



MINUTES

- I. Call to Order – Commissioners Bass, Gunderson, Lenertz, and Zaputil were present.
- II. Pledge of Allegiance – President Lenertz
- III. Public Participation - None
- IV. Finance Department – Superintendent Hoffmann and Director Major reviewed the proposed transition from FNBC to Republic Bank. Key points covered:
 - A. Republic bank was founded over 50 years ago, has over 1.9 billion in assets, 75% of employees are West Chicago residents, and are dedicated to community involvement.
 - B. Two West Chicago Branches and enhanced electronic features offer the District more flexibility.
 - C. Three month research between Superintendent Hoffmann and Republic Bank prior to proposal to Board.
 - D. Enhanced sweep procedures which will enable the District to earn more investment income each month.
 - E. Dedicated contact for ICS Account and Online Management which will result in a more personal District/Bank relationship.

The proposal will appear on the September 11, 2018 for possible Commissioner approval.
- V. Recreation – Superintendent Kaspar, Recreation Coordinators Lester and Donovan, Office Medeiros and Aquatics and Recreation manager Radun reviewed the following with the Board (Appendix A):
 - A. Summer Camp
 - B. Community Theatre
 - C. Before and After School Program
 - D. Turtle Splash Water Park
 - E. Kepler Academy
 - F. Toucans Hideaway

Director Major and Commissioners praised staff on their strong sense of team and hard work.
- VI. Future District Projects – Executive Director Major reviewed the possibility of the following future District projects with the Board as well as the possibility of submission to the OSLAD Grant Program:
 - A. Passive plan for Kress Creek Farm
 - B. BMX Pump Track
 - C. Dome
 - D. Preschool/Multi-purpose Facility
- VII. Miscellaneous

- A. The Board discussed planning an off-site retreat on a Saturday in October in which they will discuss future projects, etc. of the District. President Lenertz asked that all Commissioners bring their calendars to the September 11, 2018 meeting to choose a date.

VIII. Adjournment – The meeting adjourned at 7:27 p.m.



Summer Camp

Community Theater

Before & After School

Turtle Splash Water Park

Keppler Academy

Toucans Hideaway

Summer Camp: Participation

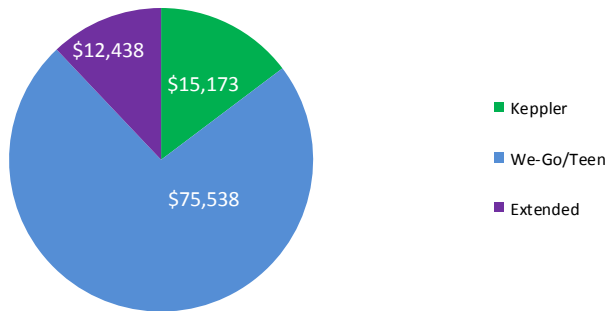


Average Campers Per Day	2014	2015	2016	2017	2018	% Change from 1 st to current year
Camp Keppler	7	9	9	12	13	72%
Camp We-Go/Teen	25	28	34	62	71	148%

3,305 total “registrations” in 44 days
(Averaged 74 campers per day)

Camp: Revenue

2018 Camp Gross Revenue



Net Revenue

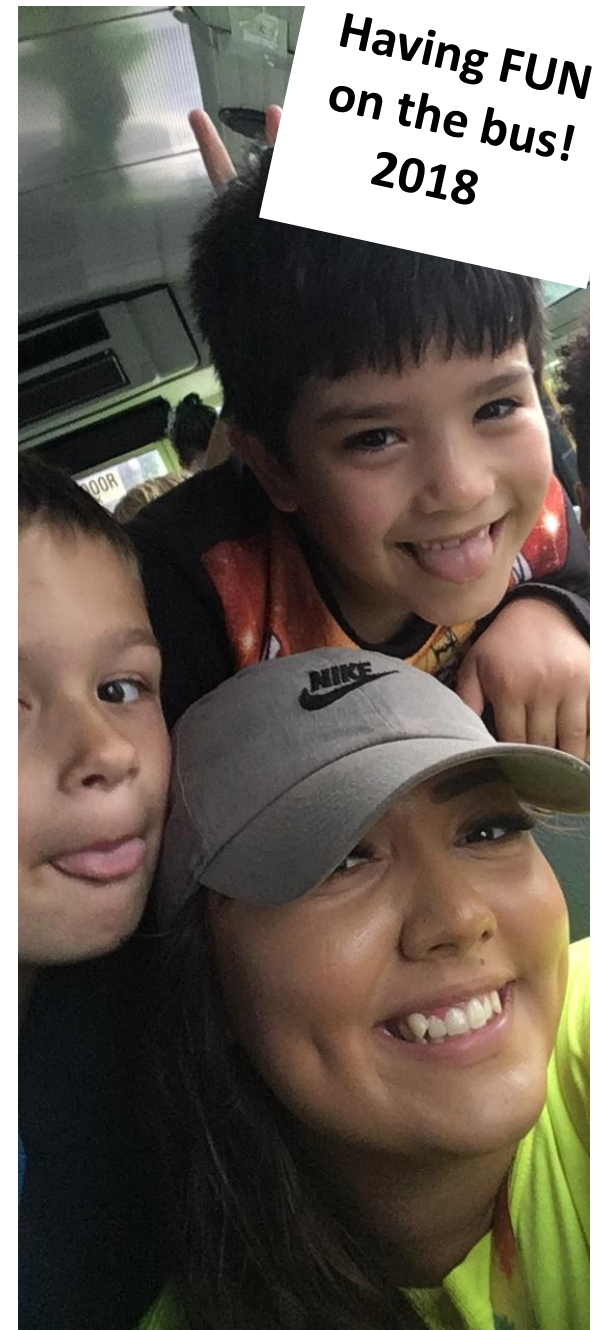
2014	2015	2016	2017	2018
(\$1,094)	\$34,443	\$25,170	\$39,952	\$43,292

Camp: Comments from Parents

Camp Parent: “Just wanted to say that the summer camp field trips have been AMAZING. My son had the best summer. Thank you and any others who have worked on this, they did a great job. He’s looking forward to next year already!

Camp Parent: “Thank you to all of the camp counselors! You guys/girls all did a great job as usual *and very organized*”.

Camp Parent: Thanks for the great summer!!!



Theatre: Participation



Summer Show

2015 Millie	2016 Tarzan	2017 Mermaid	2018 Wizard of Oz
35	27	51	60

Fall Jr. Show

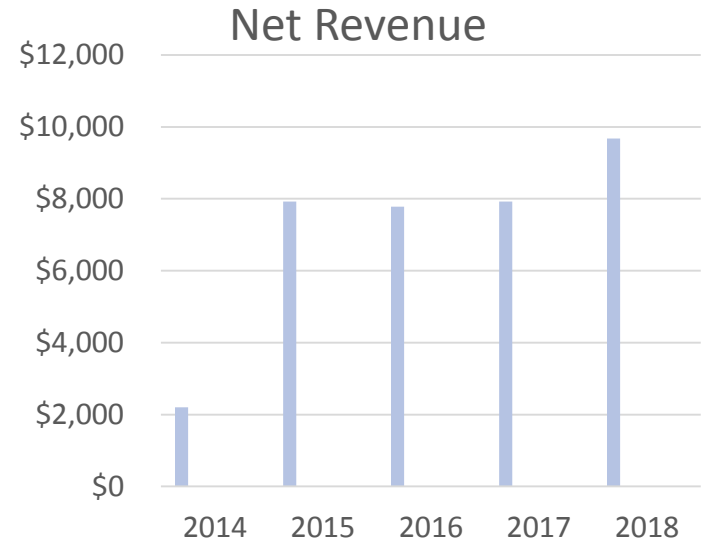
2016 Alice in Wonderland Jr.	2017 The Lion King Jr.	2018 Madagascar Jr.
25	39	TBD

Theatre: Revenue & Ticket Sales



Net Revenue

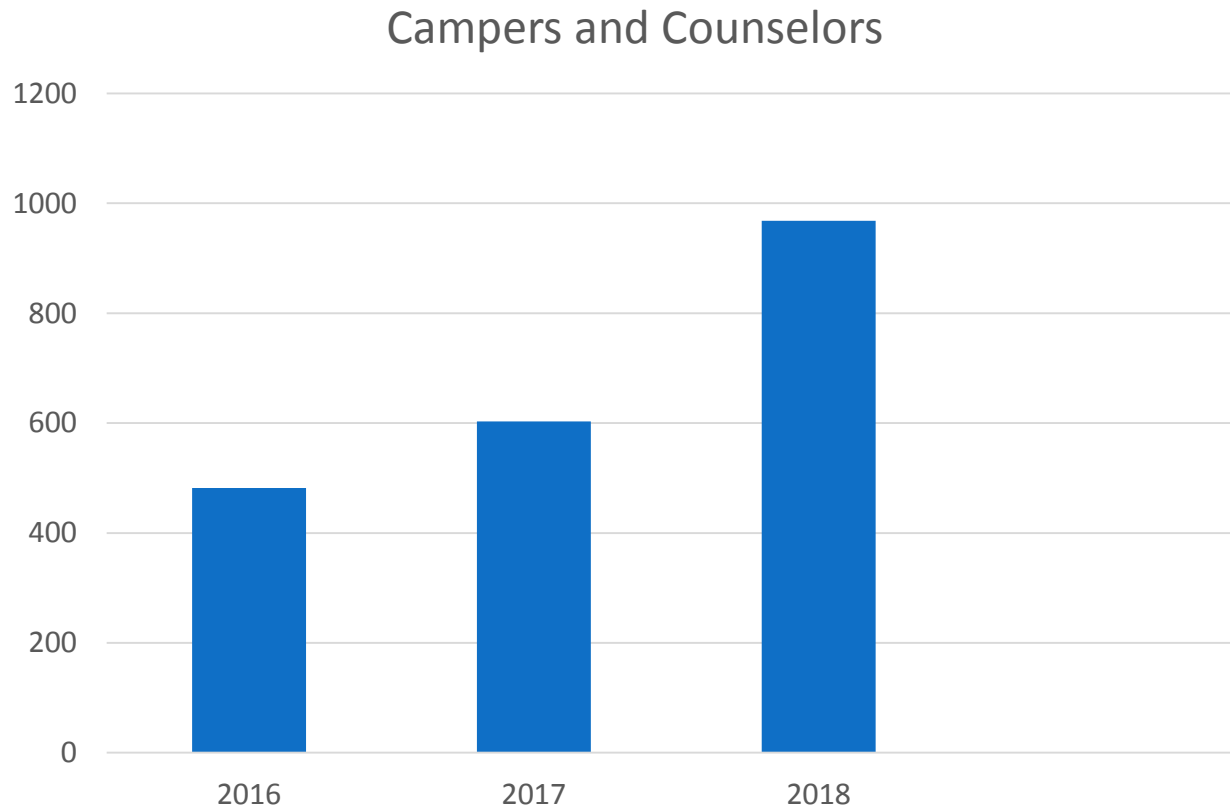
Net Financial Performance	2014	2015	2016	2017	2018
Actual	\$2,204	\$7,924	\$7,777	\$7,922	\$9,679



Ticket Sales

2014	2015	2016	2017	2018
\$7,147	\$8,047	\$9,049	\$6,869	\$8,978

Theatre: Summer Camps



Before and After School: Participation



Average children Per Day	2015	2016	2017	2018
Before School	21	30	25	35
After School	72	63	54	64

BSP/ASP



Theatre



Summer Camp

Turtle Splash Water Park



Turtle Splash 2018

Starfish Aquatics Audits



"The staff at West Chicago are dedicated to maintaining safety according to the highest standards in the industry. Their attention to detail and collaborative nature make them an outstanding facility. Keep up the great work!"

–Jacqueline, Starfish Aquatics Auditor 6/15/18



"Nice audit. Damn near perfect. Sheesh. You're making my job a little too easy. Please send my congratulations to the team."

–Shawn, Starfish Aquatics Client Partner 7/26/18

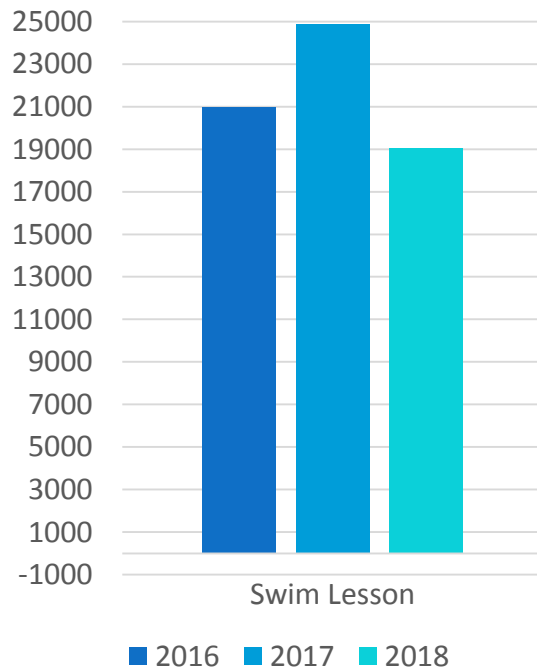
Turtle Splash 2018

Swim Lessons & The Pauly D Foundation

Swim Lessons Participant Numbers:
290 in 2016 **237** in 2017 (Plus 140) **164** in 2018 (Plus 168)

The Pauly D Foundation funded 168 participants through swim lessons-
Revenue of \$9,408

Outdoor Swim
Revenue



Turtle Splash 2018

Groupon

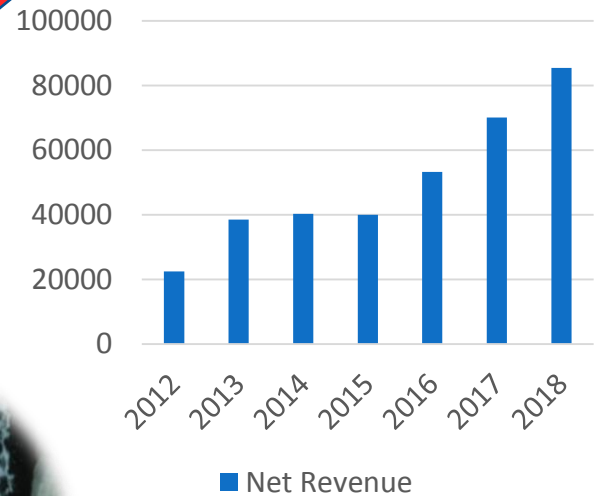
4.8
Star Rating
(4,634 Groupon responses)

"This place is awesome. Staff was very friendly and the place was clean. We had a big group with different ages and they all loved it!"
Groupon Review 8/12/18

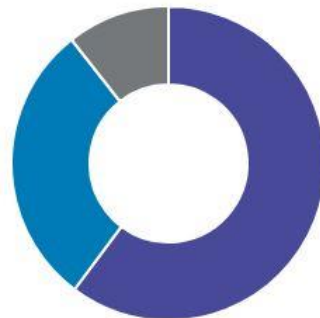
"We've been coming here since my son was little, probably 5-6 years now. It is the cleanest, most staffed waterpark I've been to, and for the price it can not be beat. They even improved the playground as well!"
-Groupon Review 8/2/18



Groupon Revenue



New vs. Returning Customers



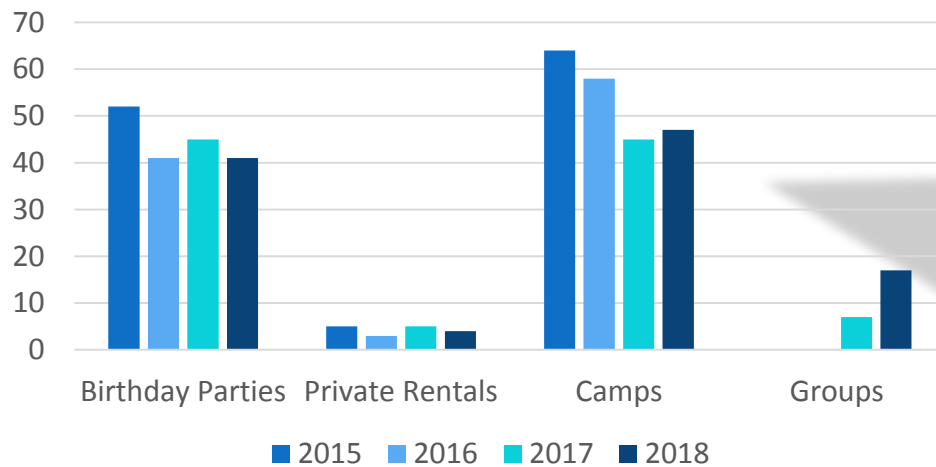
- 60% are new to your business
- 29% were reactivated by your deal; their previous visit was more than 6 months ago
- 11% are current customers who have visited your business within the last 6 months



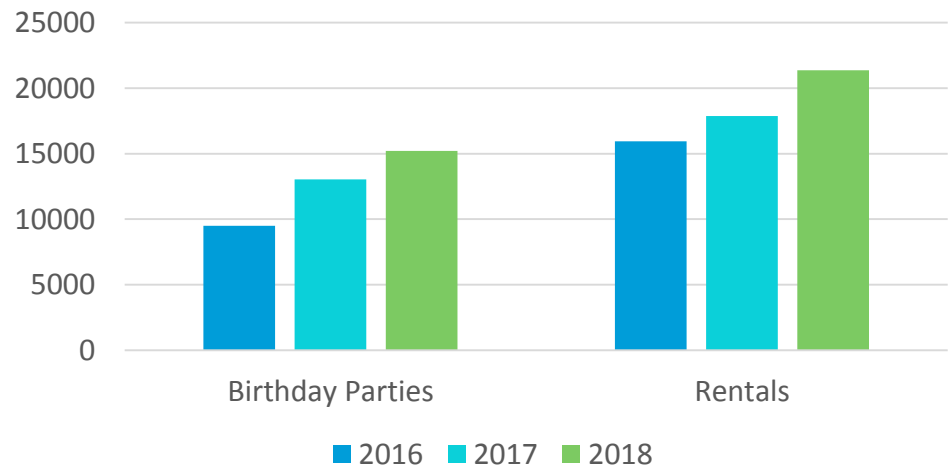
Turtle Splash 2018

Rentals

Numbers of Rentals



Revenue



Toucan's Hideaway



**Private Access:
36 Birthday Parties
5 Groups/Camps**



**Private Access
Opening weekend: 4
Max # per weekend: 7**



*"The adjoining
playground was
terrific! Well designed"*
-Groupon Review 8/14/18



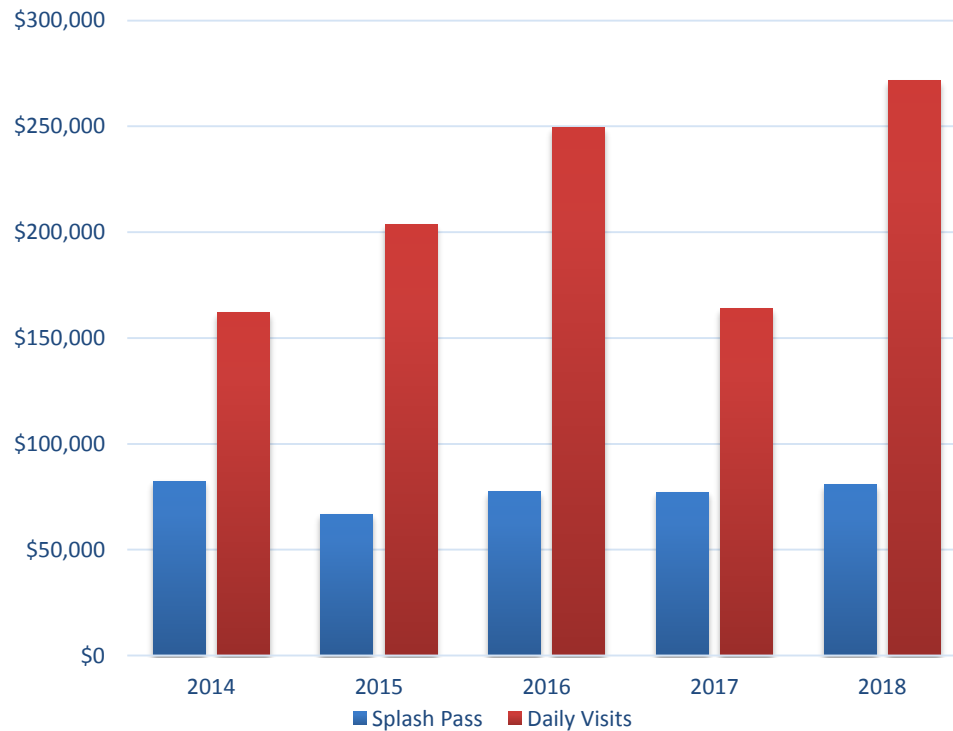
*"The new playground
is so much fun!"*
-Groupon Review 8/17/18



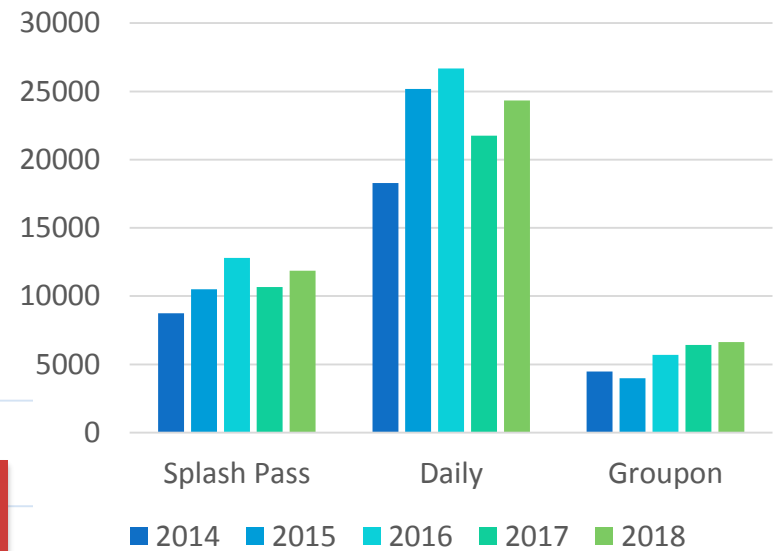
Turtle Splash 2018

Revenue

Turtle Splash "Core" Revenue



Attendance



Turtle Splash 2018

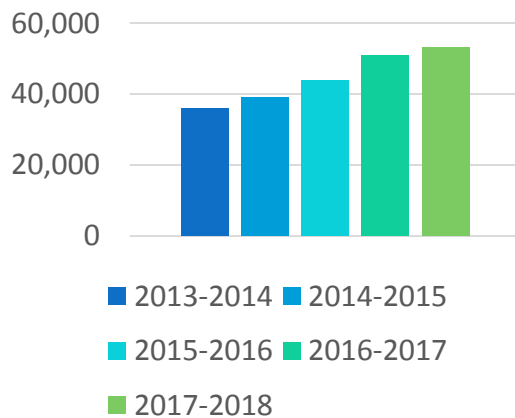
Keeping work fun!



Keppler Academy



Revenue



2 year old Participant Numbers:

(held in sessions)

26 in 2016-2017 **16** in 2017-2018 **3** in 2018-2019

3 year old Participant Numbers:

15 in 2016-2017 **20** in 2017-2018 **13** in 2018-2019

4 year old Participant Numbers:

27 in 2016-2017 **24** in 2017-2018 **29** in 2018-2019



What are we working on....



Sam

- **Before/After School** - D33 site to ARC Center
 - Continue building partnership with D33
- **Summer Camp**
 - Increase attendance of each camp by 8-10 kids per day.
 - Have more themed group activities like the “Slip & Slide Day”.
 - More specific lesson plans and less “free play”.
- **Theatre**
 - Adding kids show in Spring (ages 10 and under)

Gina

- **Turtle Splash**
 - Groupon: Keeping the 1:30pm daily start time (including weekends)
 - Continue to work with the Pauly D Foundation & Educare (Lessons & Water Safety). Consider lifejackets donation in addition to lessons
 - Adding an Assistant Manager
 - Toucan’s Hideaway- promoting off season birthday parties for Sept, Oct & May
- **Keppler Academy**- Continuing to expand our curriculum into 2 year old programs