

**VILLAGE OF HINSDALE
MINUTES
PARK AND RECREATION COMMISSION
Monday, March 22, 2010 at 6:30 PM
MEMORIAL HALL BOARD ROOM**

Chairman Curran called the meeting of the Park and Recreation Commission to Order at 6:40 p.m. at the Memorial Hall.

Members Present: Chairman Jeff Curran, Commissioners Scott Banke, Marybeth Dougherty, Edward McCarthy, Kathleen Mulligan, Edmond Opler & William Otto

Members Absent: Commissioners John Deppe & Diane Griffin

Also Present: Brian Frizzell, Offside Soccer

Staff Present: Gina Hassett, Director of Parks and Recreation
Linda Copp, Secretary

Commissioner Dougherty made a correction on page four and Commissioner Opler stated one on page one under monthly reports. Commissioner Mulligan moved approval of the February 22, 2010 Park and Recreation Commission meeting minutes with these corrections. Commissioner Dougherty seconded and the motion passed unanimously.

Monthly Reports

February 2010 Revenue/Expense Report

Ms. Hassett stated that there will be some pool expenses to come. There will be pump repairs and removal of the lockers. \$25,000 was given for the pool from the 2010/11 budget. All others are normal expenses. Board approved some of next year's capital into this year's capital and will hopefully be approved at Tuesday meeting for pool heaters. The net capital for this year will be approximately \$50,000.

Recreation Program Report

Ms. Hassett stated that the summer brochure is back and waiting until after spring break to mail it to residents. The Cook County Forest Preserve meeting is this Wednesday and she will be attending with Dave Cook regarding Duncan Field. They will revisit the long term lease issue. Ms. Hassett stated that the Intergovernmental Agreement would not continue to be considered for a grant if there is not a 25 year lease of the property.

Ms. Hassett stated that bids were received for Burns Field basketball court and the Board Action will go to the board on Tuesday, March 23. If approved, the work will need to be done before May 1st. Some repairs are being done to the skate park and the skate park will hopefully be ready to open on April 1st.

Ms. Hassett stated that the Bunny Breakfast and egg hunt will be April 3. Ms. Hassett also commented on the pool being non-compliant with the EPA. She does not know if we will be fined. There was lifeguard training this past weekend. Ms. Hassett stated that an incentive was offered this year for the first 100 patrons for swimming pool passes. Pool patrons received two free guest passes with their paid membership. All of the passes are gone. Chairman Curran

asked about feedback from residents regarding cutback of hours. Ms. Hassett said that there have been a few complaints. Ms. Hassett explained the options for some private rentals of the pool after it closes.

Chairman Curran stated that he talked to President Tom Cauley regarding the issue of closing the pool and President Cauley stated that it was more of a side note discussion and not really a serious consideration.

Park & Recreation Commission Follow Up Items

Lyons Township Update

Chairman Curran stated again that we are awarded \$150,000 for a shelter at KLM. Where and what kind is still to be determined. The Township has sent paperwork to the Village from their lawyers. Chairman Curran and staff will check to see if there are options of using some of the funds for other parks as well.

Commissioner Banke stated that maybe the Zook House could be incorporated with a picnic shelter. Ms. Hassett explained other options for a location as well such as by the Lodge or HCA. Ms. Hassett stated that the submission was very general so we are very open as to the location. The money will be used very easily. Chairman Curran commented that the new shelter will be more revenue.

Veeck Park Update

Ms. Hassett stated that hopefully field renovations will start in April. Chairman Curran asked if we have a timeline. Ms. Hassett stated that soccer will be out for this season and that baseball is dependent on the weather. There is no estimate, but hopefully mid-May if the weather is dry. Ms. Hassett will attend the construction meeting Tuesday morning to get some idea on the timeline.

Ms. Hassett has told Little League not to anticipate the baseball field to be ready this year. Commissioner Banke asked if Little League has submitted their schedule. Ms. Hassett stated that she has received a tentative schedule and hopes for a solid one later this week.

Field Fees and Policy Discussion

Brian Frizzell was in attendance representing Offside Soccer. Ms. Hassett stated that she met with Sue Gould from AYSO. Ms. Gould stated that there is an adult league where Offside Soccer could be part of AYSO. Offside Soccer would have to form their own board and would have to submit a budget, volunteer list and a roster.

Ms. Hassett stated that the question would be if they would still fall under the \$10 per player fee. They would be a recreational organization under AYSO. Mr. Frizzell explained that they play year round. Ms. Hassett told Mr. Frizzell that the fields would not be striped in the summer and Mr. Frizzell said that they would not need the fields striped.

Ms. Hassett stated that Offside Soccer would need to follow the same rules as AYSO. Mr. Frizzell stated that 50% of the group are already volunteers with AYSO. He stated that they would not have a problem with the AYSO fee and has had discussion with Ms. Gould. Ms.

Hassett stated that if Offside Soccer asked for excessive time, then the player fee would also need to increase.

Chairman Curran asked Mr. Frizzell if he had a preference at Veeck fields. Mr. Frizzell stated that they like the biggest one. Ms. Hassett commented that currently the west field is the only big field available. Mr. Frizzell stated that he would still like to change the fee schedule for the adult program. Chairman Curran stated that the process is involved and goes to the Board level and could take several months. Mr. Frizzell admitted that the AYSO option sounds great and he stated that they don't schedule games. Mr. Frizzell stated that he thinks they can work it out but stated that he believes it is unfair to them. There is no urgency from their perspective but he prefers that the issue is addressed. Chairman Curran stated that the process should start in the fall when the season is winding down.

Ms. Hassett asked if Sue Gould gave a timeline for getting this done. Mr. Frizzell stated that the current fee schedule will not work and is too expensive. Ms. Hassett stated that she agreed with Chairman Curran to start in the fall season and asked if for the spring we want to extend the \$10 per player fee for the spring season. Commissioner Otto asked if the field striping costs are included in the Agreement. Ms. Hassett stated that the agreement didn't state what was included. Ms. Hassett told the Commissioners that the paint is \$3500 per pallet. Commissioner Otto stated that AYSO was paying \$7000 striping fee before the \$10,000 option was agreed on.

Commissioner Otto asked if AYSO was asked for another donation, would that offset the cost of the adult soccer program. Commissioner Opler stated that he thought it was great what the adult men were doing. Mr. Frizzell stated that they are informal and does not want formal games. Chairman Curran thanked Mr. Frizzell for coming.

Ms. Hassett asked the Commission to approve the \$10 per player fee for the spring. Chairman Curran moved approval and Commissioner Mulligan seconded. Mr. Frizzell stated that the Village website is not current when fields are closed. Ms. Hassett stated that email blasts are used for notification if the fields are closed because staff does not have access to putting information of the website.

July 4th Parade Theme and Grand Marshal

Ms. Hassett stated that she has not had contact with Alice Mansell's friends and that we still need a theme for this year. Chairman Curran commented how Alice had a network for community volunteers and suggested supporting her in some way in the parade. Ms. Hassett will reach out to her family for having a memorial to Alice.

Commissioner McCarthy stated about having an Alice Mansell Memorial parade and still have a Grand Marshal. The Commissioner once again suggested the retiring Hinsdale Central coach as the Grand Marshal.

Commissioner Otto stated that we could do a little flyer about what Alice did for the community. Commissioner Dougherty stated that Alice started all the gardens and then gave the donations to different organizations such as HCA. Ms. Hassett stated using volunteers and giving back to the community could be a good theme. Commissioner McCarthy suggested doing a flyer stating the things Ms. Mansell was involved in. Chairman Curran asked for a motion to use a volunteer theme. Commissioner Dougherty made motion for approval and Commissioner Mulligan seconded the motion.

Sports Summit

Ms. Hassett stated that she was thinking about a sports summit for November. Chairman Curran stated that all the clubs would come together and issues would be addressed. Chairman Curran asked for an early October planning session for a November summit.

New Business

KLM Dog Clean Up Day

Brian McElwaine has requested another clean up day. One was done last year with a group of dog walkers and was very successful. Ms. Hassett stated that she told Brian that it should be done before Lacrosse starts and within the next few weeks.

Swim Team and private rentals fee

Ms. Hassett stated that Kurt Lindemann has put together fees for private pool rentals for the weekends. Ms. Hassett will reach out to some of the athletic teams for private rental of the pool. There are some other swim clubs that are interested as well. Ms. Hassett stated that we will not turn the keys over and give anyone access. The restricted hours will impact the high school swimmers. Ms. Hassett commented that last year the high school swimmers were very inconsistent in their lap swim usage. The high school may pay for the pool time in order to use the morning hours. Ms. Hassett will continue to work with them to see what their needs are.

Chairman Curran reiterated the cost of \$140 per hour for the pools. Ms. Hassett stated that is the cost if all three pools are used. The cost could be less if only the lap pool is used. Commissioner Dougherty asked if the same number of staff is needed if only the lap pool is needed. Ms. Hassett stated that one or two lifeguards would always be needed plus a manager for lap swimming. A youth rental party would need 8 – 10 staff. Ms. Hassett stated that the fee would need to be high enough to make a profit on the rental.

KLM Capital Improvements

Ms. Hassett stated that on Tuesday, March 23 the board will review the proposed budget. Village Manager Dave Cook told Ms. Hassett that the \$200,000 might be pulled for Duncan Field if the project is not going forward. Ms. Hassett stated that KLM definitely has 3 projects that could be done with those funds. The lodge roof would cost approximately \$50,000; the retaining wall along County Line would cost approximately \$60,000 and the road overlay going into KLM would cost approximately \$80,000. She stated that even though it is a road project, because it is in a park, it is a Parks and Rec expense. Ms. Hassett believes that the road is the most important if only part of the funds can be used.

Commissioner Mulligan asked that if the road is fixed at KLM could it be made wider. Ms. Hassett will ask, but that could be a much greater expense. Ms. Hassett stated that she doesn't believe the board will allocate all of the \$200,000 but perhaps at least one project could be done.

Ms. Hassett stated that County Line Road is not a road like Madison where there are a lot of children, but the wall only has a couple of years in its life cycle and will need to be replaced. Commissioner Otto asked if the eagle scouts could help with the retaining wall project. Ms.

Hassett stated that this is too big of a project for them. Commissioner Otto also asked about the damage at Oak Field. Ms. Hassett was not aware of the damage and will check on it.

Chairman Curran asked about the Board meeting on Tuesday and if it is a budget meeting only. Ms. Hassett commented that she has not seen the agenda and there will be a staff meeting Tuesday afternoon where the agenda will be seen. She will forward a copy when available. Chairman Curran asked if any one else could go since he was not available. Commissioner Otto will attend in Jeff's absence

2010-11 Budget Status

Commissioner Mulligan asked about adjustments in the budget for paddle court repairs. She mentioned that the lights will need to be done. Ms. Hassett asked Commissioner Mulligan to send her an email with a cost estimate.

Brook Park Donation and potential projects

Ms. Hassett will be talking to the Brook family and she will be taking pictures of the shelter. The Brook family is writing a bio for a plaque for the park. Ms. Hassett will talk to the family regarding any additional uses for their donation.

Exploratory Joint Pool Assessment for Hinsdale and Clarendon Hills

Chairman Curran stated that both pools need to discuss options of community feedback, what do they want to keep etc. Ms. Hassett has talked to them and will talk to members of the Clarendon Hills board. Commissioner Dougherty will help with that feedback.

Correspondence

School District 181 Projected Enrollment through 2015

Chairman Curran thanked Ms. Hassett for getting the projected enrollment numbers. Chairman Curran stated that those projections were used for the sports summit and this shows that the enrollments are currently declining. Chairman Curran stated that it is something to keep in mind for the pool and activities.

Liaison Reports

Ms. Hassett mentioned that Gateway consists of eight communities, Countryside will be pulling out after this year. Ms. Hassett asked them about why they are pulling out and they said they don't levy a special recreation fund and so based on their participation it is cheaper for the residents to just pay. Ms. Hassett explained that the contracts are for one year and will be revisited each year. Ms. Hassett commented that community could join in their place.

Ms. Hassett stated that ACA passed the waiver of fees for HCA for their summer usage of KLM.

Commissioner Otto asked if we get rewarded for being within budget. Ms. Hassett stated that revenues are still down and she would like to see more cooperative programs. Ms. Hassett stated that there will be fee increases for the summer on all programs. Boys Lacrosse was a loss last spring because it was a third party program and didn't have volunteer coaches.

Lacrosse America is no longer in the park districts and we are using a new organization, School of LAX.

Commissioner Banke asked the cost of the brochure. Ms. Hassett stated we are paying cost by printing it at IBLP. The bill was \$5800 for the summer and the postage will be about \$1400. There is also approximately \$1500 in brochure layout. Staff has talked about going totally online for cost savings. We might be able to put it on line and send a post card when the brochure is available. There would still need to be some printed copies for those who do not use the computer.

Commissioner Mulligan asked if we could combine with other organizations to coordinate brochures. Ms. Hassett will look into that, but the timing is different for HCA and the Community House. Commissioner Opler suggested waiting to see what happens with the budget and believes that it would really need a lot of promotion to just be on-line. Ms. Hassett stated that the Community House and HCA deliver it through the Hinsdalean. Commissioner Mulligan believes that you will lose people if it is only online.

Ms. Hassett will reach out with the Community House and HCA. Chairman Curran asked Ms. Hassett for feedback next month. Commissioner Banke mentioned that people need to educate people and that there should be a line item for these costs.

Commissioner McCarthy asked Ms. Hassett about the money for Duncan Field and if that would invalidate negotiations with the Forest Preserve. She doesn't think that it would invalidate. Even if we could get OSLAD funding, that would be 1½ years later. Ms. Hassett stated that the Forest Preserve doesn't like the project at all. Commissioner Ottol asked if they even know where the field is. Ms. Hassett stated that they don't. Commissioner Otto asked if Hinsdale could do eminent domain against the Forest Preserve. Commissioner Dougherty stated that we could not. We don't have anything else to give them to negotiate.

Commissioner Otto asked about the burm at Veeck and how short the field is going to be. Ms. Hassett stated that there is to be an access road all around and that the burms are larger than on the original plans.

Adjournment

Since there was no further business to come before the Commission, Commissioner Dougherty moved to adjourn. Commissioner Mulligan seconded and the motion passed unanimously. The meeting of the Park and Recreation Commission meeting was declared adjourned at 8:15 pm.

Respectfully submitted,

Linda Copp

PARK AND RECREATION REVENUE/EXPENSE SUMMARY

March 2010

FY 09/10 (May 1 - April 30)

PRELIMINARY NUMBERS ONLY

DEPT. 3101 ADMIN. AND SUPPORT	FY 09-10 BUDGET	FY 09-10 TO DATE	FY 09-10 % of Budget	FY 08-09 BUDGET	FY 08-09 ACTUAL	FY 08-09 % of Budget
Personal Services	198,351	167,180	84%	196,944	157,021	80%
Professional Services	1,500	0	0%	0	1,299	0%
Contractual Services	0	0	0%	0	0	0%
Other Services	7,800	6,962	0%	6,600	8,825	0%
Materials & Supplies	4,600	1,977	0%	5,500	3,906	0%
Repairs & Maintenance	650	141	22%	550	1,257	229%
Other Expenses	2,595	2,092	81%	5,000	3,415	68%
Risk Management	49,665	33,995	68%	41,159	53,949	131%
Total-Operating Expenses	265,161	212,345	80%	255,753	229,672	90%
Capital Outlay	0	0	-	0	0	0
Total Expenses	265,161	212,345	80%	255,753	229,672	90%
 DEPT. 3301 PARKS MAINTENANCE	 FY 09-10 BUDGET	 FY 09-10 TO DATE	 FY 09-10 % of Budget	 FY 08-09 BUDGET	 FY 08-09 ACTUAL	 FY 08-09 % of Budget
Revenues						
Field Fees	20,000	10,150	51%	20,000	11,063	55%
Total Revenues	20,000	10,150		20,000	11,063	
Expenses						
Personal Services	426,983	304,116	71%	344,587	307,440	89%
Contractual Services	154,274	108,411	70%	195,500	98,416	50%
Other Services	3,400	2,862	84%	5,250	2,608	50%
Materials & Supplies	36,100	27,945	77%	46,700	40,281	86%
Repairs & Maintenance	46,500	30,585	66%	43,500	50,765	117%
Other Expenses	400	453	113%	750	311	41%
Total-Operating Expenses	667,657	474,372	71%	636,287	499,821	79%
Capital Outlay	51,500	33,591	65%	41,000	101,214	247%
Total Expenses	719,157	507,963	71%	677,287	601,035	89%
 DEPT. 3420 RECREATION SERVICES	 FY 09-10 BUDGET	 FY 09-10 TO DATE	 FY 09-10 % of Budget	 FY 08-09 BUDGET	 FY 08-09 ACTUAL	 FY 08-09 % of Budget
Revenues						
Registration & Memberships	381,200	302,234	79%	426,200	344,535	81%
Misc Income	6,000	0	0%	7,000	6,222	89%
Total Revenues	387,200	302,234	78%	433,200	350,757	81%
Total Expenses						
Personal Services	100,418	84,152	84%	187,271	119,259	64%
Contractual Services	309,000	246,659	80%	338,300	315,066	93%
Other Services	92,650	85,829	93%	93,400	79,383	85%
Materials & Supplies	15,300	6,791	44%	20,500	8,738	43%
Other Expenses	9,020	4,769	53%	10,330	6,494	63%
Repairs & maintenance	8,000	1,887	24%	8,000	7,255	91%
Total Expenses	534,388	430,087	80%	657,801	536,194	82%

PARK AND RECREATION REVENUE/EXPENSE SUMMARY

March 2010

FY 09/10 (May 1 - April 30)

PRELIMINARY NUMBERS ONLY

DEPT.34-BY DEPARTMENT RECREATION SERVICES	FY 09-10 BUDGET	FY 09-10 TO DATE	FY 09-10 % of Budget	FY 08-09 BUDGET	FY 08-09 ACTUAL	FY 08-09 % of Budget
3421 General Interest						
Revenues	13,000	12,633	97%	13,000	13,351	103%
Expenses						
Personal Services	1	4,249	424853%	1,938	4,348	224%
Contractual Services	12,000	7,621	64%	2,000	4,601	230%
Other Services	2,350	7,439	317%	0	3,617	
Materials & Supplies	300	350	117%	0	683	
Repairs & Maintenance	0	0	0%	0	110	0%
Other Expenses	0	191.78	0%	0	0	0%
Total Expenses	14,651	19,850	135%	3,938	13,359	339%
3422 Athletics						
Revenues	190,000	135,288	71%	186,000	169,917	91%
Expenses						
Personal Services	3,230	4708.89	146%	3,230	2,950	91%
Contractual Services	110,000	85230.85	77%	115,400	112,801	98%
Other Services	0	0	0%	0	0	0%
Materials & Supplies	3,300	490	15%	1,000	924	92%
Other Expenses	0	0	0%	0	0	0%
Total Expenses	116,530	90,430	78%	119,630	116,675	98%
3423 Cultural Arts						
Revenues	10,200	10,966	108%	10,200	7,144	70%
Expenses						
Personal Services	0	5,103	0%	0	0	0%
Contractual Services	1,300	1,400	108%	1,300	836	64%
Other Services	0	0	0%	0	0	0%
Materials & Supplies	0	0	0%	0	0	0%
Other Expenses	0	0	0%	0	0	0%
Total Expenses	1,300	6,503	500%	1,300	836	64%
3424 Early Childhood						
Revenues	60,000	35,427	59%	84,000	49,004	58%
Expenses						
Personal Services	16,000	11,364	71%	24,841	9,012	36%
Contractual Services	22,000	18,973	86%	22,000	20,323	92%
Other Services	0	0	0%	0	0	0%
Materials & Supplies	2,200	1,066	48%	2,920	0	0%
Other Expenses	0	0	0%	0	312	0%
Total Expenses	40,200	31,403	78%	49,761	29,647	60%

PARK AND RECREATION REVENUE/EXPENSE SUMMARY

March 2010

FY 09/10 (May 1 - April 30)

PRELIMINARY NUMBERS ONLY

DEPT.3420-BY DEPARTMENT RECREATION SERVICES	FY 09-10 BUDGET	FY 09-10 TO DATE	FY 09-10 % of Budget	FY 08-09 BUDGET	FY 08-09 ACTUAL	FY 08-09 % of Budget
3425 Fitness						
Revenues	28,000	27,204	97%	30,000	21,612	72%
Expenses						
Personal Services	0	0	0%	0	0	0%
Contractual Services	22,000	16,705	76%	29,000	9,854	34%
Other Services	0	0	0%	0	0	0%
Materials & Supplies	450	42	0%	0	0	0%
Other Expenses	0	0	0%	0	0	0%
Total Expenses	22,450	16,747	75%	29,000	9,854	34%
3426 Paddle Tennis						
Revenues	40,000	57,610	144%	36,000	43,935	122%
Expenses						
Personal Services	0	0	0%	0	0	0%
Contractual Services	14,100	15,599	111%	11,300	10,122	90%
Other Services	7,500	3,812	51%	6,000	3,129	52%
Materials & Supplies	500	542	108%	2,700	881	33%
Repairs and Maintenance	8,000	1,887	24%	8,000	7,145	89%
Other Expenses	0	0	0%	0	0	0%
Total Expenses	30,100	21,839	73%	28,000	21,277	76%
3427 Special Events						
Revenues	40,000	23,106	58%	67,000	39,573	59%
Expenses						
Personal Services	0	236		0	2,647	
Contractual Services	55,000	26,363	48%	86,000	136,317	159%
Other Services	13,700	1,648	12%	14,500	11,341	78%
Materials & Supplies	5,300	2,667	50%	10,630	4,064	38%
Other Expenses	0	0		165	0	
Total Expenses	74,000	30,913	42%	111,295	154,369	139%
3428 General Recreation Administration						
Revenues						
Expenses						
Personal Services	81,187	58,492	72%	157,262	100,302	64%
Contractual Services	72,600	74,768	103%	71,300	20,212	28%
Other Services	69,100	72,931	106%	72,900	61,296	84%
Materials & Supplies	3,250	1,633	50%	3,250	2,185	67%
Other Expenses	9,020	4,577	51%	10,165	6,182	61%
Total Expenses	235,157	212,401	90%	314,877	190,177	60%
Capital Outlay						
Total Expenses	51,500	33,591	65%	41,000	101,214	247%

PARK AND RECREATION REVENUE/EXPENSE SUMMARY

March 2010


FY 09/10 (May 1 - April 30)

PRELIMINARY NUMBERS ONLY

DEPT. 3724 KLM LODGE	FY 09-10 BUDGET	FY 09-10 TO DATE	FY 09-10 % of Budget	FY 08-09 BUDGET	FY 08-09 ACTUAL	FY 08-09 % of Budget
Revenues						
KLM Lodge Revenue	150,000	119,598	80%	135,000	\$146,602	109%
Caterer's Licenses	17,400	30,200	174%	14,200	\$19,800	139%
Total Revenues	167,400	149,798	89%	149,200	166,402	112%
Expenses						
Personal Services	56,885	48,988	86%	63,807	44,330	69%
Contractual Services	25,000	20,128	81%	28,500	24,308	85%
Other Services	41,000	32,914	80%	46,500	37,971	82%
Materials & Supplies	10,700	7,935	74%	9,400	6,090	65%
Repairs & Maintenance	19,500	9,123	47%	19,500	10,932	56%
Other Expenses	600	428	71%	1,000	524	52%
Total-Operating Expenses	153,685	119,516	78%	168,707	124,154	74%
Capital Outlay	6,000	3,076	-	13,000	0	-
Total Expenses	159,685	122,591	77%	181,707	124,154	68%
DEPT. 3951 SWIMMING POOL	FY 09-10 BUDGET	FY 09-10 TO DATE	FY 09-10 % of Budget	FY 08-09 BUDGET	FY 08-09 ACTUAL	FY 08-09 % of Budget
Revenues						
Pool Resident Pass	196,000	170,268	87%	205,000	194,074	95%
Non-Resident Pass	19,000	16,885	89%	15,000	18,192	121%
Pool Daily Fee	50,000	50,925	102%	42,000	53,345	127%
Pool Lockers	1,000	277	28%	200	1,191	595%
Pool Concession	6,000	3,500	58%	5,500	5,857	106%
Pool Class-Reg -Resident	47,000	49,949	106%	44,000	46,661	106%
Pool Class-Reg Non-Resident	2,400	1,797	75%	1,500	2,325	155%
Private Lessons	8,200	9,373	114%	7,500	8,185	109%
Misc. Revenue	4,000	12,349	309%	5,000	3,190	64%
Total Revenues	333,600	315,323	95%	325,700	333,020	102%
Expenses						
Personal Services	145,710	181,372	124%	170,625	136,774	80%
Contractual Services	50,170	24,726	49%	55,725	36,703	66%
Other Services	54,650	49,961	91%	44,950	69,726	155%
Materials & Supplies	40,100	31,995	80%	38,050	30,297	80%
Repairs & Maintenance	25,350	14,651	58%	26,850	13,360	50%
Other Expenses	10,680	10,484	98%	10,680	8,319	78%
Risk Management	0	0		0	274	
Total-Operating Expenses	326,660	313,189	96%	346,880	295,452	85%
Capital Outlay	51,000	15,782	31%	92,000	23,668	26%
Total Expenses	377,660	328,971	87%	438,880	319,121	73%
	FY 09-10 BUDGET	FY 09-10 TO DATE	FY 09-10 % of Budget	FY 08-09 BUDGET	FY 08-09 ACTUAL	FY 08-09 % of Budget
Capital Expenses	102,500	49,373	48%	133,000	124,882	94%
Operating Expenses	1,947,551	1,549,509	80%	2,065,428	1,685,295	82%
Total Expenses	2,224,428	1,598,882	72%	2,198,428	1,810,177	82%
Total Revenues	921,100	777,505	84%	928,100	861,241	93%
Net Difference	(1,303,328)	(821,377)		(1,270,328)	(948,936)	

MEMORANDUM

To: Chairman Curran and Members of the Parks & Recreation Commission

FROM: Gina Hassett, Director of Parks and Recreation 

DATE: April 19, 2010

SUBJECT: March Parks & Recreation Report

The following is a summary of activities completed by the Parks and Recreation Department during the month of March 2010.

Recreation Services

- Lyons Township is drafting an Inter-Governmental Agreement to be signed by both parties for the township project. Staff has been meeting with vendors and firms that would like to submit proposals for KLM. Staff is asking the Township if the \$150,000 allocated to the Village can be parlayed with OSLAD funding. If so we may be able to submit for this years grant project and double our money. Staff is hoping for a quick response from the Township attorney.
- President Cauley, Chairman Curran, Village Manager Dave Cook and Gina Hassett met to discuss Duncan Field. Mr. Cook is working to set a meeting with Cook County Commissioner Gorman. As Village funds are limited, the next request to the Forest Preserve may be to improve the existing ball field and pave the walk way to the ball field. Staff thinks this proposal would be favorable since both components are existing not additions to the site.
- The Summer Brochure went out in the mail. Linda Copp has been busy entering registration. There is an increase of use of online Web Trac registration. Pool memberships are not available on-line. Staff is looking into alternative ways to distribute the seasonal brochure.
- The Bunny Breakfast was held on Saturday, April 3rd at KLM Lodge and followed by the Egg Hunt. The weather was inclement, but attendance for the Egg Hunt was good. The breakfast event had 60 participants which is an increase as it was cancelled last year. The cost for the Egg Hunt is shared with the Community House, Hinsdale Center for the Arts and the Village.
- Public Works crews worked diligently this month to ready the athletic fields and bathrooms to be ready for April 5th. AYSO, Hinsdale Little League, HC Lacrosse and numerous park programs will all begin this month.
- As mentioned at last months meeting, Brian McElwain organized a dog clean up day at KLM. The event was held on Saturday, April 10. The event was well attended. Staff appreciates Brian and friends of the dogs for their efforts at KLM.
- Repairs have been made to the skate park and it will be open 7 days a week this year. Many of the ramp surfaces needed repairs due to damage and general wear and tear.

- Staff is working to secure contractual groups for the July 5th parade. Once the theme is approved we will send out letters to the resident groups. Staff again will solicit donations through the water bills.
- Replacement of the Burns Field basketball court will begin at the end of month.
- Staff is working with the Brook Family to put their donation to work. They are interested in extending the cement patio off the concession area to create an area for picnic tables. A plaque will be ordered and mounted to share the commitment Harold Brook made to the community.
- The Hinsdale/Burr Ridge Aging Well Team is presenting a workshop at the Community House on April 20th. The topic for the workshop is senior scam prevention and a physician will speak on geriatric wellness. This is committee of Aging Care Connections based out of Lagrange. Gina Hassett is one of the committee co-chairs. The goal of the Hinsdale/Burr Ridge team is to assist seniors in aging well in their community. The team has recently completed a resource guide to assist seniors in finding local resources in Hinsdale and Burr Ridge.
- The boy's lacrosse program was offered this spring with a new vendor Players Lacrosse. Participation is low but it is off to a good start. The girls program is again being offered by IGLA.
- Attached is the program participation report for Winter/Spring of 2010.

Community Pool Report

Pool Memberships continue to come in. Early Bird rates end April 30th. In previous years the Super Early Bird ended March 30th. This year there was no super early bird rate offered. The early bird rate for memberships ends April 30th. We anticipate a surge of memberships the end of this month.

The heaters arrived this past week and installation should begin next week. Staff is working to secure prices for start up supplies and equipment. Staff training is on-going.

Price quotes have been received to have the lap pool painted. Staff anticipates painting to begin after April 21st as weather permits.

Swim lesson registration is going well. We are offering new lessons for 3 & 4 year olds.

Staff is working with Westmont Swim Club and the Hornet Swim Club to rent pool time. We have established rental rates for club teams. These rates are not for the Hinsdale Swim Club. They have a 3 year agreement that is from 2010-2012.

PASS SUMMARY	2008 as of 4/19/08			2009 as of 4/19/2009			2010 as of 4/19/2010		
	New	Renewal	Revenue	New	Renewal	Revenue	New	Renewal	Revenue
Family Primary	56	224	56925	44	253	67300	34	138	\$42,500
Family Secondary	194	746	0	163	830	0	115	463	\$0
Family Super 2	4	36	1895	4	27	1440	3	9	\$545
Family Super 3	13	63	1275	13	55	1035	3	23	\$420
Family Super Pass	3	36	10313	4	27	8850	3	8	\$3,050
Individual Pass	16	30	4495	13	24	3665	2	9	\$1,450
Sr. Super Pass	1	0	90	0	0	0	0	0	\$0
Individual Super Pass	1	0	315	1	2	295	1	1	\$50
NR Family Prime	12	5	6818	2	8	4450	3	3	\$2,850
NR Family Second	39	14	0	7	25	0	7	7	\$0
NR Individual	3	0	570	0	0	0	1	0	\$240
NR Senior Pass	0	0	0	0	0	0	0	0	\$0
Senior Pass	0	4	300	1	2	255	1	6	\$600
	342	1158	\$82,996	252	1253	\$87,290	173	667	\$51,705

KLM REPORT

Revenue	March		Actual Revenue		2009-10 Annual Budget	FY 09-10 % of budget	2008-2009 Annual Budget	FY 08-09 % of budget
	Prior Year	Current Year	Prior Year	Current Year				
KLM Lodge Rental	\$8,065	\$5,482	\$146,602	\$119,597	\$150,000	80%	\$135,000	109%
Caterer's Licenses	\$2,400	\$10,400	\$19,800	\$30,200	\$17,400	174%	\$14,200	139%

EXPENSE

	March		Expense		2009-10 Annual Budget	FY 09-10 % of budget	2008-2009 Annual Budget	FY 08-09 % of budget
	Prior Year	Current Year	Prior Year	Current Year				
	\$9,660	\$6,424	\$124,154	\$122,591	\$159,685	77%	\$181,707	68%

KLM Rental Slots	Slots Available	Slots Used	Percentage
Weekday am slots	30	5	16.67%
Weekend am slots	8	1	12.50%
Weekday evening slots	19	1	5.26%
Weekend PM Slots	12	5	41.67%

Friday evening counts as part of the weekend

RENTAL GROUPS	
Residents	3
Non-Resident	3
Community Service	2
Resident NFP	3
Non-Resident NFP	1
Village Functions	0
Cancellations	0
	12

Winter/Spring 2010
Program participation Report

Description	Beg Date	Beg Time	Status	# Enrolled
Beg Lsns - Mon	01/04/2010	10:30A	CANC	0
Adv Beg Lsns - Mon	02/08/2010	10:30A	CANC	0
Beg Lsns - Mon pm	01/04/2010	12:30P	CANC	0
Adv Beg Lsns	02/08/2010	12:30P	AVAIL	7
Beg Lsns - Tue	01/05/2010	9:00A	FULL	4
Beg Lsns - Tue	02/09/2010	9:00A	FULL	4
Ad Beg/Intm Lsns	01/05/2010	10:00A	W'LIST	4
Adv Beg/Inrm Lsns	02/09/2010	10:00A	FULL	4
Beg Lsns - Wed	01/06/2010	9:00A	W'LIST	3
Beg Lsns - Wed	02/10/2010	9:00A	FULL	4
Beg Lsns - Wed	01/06/2010	10:00A	CANC	0
Beg/Adv Beg Lsns	02/10/2010	10:00A	CANC	0
Beg/Adv Beg Lsns	01/08/2010	9:00A	CANC	0
Beg/Adv Beg Lsns	02/12/2010	9:00A	FULL	4
Beg/Adv Beg Lsns	01/08/2010	10:00P	BELOW	1
Beg/Adv Beg Lsns	02/12/2010	10:00A	CANC	0
Beg/Adv Beg Lsns	01/09/2010	12:30P	BELOW	0
Beg/Adv Beg Lsns Sat	02/13/2010	12:30P	AVAIL	3
Jr. Paddle & Pizza	01/11/2010	4:30P	AVAIL	8
Jr. Paddle & Pizza	02/08/2010	4:30P	AVAIL	8
Beg Karate -CH	01/05/2010	4:15P	OVER	13
Cont Karate-CH	01/05/2010	5:00P	BELOW	5
Beg/Continuer -CH	01/05/2010	5:50P	BELOW	4
Int Karate - CH	01/05/2010	6:45P	AVAIL	7
Adv Karate - CH	01/05/2010	7:45P	BELOW	4
Beg Karate - CH	04/06/2010	4:15P	AVAIL	6
Continuer Karate-CH	04/06/2010	5:00P	AVAIL	6
Beg/Cont Karate-CH	04/06/2010	5:50P	BELOW	2
Interm Karate-CH	04/06/2010	6:45P	AVAIL	6
Adv Karate-CH	04/06/2010	7:45P	BELOW	2
Beg/Cont Karate	01/08/2010	4:00P	AVAIL	2
Int/Adv Karate	01/08/2010	4:50P	BELOW	1
Beg/Cont Karate	01/08/2010	5:40P	BELOW	1
Inter Karate	01/08/2010	6:40P	AVAIL	3
Adv Karate	01/08/2010	7:40P	BELOW	0
Beg/Cont Karate	04/02/2010	4:00P	BELOW	0
Intermediate Karate	04/02/2010	4:50P	BELOW	1
Beg/Cont Karate	04/02/2010	5:40P	BELOW	1
Interm Karate	04/02/2010	6:40P	AVAIL	3
Advanced Karate	04/02/2010	7:40P	BELOW	0
TaeKwonDo	01/06/2010	4:00P	AVAIL	6
TaeKwonDo	01/06/2010	4:45P	BELOW	0
TaeKwonDo	01/06/2010	5:35P	BELOW	2
TaeKwonDo	01/06/2010	6:25P	BELOW	0
TaeKwonDo	01/06/2010	7:20P	BELOW	0
Birding	05/01/2010	9:00A	BELOW	0
Teen Flashlight Egg	04/02/2010	7:00P	CANC	0
Pirate Party	02/19/2010	6:00P	CANC	0
Fun Gineering	03/25/2010	4:00P	CANC	0
Tot Rock	01/12/2010	9:15A	FULL	4
Tot Rock	02/23/2010	9:15A	BELOW	1

Winter/Spring 2010
Program participation Report

Description	Beg Date	Beg Time	Status	# Enrolled
Kid Rock 1	01/12/2010	10:00A	BELOW	0
Kid Rock 1	02/23/2010	10:00A	AVAIL	0
Kid Rock 11	01/12/2010	10:45A	AVAIL	0
Kid Rock 11	02/23/2010	10:45A	AVAIL	0
Kid Rock 111	01/12/2010	11:30A	BELOW	0
Kid Rock 111	02/23/2010	11:30A	BELOW	0
Pee Wee Soccer	04/15/2010	5:30P	AVAIL	11
Pee Wee T-Ball	04/12/2010	5:30P	AVAIL	12
Soccer TBall Combo	01/11/2010	5:30P	AVAIL	13
Soccer TBall Combo	02/22/2010	5:30P	FULL	20
Lil Pint Soccer	04/15/2010	6:30P	BELOW	6
Little Pint Baseball	04/14/2010	5:30P	AVAIL	16
Dodge Ball	01/13/2010	6:30P	CANC	0
All Stars Sports	01/13/2010	5:30P	AVAIL	12
All Stars Sports	02/24/2010	5:30P	CANC	0
Once Upon Comic Book	01/14/2010	4:00P	BELOW	0
SpongeBob Movie	02/18/2010	4:00P	BELOW	0
Magic of Gary Kantor	02/05/2010	4:00P	BELOW	0
Magic of Gary Kantor	04/12/2010	5:15P	BELOW	1
Little Actors Club	02/04/2010	12:30P	CANC	0
Ballet/Tap	01/07/2010	4:35P	BELOW	0
Jazz/Hip Hop	01/07/2010	5:20P	AVAIL	4
Princess Ballet	03/20/2010	12:00P	CANC	0
Soccer Academy	01/03/2010	12:00P	W'LIST	18
Soccer Academy	01/03/2010	1:00P	AVAIL	9
Soccer Academy	01/03/2010	2:00P	AVAIL	0
Indoor Lil Pint Tenn	02/24/2010	6:30P	CANC	0
Go Girl Sports	04/14/2010	6:30P	CANC	2
Bunny Breakfast	04/03/2010	9:00A	AVAIL	53
First Etiquette Clas	03/11/2010	3:00P	BELOW	9
Teen Etiquette Clas	01/21/2010	3:00P	CANC	0
Youth Etiquette Clas	03/18/2010	3:30P	W'LIST	12
Reading & Math Play	01/21/2010	9:00A	BELOW	0
Reading & Math Play	01/21/2010	12:45P	BELOW	2
Reading & Math Play	03/18/2010	9:00A	BELOW	0
Reading & Math Play	03/18/2010	12:45P	BELOW	1
Kinderg Giant Leap	01/21/2010	9:00A	BELOW	0
Kinderg Giant Leap	01/21/2010	12:45P	BELOW	2
Kinderg Giant Leap	03/18/2010	9:00A	BELOW	0
Kinderg Giant Leap	03/18/2010	12:45P	BELOW	0
Music and More	01/27/2010	9:30A	BELOW	2
Music and More	01/27/2010	10:15A	BELOW	0
Music and More	04/07/2010	9:30A	BELOW	0
Music and More	04/07/2010	10:15A	BELOW	0
Walk in the Park	01/21/2010	9:15A	CANC	0
Walk in the Park	01/22/2010	9:30A	CANC	0
Walk in the Park	03/18/2010	9:15A	BELOW	0
Walk in the Park	03/19/2010	9:30A	BELOW	0
Walk in the Park	01/21/2010	10:30A	CANC	0
Walk in the Park	01/21/2010	1:15P	CANC	0
Walk in the Park	01/22/2010	10:45A	CANC	0

Winter/Spring 2010
Program participation Report

Description	Beg Date	Beg Time	Status	# Enrolled
Walk in the Park	01/22/2010	1:15P	CANC	0
Walk in the Park	03/18/2010	10:30A	CANC	0
Walk in the Park	03/18/2010	1:15P	CANC	0
Walk in the Park	03/19/2010	10:45A	CANC	0
Walk in the Park	03/19/2010	1:15P	CANC	0
Imagine Art	01/25/2010	9:15A	CANC	0
Imagine Art	01/28/2010	9:15A	CANC	0
Imagine Art	03/22/2010	9:15A	CANC	0
Imagine Art	04/08/2010	9:15A	BELOW	0
Imagine Art	01/25/2010	10:00A	BELOW	0
Imagine Art	03/22/2010	10:00A	BELOW	0
Beginner Science	01/25/2010	10:00A	CANC	0
Beginner Science	01/28/2010	10:00A	BELOW	1
Beginner Science	03/22/2010	10:00A	CANC	0
Beginner Science	04/08/2010	10:00A	BELOW	0
Exploring Art	01/13/2010	9:00A	BELOW	0
Exploring Art	01/13/2010	1:00P	BELOW	1
Exploring Art	02/17/2010	9:00A	BELOW	0
Exploring Art	02/17/2010	1:00P	BELOW	1
Exploring Art	03/17/2010	9:00A	BELOW	0
Exploring Art	03/17/2010	1:00P	BELOW	0
Explore & Learn	01/19/2010	9:00A	BELOW	0
Explore & Learn	01/19/2010	12:45P	BELOW	0
Explore & Learn	03/16/2010	9:00A	BELOW	0
Explore & Learn	03/16/2010	12:45P	BELOW	0
PreSchooler Can Read	01/22/2010	9:00A	BELOW	0
PreSchooler Can Read	01/22/2010	12:45P	BELOW	0
PreSchooler Can Read	03/19/2010	9:00A	BELOW	1
PreSchooler Can Read	03/19/2010	12:45P	BELOW	0
Messy Art 1/26	01/26/2010	9:15A	BELOW	1
Messy Art 1/26	01/26/2010	10:00A	BELOW	0
Messy Art 4/6	04/06/2010	9:15A	BELOW	0
Messy Art 4/6	04/06/2010	10:00A	BELOW	0
Science Experiments	01/25/2010	9:00A	BELOW	1
Science Experiments	01/25/2010	12:45P	BELOW	0
Science Experiments	03/22/2010	9:00A	BELOW	1
Science Experiments	03/22/2010	12:45P	BELOW	1
Speak Spanish	01/21/2010	12:30P	BELOW	0
Speak Spanish	01/22/2010	9:00A	BELOW	0
Speak Spanish	03/18/2010	12:30P	BELOW	0
Speak Spanish	03/19/2010	9:00A	BELOW	0
Lacrosse Amer-Bantam	04/17/2010	12:00P	BELOW	0
Lacrosse Amer-Lghtng	04/03/2010	12:00P	BELOW	0
Lacrosse Amer-Jrs	04/03/2010	1:00P	BELOW	0
Lacrosse Amer-Srs	04/03/2010	2:30P	BELOW	0
IL Girls Lacrosse	04/19/2010	6:00P	AVAIL	14
IL Girls Lacrosse	04/19/2010	6:00P	AVAIL	20
IL Girls Lacrosse	04/19/2010	6:00P	AVAIL	42
Boys Lacrosse	04/13/2010	6:00P	BELOW	2
Boys Lacrosse	04/13/2010	6:00P	BELOW	17
Boys Lacrosse	04/13/2010	6:00P	BELOW	8

Winter/Spring 2010
Program participation Report

Description	Beg Date	Beg Time	Status	# Enrolled
Beg/Cont Adult	01/05/2010	8:35P	BELOW	1
Adv Adult	01/05/2010	8:35P	AVAIL	3
Beg-Cont Adult	04/06/2010	8:35P	BELOW	0
Int/Adv Adult	04/06/2010	8:35P	AVAIL	3
Beg/Cont Adult	01/08/2010	8:40P	BELOW	0
Inter/Adv Adult	01/08/2010	8:40P	AVAIL	2
Beg/Intm Adult	04/02/2010	8:40P	BELOW	0
Adv Adult	04/02/2010	8:40P	AVAIL	2
Ballroom Dance-Begin	01/11/2010	7:00P	AVAIL	22
Ballroom Dance-Begin	03/22/2010	7:00P	AVAIL	6
Ballroom Dance-Inter	01/11/2010	8:30P	OVER	32
Ballroom Dance-Inter	03/22/2010	8:30P	AVAIL	34
Ballroom Dance-Adv	02/10/2010	8:00P	AVAIL	10
Hatha Yoga	01/12/2010	6:30P	BELOW	5
Hatha Yoga	03/02/2010	6:30P	CANC	1
Hatha Yoga	04/20/2010	6:30P	BELOW	2
Hatha Yoga 1	01/14/2010	6:30P	BELOW	7
Hatha Yoga 1	03/04/2010	6:30P	BELOW	8
Hatha Yoga 1	04/22/2010	6:30P	BELOW	4
Senior Yoga	01/13/2010	10:00A	CANC	0
Senior Yoga	01/15/2010	10:00A	AVAIL	16
Senior Yoga	03/03/2010	10:00A	CANC	0
Senior Yoga	03/05/2010	10:00A	AVAIL	10
Senior Yoga	04/21/2010	10:00A	BELOW	4
Senior Yoga	04/23/2010	10:00A	AVAIL	7
Pilates 1/14	01/14/2010	6:00P	BELOW	3
Pilates 3/18	03/18/2010	6:05P	CANC	0
Women in Transition	01/07/2010	12:30P	CANC	0
Life Design	01/07/2010	7:00P	AVAIL	9

PRACTICAL APPLICATIONS OF TECHNOLOGY TO CONNECT WITH THE COMMUNITY

**METRO MANAGERS LUNCHEON
APRIL 15, 2010**

INCLUDED IN THIS PACKET ARE MEDIA POLICIES FOR USE AND REFERENCE IN CONJUNCTION WITH TODAY'S PRESENTATION.

THE FOLLOWING POLICIES ARE INCLUDED:

- CITY OF NAPERVILLE COMMUNITY RELATIONS COMMUNITY RELATIONS AND PUBLIC AFFAIRS.
- VILLAGE OF HOFFMAN ESTATES SOCIAL MEDIA POLICY.
- VILLAGE OF SCHAUMBURG COMMUNITY COMMUNICATION.
- CITY OF SUWANEE INTERNET AND SOCIAL MEDIA POSTING



Naperville

COMMUNITY RELATIONS COMMUNICATIONS AND PUBLIC AFFAIRS MEDIA POLICY

I. STATEMENT OF PURPOSE

The purpose of the Media Policy is to provide guidelines for the City of Naperville to keep the media and the public fully, fairly and accurately informed of programs, services, events and issues in a timely and forthright manner.

Efficient and effective communication with the media is critical to the City of Naperville's ability to carry out our mission of Great Service – All the Time. Coordination, uniformity, accuracy and timeliness are the cornerstones of strong and productive media relations.

This Media Policy exists to support several components of the City of Naperville's Values Statement including, but not limited to:

- We value the importance the "sense of community" has on the quality of life in Naperville.
- We value high quality, efficient municipal services and the impact they have on the lives of our residents and businesses.
- We value our residents, their hard work and contributions they make to our community.
- We value the exceptional level of service residents receive for their tax dollars.
- We value our business community and the benefits of their hard work and contributions to our city.
- We value the benefits received from planning ahead and using rational decision-making.
- We value the hard work required to maintain our community at the high standards we have set.

II. GOALS OF MEDIA POLICY

Effective media relations best serves the city through:

- Providing accountability to the public and transparency of government
- Ensuring that timely and accurate information is conveyed to the public regarding incidents or issues of a sensitive or controversial nature
- Establishing and maintaining an accurate public perception of the city
- Increasing the visibility of the City of Naperville on local, statewide and national levels
- Informing residents of city programs and services.
- Increasing the visibility of the City of Naperville on local, statewide and national levels.
- Promoting the city's achievements, activities and significant events.

III. POLICY

The Community Relations Manager serves as the primary spokesperson for the City of Naperville and conveys the official city position on routine media inquiries, issues of citywide significance and situations that are sensitive and controversial in nature. **The Naperville Police and Fire Departments operate under specific departmental policies and dedicated PIOs.**

Directors and other designees currently receive and handle routine media inquiries themselves when pertaining to their department and should continue to do so. When a director or designee participates in a media interview or inquiry **on a topic which may need to be closely monitored in the media or has the potential to present the city in an unfavorable light**, please inform the Community Relations Manager via e-mail or phone for the sake of tracking topics and information in order to maintain consistency in our responses. Inquiries of a controversial nature that have citywide impact should be directed to the Community Relations Manager.

In cases of community-wide significance, defined as a significant operational event that is likely to disrupt or alarm members of the community, the Community Relations Manager will work with other city leaders to develop a written statement to detail the known facts of the situation and summarize the city's position. Please see Section V for the communication plan dealing with community-wide issues.

In the event of a community-wide crisis or significant emergency situation, the Community Relations Manager will handle all contacts with the media and will coordinate the information flow from the city to the public as well as from the City Manager's Office to city staff. Examples of these types of situations include severe weather events, flooding, major power failures/outages or major water/gas service disruptions. In such situations, all city departments should refer calls from the media to the office of Community Relations. This is in accordance with our city emergency plan.

Depending on the situation, the City Manager may designate another or an additional city leader to serve as the spokesperson. In such a situation, initial media calls will originate in Community Relations. A single initial media contact ensures uniformity and consistency in coordinating a focused and targeted city message. Several uncoordinated responses increase the risk of contradictory information being disseminated, which will leave the public confused and ultimately mistrusting of the administration.

IV. GENERAL PROCEDURES FOR DEALING WITH THE MEDIA

Routine inquiries on topics specific to a project or department may be handled by the appropriate staff person within the department. Community Relations should only be notified **on a topic which has the potential to present the city in an unfavorable light.** Such notification can be particularly important if follow-up inquiries are made with other city staff to ensure a coordinated, consistent city response.

Media inquiries should be referred to Community Relations if they involve issues with city-wide significance and/or are of a controversial or sensitive nature. This enables Community Relations to track pertinent issues and to anticipate problems or concerns in the proactive development of the city's message.

The Community Relations Department promotes the city through press releases and other avenues regarding special accomplishments, events, activities, programs and plans. All releases intended for external audiences should be routed through Community Relations.

Since positive media solicitation is an integral element of the city's communications strategy, any ideas for articles or media pieces that would positively portray the city, its work or its community should also be directed to Community Relations.

In a similar manner Community Relations should be notified about negative occurrences that are likely to rise to the level of a news story.

Guidelines for communicating with the media when the issue is non-controversial and limited to the staff member's area of expertise:

When fielding a media inquiry, it is not necessary to respond immediately. It is acceptable to gather your notes and thoughts and call the reporter back. Be cognizant that the reporter is on deadline. If necessary, you may obtain **in writing via e-mail:** the name of the person calling, the media organization, the deadline, the anticipated time of release of information in print or broadcast and **their questions.** Request that they copy the Community Relations Manager on their inquiry. Additional questions to ask are the content of the story and the other sources the reporter will be utilizing.

Guidelines for dealing with TV and radio interviews:

When you receive a request for an on-air interview, please contact Community Relations and provide the reporter's name and affiliate. CR will handle scheduling the interview and will be available for consultation before the interview.

The best approach with the media is to be prompt, helpful and honest. All contacts from the media should be returned as soon as possible, in deference to reporters' deadlines. At the most, a call should be returned within a half-day. If that is not possible, an alternate employee (if appropriate) or the Community Relations Specialist should be asked to handle the call.

Issues that should not be discussed with reporters are

- 1) Legal issues, including liability issues and pending litigation
- 2) Personnel issues, including those surrounding existing and former employees
- 3) Questions that involve city integrity, such as ethics, or
- 4) A community-wide situation or emergency.

Refer all such inquiries to the Community Relations Manager or City Manager.

V. COMMUNICATIONS PLAN FOR COMMUNITY-WIDE ISSUES

This portion of the policy excludes Police and Fire emergency situations. Attached to the City of Naperville's Media Policy is the Police Department's General Order.

A community-wide situation can have a lasting impact on the city's reputation and public support. How well we convey our message to the public is largely dependent on what the media reports. This is especially true in a community-wide situation, as the media will be our primary means of communicating with our stakeholders. These situations are generally accompanied by a high level of emotions, which can further shape public perception of the City of Naperville.

In the event the city becomes embroiled in a high-profile or sensitive media situation, the city's first priority (aside from solving the issue) is to quickly assess the situation and resolve it through a coordinated, uniform, factual and timely response to the media. If handled improperly, such an event can lead to long-term damage to the city's reputation and a loss of public confidence.

The goal in such a situation is to allow clear and accurate communication to the media, the public, residents, community partners and other stakeholders which will instill confidence in and continuity of city governance. A well-managed crisis can not only preserve the city's reputation and credibility but can also enhance it.

The first 24 hours are critical to gaining control and managing a situation. Within the first 24 hours, the following steps should have already occurred:

1. Emergency meeting with City Manager, Community Relations Manager, and other departments involved. This entails a briefing on the situation, gathering and coordination of facts to create a clear, accurate, timely and uniform statement or position on the situation. This meeting will identify key messages and anticipate questions that may be asked by media.
2. Appoint a single spokesperson for the situation. The City Manager may designate the Mayor, Community Relations Manager, Chief of Police, Chief of Fire or another person as the single media contact during the situation.
3. In the event of a long term situation that requires multiple media briefings and responses over an extended period of time, a team of public information officers will be assembled and kept up to date on all developments.
4. In extreme situations, a Joint Information center (JIC) will be established in accordance with the city's emergency plan.

GENERAL GUIDELINES IN A COMMUNITY-WIDE SITUATION

- Immediately respond to press inquiries with whatever information is available. Even in negative situations, it is pertinent to get the city's message out there. Let the public know that the city is dealing with the situation. After an initial press briefing, a press conference schedule should be established.
- Gather information as quickly as possible – basic who, what, when and where. The how and the why may be revealed later. Discuss with the City Attorney and the relevant city department(s) and officials what information can be released and what information should be withheld.
- Instill confidence and credibility with the public by involving top city leadership in press briefings. The Mayor, City Manager, Chief of Police, Chief of Fire or other appropriate spokesperson will calm and assure the public that the situation is being handled and is under control.
- Inform internal audiences at the same time the media is informed. If the sole source of staff information is the press, employee morale can be damaged. Keeping a clear message with internal audiences assures a uniform message is being disseminated and reduces the risk of internal speculation and press leaks. This can be accomplished via e-mail, Inside Naperville and special departmental meetings.
- Maintain a calm and gracious presence. Show confidence and be helpful to the media. Offer reassurance to the public; be clear on actions being taken and resources being provided. Openness and responsiveness increases credibility and respect with the media.
- Handle practical details to make an on-site media briefing as smooth as possible; i.e.: parking, malt box, chairs, etc.
- Keep a log of reporters that have called and their questions, deadlines and the city's response.
- Include Community Relations in strategy and decision making – each decision has a public ramification.
- Consider third party endorsements to increase credibility, garner public attention and speak in support of the city.
- Update information frequently and regularly. Post press releases, positions, and statements on the Web site and on WCNC.
- Monitor media reports and correct errors and misconceptions immediately.
- After the crisis has been resolved, evaluate the effectiveness of the crisis communication plan and update it accordingly.

VI. CONTACT INFORMATION

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Mark Puknaitis – Fire Chief, Naperville Fire Department

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Greg Bell – Sergeant, Naperville Police Department

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VILLAGE OF HOFFMAN ESTATES

SOCIAL MEDIA POLICY

Social Media:

Social Media is defined as a media outlet that allows users to generate their own content and share content while networking with other users. Social Media is not strictly limited to the Internet; however, Internet-based Social Media sites present the best opportunity to reach a critical mass of residents and businesses.

Generally, the only cost for the most basic Social Media programs is limited to the manpower needed to start and maintain them.

Objective of Village of Hoffman Estates Social Networking Program:

“To deliver Village of Hoffman Estates information to residents and businesses in a timely and engaging manner via relevant social networking tools.” Information includes:

- Public event information – dates, times, locations
- Village meeting information and updates
- Photos from public events
- “Did you know ...” information, services available, tools on the Village website
- Links to relevant pages of the Village website or in the traditional media

Social Media will NOT be used to share personal opinions, subjective information, political campaign information or political stands. The Social Media Team reserves the right to delete or remove inappropriate and/or offensive comments.

Strategy:

Create Village of Hoffman Estates identities on key Social Media sites, and use those identities to develop a social network and share information with the community at large. Recommended sites include:

Facebook (“Fan Page”)

- Create an official Village of Hoffman Estates “fan page” with key event information and links to the official Village of Hoffman Estates website
- Build the fan base by becoming a fan of prominent residents and members of the community with similar or relevant interests
- Photos may not be posted on the Facebook “fan page,” but will be linked to the Hoffman Estates Flickr account

Flickr

- Upload recent event photos to a Village Flickr account
- Tag photos with keywords to increase hits from search engines and users looking for specific images

Twitter

- Create a Twitter account that is updated several times each week
- Develop a following by following prominent residents and members of the community (connectors)
- Consider incorporating the Twitter-feed into the Village website

Social Media Guidelines

Execution:

Posting Updates:

The purpose of posting updates is to communicate useful, factual information regarding public events and information. The tone of updates on Social Media sites will strive to appropriately convey a feeling of excitement for upcoming events and general announcements. Public meeting updates will maintain a neutral, objective tone. Minimally, updates will be posted on a regular basis during the work week. Posting will be under user names that may include "Hoffman_Estates," "HoffmanEstates," or "HoffmanEstatesIL," et al.

Social Media Team:

The Social Media efforts will be managed by a team designated by the Village Manager, and will include the Community Relations Coordinator and the Director of Operations – Mayor's Office and Board of Trustees. The team is responsible for managing the design/layout of the Social Media accounts, posting updates, and monitoring comments/feedback. The Social Media Team will meet weekly, and will be responsible for reviewing posting requests, developing a weekly schedule of updates, and determining if a response is needed to any feedback or comments.

Posting Update Requests:

Requests for posting updates on Social Media sites will be sent to the Communication Division via the following channels:

- Chairpersons/Staff liaisons for specific commissions and events
- Department Directors/Village Manager
- Elected officials

Requests will include relevant information (event name, date, time, location) and any photos, artwork, or logos associated with the request. Requests may also include a preferred number of announcements and timing (i.e., two weeks prior to the event, a week prior to the event, and the day of the event).

Events will be posted on relevant social channels throughout the week to avoid releasing information all at one time, and to keep information fresh.

Fostering a Dialogue:

Considering that the information posted on each of the sites is informational in nature and will not take on a political bias or tone, it is recommended that comments be enabled unless conditions warrant that the comments be disabled. Municipalities with similar "fan pages" on Facebook have limited comments on their sites, and the comments are generally positive or neutral responses to event information.

Disclaimers:

The Facebook, Flickr, and Twitter user names will have disclaimers included that will direct individuals with questions to the Village website and individuals with emergencies to 9-1-1. The disclaimer will be incorporated into the Facebook "fan page" and the Flickr account profile. Followers of the Twitter feed will receive a direct message with the disclaimer.

James H. Norris, Village Manager

Date

Effective Date: 1/11/10

Title: Use of Social Media for Village Communications

Category: Community Communication

Originating Department: Schaumburg VMO

This is a: New Administrative Protocol

Section 1: Purpose. To address the fast-changing landscape of the Internet and the way residents, businesses, and visitors (stakeholders) communicate and obtain information from the village online.

Section 2: Definition. Social media is any website or medium (including video) that allows for interactive communication in the open with Internet users. Examples of social media include Facebook and Twitter (social networking), YouTube (video sharing), and Flickr (online photo management and sharing). These social media networks provide two-way communication with stakeholders, as opposed to a website, which only offers one-way/outgoing communication.

Section 3: General. With social media becoming a relevant resource for local government to communicate with its stakeholders, the village has developed this administrative protocol to incorporate the use of these applications. This protocol also supplements the personnel manual regarding employee responsibilities for Internet usage. The village will not utilize its selected social networks as a chat tool. Only pre-approved materials are to be posted. Designated social media users are only to 'reply' to comments made by others if the 'reply' has been approved. For instance, if someone outside the village commented that they will use the Family Counseling Center, a comment of clarification may be communicated that only residents are eligible for this service.

Section 4: Procedure. The village encourages the use of social media to further its goals and the missions of its departments where appropriate. Social media will also assist the village to deliver its core services.

A. All official village presences on social media sites or services are considered an extension of the village's information networks.

B. The village manager, through a social media administrator, will approve what social media outlets are suitable for use by the village.

C. Of those social media sites selected for use, the village will use a single account that is branded with the village logo. Additional accounts may be considered after review by the social media administrator and approval by the village manager.

D. The social media administrator will monitor social media use and must review and approve all content prior to posting. Content will be reviewed for appropriateness, quality, consistency with overall village message and branding, priority, goals, etc.

1. Departmental specific content review and approval may be delegated to that department, which will allow that department to work independently from the village social media accounts.

a. Those departmental approvers/content providers must have that department director's approval before being considered by the village social media administrator for delegation of this responsibility to that department.

b. Departmental social media administrators must be in compliance with this protocol and may not establish more liberal procedures or practices without the review of the village social media administrator and approval of the village manager.

c. Departmental social media administrators must provide a monthly update as to its social media usage. This is to be reported within the department's monthly report document.

E. Employees granted permission to use these outlets are responsible for complying with applicable federal, state, and county laws, regulations, and policies. This includes adherence to established laws and policies regarding copyright or plagiarism, records retention,

Freedom of Information Act/FOIA, First Amendment, privacy and information security policies and protocols established by the village.

F. Wherever possible, links to more information should direct users back to the village's official website for more information, forms, documents, or online services necessary to conduct business with the village.

G. Employees representing the village via social media outlets must conduct themselves at all times as representatives of the Village of Schaumburg.

H. Employees who fail to conduct themselves in professional manner, and/or are found in noncompliance with any personnel manual policies, administrative protocols, and department rules and regulations, will be subject to the corrective action procedures found in the personnel manual. Violation of this protocol may result in the removal of department pages from social media outlets.

City of Suwanee Social Media Policy

The social media adventure

The City of Suwanee has embarked on the adventure that is today's social media. In an effort to build relationships; reach audiences that don't have access to or typically utilize the City's more traditional means of communication (e.g., newsletter); share information, as needed, on a real-time basis; and retain its reputation as a progressive community, Suwanee has begun to utilize social media outlets. We anticipate that our foray into social media will be an ongoing adventure that will require us to be flexible and open to opportunities.

Despite the fact that social media is still an emerging technology and that the way in which people use the technology will continue to morph, the City of Suwanee, through this policy, seeks to establish some basic guidelines for use of its social media outlets.

Our vision for social media usage

- While social media provide an effective forum for building relationships and for conveying small "bites" of information, they do not serve as the City's sole or even primary means of communication with residents, businesses, and others. The City of Suwanee utilizes well-established means (e.g., public meetings, website, newsletter, e-mail blasts) to effectively share information with a variety of audiences.
- Social media forums provide an *interactive* means of sharing information that relates to the City of Suwanee and of engaging in ongoing conversation. They provide an easy-to-use means of engaging citizens and others.
- Social media can be especially effective in communicating information in crisis situations when timeliness of the information is crucial.
- Social media is a particularly ineffective tool for communicating about complex issues and for addressing riled emotions. The City will use more appropriate means to communicate detailed information about complex issues and to discuss concerns with citizens and others who post potentially volatile comments.
- Practical and legal considerations may sometimes constrain, prevent, or prohibit discussion of certain topics, such as court cases, through this medium.
- We recognize that not everything posted will (or should be) flattering to the City. Posts that offer thoughtful criticism of the organization (not individuals) and City initiatives are welcome and shall not be removed or altered except as provided for in this policy.

Maintenance of City-owned accounts

- The City of Suwanee will utilize one central account with desired social media networks (e.g., Facebook, Twitter, and others). Individual departments and employees will utilize the central account to convey desired communication.

- Management of social media accounts and initiatives shall lie primarily within the economic and community development department, and specifically (but not solely) with the public information officer.
- A limited number of staff members, including those in economic and community development and the police department, shall have access to social media accounts and passwords and permission to post as "City of Suwanee."
- Elected officials and other staff members are not to post, without advance approval, to the City of Suwanee pages as representatives of the organization.
- Other City staff members may request that authorized staff post a message from the City of Suwanee on their behalf.
- Posts to City pages/accounts from employees' personal accounts are permitted. Employees are encouraged to disclose their relationship/employment with the City. See Employee Internet & Social Media Posting Policy.
- The City will strive to share information honestly and openly and to receive comments and feedback with an "open mind" in a spirit of collaboration.
- The City shall not post untruthful and purposefully inaccurate information. If an inadvertent inaccuracy is posted, a correction will be published as soon as possible.
- Designated City staff members may post comments/replies without advance review or permission of City management. However, if staff members have concerns or desire advance review, they may request such from the city manager, assistant to the city manager, or appropriate department head.
- The City will not edit others' posts.
- At all times, employees shall use good judgment when posting. Employees shall refrain from posts that may be interpreted as offensive, obscene, demeaning, or inflammatory. Confidential information shall not be posted.
- At times, employees may determine other means/tools are more appropriate ways to respond to citizen/fan posts or may determine that it is best not to respond to a post at all.
- In general, individual complaints, concerns, or service requests will not be addressed via social media.
- Staff members shall resist the temptation to engage in back-and-forth conversation regarding topics that are complex, controversial, heated, or otherwise sensitive. Employees will use the City of Suwanee Web Posting Response Assessment flowchart to help determine if replies are warranted.
- City employees, in consultation with the city manager, will determine when an issue raised by others has reached a "critical mass" that requires a City response on the account.
- When employees do choose to reply to negative or heated comments, they need to do so in a manner that reflects positively on the City.
- A standard reply may be used to direct users with concerns related to sensitive or complex issues. This standard reply shall read something like: The City of Suwanee is very interested in insights, concerns expressed here. However, complex topics typically are not effectively discussed in forums such as this. Please contact EMPLOYEE NAME at

770/945-8996 if you wish to voice your concerns further or obtain additional information.

- Employees who post to City accounts (as City of Suwanee) shall strive to be sure that their posts pass the “grandma” test; that is, posts shall be of the sort that would **not** cause grandma disappointment, embarrassment, or to shake her finger and scold.

Guidelines and limitations for all users

- The conversation shall remain civil and respectful always.
- Inaccurate information posted by non-employees may be addressed and corrected, on a factual basis only.
- In an effort to keep the conversation open to all and to limit spam, posts from the same individual or organization shall be limited to no more than two (2) per day.
- Personal attacks, vulgar language, discriminatory or inflammatory posts by others are strongly discouraged. If a post is determined to be in violation of this policy, such posts may be removed.
- Elected officials may not post as “City of Suwanee” and are discouraged from discussing campaigns, issues, and other political matters on City accounts.
- Campaigning – on behalf of political candidates or in support or opposition to issues – is discouraged.
- Political candidates are encouraged to establish their own fan pages and social media accounts and are discouraged from using City of Suwanee accounts, pages, etc.
- Repeated violations to this policy may result in removal of access to the service.
- This Social Media Policy shall be revised as needed. Posts to the City of Suwanee’s social media accounts shall constitute acceptance of this policy.

Adopted 8/25/09

7-15 Employee Internet and Social Media Posting

PURPOSE: The purpose of this policy is to establish guidelines for employees who post information to and access personal web pages or social networking technologies. Despite the fact that social media is still an emerging technology, the City of Suwanee, through this policy, seeks to establish some basic guidelines for City employees who use social media technologies, both at the worksite and away from it. The intent of this policy is not to prohibit employees' personal expression on the Internet. However, an employee's online presence reflects upon the City, and employees should be aware that actions captured via images, posts, or comments may discredit the City or adversely affect the efficiency or integrity of the City.

Statement of Policy

I. POLICY

It is the policy of the City of Suwanee that employees may use social media technologies. However, it is the responsibility of employees to ensure that such references do not cause a decline in public confidence in and/or respect for the City or the individual employee. Employees must exercise appropriate discretion, so as not to discredit themselves or the City.

II. SCOPE

This policy shall apply to all City of Suwanee personnel. This policy applies to an employee's use of social media technologies, both at the worksite during business hours and away from the worksite during non-business hours. Personnel who violate this policy may be subject to disciplinary action, up to and including termination of employment.

III. DEFINITION & APPLICABILITY

This policy shall apply to the online technologies and practices that employees use to share opinions, insights, experiences, and perspectives, known familiarly as "social media". In many cases, social media is associated with an Internet-based website where members of that site can electronically gather to share personal profiles with other members. Social media can take many different forms, including text, images, audio, and video. Social media sites typically use technologies that include, but are not limited to, blogs, message boards, podcasts, posts, wikis, and vlogs. Examples of current social media applications include, but are not limited to, MySpace, Facebook, Twitter, and Blogger. The term "friend" or "follower" in the world of social media has a different connotation than the traditional definition might imply. When an employee is a "friend" or "follower" of someone, the City interprets this as a communication connection, similar to storing a phone number in an e-mail or phone address book. Social media is still an emerging technology and the way in which people use the technology will continue to change. As new tools are introduced, this policy will evolve accordingly.

IV. PRIVACY

City of Suwanee employees should be aware that information posted on the Internet is not secure or private, even if active steps are taken to restrict access to an employee's site. Once information has been posted on the Internet, it is trackable, traceable, and accessible indefinitely. In addition, police employees, in particular, are advised that, in the event information has been posted on the Internet identifying them as a police officer, they may be ineligible for specialized positions where anonymity is required.

V. LIABILITY

All employees should be aware that due to the nature of their employment in the public sector, they are held to a higher standard. As a result, certain kinds of Internet postings may be detrimental in both the employee's personal and professional capacity. Whether social media technologies are used during or after business hours or posts made on personal or publicly accessible websites, employees should assume they are at all times representing the City of Suwanee and employee postings, images, etc. are a reflection of both the City and its staff. In the event employees choose to post information that causes a decline in public confidence in either the City or the employee in their official capacity, they should be aware that they will be held accountable through the City's standards of conduct and action may be taken as outlined in the City's disciplinary policies. Employees should consider the possible adverse consequences of some Internet postings with respect to future employment, cross-examination in court cases, and potential public/private embarrassment. Employees are encouraged to seek the guidance of supervisors regarding any posting that they are concerned may adversely reflect upon either the City or upon the professionalism or integrity of the employee.

VI. RESTRICTIONS

- A. General Use. Employees may post personal information that is not inconsistent with this policy. Such posts may include general information about City activities, including information about the workplace, an employee's projects, etc. For certain positions, the City recognizes social media as a significant and effective communication tool.
- B. Co-Worker Interactions. Employees may be "friends" of other employees, at each employee's discretion. No employee is obligated, however, to interact with co-workers through social media technologies.
- C. Photographs. Employees may post photographs or other depictions of the City of Suwanee, including City facilities, events, etc. However, the City reserves the right to require pre-approval of such posts and/or if such posts bring discredit to the City, to require the employee to remove the post.
- D. Logos & Trademarks. Employees may not post the City's adopted logos and trademarks without supervisor approval.

- E. Inappropriate Material. An employee's posting and/or association with pictures, video, artwork, comments or other reference depicting violent, sexually explicit, racial or ethnically derogatory material is inappropriate.
- F. Adverse Impacts to City. Employees shall not post or be associated with any material on the Internet that brings discredit to or may adversely affect the efficiency or integrity of the City of Suwanee or the employee in their official capacity.
- G. Worksite Usage. The City recognizes that social media technologies are an emerging form of communication. The City permits very limited personal usage of social media technologies during the workday, similar to receiving a personal phone call of a limited duration. Employees should use discretion and understand that even very brief periods of usage can collectively amount to significant periods of time. Supervisors have the right and ability to further restrict usage, as appropriate.
- H. Files from City Devices. Employees may not upload any audio/video files captured on devices owned by the City of Suwanee, without prior approval by his/her department manager.
- I. Political Communications and Participation. Employees are not permitted to use social media technologies to influence or affect the results of any election or nomination while acting in their official City capacity, on City time, or using any City equipment.
- J. Privileged & Confidential Information. Employees are not permitted to post any privileged or confidential information.
- K. Judgment. Employees should use good judgment in their postings and social media activity. If the content of a post is not something that an employee would feel comfortable with their supervisor reading or viewing, it is probably inappropriate and in conflict with this policy.

Metropolitan Management Association

Village Manager
David Cook
Village of Hinsdale

BROCHURE ALTERNATIVE SURVEY

Questions for Agencies regarding Brochure Alternatives	Oak Forest	Palos Heights	Hickory Hills	Midlothian	Kankakee Valley
1 Has your agency gone electronic-only for their seasonal brochure?	No	No	No	No	No
2 If yes, can you relate what effects it had on your community: participation numbers, revenue, complaints, program cancellations, etc.?	N/A	N/A	N/A	N/A	None noted.
3 If electronic only, what did you do to inform your community of change; e-newsletter, postcards, advertising, etc.?	N/A	N/A	N/A	N/A	N/A
4 If you have not gone electronic-only, do you know of an agency that has? If so, who?	No	No	No	No	N/A
5 Has your agency reduced the number of brochures created within the year: 4 brochures down to 2 brochures, 3 down to 2, etc.?	Have been down to 2 brochures for some time now.	Three years ago we went from 4 brochures down to 3 brochures a year.	Always had 3 brochures and will not cut down to 2 or 1.	We went from 4 to 3. We combined Spring/Summer	We have gone away from seasonal brochure three years ago.
6 What type of additional marketing did you implement to notify your residents of change?	At that time-only within that 1st brochure.	None	N/A	We send out monthly school flyers to schools, library and village hall.	Local newspaper and money saver. This insert goes in every paper on the 1st Sunday of every month. We also have over runs printed and sent to local school.
7 Did the elimination of a seasonal brochure impact your registration in any way; revenue, participant numbers, increased program cancellations, complaints, etc.?	Going down to 2 brochures actually increased numbers because we went from 3 sessions to 4 sessions.	No, we did not experience any adverse effects of reducing the number of brochure issues we print.	N/A	Not that we have noticed/heard of.	None noted.
8 Has anyone eliminated the printing of their brochure and went in a different direction; newspaper, website viewing, etc.	No	No	No	No	Yes
9 If so, what impact did it have on your community; participation numbers, revenue, complaints, program cancellations?	N/A	N/A	N/A	N/A	We have seen many Seniors come in with inserts not sure what affect this has had giving it to the schools.
10 What was the reason for the change?	N/A	N/A	N/A	N/A	We found seasonal brochure to be costly and many individuals use our programs and services from outside the district.
11 Do you feel any of these changes had a positive or negative impact on your agency?	None noted.	None noted.	None noted.	None noted.	None noted.

BROCHURE ALTERNATIVE SURVEY

Questions for Agencies regarding Brochure Alternatives	Romeoville	La Grange	Lockport	Park Forest	Mokena
1 Has your agency gone electronic-only for their seasonal brochure?	No	No	No	No	No
2 If yes, can you relate what effects it had on your community; participation numbers, revenue, complaints, program cancellations, etc.?	N/A	We conducted a survey-the majority of participant get their information from our brochure.	N/A	N/A	N/A
3 If electronic only, what did you do to inform your community of change; e-newsletter, postcards, advertising, etc.?	N/A	N/A	N/A	N/A	N/A
4 If you have not gone electronic-only, do you know of an agency that has? If so, who?	Naperville (partial)	No	No	No	No
5 Has your agency reduced the number of brochures created within the year; 4 brochures down to 2 brochures, 3 down to 2, etc.?	No. We do 4.	No. We have been doing 3 brochures a year.	No. We still send out 3 brochure a year. We also use e-mail blast to resident wishing to receive them.	No	Remain at 3 per year although consideration for two.
6 What type of additional marketing did you implement to notify your residents of change?	None	N/A	N/A	N/A	N/A
7 Did the elimination of a seasonal brochure impact your registration in any way; revenue, participant numbers, increased program cancellations, complaints, etc.?	N/A	N/A	N/A	N/A	N/A
8 Has anyone eliminated the printing of their brochure and went in a different direction; newspaper, website viewing, etc.	No	N/A	No	No	No we continue to use our web site and brochure
9 If so, what impact did it have on your community; participation numbers, revenue, complaints, program cancellations?	N/A	N/A	N/A	N/A	N/A
10 What was the reason for the change?	N/A	N/A	N/A	N/A	N/A
11 Do you feel any of these changes had a positive or negative impact on your agency?	None noted.	N/A	None noted.	N/A	The addition of the web site has helped reduce clerical hours.

BROCHURE ALTERNATIVE SURVEY

Questions for Agencies regarding Brochure Alternatives		Richton Park	Calumet Memorial	Ian-Oak	Channahon	Frankfort Square
1	Has your agency gone electronic-only for their seasonal brochure?	No	No	No	No	No
2	If yes, can you relate what effects it had on your community; participation numbers, revenue, complaints, program cancellations, etc.?	N/A	N/A	N/A	N/A	N/A
3	If electronic only, what did you do to inform your community of change; e-newsletter, postcards, advertising, etc.?	N/A	N/A	N/A	N/A	N/A
4	If you have not gone electronic-only, do you know of an agency that has? If so, who?	No	No.	N/A	No.	No.
5	Has your agency reduced the number of brochures created within the year; 4 brochures down to 2 brochures, 3 down to 2, etc.?	No, we reduced the size of the book.	Yes, we have dropped from 3 per annum to 2.	No.	No we do 3 per year.	No. 3 per year.
6	What type of additional marketing did you implement to notify your residents of change?	None	Just mentioning in school flyers and such.	N/A	N/A	N/A
7	Did the elimination of a seasonal brochure impact your registration in any way; revenue, participant numbers, increased program cancellations, complaints, etc.?	N/A	Numbers across the board throughout the year have dropped, which we attribute more towards the economy and changing recreational habits.	N/A	N/A	N/A
8	Has anyone eliminated the printing of their brochure and went in a different direction; newspaper, website viewing, etc.	No, but it's been discussed.	No.	No.	No.	No.
9	If so, what impact did it have on your community; participation numbers, revenue, complaints, program cancellations?	N/A	N/A	N/A	N/A	N/A
10	What was the reason for the change?	We know residents don't keep it.	N/A	N/A	N/A	N/A
11	Do you feel any of these changes had a positive or negative impact on your agency?	None noted.	Scaling back a third of our annual brochure publishing isn't helping, but the money saved does allow us to afford additional flyers to schools. It's been a relative trade-off, more neutral than positive or negative.	N/A	N/A	The only major change is the addition of on-line registration for park programs. This has limited the in-person transactions, and increased overall registration.

Gateway SRA Board Meeting
Oak Brook Park District
April 8, 2010

RGA Report

Spring / Summer Programs

- Registration (as of 3/30/2010) are as follows:
 - Spring 2010 are 43
 - Summer 2010 are 47
- Registration breakdown for per member districts and per program
- Registration confirmations will be sent via email and mail
- Lead Staff and General Staff meetings are scheduled for April 6th at 5:30 and 6:30 respectively
- Contract is being drafted for swim lessons at Elmhurst YMCA for spring program.
- Program recommendations based on program assessment will be implemented during spring programs as follows:
 - Participant registrations forms will be in the program binder which includes updated emergency contact information
 - Person specific, at-a-glance tips will be provided in the program books for participants who have behavioral concerns
 - Superintendant will contact parents for permission to contact schools for IEP information on participants who have behavioral concerns in order to ensure continuity of supports
 - Curriculum/game plans will be structured so that participants are engaged at all times to the best of their ability. Trickle in activities, free time activities based on diversity of needs (sensory, kinetic, leisure education) and any down time will be structured to teach or provide recreational skill building.
 - Attendance for programs now includes a system for van attendance with a templates created
 - Participants will go directly from car to vehicle. Programs departure will consistently occur at scheduled time.
 - Gateway cell phones will be brought to each program. The phone numbers specific to each program will be printed on the schedule for each program so that families can contact Gateway staff in the case of an emergency.
 - Goals and objectives have been established for each program.
 - Staff will be responsible for reading each participants information (behavior, medical, etc) the first day of the spring session. Thirty minutes will be allocated to complete it.
 - Team building will be incorporated into a monthly program evaluation meeting.
 - Social groups will offer food related activities at 1 out of every 3 meetings. Participants will choose from options provided by Coordinators.

- Social groups will begin incorporating social skill building tools, i.e. Learning to Get Along with People, Strategies for Reflection Using Art and other materials.

Meetings / Presentations

- Du Page Community Foundation Access to Recreation Advisory Committee meeting March 2, 2010.
- SRANI (Special Recreation Association of Northern Illinois) meeting March 12, 2010. SRANI dvd created and available. Gateway copy is on-hand.
- Illinois Therapeutic Recreation Association Central Region 9th Annual Workshop Presentation, "The Impact of Physical Activity on Individuals with Autistic Spectrum Disorder" March 23, 2010
- National Institute on Recreation Inclusion presentation was submitted.

Staffing

- Staff hours for direct involvement of March programs are as follows:
 - Ryan Cortez – 21 hours in weekly programs and 42 hours for Special Olympics
 - Mike Baig- 24 hours in weekly programs (on vacation 1 week) 42 hours for Special Olympics
 - Ross Oberlin – 11.5 hours in weekly programs 86.5 hours for Special Olympics (swim meet 9.5 hours)
 - Note Special Olympic hours include 24 hours at Illinois Special Olympic Basketball Tournament

Programs

- Program assessment and evaluation were done for Irish and Sweet heart Dance, Cheerleading, Basketball Practice, Basketball Games and Basketball Tournament, Saturday Split, Weekend Warriors, Lunch Box Bunch, Girls Night Out, Guys Night Out, Gateway Chorus, Gateway Productions, Bowling League, Cooking and Fun with Fitness.
- March 25th: Hang-Time: The group was scheduled to go to the park, but because of the weather, they spent the time at Yorktown mall
- March 26th: Teen South enjoyed a night –out at Buffalo Wild Wings!! Staff reported back, they treated us wonderful!!
- March 26th: Teen North, spent part of their Friday night, playing gym games at the Oakbrook Rec Center.
- March 26th: Saturday Split went to Suburbanite Bowl for last session of season. 16 individuals participated

- March 26th: Weekend Warriors: spent part of their day at park in Lombard, Playing Basketball, taking walks, and enjoying the swings!! Group also enjoyed a snack.

Special Events

- Luck 'O' Irish Dance –Catered a traditional Irish dinner, Irish Dancers performed and provided a dance lesson for participants on March 12.
- Naperville River Walk – Outdoor event for participants to begin spring activity with this event in Naperville March 14.
- Meal and a Movie – Participants had lunch at JC Georgies and then watch a movie at the Hanson Center March 21 Meal.
- Chicago Bulls Game – Gateway headed to the United Center on March 27 for the game.
- Karaoke BBQ –An outdoor spring event on March 28 with a favorite of Gateway participants which is karaoke.
- Great Break Social Club – Overnight hotel and water park adventure for 8 participants and 2 staff.
- Future Upcoming Special Events in April
 - 50's Flashback – Drive In Movie Night
 - Comedy Shrine
 - Happy Spring Time
 - Organ Extravaganza Musical Celebration

Special Olympics

- Both Gateway Gators Basketball teams traveled to the Special Olympic Illinois state basketball tournament on March 12-14 in Bloomington-Normal, IL. A total of 28 athletes and 6 coaches (2 volunteer). A large number of families traveled on their own and cheered through out the weekend games.
- Informal celebratory dinner for Gateway Gators Basketball team and their families was on March 28, 2010. There was a large turn out.
- Special Olympic recruited 2 volunteers for Soccer and Track and Field.
- Special Olympics Soccer Program hosting multiple home games.

Summer Camp

- Registration for Day Camp is 6 (as of 3/30/2010)
- RGA is preparing a contract for Lakeview Bus Company.
- Interviews for camp staff have been scheduled through out March.

Other

- Gateway page on the RGA website has been updated.
- IAPD membership is at no cost to Gateway. Because member park districts are members of IAPD and Gateway is an extension of the park districts, the membership cost of \$400 is credited to Gateway.
- SRANI dvd is available for showing to gain more insight into SRA's.