

Minutes

Committee of the Whole Meeting of the West Chicago Board of Park Commissioners in the Park District ARC Center Meeting Room 105 201 W National Street, West Chicago, IL 60185.

Tuesday, March 3, 2020 6:00 p.m.

I. Call to Order and Roll Call

The meeting was called to order at 6:00 p.m. Present were Commissioners Bass, Driscoll, Lenertz, Spencer, Turney, Voelz and Zaputil, Director Major and Superintendent Radun.

II. Pledge of Allegiance

President Lenertz

III. Public Comment

There were no members of the public present.

IV. Approve Meeting Agenda

Commissioner Voelz motioned to approve the meeting agenda. Commissioner Zaputil seconded the motion which carried by voice vote.

V. Recreation Department

Superintendent Radun and various recreation staff members presented the following topics to the Board (Appendix A):

A. Marketing

- Fitness
- Rental marketing plans
- Program guide process
- Part-time marketing assistant
- Annual appeal and how it effects the special events
- Marketing and special events working together!

B. Special Events

- Overall process of special events
- North Pole Adventure
- Added on Christmas event
- Miscellaneous special events

VI. Miscellaneous

- A. The Board reviewed changes to the following Employee policies
 - 2.3 Payroll Periods & Payment Procedures
 - 2.6 Recording of Hours Worked

Questions regarding wording in certain areas resulted in Director Major referring the Board to Superintendent Hoffmann for clarification

- B. The Board discussed conflicts regarding the scheduled 3/28/2020 Commissioner Workshop/Retreat and asked for the meeting to appear on the 3/10/20 agenda for cancellation. A Special Meeting 4/21/2020 may take place pending confirmation from IAPD and its representative(s).
- C. The Board reviewed the February 2020/March 2020 District Meeting and Event Reminder
- D. The Board reviewed the February/March 2020 Community Events
- E. President Lenertz reminded the Board to submit their Statements of Economic Interest and to attend District events.
- F. Director Major informed the Board of a request for reduction of impact fees by Pulte regarding the Trillium Farm Subdivision.

VII. Adjourn Open Meeting

Commissioner Zaputil motioned to adjourn the meeting at 7:43 p.m. Commissioner Voelz seconded the motion which carried by voice vote.

APPENDIX A

Marketing & Special Events

COTW Meeting

ARC Fitness

Updates on existing programs and promotions as well as new marketing strategies.

Yearly Marketing Plan

Plan Overview

- Monthly Promotions
 - ► Featured in Newsletter E-blast
- Seasonal Advertising
 - ► Membership Draws
 - Special Event Promotions
- Member Engagement
 - Pop Up Demos
 - ► Birthday Recognition

- Corporate program
- ► Loyalty Program
- Renewal process
- ► Cancellation procedure
- ► Visitor Follow Up calls and cards



2019-20 Marketing Plan ARC Center



ARC Center, 201 W. National St. West Chicago, IL 60185
www.we-goparks.org phone: 630-231-9474 fax: 630-231-2352

NEW Fitness Options& Promotions

ALL INCLUSIVE UPGRADE

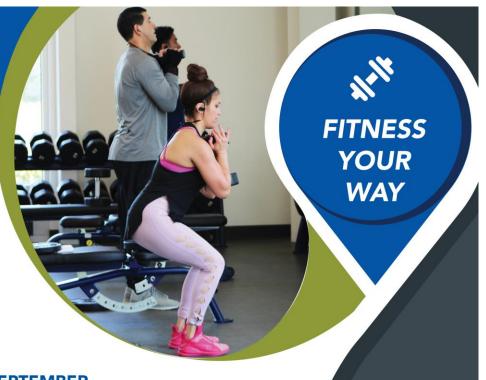
Have you been wanting to try a new fitness class, or wish you weren't tied down to a one time option? Consider upgrading your membership to include ALL fitness classes for just \$15 a month per member! Enjoy the flexibility of dropping into any class and taking as many as you'd like.

TRIAL MEMBERSHIP

New members can take advantage of the one month trial membership. Fall in love with FITNESS YOUR WAY, and we will apply the one month trial amount towards an annual membership.

CASH PAYMENT OPTION

Now members can take advantage of the monthly payment options without the need for a credit card on file. A 12 month commitment is required.



\$5 SEPTEMBER

Celebrate our 5 year anniversary with these amazing deals. Throughout the month of September, drop into the fitness center, fitness classes or open gym for only \$5 per day!

20% OFF ANNUAL MEMBERSHIPS

Take advantage of our first and best deal ever! During Sunday, September 1 through Saturday, September 7. New and existing members can purchase a year membership in full and save 20% off the annual fee

5 YEAR Anniversary DEALS

All Inclusive Upgrade

122 members \$14,694

Prior to this promotion we had 60 members who had memberships and purchased extra classes.

Cash Payment Option

6 before transition

Anniversary Deals

\$5 September

106 customers \$525

20% Sale

294 customers annual members 85 all inclusive class upgrades

New Member Outreach

2020 New Year Special – 10% OFF 85 new annual memberships

Save On



Over 67 new memberships in 5 issues

Jan- Feb 27

Apr – May 15

Nov – Feb 23

Corporate Program



Contacted by Facility Manager
Special Rates

Welcome Wagon





Book to every new homeowners

List of new homeowners addresses for follow up

New Rental Initiatives

Room Rentals, Treehouse, Birthdays.

Rental Area Ideas and Initiatives

- Chamber of Commerce
 - ► Shop Small Program
 - Video Highlight
 - ► Raffle Winner
 - Exposure

- Treehouse
 - New Birthday Gift Suggestion
- Room Rentals
 - Weekday Rental Discount

- Other Ideas
 - ► Funeral Home Referral Program
 - ► Meeting Rooms
 - > Zone250
 - ► Large Scale Rentals



Program Guide Process

Bidding, creation, distribution and collateral materials.

Program Guide Overview

Before

Create Timeline

Bid Process

Reference Checks

Anticipate Layout

Create New Series Design

During

Design & Review Process

Cross Referencing

RecTrac & Contractors

Coordinate Sponsorship & Advertising

Organize Printing & Delivery

After

Announcements

Interactive PDFs

Release Promotion

Collateral Materials

flyers, web, monitors, newsletters, school runs, calendar, social media, etc.

PROGRAM GUIDE SCHEDULE 2020/2021



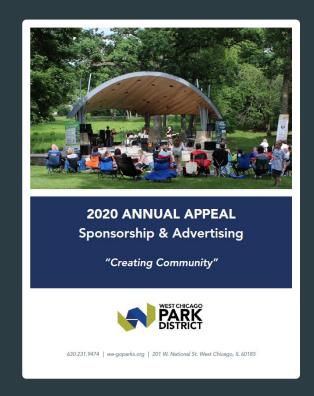
QUICK GUIDE Dates are tentative, those in gray are set.	Spring 2020	Summer 2020	Fall 2020	Winter 2021
ALL Brochure Text Due in Rec Trac & Public Drive Brochure Folder	Wed. December 4	Wed. February 12	Wed. May 13	Wed. September 9
First Draft to Staff	Wed. December 18	Wed. February 26	Wed. May 27	Wed. September 23
First Draft Revisions to Lily (changes)	Wed. December 30	Wed. March 4	Wed. June 3	Wed. September 30
Staff Receives 2nd Draft	Wed. January 8	Wed. March 11	Wed. June 10	Wed. October 7
2nd Draft Revisions to Lily (corrections)	Wed. January 15	Wed. March 18	Wed. June 17	Wed. October 14
Staff cross reference check draft info	with RecTrac Report, all c	hanges done to the copy mus	t be made back on the publi	c drive and on RecTrac
3rd & Final Review / Rec Trac Report (Draft in PDF form, minor changes only)	Wed. January 22	Wed. March 25	Wed. June 24	Wed. October 21
Final Approval E-mail Confirmation to Lily (If not received, it will print as is)	Fri. January 24	Fri. March 27	Fri. June 26	Fri. October 23
Package In Design Files / Send To Printer	Wed. January 29	Wed. April 1	Wed. July 1	Wed. October 28
Brochures to Post Office	Fri. February 14	Fri. April 17	Fri. July 17	Fri. November 13
In Resident's Homes	Mon. February 17	Mon. April 20	Mon. July 20	Mon. November 16
Registration Begins RES / NON-RES	March 1 / March 8	May 1 / May 8	August 1/ August 8	December 1 / December 8
Classes Begin	April - June	June - August	September - December	January - March

Annual Appeal & Marketing Assistant

Evolution, benefits and updates.

Recent Revamp

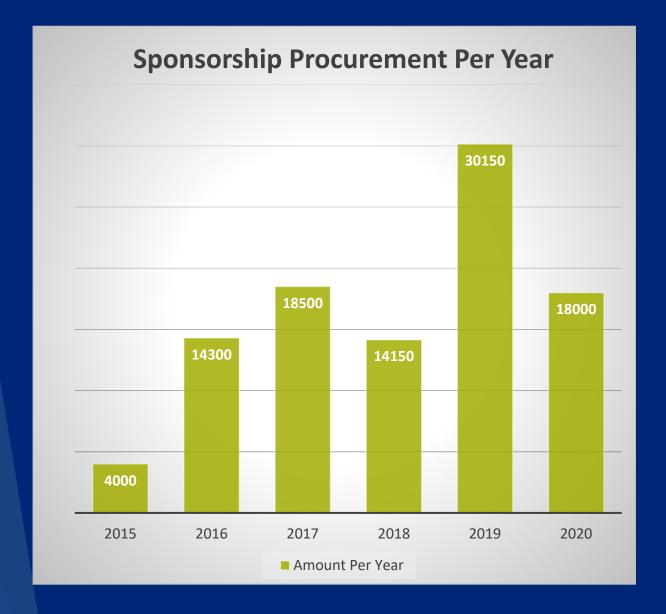
combined with advertising



Only sponsorship procurement by the District providing funds for the following areas:

Sports, Boo Bash, Community Theatre, The Shell, Senior Socials & Foundation

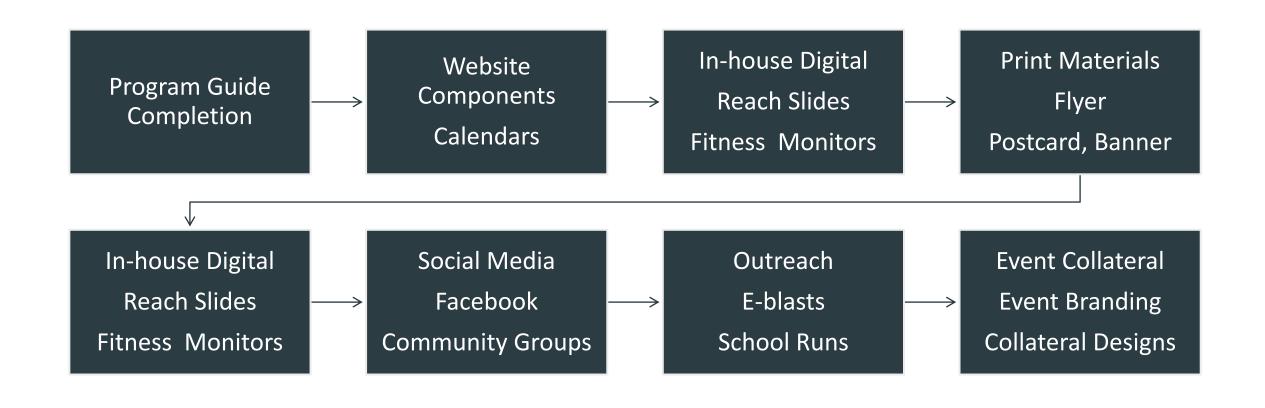
Annual Appeal Update



Marketing Assistance

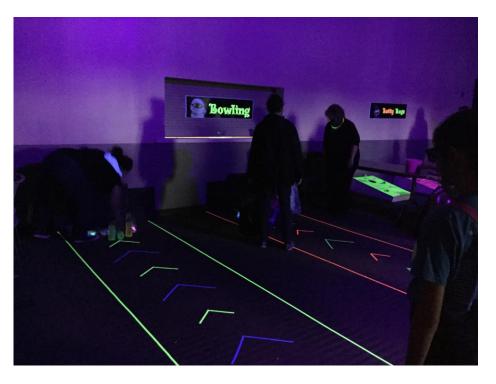
- Overwhelming Needs
 - ▶ 1 staff serving all departments
 - Parks Branding Updates & signage
 - Finance Accessibility and efficiency in forms
 - Recreation Programs, Special Events, Translation
 - Sponsorship Procurement and Foundation
- Evolution
 - Began as volunteering/intern
 - Developed into 15 hrs./week
 - Impact
 - Opportunity for growth

- Professional Development
 - ► Training and assistance
 - ► Software (Adobe)
 - ► Hardware (Printer)
 - Flexibility (Translating, meetings, schedule)
 - ► Community engagement
- Support Areas
 - Allows room for creativity and content
 - Keeping up with collateral and production
 - Timeliness in responses
 - Staying on track with marketing needs (photos, info boards, supplies, etc)



Basic Collateral Chart





Marketing Samples

North Pole Adventure Samples





Marketing & Special Events

- Brainstorming
- Trends
- Marketing
- Logistics / Signage
- ► Boo Bash Banners
- Glow Signage
- Ambiance
- Music & Videos

- Event Set Up & Wrap Up
- Photography
- ► Live Feeds FB
- Snapchat Filters
- You Tube Wrap-Ups
- Custom event collateral
- NPA Keepsakes (Book, Tag & Ticket)

Special Events

Special Events

- Why we run special events. . .
 - Reach a large audience
 - ✓ All Ages-Summer at the Shell, Breakfast with the Bunny, Boo Bash, North Pole Adventure
 - ✓ Group Specific -Daddy Daughter Date Night & Mother Son Date Night
 - ✓ Age groups-80 & Over, 50+ Art Show & Exhibit
 - Few requirements to participate
 - Opportunity to receive sponsorship funding from businesses that cater to a specific group
 - People feel they are getting something for their tax money
 - If they are well organized and people have a good experience, they can make the Park District look good and people will try other programs!

Current Special Events

- **▶** Fall September-December
 - **Boo Bash 550+**
 - Frosty Fest (CWC)
 - ► North Pole Adventure **400**

- Winter January-March
 - ► Daddy Daughter Date Night **200**
 - ► Breakfast with the Bunny **110**

- Spring April-June
 - ► Mother Son Date Night **125**
 - ▶ 80 & Over 50 **60**

- Summer July-August
 - Summer at the Shell
 - ► Hello Summer **500**+
 - ▶ Party in the Park **300+**
 - ► Movie in the Park **100-150+**
 - ► Fun Fridays **50-100+**

Types of Special Events

Self-Sustained Through Fees

- Daddy Daughter Date Night
- Easter Egg-Stravaganza
- Mother Son Date Night
- Family Campout
- Spooky Trail
- North Pole Adventure
- Santa's Workshop

Low Fee & Sponsors

- Boo Bash
- Community Theatre

Free

- ► Hello Summer
- Rhythm & Brews
- ▶ Taco Fest & Art Show
- Movie in the Park
- Fun Fridays
- ▶ 80 & Over

Community-wide events

- Touch A Truck
- ► HWC 5K & Backpack Drive
- Blooming Fest

- National Night Out
- City Food Fest
- Frosty Fest

- Foundation Events
- Fireworks
- Job Fairs
- Railroad Days

Special Events:

Inception to Completion



In the Beginning

- There is an idea and many questions?
 - Who are we doing this event for?
 - Why are we doing this event?
 - What type of event will this be?
 - When do we want to hold this event?
 - Where do we want to hold this event?
 - What else is going on during that time?
 - What will other departments need to do for the event ?



- Developing the event
 - Research similar events or key words
 - ✓ Have we done this type of event before?
 - o If yes, why aren't we doing anymore?
 - o If no, why not?
 - ✓ Is another community organization offering something similar?
 - ✓ Are there others we should partner with?
 - ✓ What have other organizations done, charged, been successful or unsuccessful doing with this type of event?
 - Get the team together for a brainstorming session
 - ✓ Describe my first draft of the event and let staff go throw out comments, ideas, etc...
 - o Pros & Cons
 - Ideas

Let the brainstorm begin!



WEST CHICAGO PARK DISTRICT PROGRAM BUDGET WORKSHEET

Program Name:			Pole Adve				_		2020-21	_			
Program Fee:		\$ 20.00		\$ 25.00			Proj	gram Code:					
Min/Max:	Min	186	Mix:						ic Code				
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Building the event



OFFICIALS/LEAGUE FEES	\$Fee	# of games/leagues	Total	Total	Total	Total
			\$			
				\$.		
					\$	
						\$
		Total Officals/League Fees	\$.	\$.	\$.	\$.

SUPPLIES	Unit Price	Total Units	# of sessions	Total	Total	Total	Total
Decorations	\$ 50.00	1	1		\$ 50.00		
Elf T Shirts & Santa	\$ 5.00	4	1		\$ 20.00		
200 Bells for 4 trains	\$ 201.96	1	1		\$ 201.96		
Snowballs	\$ 50.00	2	1		\$ 100.00		
Dry Cleaning Santa & Mrs Suits	\$ 50.00	1	1		\$ 50.00		
Cookies	\$ 12.58	10	1		\$ 125.80		
Chocolate Milk	\$ 9.98	14	1		\$ 139.72		
Water - 8oz small bottles	\$ 7.98	3	1		\$ 23.94		
Candy Canes	\$ 14.98	1	1		\$ 14.98		
Napkins	\$ 10.98	1	1		\$ 10.98		
Gold Paper for Tickets	\$ 60.00	1	4		\$ 240.00		
Kids Bags 12 per unit	\$ 3.00	4.5	4		\$ 54.00		
Adult Bags	\$ 3.00	4.5	4		\$ 54.00		
Organza Bags for Bidls	\$ 25.20	1	3		\$ 75.60		
R bbo n for bells	\$ 25.00	1	1		\$ 25.00		
Staff and Volunteer Dinner	\$ 125.00	1	2		\$ 250.00		
Small Crysons for Activity Book		1	1		\$.		
					\$.		
					\$ 1,435.98		
			Total Complian	*		*	*

EQUI PMENT	\$ price	# of items	Total	Total	Total	Total
			4	4		4

T-SHIRTS/UNIFORMS	Unit Price	Total Units	# of sessions	Total	Total	Total	Total
				\$.			
					\$.		
						\$.	
							\$ -
		To	otal T-shirts/Uniforms	\$.	\$.	\$.	\$.

AWARDS	\$ price	# of items	# of sessions	Total	Total	Total	Total

Total Direct Expenses \$ \$ 4,945.98 \$ \$ 4,945.98 \$ Total Exp

TOTAL EXPENSES \$ \$ 4,945.98 \$ \$ 4,945.98

NET INCOME	\$.	\$ 3,064.02	\$.	\$.	\$ 3,064.02
% Cost Recovery	#DIV/0!	38%	#DIV/0!	#DIV/0	38%

Building the Event

Staffing Needs Per Event

Staffing	FT Rec	PT/Vol	Parks
Boo Bash	All	40 PT/Vol	3-4
Spooky Trail	4	20 PT/Vol	2-3
Frosty Fest	2	4	3
Santa's Workshop	1	4	0
North Pole Adv	2-3	3-4	0
Daddy Daughter	4	4-8	0
Easter Egg-Stravaganza	1	5	0
Mother Son	2	4-5	0
80 & Over	1	0	0
Hello Summer	3	4	1-3
Rhythm & Brews	3	4	1-3
Taco & Art Fest	3	4	1-3
Movie in the Park	2-3	0-3	1
Fun Fridays	1	0	0
Family Camp Out	2-3	2-3	1

Part-time Staff & Volunteer Sign-Up

West Chicago Park District Fall 2019 & Winter 2020 Special Events

The West Chicago Park District offers a variety of special events throughout the year. In order to implement these events, we need the assistance of part-time staff and volunteers. Below are descriptions of special events. If you are interested in working or volunteering, please fill out the attached fillable form and return to Mary Lester, Recreation supervisor at mlester@we-goparks.org no later than Friday, November 22, 2019.



Frosty Fest

The West Chicago Park District assists by offering 4 children's craft stations where kids make holiday tree ornaments at 2 locations the American Legion and the Chamber of Commerce Community Center. We also offer children and families an opportunity to visit and take pictures with Santa and Mrs. Claus. Part-time staff needed to assist at the 3 areas. A city event kick-off to the holiday season.



North Pole Adventure

This fast paced holiday train event is a favorite with families in our community. Staff and volunteers board the Metra in Elmhurst to decorate 2 train cars while heading to West Chicago to pick up 100 excited and pajama clad participants, 2 conductors, 4 elves, Santa, Mrs. Claus and 1 director provide a story, snack, indoor snowball fight, a visit from Santa and Mrs. Claus. We will carol as we ride to the North Pole (Elburn) and back to West Chicago. WCPD offers 4 trains 1:15 pm and 5:15 pm on Saturday and Sunday. (Sundays 1:15 p.m. is in need of bi-lingual staff and volunteers.)



Daddy Daughter Date Night

One of the West Chicago Park District's most popular special events. This evening allows dads and their daughters an opportunity to dress up and spend quality time together. 3-4 full-time staff and 4-5 parttime staff and volunteers assist with set-up, participant check-in, coat check, pictures (printed and ready during the event), dinner, dancing and clean-up.



Easter Egg-Stravaganza

This event updates our old
Breakfast with the Bunny event
with more engaging games and
crafts and a quick breakfast while
keeping visits and pictures with the
Easter Bunny. 2 full-time staff and
4 part-time staff and volunteers
assist with set-up, running games
and crafts, playing the Easter
Bunny and clean-up.

Part-time Staff and Volunteer Sign-up Sheet

Side 1 Informational Page

Brochure Cycle

- ✓ Fall & Winter
- ✓ Spring & Summer

Description of each program

- ✓ Duties performed
- Number of staff needed

Part-time Staff & Volunteers

Special Event Part-Time Staff & Volunteer Sign-Up Sheet

The West Chicago Park District needs part-time staff and volunteers interested in working at upcoming Fall & Winter special events. If you are available to assist with an event, please complete this fillable form and return it to Mary Lester, Recreation Supervisor at mlester@we-goparks.org no later than Friday, November 22, 2019.

Name	Pho	one		Email		
I am a part-time Staff memb	per?	Yes	No			
I have worked in the last 6 r	months?	Yes	No			
I am a volunteer?		Yes	No			
Event	Date	Time		Location	Availab	le
Frosty Fest	Fri., December 7, 2019	3:30-7:30 p.m.		American Legion	Yes	No
North Pole Adventure	Sat., December 14, 2019	12:30-3:30 p.n	n.	Elmhurst Train Station	Yes	No
North Pole Adventure	Sat., December 14, 2019	4:30-7:30 p.m.		Elmhurst Train Station	Yes	No
North Pole Adventure	Sun., December 15, 2019	12:30-3:30 p.n	n.	Elmhurst Train Station	Yes	No
North Pole Adventure	Sun., December 15, 2019	4:30-7:30 p.m.		Elmhurst Train Station	Yes	No
Daddy Daughter Date Night	Sat., March 21, 2020	4:00-8:00 p.m.		ARC Center	Yes	No
Easter Egg-Stravaganza	Sat., April 4, 2020	8:30 a.m12:3	0 p.m.	ARC Center	Yes	No

Part-time Staff and Volunteer Sign-up Sheet

Side 2

Fillable Form

- ✓ Name
- ✓ Phone
- ✓ Email
- ✓ Staff or Volunteer
- ✓ Last time worked
- ✓ Event Dates Times & Location
- ✓ Form due date



Train 1	Train2		
12:00 p.m.		Pick-up Mark (Santa) & Trini (Mrs. Claus) at Winfield Train Station drive to Elmhurst Jenni	
12:30 p.m.	4:30 p.m.	Melissa arrives at the WC Train Station for check in Melissa	
12:45 p.m.	4:45 p.m.	Lily, Kolbe, Lizbeth, Jenni, Ashley, Trini, & Mark meet at the Elmhurst Train Station	
1:00-1:20 p.m.	5:00 S:20 p.m.	Check in Polar Express Participants Melissa	
1:12 p.m.	5:12 p.m.	Group boards train in Elmhurst	
		Talk to train conductor. WC open both doors and don't open again until we get back to WC. Jen ni	
		Decorate Train cars (27 minutes)	
		Milk & cookies on stairs, boom boxes up top,	
		Call Melssa when we get to the Winfields top. let her know what car we are in and which car is first	
		(Red has more seats & Green has bathroom, Jenni	
		Santa & Mrs. Claus will wait in the car before ours to change and get ready for their appearance.	
1:30 p.m.	5:30 p.m.	Start going to tunnel Melissa will lead group Melissa	
1:39 p.m.	5:39 p.m.	Train arrives at WC Train Station	
		Start Polar Express music in each car Lily & Ashley	
		Conductor: All Aboard the Polar Express! Kolbe	
		Elves hold signs for green and red cars Ashley & Lily	
		Participants board the train and elves make sure everyone gets seated and make changes to seats if	
		necessary.	
1:45 p.m.	5:45 p.m.	Conductors: "Welcome to the West Chicago Park District North Pole Adventure!"	
1:55 p.m.	5:55 p.m.	Conductors Punch tickets Jenni, Kolbe & Lily	
		Elves: passout milk and cookie (colored) bags to children & Brown bags with snow flakes to adults anno	unce that bags car
		be used as a trash container.	
2:00 p.m.	6:00 p.m.	Begin reading book.	
2:02 p.m.	6:02 p.m.	After reading about "Hot Chocolate" play the Hot Chocolate Song	2:33 mins
2:05 p.m.	6:05 p.m.	Conductors continue reading up to "Outside we saw hundreds of elves." Jenni & Kolbe	
2:06 p.m.	6:06 p.m.	Arrive in Elburn (North Pole)	
2:07 p.m.	6:07 p.m.	Elves start snowball fight to "Rockn on Top of the World". (While train is stopped) Uly & Ashley	2:35 mins
2:10 p.m.	6:10 p.m.	Conductors finish reading book to the end Jenni & Kolbe	
2:14 p.m.	6:14 p.m.	Conductors ask parents & kids "Who Believes in Santa Claus?" If you do say "We Believe"	
		Get kids to scream: "We Believe!" (open doors between cars) Jenni	
2:15 p.m.	6:15 p.m.	Take out song books and sing "Santa Claus is Coming to Town Elves	
2:17 p.m.	6:17 p.m.	Santa enters Car 1 says, "Merry Christmas" and walks through to Car 2.	
2:18 p.m.	6:18 p.m.	Santa enters Car 2 says, "Merry Christmas" and walks to the back of the car.	
2:18 p.m.	6:18 p.m.	Santa passes out bells to all children in Car 2 saying, "The First Gift of Christmas" to each child.	
2:18 p.m.	6:18 p.m.	Elves and Conductors lead Christmas carols in Car 1.	
2:25 p.m.	6:25 p.m.	Train leaves for West Chicago.	
2:32 p.m.	6:32 p.m.	Santa plasses out bells to children in Car 1 saying, "The First Gift of Christmas" to each child.	
2:32 p.m.	6:32 p.m.	Elves and Conductors lead Christmas carols in Car 2.	
2:37 p.m.	6:37 p.m.	Staff announces that participants need to get coats on at the Geneva Station. Pick up any garbage.	
2:45 p.m.	6:45 p.m.	Arrive back in West Chicago	
		Participants Depart	
		Take down all decorations	
	6:49 p.m.	Santa & Mrs. Claus depart in Winfield	
3:16 p.m.	7:16 p.m.	Arrive back in Elmhust	
3:30 p.m.		Armand's Pizza for Lunch. Pizza or Pasta.	
		105 West First Street	
		Elmhurst, IL 60126	
		(630) 782-5800	
		Order dinner on the way back from Elburn Jenni	
Music:		Song Length	
The Polar Express		3:20 As Boarding	
Train Whistle		:30 Page 1 & 2	
The state of the s		and the same	

The Polar Express

3:20 As Boarding

1:30 Page 1 & 2

Hot Chocolate

2:33 Page 6

We drank hot cocoa as thick and rich as meted chocolate bars.

Stop reading and the song comes on. Conductor dances around and does the "Hot Chocolate"

Rockin on Top of the World

2:35 Page 16

Outside we saw hund reds of elves. Stop reading and song comes on.

Elves start a snowball fight.

It's ALL in the Details













New Special Event Ideas

- **▶** Fall-September-December
 - Boo Bash
 - Spooky Trail (very popular in the past)
 - ► Santa's Workshop (in place of FF)
 - ► North Pole Adventure

- Winter-January-March
 - ▶ Daddy Daughter Date Night
 - Easter Egg-Stravaganza (In place of BWB)

- Spring April-June
 - ► Mother Son Date Night
 - ▶ 80 & Over

- Summer-July-August
 - Summer at the Shell
 - ► Hello Summer
 - ► Rhythm & Brews
 - ► Taco & Art Fest
 - ► Movie in the Park
 - ► Fun Fridays
 - **▶** Family Campout



THANK YOU

Time For Questions, Answers & Suggestions