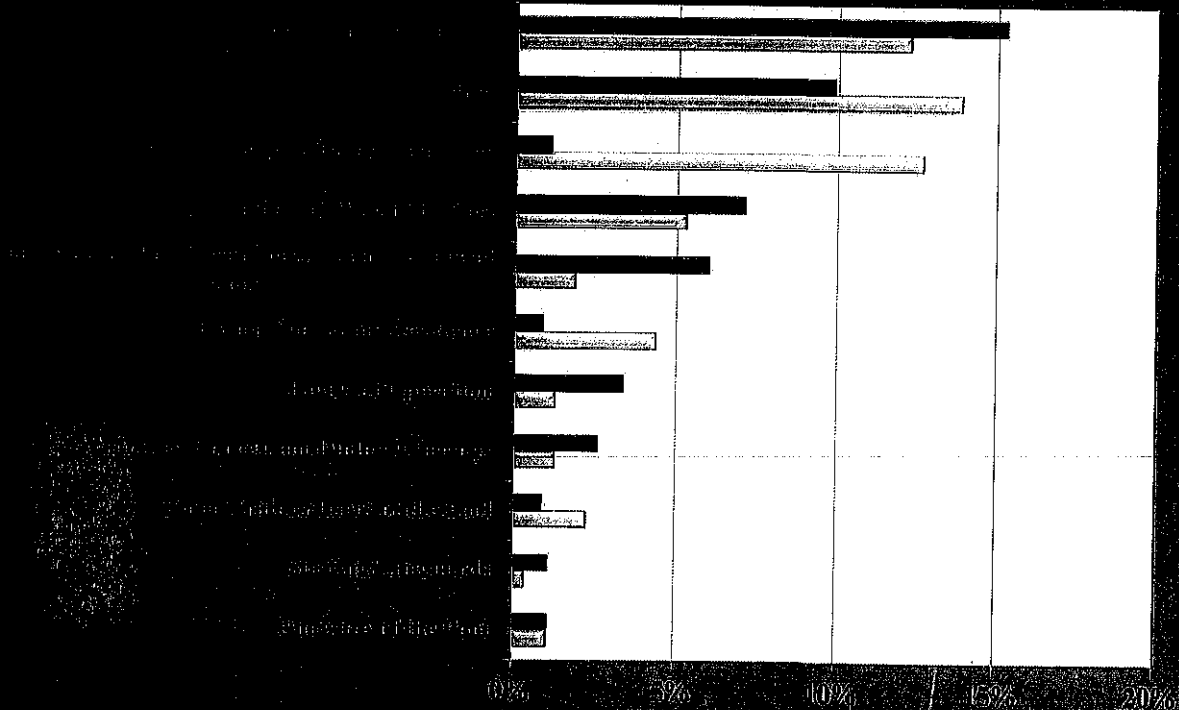


The School's Perceived Youthful Community Pool (n=1,012)



Youth in the community (n=488) in the school (n=424)

Youth in the community (n=488) in the school (n=424)



Youth in the community (n=488) in the school (n=424)

Youth in the community (n=488) in the school (n=424)

Reasons for NOT Visiting the Community Pool: “Belong to Another Facility” Category (n=110)

- #1: Salt Creek Club (n=23)
- #2: Hinsdale Golf Club (n=17)
- #3: Lifetime Fitness (n=16)
- #4: Ruth Lake Country Club (n=12)
- #5: Butterfield Country Club (n=11)
- #6: Oak Brook Park District (n=9)
- #7: Chicago Highlands Country Club (n=7)

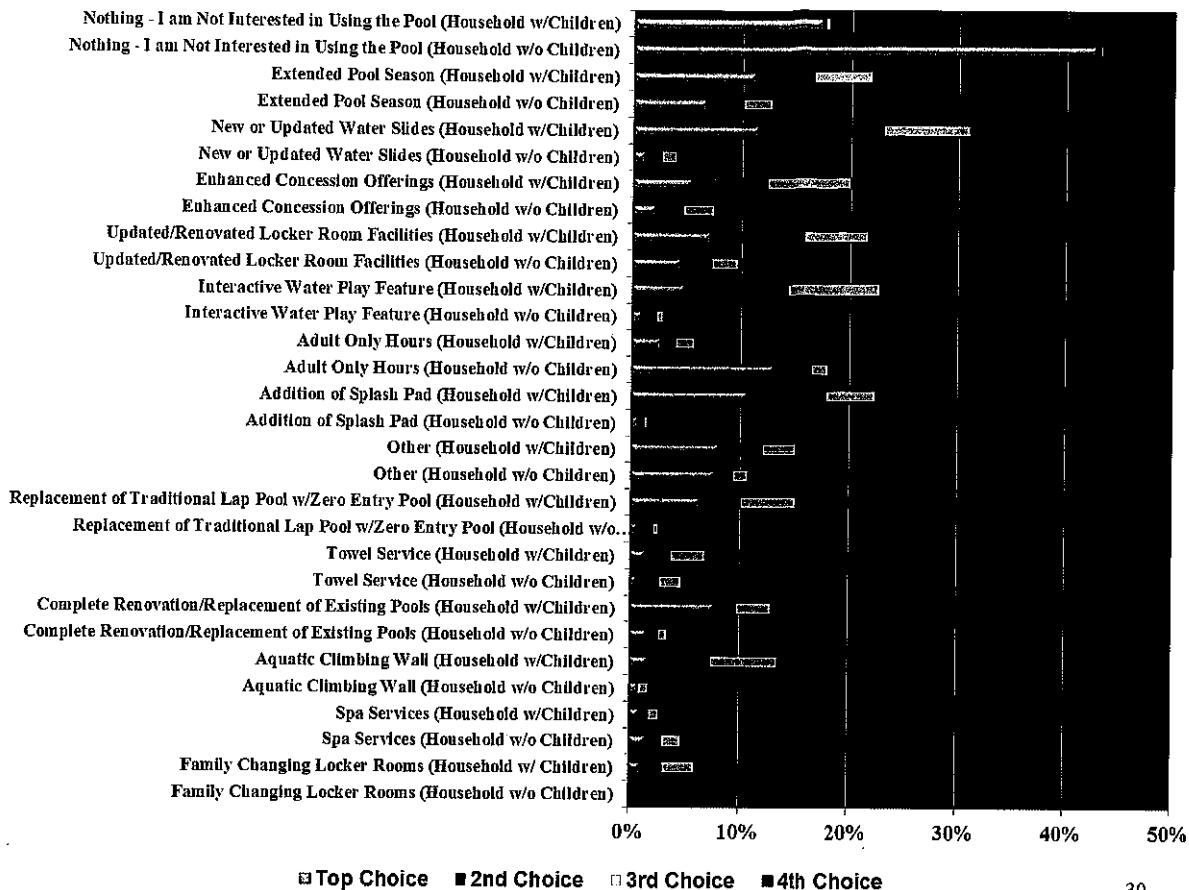
23

Reasons for NOT Visiting the Community Pool: “Other” Category (n=108)

- Theme #1: Use Other Aquatic Facilities (n=18)
 - Respondents indicated the use of other facilities, including home, condo association, other private pools/clubs, etc.
- Theme #2: Children No Longer at Home (n=15)
 - Respondents indicated their children are no longer living at home and they don't have a need to use the pool.
- Theme #3: Pool Quality/Amenities/Service (n=9)
 - Respondents comments ranged from aging infrastructure and need for zero-entry amenities to service and cost associated with using the Community Pool.
- Theme #4: Out of Town (n=8)
 - Respondents indicated they are out of town during the summer months.

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Amenities/Services that Would Entice Residents to Visit the Community Pool (n=1,012)



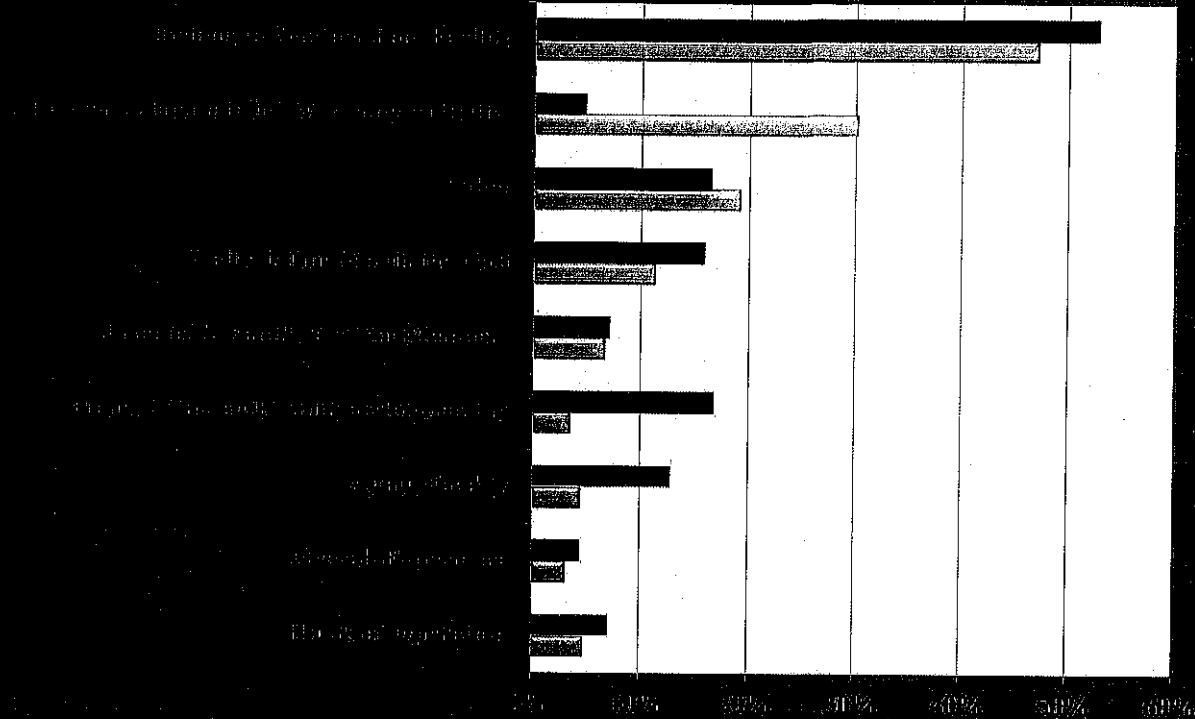
30

Amenities that would Entice Residents to Use the Community Pool: "Other" Category (n=134)

- #1: Extended Hours (n=28)
 - Not closing during swim meets, open earlier, extended time for lap swim, stay open later, etc.
- #2: Facility Updates/Maintenance (n=25)
 - Concerns over pool cleanliness, cool water temperature, locker rooms in need of updates, etc.
- #3: Adult Aquatic Programs (n=12)
 - Aqua aerobics, adult swimming, fitness, etc.
- #4: Seating/Dining (n=7)
 - More umbrellas, improved seating, free food, etc.

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Reasons for NOT Holding a Membership to the Community Pool (n=1,015)



Source: Survey of the Community Pool for the City of Chicago, 2010-2011

Legend: * Not having a vehicle to use the pool

Reasons for NOT Holding a Membership to the Community Pool.

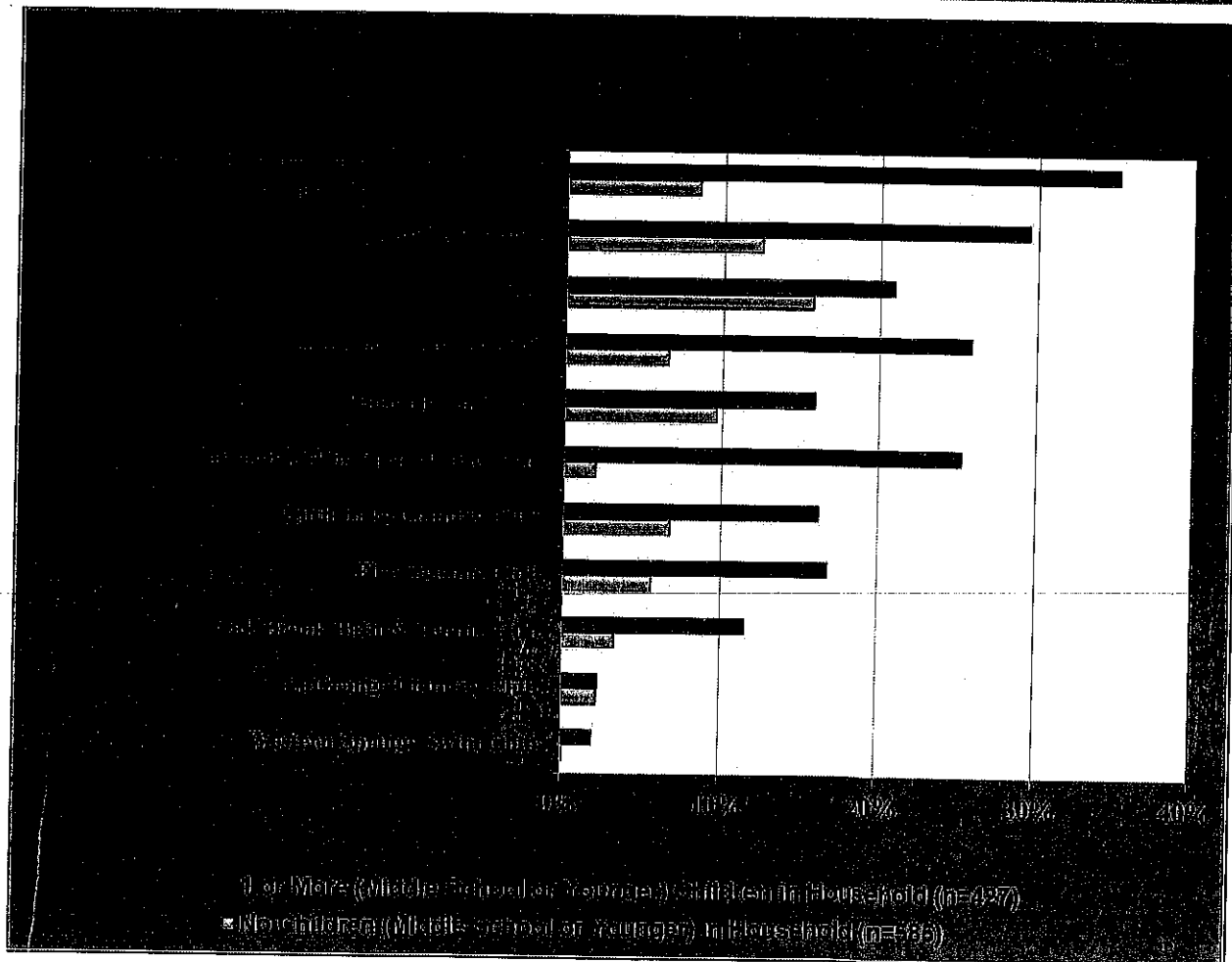
“Belong to Another Facility” Category (n=225)

- #1: Salt Creek Club (n=37)
- #2: Hinsdale Golf Club (n=35)
- #3: Lifetime Fitness (n=28)
- #4: Ruth Lake Country Club (n=19)
- #5: Five Seasons (n=18)
- #6: Butterfield Country Club (n=17)
- #7: Oak Brook Park District (n=16)
- #8: Chicago Highlands Country Club (n=13)

Reasons for NOT Holding a Membership to the Community Pool: "Other" Category (n=156)

- Theme #1: Use Other Aquatic Facilities (n=34)
- Theme #2: Children No Longer at Home (n=27)
- Theme #3: Pool Quality/Amenities/Service (n=15)
- Theme #4: Out of Town (n=8)

34



Pools Visited During Past Year: "Other" Category (n=151)

- #1: Private Pool (n=32)
- #2: Chicago Highlands Country Club (n=20)
- #3: Butterfield Country Club (n=17)
- #4: Midtown (n=14)

36

1. How often do you visit pools during the past year?

2. How often do you visit pools during the past year?

3. How often do you visit pools during the past year?

4. How often do you visit pools during the past year?

5. How often do you visit pools during the past year?

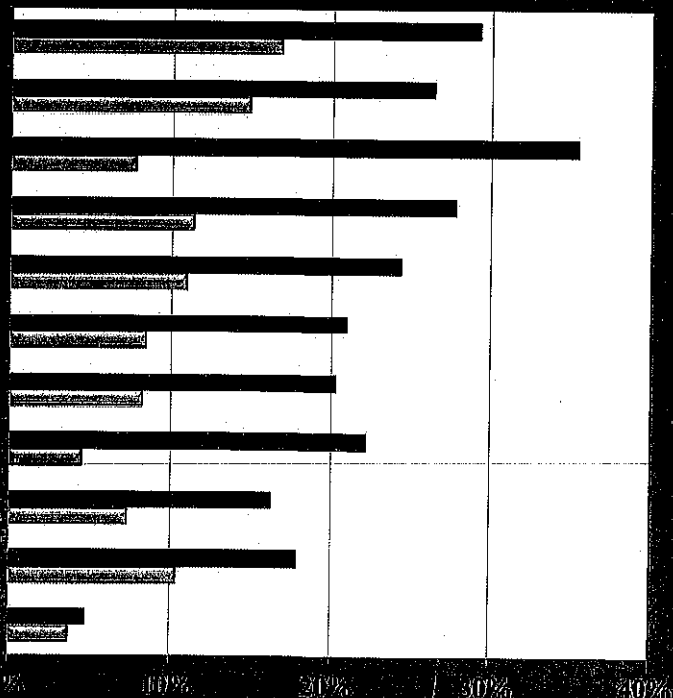
6. How often do you visit pools during the past year?

7. How often do you visit pools during the past year?

8. How often do you visit pools during the past year?

9. How often do you visit pools during the past year?

10. How often do you visit pools during the past year?



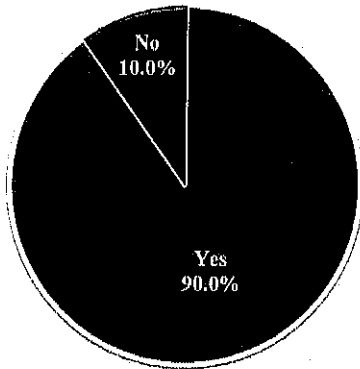
1. How often do you visit pools during the past year? (Middle School or Younger) Children in Household (n=127)

2. How often do you visit pools during the past year? (Middle School or Younger) in Household (n=54)

37

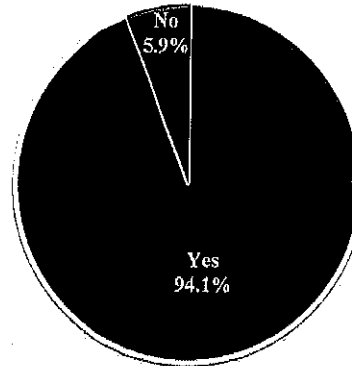
**Households w/No Children
Middle School or Younger**

Are You Aware that Residents &
Nonresidents Can Visit the Community
Pool for a Daily Fee? (n=585)



**Households w/at Least One Child
Middle School or Younger**

Are You Aware that Residents &
Nonresidents Can Visit the Community
Pool for a Daily Fee? (n=427)



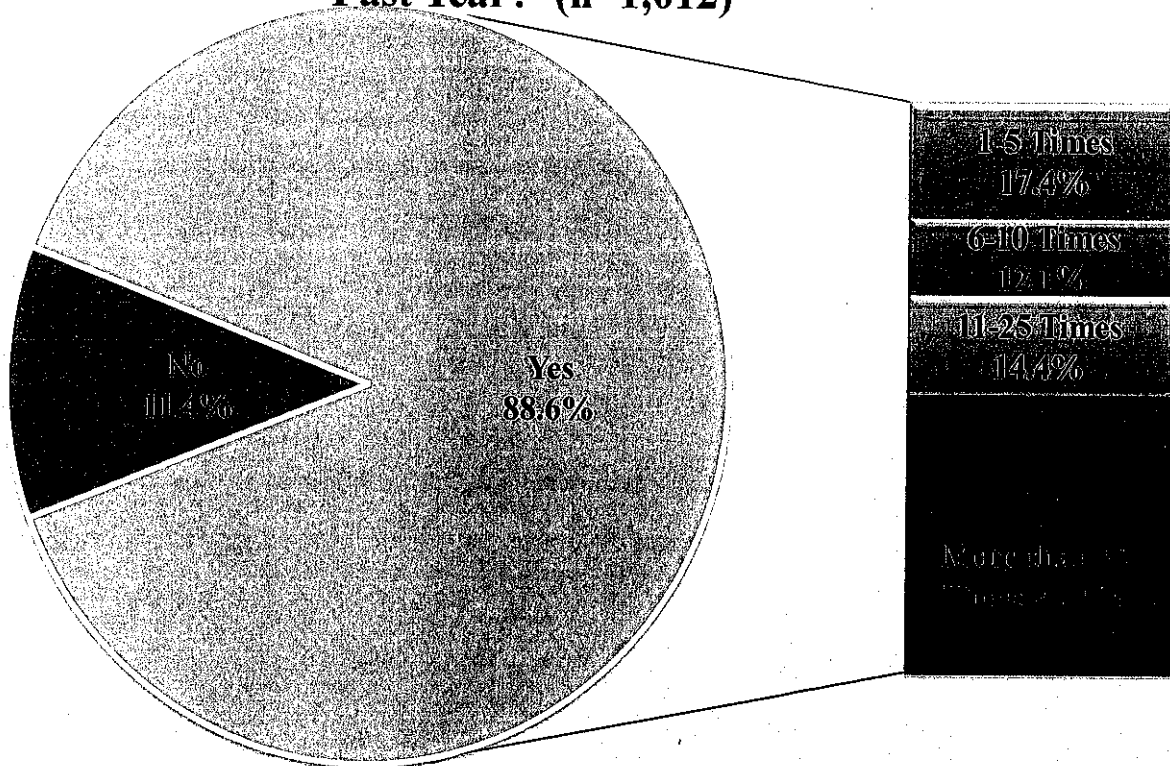
38

Village of Hinsdale Parks & Recreation Facilities



39

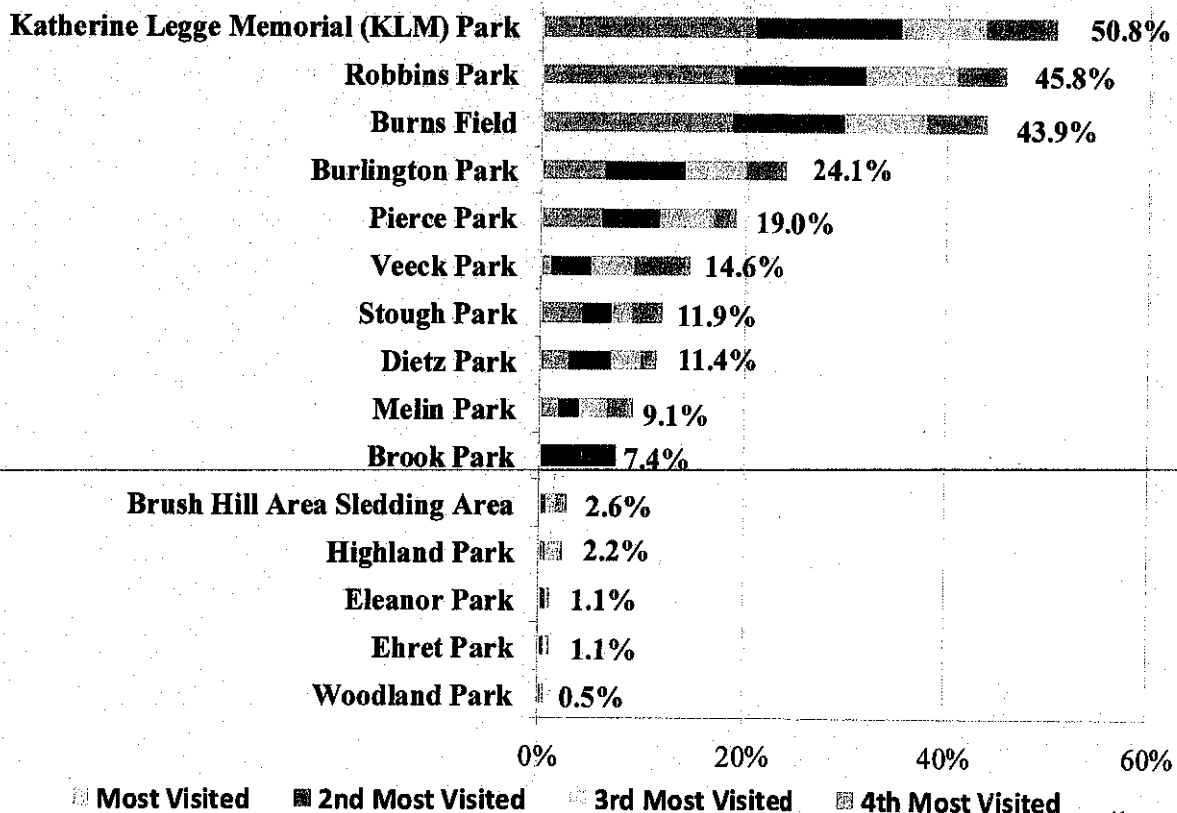
How Many Times Has Your Household Visited a Hinsdale Park & Recreation Facility During the Past Year? (n=1,012)



40

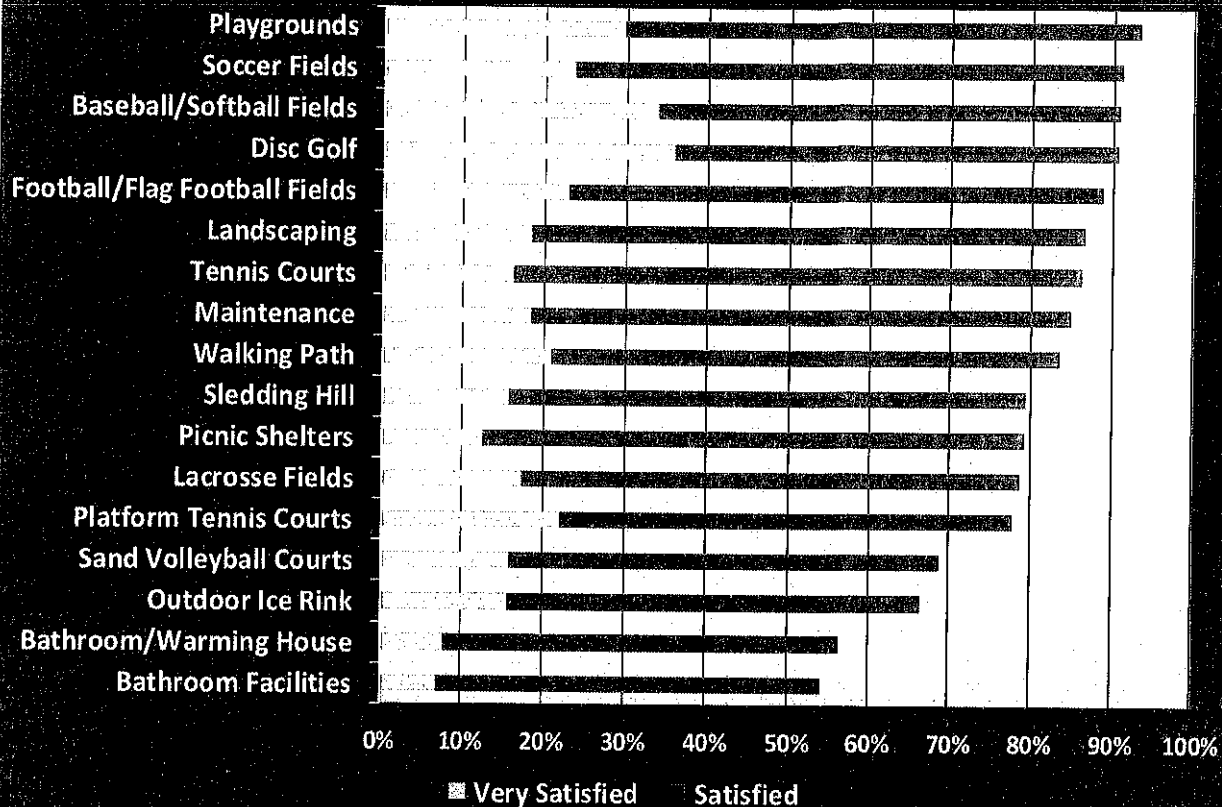
Most Popular (Visited) Parks (n=973)

% of household's 1st, 2nd, 3rd, or 4th most visited park site



41

Level of Satisfaction With Hinsdale Facilities & Amenities (n=292)



Future Participation Needs & Interests



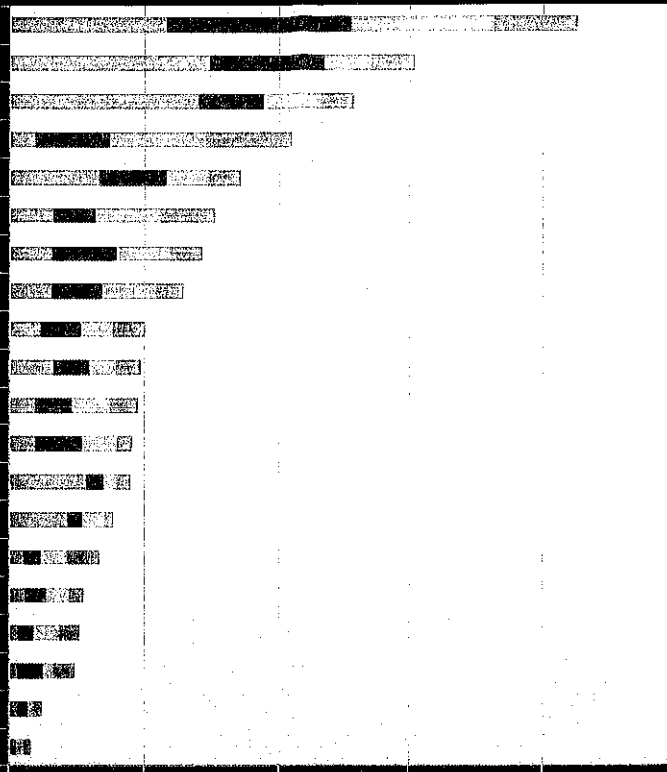
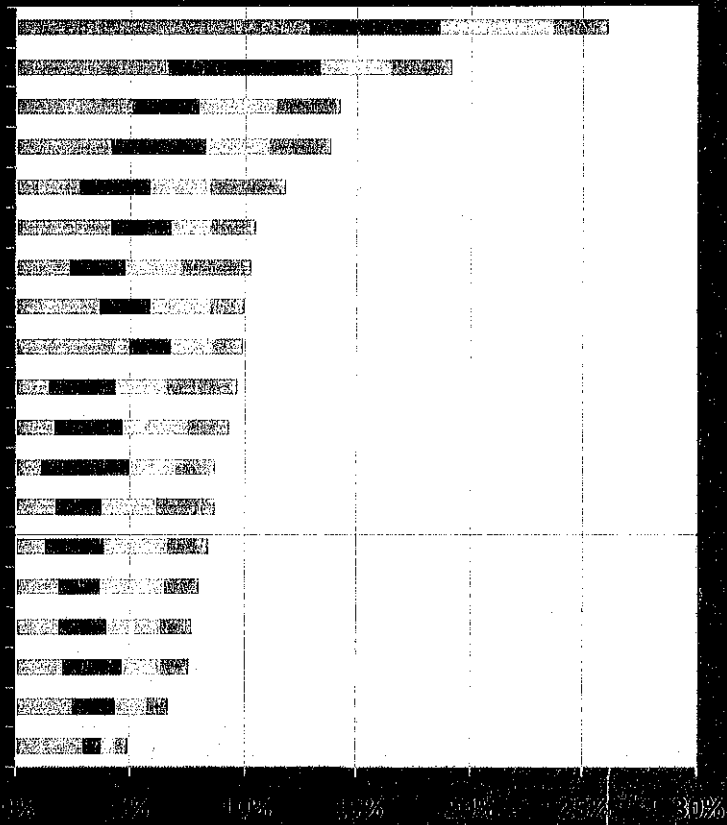


Figure 15
 A horizontal bar chart showing the percentage of respondents who selected each of four choices (1st Choice, 2nd Choice, 3rd Choice, 4th Choice) for 18 different categories. The x-axis represents the percentage, ranging from 0% to 30%.



■ 1st Choice ■ 2nd Choice ■ 3rd Choice ■ 4th Choice

Discussion/Questions??



Thank You!!



4b

MEMORANDUM

DATE: September 13, 2016

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

FROM: Heather Bereckis, Interim Manager of Parks & Recreation

RE: Pickleball Dual Striping at Robbins

Staff will be presenting a bid to the Village Board on Sept. 6th, requesting approval to proceed with the work of resurfacing the tennis courts. Based upon resident request and following discussions with the Parks & Recreation Commission, staff is recommending that the two Robbins Park tennis courts be dual striped to accommodate both tennis and pickleball. The dual striping added \$600 to the bid price.

Attached are documents indicating placement of pickleball courts on the existing Robbins Park tennis courts.

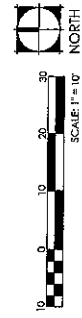
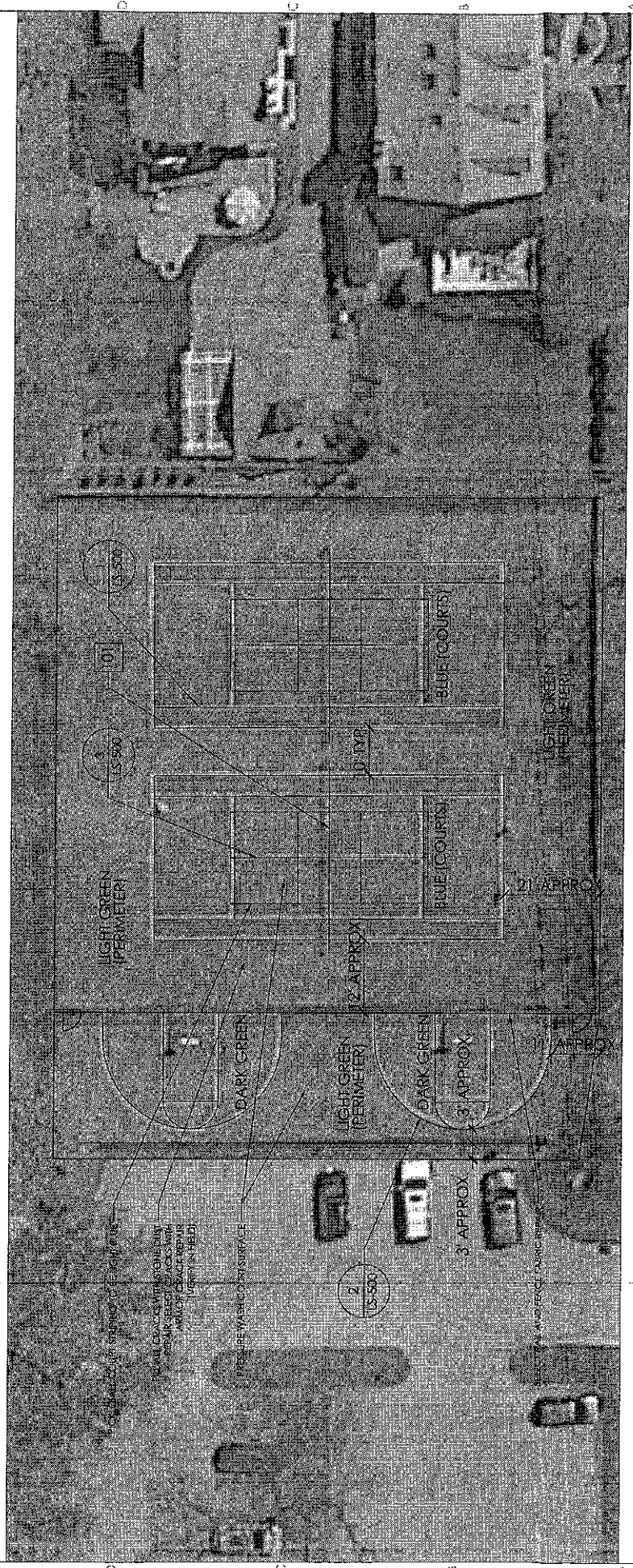


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100 SITE FURNISHING SCHEDULE

101 TENNIS COURT NETS
REINSTALL EXISTING TENNIS COURT NETS

SCOPE OF WORK IS TO CLEAN COURT SURFACE WITH PRESSURE WASHER, CLEAN AND FILL AND APPLY ARMOR CRACK REPAIR TO SELECT CRACKS, APPLY ACRYLIC SURFACE COAT, COLOR COAT AND STRIPE ALL COURTS.



REV.	COMMENT	DATE

SEAL:

In Association With

Design Perspectives, Inc.
Designers in Diversity
 1000 Rockwell Avenue
 Naperville, Illinois 60563
 Telephone: (630) 428-3124
 Fax: (630) 428-3197
 www.designperspectives.net

VILLAGE OF HINSDALE
 HINSDALE, IL
 ROBBINS AND STOUGH PARKS
 2016 COURTS IMPROVEMENTS

DATE: 8/5/2016
 DRAWN BY: G.A. (A)
 DESIGNED BY: G.A. (A)
 CHECKED BY: TS
 DRAWING TITLE:
CONSTRUCTION PLAN
(ROBBINS PARK)
 SHEET NO.:
LS-100-R
 © DESIGN PERSPECTIVES, INC. ALL RIGHTS RESERVED



5a

MEMORANDUM

DATE: September 13, 2016

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

FROM: Heather Bereckis, Interim Manager of Parks & Recreation

RE: Art Donation Application

An application for Art Donation has been submitted to the Parks & Recreation Commission and staff for consideration. The Stefani family wishes to donate an architectural bench to be displayed for use in Katherine Legge Memorial Park (KLM). This piece is intended to be functional art, providing seating along a pathway in the park.

Staff has reviewed the application related to the established Art Donation Policy and would like to note a few items. First, a minimum of a 6x6 concrete slab would need to be poured to stabilize and secure the piece. Per the policy, all costs related to the installation of pieces will fall on the donor, but will be completed by Village personnel. Second, the piece appears to require minimal upkeep, so it should not create an undue burden on Village personnel for maintenance. Third, staff has determined that the preferred location will not interfere with any current uses at the park. Lastly, staff would request that the Commission determine whether the requested location for the donation fits the appropriateness and aesthetics of KLM Park.

Additional attached documents include the completed Art Donation application, a letter from the Stefani family, information on the artist, a photo of the donation, and a map/photo of the requested area for display.

VILLAGE OF HINSDALE Park and Recreation Donation Policy

Donation Application for Art Work, Monuments and Non-conforming donations																																																																															
Application must include a summary to demonstrate how the proposed donation meets the application criteria established in the policy.																																																																															
Name of Donor: Roger, Marge, Steven, Ben Stefani																																																																															
Address of Donor: 408 Ridgemoor Dr Willowbrook 60525																																																																															
Phone Number: Work: Home: Marge - (630) 651-1810; Roger (630) 743-1303 Fax:																																																																															
Email: Stefani@chicagoneurobehavior.com																																																																															
Description of Donation (if available provide a photo): Bench - Functional Art																																																																															
Proposed Location of Donation: KLM (area near lodge) (btwn lodge + picnic)																																																																															
Requested Wording on Memorial Acknowledgement:																																																																															
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr> <tr><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr> <tr><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr> </table>																																																																															
Value of Donation: \$ 30,000 - 50,000 retail value																																																																															

I have read the Donation Policy

Requested by: Marek Styan
Reviewed by:

Date: August 1, 2016
Date: _____

Donation Cost Calculations	
Element Type:	
Value of Donation	\$
Cost of Plaque	\$
Life Cycle Term	Years (x)
Annual Life Cycle Cost (determined by Village staff)	\$
Life Cycle Cost	\$
Total Cost of Donated Element	\$ (

Board of Trustees Approval: _____ Date: _____

I would like to introduce our family to you and present a proposal for donation of a piece of functional art to the Hinsdale Park District.

We are the Stefani family, Roger, Marge, Steve and Ben. We have lived in Hinsdale and Burr Ridge since 1985. We have been active and involved in the community, as our children have attended the Hinsdale Public Schools, and participated in the local athletics, and we have been active members of our community through programs such as Hinsdale Falcon Football board, and Charlie's Gift. All of us have been participants in the local Young Life organization for several years.

Sadly our son Matthew passed away on April 23, 2015. We are deeply saddened by his loss, but we are grateful for the love and support that so many in the community have provided to us. In our journey through the grief of Matt's death, we have found tremendous comfort and healing from the support of our family and friends, many of whom are part of the larger Hinsdale community. The Hinsdale community has been so kind, generous and supportive to us, and we are forever grateful. We have been thinking of a special way to give something back to our wonderful community as a way to honor Matthew and to express our gratitude.

Matthew's uncle, James Vilona is a well known and highly regarded sculptor. James has offered to donate a piece of public, functional art to the Hinsdale Park District. Although the artwork is inspired by Matthew's memory, the artwork is not meant to serve as a memorial. The broader goal is to provide a work of art that will be appreciated and enjoyed by members of the community.

When we shared our vision of what we were hoping to accomplish with the sculpture, James suggested a piece called Northern Lights. This is a piece that personally holds great meaning for him, and it is something that he would like to share with the Hinsdale community as a way of honoring Matthew, the family, and the wonderful community.

Like many others we have found time spent in the natural beauty in our area parks and forest preserves to be comforting and healing. Our vision for the donation is for it to serve as a focal element for a space dedicated to the comfort and healing brought about through the confluence of community, nature, and art that KLM offers. We think that KLM is a unique place in our community for creating such a space. We envision this space as being a spot for quiet reflection, and appreciation of the surrounding natural beauty and the community of people drawn to the park. We do not intend for this space to serve as any kind of public memorial, but rather as a place for others to come to remember, to find comfort, to heal. We feel this vision fits particularly well with the overall mission of KLM. It is, in its origin, a memorial park. The park also serves so many different needs of the community, and the natural beauty of this park is really unsurpassed by any other park in our area.

The gift of the art is to the Hinsdale Parks. The selection of the park and site, and the manner in which the gift and the art are conveyed to the community is up to those tasked with overseeing our parks. Our preference is for placement at KLM, which is one of our favorite places in the community. We have lived on that park, and spent many happy times there playing, sledding, taking music lessons, and walking the dog. We have selected the location with special consideration to add value and beauty to the park. We feel this donation offers an opportunity for the Hinsdale Parks to further add to the richness of what this park offers to the community.



The bronze process...

When developing a new sculpture, Vilona first creates sketches of the concept. Once the size and scale of the piece is engineered, the proper carving medium is chosen to begin the piece. He works closely with the foundry on the molding and patina development for each piece. The bronze process can take between twelve to eighteen months from initial concept to final gallery delivery.

Jin Vilona sculpts his smaller and medium sized pieces in microcrystalline artist wax. This type of wax works well for sculpting due to its versatility in the creative process. When heated, it is soft, pliable and can be worked by hand. When it cools, the wax hardens and can be carved into intricate details and patterns with the use of steel wax working tools.

Monumental and life-sized pieces require work in artists' oil clay. This medium remains soft and can be built up creating layers that will then be smoothed by hand, creating the piece by adding clay until the desired shape is realized. Steel tools refine the piece and add details and surface textures.

After casting, the patination is the final step in the bronze process. Each piece is cleaned and a surface texture may be added, and then heat is applied with chemicals to create the final patina coloration for each piece.

About the artist



Born September 11, 1955 in Chicago, Illinois. Admitted to University of Colorado in 1975. Member of National Ski Team until 1979. Served a formal Sculpture and Gem Cutting Apprenticeship until 1983. Numerous exhibitions of sculpture and jewelry fabrication. Educational apprenticeship in Africa, Italy and Bali.

"My palette has been influenced by studying and reflecting on the use of color by Cézanne and Matisse. I feel that this has brightened my work, and brought a feeling of space through my use of color that has become the building blocks for new patina techniques."

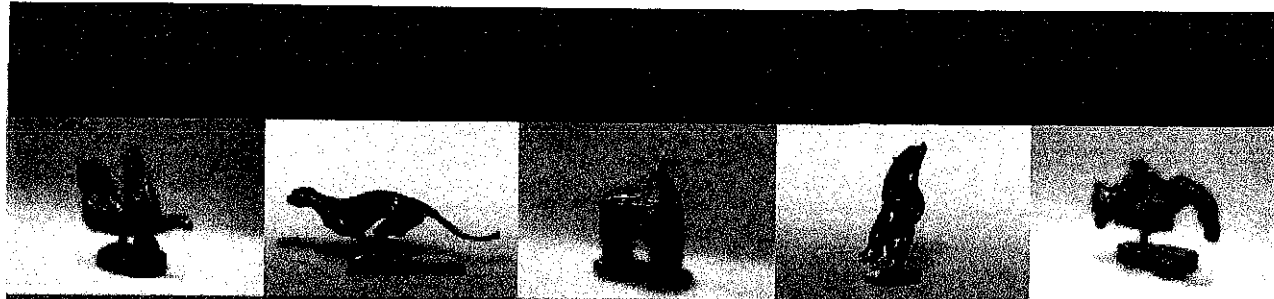
"My early decorative period has evolved into a more emotive approach, creating intimacy in my current work. It has been a sort of hierarchy of all my thoughts, working in the hope of finding an ultimate method."

JAMES VILONA
SCULPTURE



JV925, LLC 508 Canal Street New Smyrna Beach, Florida 32168 Phone 386-478-0307 Fax 386-478-0308

www.jamesvilona.com

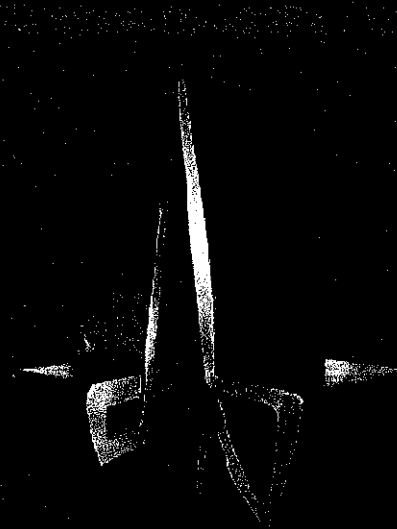


Current work...

Jim Vilona's education and training as a sculptor has been influenced by his extensive travels to such exotic places as Thailand, Bali, Brazil and Amazon as well as Europe and Central Africa. Natural inspirations and philosophical reflections combining his travels and relationships have inspired Jim, and he seeks to blend them into each of his pieces of sculpture. He has spent a great portion of his life training horses, and his horse sculpture communicates his deep affection for the beauty and grace of the animal.

Through his continuing studies in gemstone and mineral sculpture over the last 28 years, Jim has developed a keen eye for detail and understands what emotive elements occur through the balancing of color with form and content. Creating smaller scale sculpture or monumental pieces, Jim's process of design and artistic interpretation draws from similar principles. Jim's fascination with color as a vehicle to communicate artistically has brought him collaborative engagements with monumental artists in France and Italy.

Utilizing precious metals or silicon bronze, Jim's ultimate desire is to evoke emotion and inspire communication and appreciation. He currently is working with The Public Seating Project in designing bronze artistic sculpture that will enhance public spaces and inspire communication between artist and the observer.



The Public Seating Project Art In Utility

What about The Public Seating Project...

The Public Seating Project (PSP) is a privately sponsored organization whose mission lies in making art more accessible to the public. It is the goal of the PSP that publicly placed works of art, both interactive and functional, will encourage the public's enjoyment of art through incorporating artistic works into their daily lives.



Public Seating Project

Vilona has a studio in Florida and the foundry in Bali. His Studios are filled with fine art, reference books and photographs that he has taken during his travel for research. Artistic shapes and design potential can be found in nature everywhere, and this creates inspiration for Jim at many levels.

"Being in the moment. In the present," is a key ingredient in Jim's communication style, and his energy and enthusiasm can be seen while observing his work. He seeks to engage the observer, creating energy and excitement through his purposeful use of form and color. Jim believes color has a unique way of drawing in the casual observer creating communication between artist and viewer beyond verbalization. His cutting edge palina work is continually being refined and developed and lends a signature style to his bronze work.

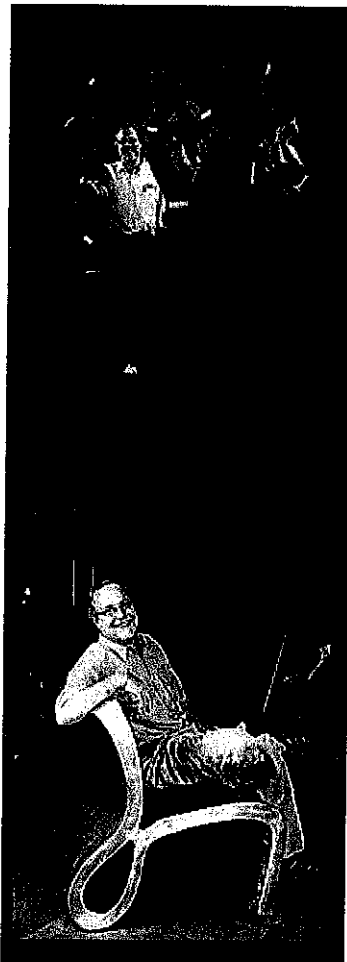
Jim takes great pride in his ability to hear client's intention while designing a commissioned piece, whether it is a furniture collection or a sculpture for corporate clients. Jim's bronze designs include private and corporate commissions.

Sculpture





About the Artist



James Vilona Biography

Born September 11, 1955. University of Colorado 1975-1979. Member of American National Ski Team through 1979. Served a formal Sculpture and Gem Cutting Apprenticeship from 1980-1983. Owner, Designer and Model maker for Nagalle Designs Jewelry from 1992 to 2004. Numerous International exhibitions of precious metal sculpture and high end diamond jewelry. Educational apprenticeship in Africa, Italy, and Bali.

- Current associations include participation in the Public Seating Project, ongoing airport installations and rotating art exhibits throughout America, Italy and France.
- Ongoing commissions include public works for city municipalities, international airports, city public parks, 5 star hotel lobbies and formal gardens within Hong Kong, Paris, Milan, Bali, New York, Florida and Colorado.
- Private works include collaborative installations for architect's large-scale projects as well as executive homes nationwide.

Jim Vilona began his sculpting career after college in Breckenridge, Colorado in 1978. His works have been created using natural stone materials and have gravitated to more fluid metals, to include Bronze and steel sculpting. "I love using a blend of mediums as my passion for change dictates."

"When I bend metal or pour a casting it gives me great pleasure to see what the fluid metal will do with my ideas." "I love working with rich woods and bronze, and have created beautiful functional designs with both elements blended into design."

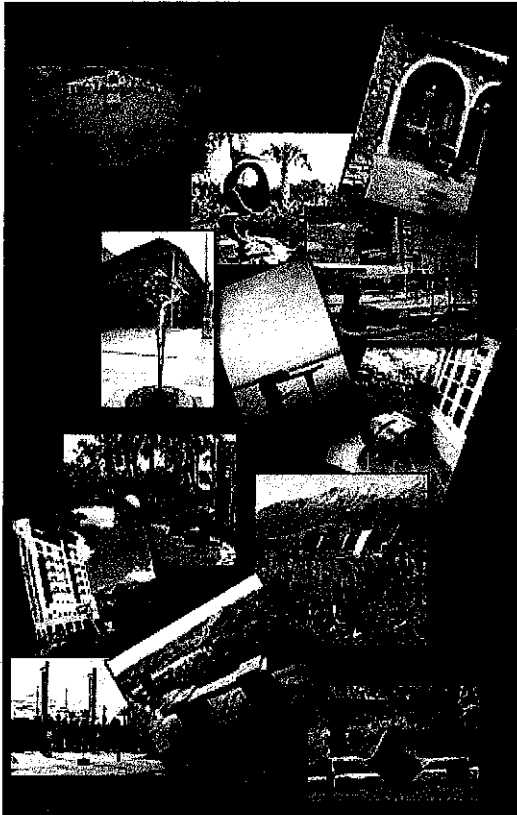
Jim is currently using bronze to showcase natural mineral specimens and has found the marriage of materials most exciting. "Using what I have learned in metalsmithing together with my passion for natural minerals has given me inspiration to see where I can take my work". Jim works with fine Galleries nationwide and his Bronze sculpture can be seen in the Time Warner Center in NYC, Art Quest in Marco Island, Florida, River Walk in Ft. Lauderdale, Florida, and Tyson's Galleria in McLean, Virginia.

[Home](#) | [Vilona Studio Gallery](#) | [Collections](#) | [Public Artwork](#) | [About the Artist](#) | [Contact us](#) | [Site map](#) | [Join us on Facebook](#)

JAMES VILONA

SCULPTURE

Public Artwork



Museum & Public Collections:

- Mennello Museum of American Art, Orlando, FL
- City Hall, Civic Center, Cerritos, CA
- The Peaks Resort, Mountain Village, Telluride, CO
- Time Warner Center, New York City, NY
- Mesa Arts Center, Ikeda Theatre, Arizona
- Weld Food Bank, Greeley, CO, 2007
- Riverwalk, Ft. Lauderdale, Florida
- Tyson's Galleria Mall, Tyson's Corner, Virginia
- Sculpture in the Streets, Mesa Arizona
- Denver Children's Hospital Sculpture Garden
- "Art Quest", Marco Island FL, 2006
- "Sculpture in the Streets", Mesa, Arizona 2006-2007
- "Sculpture on the Blue", 2006, 2007, Breckenridge CO
- Greeley Arts Commission, City of Greeley, CO 2007
- "Art in the Park", Steamboat Springs, CO 2007
- "Sculpture Walk", Sioux Falls, South Dakota 2007
- "Art on the Corner", Grand Junction, CO 2007
- "Artwalk", Colorado Springs, CO, 2007
- Benini Foundation Sculpture Garden, Austin TX

University Collections & Corporate Commissions:

- The Four Seasons Hotel, Denver, CO
- Harris Sculpture Gardens, North Central Michigan College
- Mennello Museum of American Art, Orlando, FL
- The University of Virginia's College at Wise, VA
- Mount Holyoke College, South Hadley, MA
- Crystal Bay Casino, Lake Tahoe NV
- Dollar Store Headquarters, Tennessee
- Grey Top Corporation, Telluride CO
- Denver Builders Headquarters, Denver CO
- Ritz Carlton Corp, Phoenix AZ
- DiCare Planning Corp., Taipei Taiwan
- Pacific Spirit Corp., Forrest Grove OR
- Tucson Expo Center, Tucson AZ
- Paul Hansen Custom Cars, Sacramento CA
- Sherwood Associates, Santa Ana, CA
- Villa Amadeus, Garza Garcia, Mexico
- Arizona Mining Museum, Phoenix AZ
- Guangzhou IStone Corp, Guangzhou City, China
- EsGil Planning Corp., San Diego, CA
- Heinzinger Building Corp., Chicago, IL
- Las Vegas Design Center, Las Vegas, NV

Juried and Upcoming Exhibitions:

- ASLA Annual Meeting and Expo, Philadelphia, Pennsylvania
- Sculpture in the Park, Benson Sculpture Gardens, Loveland, Colorado
- La Quinta Arts Festival, La Quinta California
- Austin Fine Arts Festival, Austin, Texas
- Bellevue Seattle Arts Museum Art Fair, Bellevue, Washington
- Lincoln Arts Festival, Lincoln, Nebraska

**VILLAGE OF HINSDALE
Park and Recreation
Donation Policy**

Purpose:

The purpose of this policy is to establish guidelines, standards and procedures for the installation and care of donations for Village Parks, either as a result of a cash or physical property donation. These donations may include, but are not limited to, park benches, bicycle racks, picnic tables, public art, monuments (**by exception only***), and other types of park accessories. This policy does not apply to buildings or land. The Village desires to encourage donations while managing aesthetic impacts and mitigating on-going maintenance costs.

The development of public facilities is expected to be the result of careful planning and quality construction. In addition, public facilities are expected to be maintained to a standard acceptable to the community. Guidelines established by this policy will apply to all donations made after the effective date of this policy. Donations made prior to the adoption of this policy shall be subject to applicable sections of this policy. This policy is also designed to provide guidelines for individuals or groups should they desire to decorate, landscape or adorn a donation, such as a tree, bench, or picnic table on Village owned property.

Standards established by this policy will apply to purchased equipment, installation techniques, donation acknowledgements, decoration, and long term care of all donations made after the adoption of this policy.

GUIDELINES FOR EXISTING DONATIONS

Definition of an Existing Donation: For the purpose of this policy, existing donations are those donations installed prior to the adoption of this policy.

Appearance and Aesthetics: Decoration, ornamentation, and adornment of donated park elements can interfere with routine maintenance and the appearance of the donated item if not cared for on a regular basis and installed properly. Nothing shall be hung or tied to trees. Because landscaping installed in and around picnic tables and benches can be trampled, landscaping shall not be done around site furniture. Decorations which may be allowed on a temporary basis for a limited time should not interfere with the use of nearby public space, nor represent a hazard to motorists, bicyclist or pedestrians. The donor shall remove any temporary decorations within a reasonable amount of time as they can weather, and become unattractive and detract from the image of the community.

STANDARDS FOR DONATIONS

Definitions of New Donations: New donations are those made after the adoption of this policy.

Definitions of Park Accessory: A fundamental, and/or essential item used in a park setting. Such as but not limited to park benches, bicycle racks, picnic tables, back stops, drinking fountains, flags, and other types of park accessories.

**Monuments, due to their potential size and stature, will be approved in rare instances only and will be subject to increased scrutiny.*

**VILLAGE OF HINSDALE
Park and Recreation
Donation Policy**

Definitions of Public Art & Monuments: Described as a painting, sculpture, photograph, etc., that is created to be beautiful or to express an important idea or feeling.

Acquisition or Purchase: The Village and the community have an interest in ensuring that park elements purchased and donated and installed be of high quality related to style, appearance, durability and ease of maintenance. The Village staff will purchase items to ensure the items meet the standards set forth and authorize the installation of all park elements.

Appearance and Aesthetics: The Village and the community have an interest in ensuring the best appearance and aesthetic quality of their public facilities. Park elements should reflect the character of the park or facility. All park elements will be installed in such a manner that will not substantially change the character of a facility or its intended use.

Maintenance: Donated park elements and/or their associated donation acknowledgement, become Village property at the time of purchase. Accordingly, the Village has the duty to maintain the donation only for the expected life cycle of the donation.

Repair: The community has an interest in ensuring that all park elements remain in good repair. In addition, the public has an interest in ensuring that the short and long-term repair costs are reasonable. Repair parts and materials for donated park elements must be readily available. Donated park elements must be of high quality to ensure a long life, be resistant to the elements, wear and tear.

Cost: The Village has an interest in ensuring that the donor covers the full-cost for the purchase, installation, and maintenance during the expected life cycle of donated park elements. A separate fee schedule will be maintained in which the Village details costs for donations, installation and maintenance. The Village also has an interest in ensuring that ongoing maintenance costs do not negatively impact the resources available for maintenance of other Village park facilities. Consequently the Village may assess, at the time of the donation, a charge sufficient to cover anticipated long-term maintenance of donated park elements during their expected life expectancy.

PROCEDURE FOR MAKING A DONATION

The Village's Parks and Recreation Department office will manage the care of all donations located on Village park property.

Park Benches and Picnic Tables: To donate a park bench or picnic table, donors can complete the Donation Program Application which outlines the fee structure. The amounts for these donations are adjusted periodically. A bench and picnic table donation will last ten (10) years.

Trees: Landscaping and plant selection for park facilities is critical to sustaining the environment in Hinsdale. Accordingly, the size and specie of tree or trees donated shall be limited to those determined by the Village's Tribute Tree program.

VILLAGE OF HINSDALE
Park and Recreation
Donation Policy

Park Accessories: To make a donation of other park amenities such as a playground, pavilion, gardens or fountain, donors can directly contact the Parks and Recreation Department. If a donation is within the park plan the Director of Parks & Recreation will have authorization to approve the donation.

To accept donation of a park element for a specific park facility, Staff will evaluate the park plan showing the available locations for park elements. If no plan exists then a donation may be made to another facility. If a plan exists, but does not identify a particular park element proposed for donation, the Village may accept the donation under certain conditions. Under this circumstance the donation must 1) meet a true need of the facility, 2) not interfere with the intended current or future use of the facility and 3) not require the relocation of other equipment or infrastructure to accommodate the donation. In the opinion of the Village, a facility may be determined to be fully developed and the opportunity for donations would not be available. If a donation is found to not be included in a park plan it would be considered a non-conforming park donation. The Director of Parks and Recreation may recommend that a non-conforming donation request be reviewed by the Parks and Recreation Commission under the same criteria for artwork and monument donations.

Monetary Donations: Monetary donations can be made by donors and earmarked for a project or specific use.

Artwork & Monuments: Donations of artwork and monuments will be evaluated and considered for a recommendation to the Village Board by the Parks & Recreation Commission. Donor to pay for all costs associated with the installation of the donation.

**CRITERIA FOR ACCEPTANCE FOR
PUBLIC ART, MONUMENTS & NONCONFORMING DONATIONS**

The Parks and Recreation Commission reviews the appropriateness of the subject as it relates to the site, the compatibility of the work of art within the landscape, the impact on a park and its use, aesthetic merit, as well as safety and maintenance issues. Applicants will bear the cost of all necessary permits, approvals, project management, design, installation and maintenance. The Commission will review requests two times per year as scheduled by the Chairman of the Commission.

Process

1. Donor is required to complete the application which must include a description, photo and/or drawing of the donation, estimated value and estimated life cycle. Village staff will determine the life cycle maintenance costs.
2. Applications will be reviewed by the Director of Parks & Recreation and forwarded to the Village Manager for review.
3. The completed application will be brought as a discussion item to a meeting of the Parks & Recreation Commission. The Commission will review the request based on the criteria outlined in the policy.
4. Action by the Parks and Recreation Commission: Following their review, the Commission will vote to approve or disapprove the donation; the recommendation will be forwarded to the

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Board of Trustees for further discussion. The Commission shall specify the reason or reasons for their recommendation or decision and provide a summary to the Village Board. Approvals shall expressly set forth any limitations or conditions recommended or imposed. No member of the Commission shall participate in the vote of any matter in which that member has an interest as defined in the Hinsdale code of ethics.

5. Action by Board of Trustees: Upon receipt of the recommendation of the Parks and Recreation Commission, the next step is for the Board of Trustees to review the donation as a discussion item.

The Board of Trustees shall make a recommendation for approval of the application as submitted, or make modifications as they deem necessary, or shall disapprove the application. If the Village Board makes a recommendation for approval the donation request will be brought back to the Board of Trustees for a first reading for approval.

6. Upon final approval by the Board of Trustees, staff will collect the appropriate fees and oversee the installation of the Donation. Since this is a Village of Hinsdale Parks & Recreation policy, not a land use decision, there is no legal appeal associated with this policy. The Village Board's decision is final.

Criteria used to review Public Art Work, Monuments and Nonconforming Donations

APPROVAL CRITERIA

Approving or denying any gift, memorial or tribute is wholly within the discretion of Village of Hinsdale Board and no individual or organization has any right to make any improvement or place any items in public parks, regardless of whether they think their proposal meets the following approval criteria. Approval criteria focus on four general categories: appropriateness, aesthetics, maintenance and safety. All donations must comply with the Village code and building requirements.

Appropriateness:

Most effective outdoor public art is sited in spaces which bear a particular relevance to the subject of the piece. With commemorative monuments, historical associations between the subject or artist and a community are a traditional mechanism for the selection of an appropriate site. Consideration should also be given to the long-term impact of permanent monuments, and subjects should be of a stature able to weather time, changing attitudes etc. In no instance, should permanent monuments, which depict subjects that are trademarked or commercially licensed, be installed on public property.

Significance of event/person being memorialized or significance of a gift

- The memorial has timeless qualities and makes a statement of significance to future generations.
- The memorial represents a person or event deemed significant to Village of Hinsdale's history.

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- The gift or memorial must be consistent with the mission of Village of Hinsdale Parks & Recreation.

Aesthetics

Though conditioned by a range of subjective considerations, aesthetic merit is the primary determinant in the acceptance of permanent works of art. Proposed monuments must show evidence of the artist's mastery of the medium in which he or she is working (stone carving, bronze casting, etc.). Works of inferior workmanship will not be approved. The Village Board ultimately decides upon aesthetic grounds.

Project Design

- Proposal must be in concurrence with the Park Master Plan. If a Park Master Plan does not exist, a Needs Assessment of the park's service area must be completed in order to determine the need for future park elements and circulation patterns.
- The quality, scale, and character of the memorial are at a level commensurate with the particular park setting.
- Reuse, rehabilitate or restore an existing park feature where appropriate.
- Meets the requirements of American with Disabilities Act (ADA) by providing accessibility to all park users.
- Enhances a park by adding elements that add to identity and ambiance.
- The proposal does not create any public safety or security issues.

Location/Siting

Donors may be asked to broaden their search for an appropriate location and consider other public or privately owned spaces which may provide a more suitable location.

- The proposed site offers opportunities for enhancement without diminishing a park's ability to offer undefined open space for quiet contemplation and/or spontaneous activities.
- The increased use of a park due to a gift or memorial is appropriate for the park's context and surrounding uses.
- The quality, scale, and character of the gift or memorial are at a level commensurate with the particular park setting. (Also to be considered during project design)
- There should be some specific geographic justification for the memorial being located in that spot.
- Alternative sites in rights-of-way, private property or other public property were considered and determined inappropriate.

Maintenance

Given the responsibility of preserving and maintaining donations, the Village cannot in good faith accept works of art which present an unreasonable maintenance burden. Works of art will not be accepted unless the donor or sponsor can provide a means of care which may be required through a Life Cycle Care fund.

Safety

Works of art should be safe to passersby, curious spectators (especially children), and the environment as a whole.

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CONDITIONS OF DONATIONS

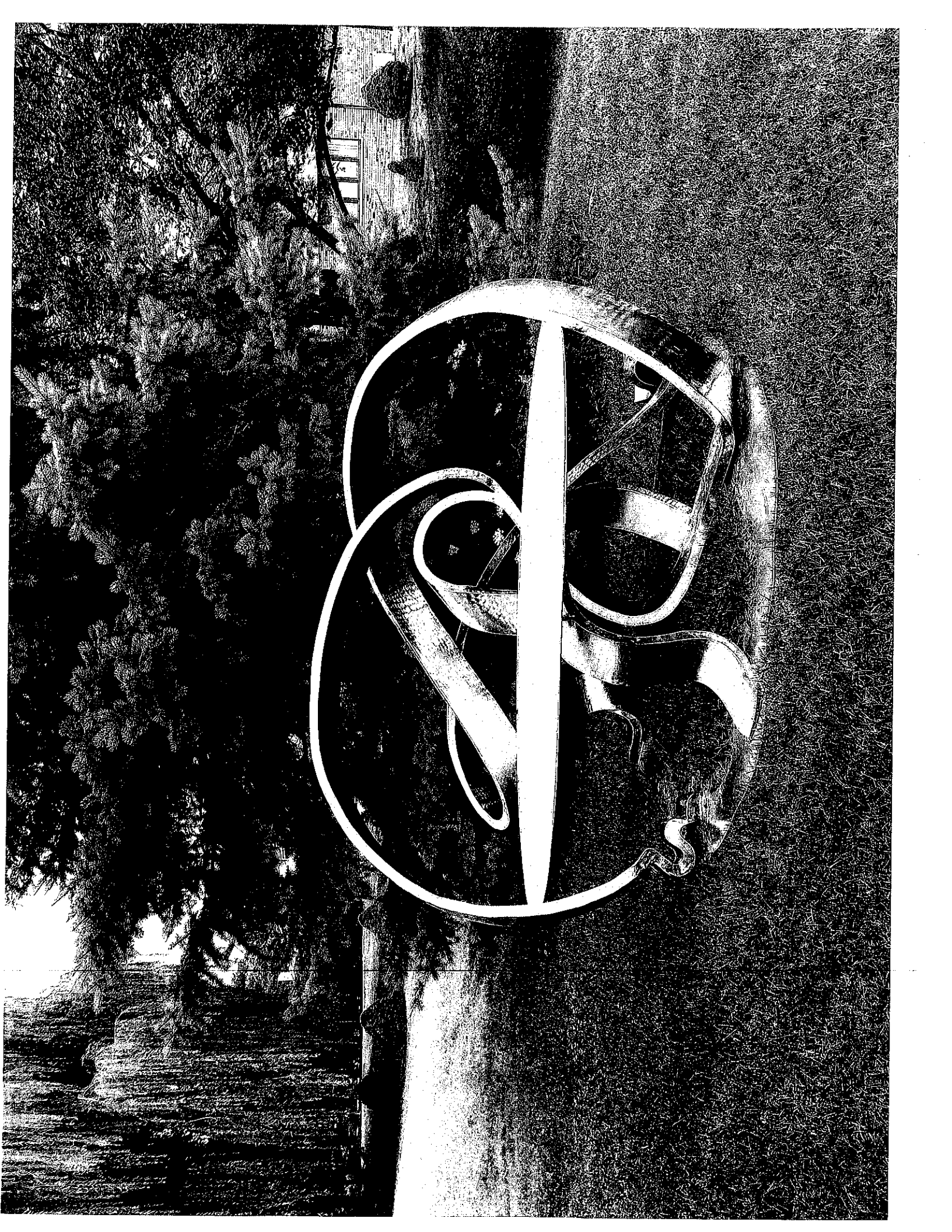
Installation: Installation of donated park elements, artwork and monuments, including the donor acknowledgement/memorial plaques, will be completed or overseen by Village personnel. The installation will be scheduled at a time and date as determined by Parks Maintenance staff so as not to unnecessarily interfere with routine park maintenance activities. Donor will pay the cost for the installation as determined by the Village.

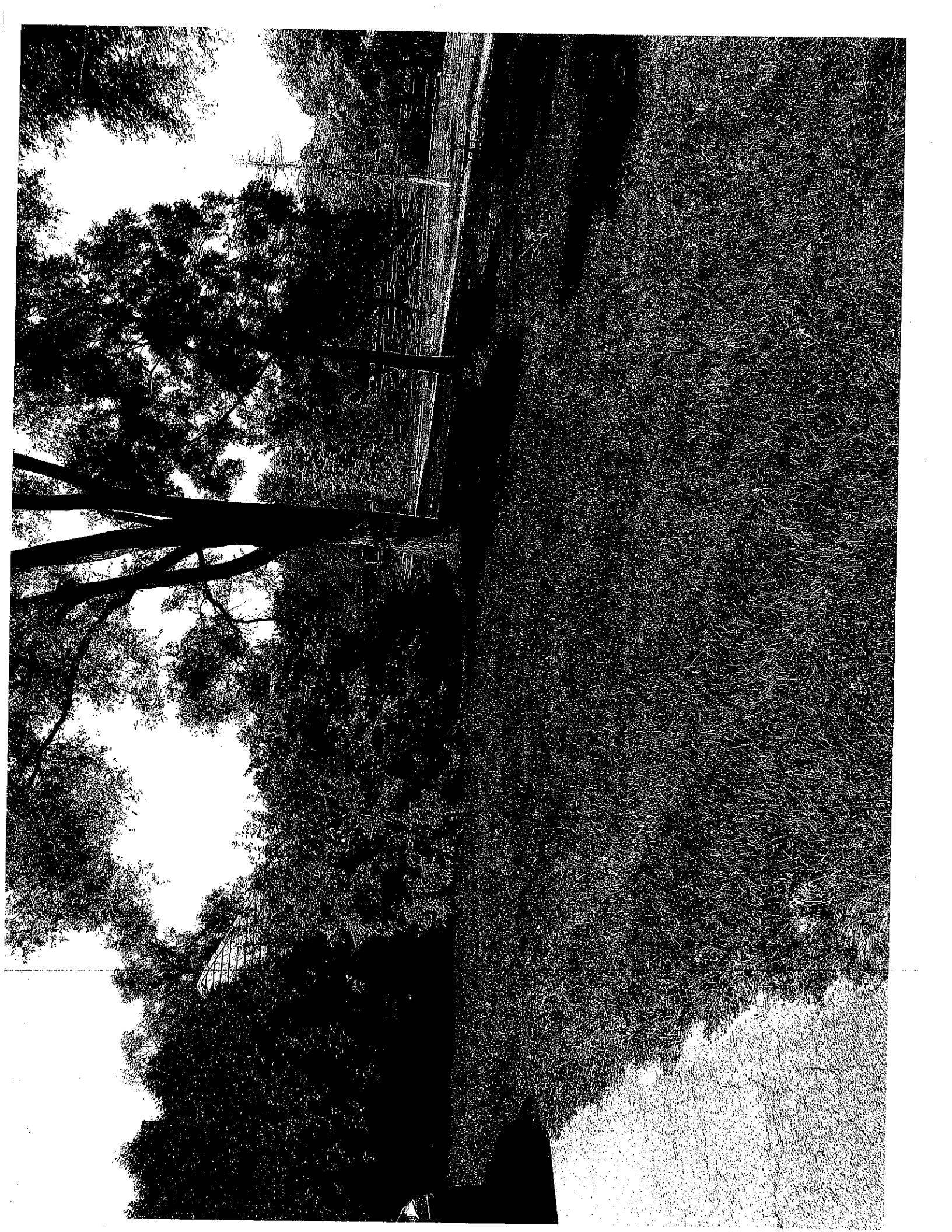
Removal and/or Relocation: This section applies to both existing and new donations. The Village reserves the right to remove and/or relocate donated park elements and their associated donation acknowledgments/memorial plaques, when they interfere with site safety, maintenance or construction activities or at the end of their life cycle. The long term care and maintenance of donated park elements is important to both the donor and the Village.

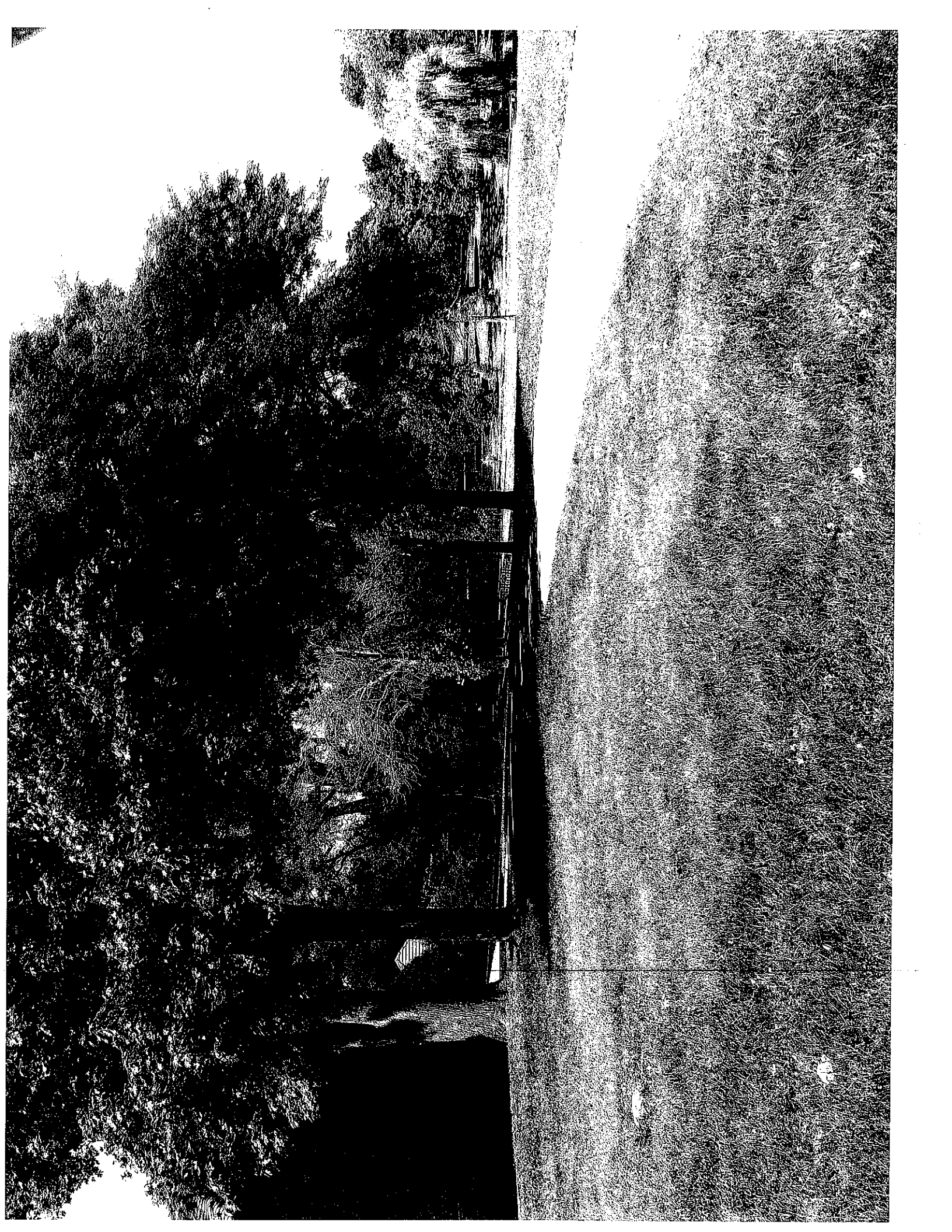
Plaques/Acknowledgement: Donated items will include a plaque with a maximum of three lines and 25 characters per line. No corporate logos will be permitted. Text is subject to approval by Village staff.

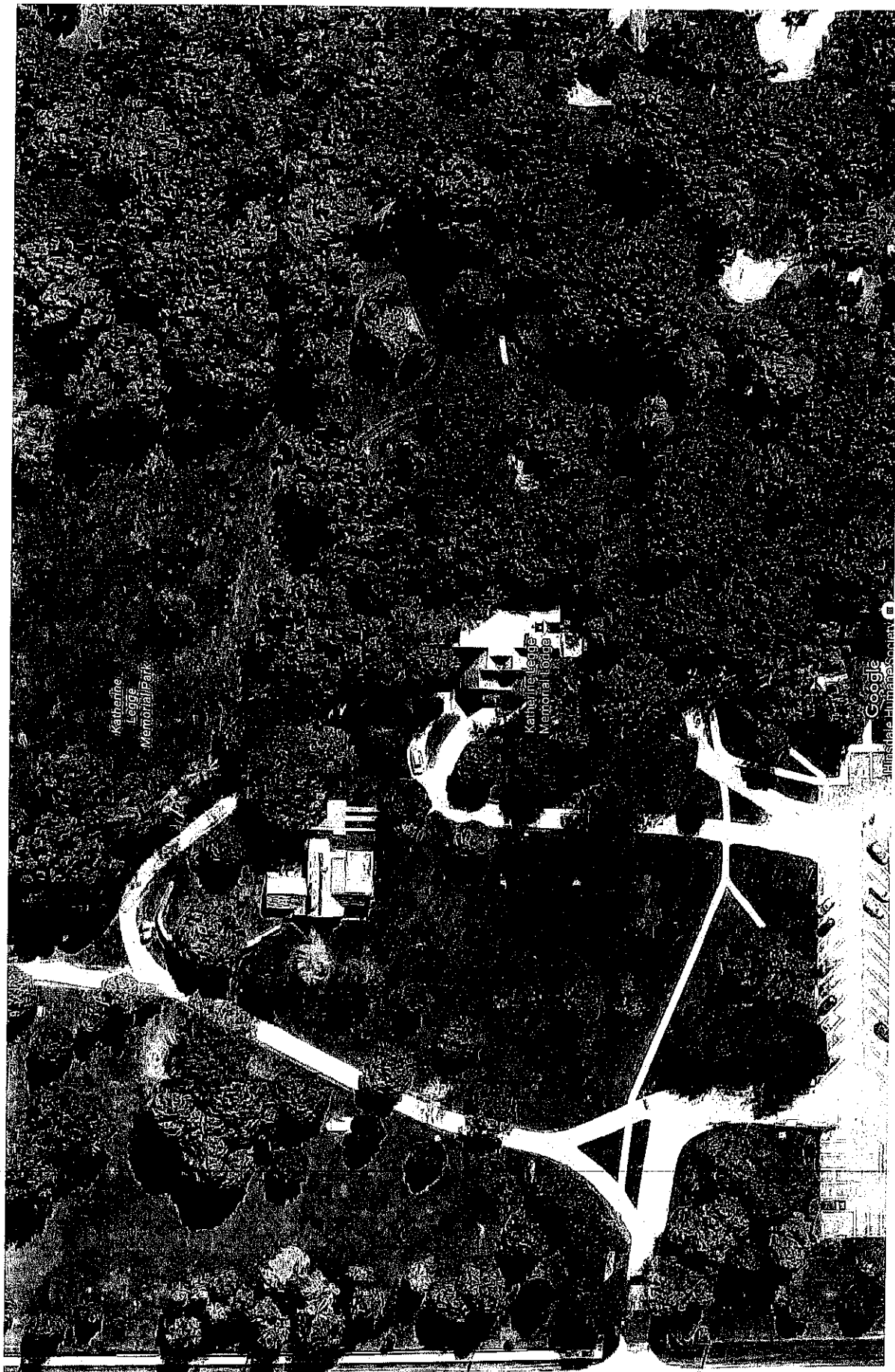
Life Cycle Care Fund: The Village will determine the level of maintenance required for the donated park element, art work or monument. Based upon available budget funding and the type of care needed to reasonably maintain the donated park element, donors may be required to fund the cost of long-term maintenance through a contribution to the Life Cycle Fund. The establishment of the Life Cycle Care Fund ensures that the Village will care for the donated park element for the estimated life of the donation, or until such time the Village determines that the donated park element must be removed and/or relocated for unforeseen circumstances. The establishment of a Life Cycle Care Fund applies to all donated park elements installed after the adoption of this policy. It is in the Village's interest to exclude certain donations from this policy such as donations with short life spans. This policy shall not apply to land or building donations.

The Fund is established with the intent of providing a regular dedicated revenue source and sufficient to reasonably maintain future donations for the duration of their expected life cycle. The cost of a donation will include the cost of purchase, installation, and the estimated cost of maintenance sufficient based upon the expected life cycle for a donated item. The expected life cycle, routine maintenance and element costs are identified in a separate schedule at the time of donation. This schedule is maintained administratively and may be modified from time to time to ensure that sufficient resources are available to maintain donations.









Katherine Legge Memorial Park

Katherine Legge Memorial Lege

Google

Hillside Humane Society

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S County Line Rd

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S County Line Rd

S County Line Rd

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7d.
MEMORANDUM

DATE: September 13, 2016

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

FROM: Heather Bereckis, Interim Manager of Parks & Recreation

RE: KLM Marketing Plan

Attached you will find a comprehensive marketing plan for the 2016/17 fiscal year at Katherine Legge Memorial Lodge. Village staff has worked diligently to assure all areas of marketing are incorporated in the plan; budget figures are also included. Staff will present the attached plan to the Village Board and is requesting feedback from the Parks & Recreation Commission.



MEMORANDUM

DATE: September 8, 2016

TO: Kathleen Gargano, Village Manager

FROM: Heather Bereckis, Interim Parks and Recreation Manager
Anna Devries, Economic Development Coordinator
Hilary Poshek, KLM Lodge Manager
Emily Wagner, Administration Manager

RE: KLM Marketing Plan

Summary

The Katherine Legge Memorial Lodge (KLM) is a stunning, historic venue, located on 52 acres of beautiful park land. It is a picturesque location for a variety of special occasions and corporate functions.

It is the Village's goal to build on Katherine Legge Memorial Lodge's unique characteristics to generate further awareness, interest and traffic. As a result, the Village hopes to increase the Lodge's number of rentals per year, which will in turn boost the Lodge's annual revenue.

Below please find a marketing plan describing the Lodge's target market, unique selling proposition, competitor pricing and ways in which staff may market the Lodge to potential clients.

Also attached for your reference is the last two years of data pertaining to the types of events booked at KLM. Excluding Village Parks & Recreation programming, wedding receptions were the most popular activity at KLM.

Katherine Legge Memorial Lodge Clients – Target Market

Clients	Type of Events
Wedding Clients	Weddings Ceremonies and/or Receptions, Bridal Showers, Engagement Parties, Rehearsal Dinners
Family/Friend Social Gathering Clients	Baby Showers, Reunions, Graduation Parties, Birthday Parties, Anniversary Parties, Communion Parties, Memorial Services, Funeral Luncheons, Retirement Parties, etc.
Corporate Clients & Non-Profit Agencies	Meetings, Retreats, Trainings, Social Gatherings, Company Picnics, Holiday Parties, Camps, School Groups, Fundraisers, etc.

Unique Selling Proposition

Feature	Description
Flexibility	The Lodge's policies allow clients to host events with various budgets and visions.
Historic/Rustic Feel	The Lodge's historic and rustic feel lends itself perfectly to current wedding trends.
Outdoor Ceremony Site	The Lodge's arbor (outdoor ceremony site) is beautiful and picturesque with its lush green backdrop.
Beautiful Grounds/ Tenting Opportunities	The extensive wooded, green space surrounding the Lodge is a draw to many clients. With expansive outdoor space, the Lodge offers clients the ability to set up tents for outdoor events.
Picture Opportunities	The Lodge itself, the grounds and the Zook home provide clients with a rustic, natural and historic backdrop for endless picture opportunities.
Location	The Lodge is in a central location between Chicago's two airports and is close in proximity to many lodging facilities.
Dining Room with Open Floor Plan	Somewhat unique to the Lodge, the Lodge is able to offer clients space that fits up to 100 guests comfortably in the dining room. Additional seating can be arranged for up to 200 guests.

Competitor Pricing Chart

Similar Event Venues	Saturday Rental Rates *
Katherine Legge Memorial Lodge	\$2,500
Cheney Mansion (Oak Park)	\$3,500
Danada House (Wheaton)	\$3,800
Grove Redfield Estate (Glenview)	\$3,500
Wilder Mansion (Elmhurst)	\$3,200

**The above listed venues all offer various rates for different days and times per week. For comparison purposes Saturday rentals are only listed in this chart.*

Notes:

- The Lodge pricing structure was last updated in December of 2014. Similar venues provide better amenities for clients including but not limited to more expansive gardens and covered pavilions for outdoor seating. Therefore, it was logical that the Lodge be priced on the lower end to remain a competitive option for clients.
- The Lodge staff will be discussing potential price increases and price structure alterations with the Recreation Department's Interim Manager in the Fall of 2016. Staff may conduct a more thorough rental rate survey prior to making a recommendation as part of the FY 2017-2018 Budget process.

Promotional Plan

Below please find current and upcoming marketing efforts being conducted by the KLM staff and Economic Development staff.

Please Note: This list is not final or all inclusive. Staff is open to additional suggestions and ideas and will continue to evaluate all marketing measures to gauge the success of each program.

Form of Marketing	Current Marketing Program	Proposed Marketing Program	Financial Impact
Social Media:	<ul style="list-style-type: none"> • Existing Account: Facebook • Newly Implemented Accounts: Instagram, Twitter, Pinterest 	<ul style="list-style-type: none"> • Increase number of posts for each site. • Begin paying to boost various Facebook posts for further exposure. 	<ul style="list-style-type: none"> • All social media accounts have no initial cost. • Boosting posts for the year with Facebook would potentially cost \$104 (boosting 1 post each week of fiscal year).
Website Accounts:	<ul style="list-style-type: none"> • Existing Accounts: The Knot, Midwest Meetings, Wedding Guide Chicago, Yelp • Newly Implemented Accounts: Wedding Wire, Reception Halls, Bridal Tweet, Eventective, Google Business 	<ul style="list-style-type: none"> • Staff recommends upgrading the Lodge's The Knot or Wedding Wire account to include additional exposure. 	<ul style="list-style-type: none"> • The current sites: The Knot, Yelp, Google Business, Eventective, Bridal Tweet and Reception Halls accounts have no cost. • Having an upgraded account with either The Knot or Wedding Wire would cost roughly \$4,000 annually for each vendor (Staff would only choose either Wedding Wire or The Knot).
Village of Hinsdale Website - KLM Home Page:	<ul style="list-style-type: none"> • The KLM home page has been updated and links to The Knot and Wedding Wire were added in August 2016. 		<ul style="list-style-type: none"> • There was no additional cost for this update.
Print Advertisements:	<ul style="list-style-type: none"> • Wedding Guide Chicago Magazine, The Hinsdalean, Midwest Meetings, Suburban Family, Chamber Advertisements 	<ul style="list-style-type: none"> • Staff does not recommended adding additional print advertisements at this time. 	<ul style="list-style-type: none"> • \$6,117 for current print advertisements.
Marketing Tools:	<ul style="list-style-type: none"> • Staff has official KLM booklets, folders and mailers available to pass out/mail to potential clients. 	<ul style="list-style-type: none"> • Staff is obtaining content (pictures/reviews from recent clients) and working with the Economic Development staff to upgrade the material in fall of 2016. 	<ul style="list-style-type: none"> • Direct Advantage Marketing has agreed to upgrade the Lodge's marketing material within their current monthly retainer fee. • Once new material is developed, staff will obtain quotes from three printers to determine the best price.
Internal Marketing:	<ul style="list-style-type: none"> • Posting marketing material in Village Lobby & Recreation Registration Area. • Full-page advertisement in seasonal recreation brochure. • Hosting recreation department weekly programs like yoga, taekwondo & ballroom dancing. • Placing advertisements for the Lodge in the eHinsdale email 	<ul style="list-style-type: none"> • Staff plans to place marketing material at additional properties (e.g. Library, Train Station) • Staff plans to provide promotional material for Fall Family Fest & other larger scale internal events. 	<ul style="list-style-type: none"> • An explanation of costs associated with printing marketing materials can be seen in the Marketing Tools column above. • There is no additional cost associated with advertising in the seasonal recreation brochure, eHinsdale or

	newsletter.		through hosting internal programs.
Internal Marketing at KLM Lodge:	<ul style="list-style-type: none"> Breakfast with Santa: December 3 	<ul style="list-style-type: none"> Staff plans to host seasonal Open Houses 4 times per year. Staff plans to raffle off 1 large event discount to potential clients at each Open House event. Open Houses will be open to all potential clients but staff will focus social media blasts prior to each event on specific target markets. (i.e. Fall will target wedding clients, Winter will target corporate clients, Spring will target family gathering clients, etc.) Staff plans to host the first Open House in October to highlight the Fall season. 	<ul style="list-style-type: none"> Hosting 4 Open Houses will cost roughly \$525.
Television:		<ul style="list-style-type: none"> Staff plans to create slides to be placed on the local Channel 6 in Fall of 2016. 	<ul style="list-style-type: none"> No additional cost.
Chamber of Commerce:	<ul style="list-style-type: none"> The Lodge is an official member on the published Chamber directories for Hinsdale and Willowbrook/Burr Ridge. 	<ul style="list-style-type: none"> Staff plans to meet with the Hinsdale Chamber soon to secure dates to host after hours Chamber events at the lodge. At each event staff hopes to raffle off one free weekday corporate use of the Lodge. 	<ul style="list-style-type: none"> Staff estimates it will cost roughly \$825 to host 3 after hours Chamber events at the Lodge.
Corporate Agencies:	<ul style="list-style-type: none"> Staff is reaching out by mailers, emails, following up with repeat businesses, etc. Staff placed advertisement in the fall Midwest Meetings magazine & on their website. 	<ul style="list-style-type: none"> Staff plans to have further involvement in Chamber meetings/activities to reach out to potential corporate clients. 	<ul style="list-style-type: none"> The Midwest Meetings advertisement costs \$900. This cost is also reflected in the amount listed above for print advertisements.
Local Organizations:	<ul style="list-style-type: none"> The Lodge currently hosts various events for local schools and organizations. Staff offers discounted rates to such organizations. A 15% nonprofit organization discount is applied for all 501(c)(3) status organizations. Staff to follow up with such organizations aiming to secure repeat business. 	<ul style="list-style-type: none"> Staff plans to host a Rotary meeting this Fall. Staff will give a presentation on the Lodge. Staff plans to reach out to other local organizations (Junior Woman's Club, Garden Club, etc.) to provide space for an upcoming meeting to provide presentations and marketing material. 	<ul style="list-style-type: none"> Staff estimates it will cost approximately \$250 to host such meetings at the Lodge.
Memorial Services:	<ul style="list-style-type: none"> Staff has reached out to local funeral homes, updating them on our ability to host memorial services. 	<ul style="list-style-type: none"> Staff will provide updated marketing material to funeral homes and religious institutions to pass out to memorial service clients. 	<ul style="list-style-type: none"> An explanation of costs associated with printing marketing materials can be seen in the marketing tools row above.
Preferred Vendor	<ul style="list-style-type: none"> Caterers: The Lodge has 7 	<ul style="list-style-type: none"> Staff currently has a list of 	<ul style="list-style-type: none"> There is no cost

Relationships:	<p>preferred caterers. The ideal number would be 8. The Lodge and preferred caterers cross promote business.</p> <ul style="list-style-type: none"> • Tent Company: Staff has an exclusive tent vendor from whom we receive 10% on tent rentals sales. 	<p>vendors that are highly reputable (e.g. wait staff services, florists, bakeries, dj's, hotels, etc.)</p> <ul style="list-style-type: none"> • Staff plans to add pages to the updated client booklets that will highlight these vendors. • Staff will sell space on these inserts to those vendors that are interested in being officially listed in the booklet. 	<p>associated with the relationships we have with our preferred vendors.</p>
Promoting Off-Season Event Discounts:	<ul style="list-style-type: none"> • During the off season, typically winter months or when last minute dates are still available, staff will offer discounts to entice clients to book rentals. 	<ul style="list-style-type: none"> • Staff plans to focus on promoting deals and discounts further through social media. 	<ul style="list-style-type: none"> • Additional costs may be those associated with boosting weekly posts on Facebook which is described in the social media row above.
Client Satisfaction:	<ul style="list-style-type: none"> • Staff: The Lodge plans to maintain an extremely courteous, attentive and knowledgeable staff. • Event Surveys: Event surveys are mailed and emailed to all clients following their events. • Event Support: Staff provides attention and support for clients throughout the booking, planning, day of, and after event process. 		<ul style="list-style-type: none"> • There is no additional cost associated with maintaining our current client satisfaction plans.
Bridal Expo:		<ul style="list-style-type: none"> • Staff recommends becoming an exhibitor with Luxury Bridal Expo: Chicago. 	<ul style="list-style-type: none"> • Purchasing booth space at Bridal Expos costs anywhere from \$900 - \$1,200 depending on the event.

Marketing Budget – FY 2016/2017

The KLM Marketing Budget for Fiscal Year 2016/2017 is \$10,000. (Account Number: 3724-7419; KLM – Printing, Publications, Advertising).

Item	Expense	Fiscal Year 16/17 Payment Status
Wedding Guide Chicago: (includes unlimited magazines to pass out to wedding clients/ businesses and enhanced website listing with weekly event leads)	\$3,757	\$3,757 paid
Suburban Family Magazine (1/2 page ads, 2 x's per year, 1 inside cover & 1 regular page)	\$1,460	\$850 paid
Hinsdalean (1/4 page monthly ads & annual Chamber directory ad)	\$1,105	Proposed
Willowbrook/Burr Ridge Chamber	\$195	Proposed

Membership		
Midwest Meetings (fall issue 1/4 page ad and website listing)	\$900	\$900 paid
Marquardt Printing of KLM Booklets & Folder	\$500	\$140 paid
Virtual Tour Online Hosting Fee	\$20	\$20 paid
3 Evening Open Houses (The fourth will be during the next fiscal year)	\$525	Proposed
Hosting 3 Chamber Events	\$825	Proposed
Raffling off 3 Free Corporate Meeting Events Per Year	\$675	Proposed
Hosting 2 Weekday Rotary Meetings	\$250	Proposed
Raffling off 3 Free Corporate Weekday Events at Chamber Meetings	\$375	Proposed
Facebook Post Boosting	\$104	Proposed
Total	\$10,691	

To date, the Village has incurred \$5,667 in marketing expenses. In order to stay within the allotted budget in FY 2016/2017, some of the proposed marketing activities will not be implemented in this fiscal year, but can be considered as part of the budget process in FY 2017/2018.

KLM Activity Data 2014-2016

Activity Type	Quantity
Parks & Recreation Programming*	462
Wedding Reception	131
Business Meeting	45
Birthday Party	21
Holiday Party	15
Memorial Service	11
Banquet	9
School District	9
Village Meeting	9
Wedding Rehearsal	7
Baby Shower	4
Wedding Shower	4
School Event	3
Social Event	3
Village Special Event	3
Fundraiser	2
Graduation Party	2
Reunion	2
Anniversary	1
Bar Mitzvah	1
Religious Event/Service	1
Wedding Ceremony Only	1
Rehearsal Dinner	1

* Includes classes such as taekwondo, fencing, ballroom dance and yoga