



Vice President Duffy called the Board of Park Commissioners Special Meeting to order at 6:00 P.M. Upon a roll of Commissioners being called, the following were present: Duffy, Coleman, Kubal, Mahoney. Absent: Hohnke. Staff present: Adams, Karesh, Knitter, Larsen, Nichols, Pettit, Ritter. Others in attendance: Ron Vine, Leisure Visions/ETC Institute.

COMPREHENSIVE NEEDS ASSESSMENT WORKSHOP

Commissioner Duffy welcomed Mr. Ron Vine from Leisure Visions/ETC Institute to the workshop to present the findings from the needs assessment survey. Executive Director Mike Adams provided a summary of events that took place to complete the needs assessment process which included but was not limited to conducting public focus groups, stakeholder interviews and a comprehensive needs assessment survey. Adams added that these recent exercises will be combined with the several other mediums used to solicit public feedback to guide a five (5) year Strategic Recreation Services Master Plan and Capital Development Master Plan.

Adams thanked Mr. Vine for his efforts to date and asked if he would present the results and findings from the survey.

Mr. Vine presented the survey methodology, survey results by question, benchmarking comparisons, cross tabulation comparisons, needs, unmet needs and major survey findings. He presented the following major survey findings:

- Visiting Park District Parks. Eighty-four percent (84%) of households have visited Woodridge Park District parks during the past year. This is significantly higher than the national benchmarking average of 72%.
- Of the 84% of households that have visited Park District parks during the past year, 94% rated the physical condition of the parks they've visited as either excellent (46%) or good (48%). This is significantly higher than the national benchmarking average of 85% of households who rated the physical condition of parks as either excellent or good. In addition, 6% of households rated the physical condition of parks as fair and less than 1% rated them as poor.
- Participating in Park District Programs. Thirty-seven percent (37%) of households have participated in Woodridge Park District recreation programs during the past year. This is higher than the national benchmarking average of 30%.
- Of the 37% of households that have participated in Park District recreation programs during the past year, 95% rated the overall quality of the programs they've participated in as either excellent (40%) or good (55%). This is higher than the national benchmarking average of 87% of households who rated the quality of programs as either excellent or good. In addition, 5% of households rated the quality of programs as fair and less than 1% rated them as poor.
- Reasons Preventing Households from Using Park District Parks, Facilities and Programs. Twenty-four percent (24%) of households indicated there are reasons they don't use Woodridge Park District parks, recreation and sports facilities and programs more often. Of this 24%, the most

frequently mentioned reasons preventing households from using parks, facilities and programs more often are: program times are not convenient (39%), program or facility not offered (23%), fees are too high (19%), and programs did not seem interesting (18%).

- Ways Respondents Learn about Programs and Activities. Seventy-five percent (75%) of respondents have learned about Woodridge Park District programs and activities through the Woodridge Park District Brochure. The other most frequently mentioned ways that respondents have learned about Park District programs and activities are: Park District website (33%), newspaper articles/advertisements (30%), friends and neighbors (23%), and the "Pathways" newsletter (23%).
- Level of Satisfaction with Various Parks and Recreation Services. The Woodridge Park District parks and recreation services that the highest percentage of households are very or somewhat satisfied with are: cleanliness of parks and facilities (90%), distance of a park to your home (89%), quality of overall park and facility maintenance (89%), quality of playground equipment (87%), and safety in parks (84%) and quality of outdoor athletic fields (83%).
- Need for Parks and Recreation Facilities. The parks and recreation facilities that the highest percentages of households have a need for are: neighborhood parks (75%), bicycle pathway system (64%), large community parks (62%), outdoor swimming pool/water park (62%) and a nature center with trails (60%).
- Most Important Parks and Recreation Facilities. Based on the sum of their top four choices, the parks and recreation facilities that households rated as the most important are: neighborhood parks (34%), bicycle pathway system (28%), indoor fitness and exercise facility (25%), indoor running and walking track (22%), and an indoor swimming pool/leisure pool (20%).
- Need for Recreation Programs/Activities. The recreation programs/activities that the highest percentages of households have a need for are: Farmer's Market (51%), Park District special events (39%), year round water fitness programs (31%), and lifelong learning/enrichment classes (29%).
- Most Important Recreation Programs/Activities. Based on the sum of their top four choices, the recreation programs/activities that households rated as the most important are: Farmer's Market (35%), Park District special events (18%), lifelong learning/enrichment classes (17%), and year round water fitness programs (16%).
- Recreation Programs/Activities Participated in Most Often at Park District Facilities. Based on the sum of their top four choices, the recreation programs/activities that households participate in most often at Woodridge Park District facilities are: Park District special events (19%), youth learn-to-swim programs (6%), Farmer's Market (5%), and special athletic events (5%).
- Need for Youth/Adult Programs/Activities. The youth/adult recreation programs/activities that the highest percentages of households have a need for are: adult fitness and wellness programs

(46%), recreational youth sports programs (23%), and adult sports programs and leagues (23%).

- Potential Indoor Programming Spaces. The potential indoor programming spaces that the highest percentage of households would use are: walking and jogging track (67%), weight room/cardiovascular equipment area (54%), aerobics/fitness/dance class space (47%), and exercise facility for adults age 50+ (34%).
- Most Preferred Options Regarding Indoor Programming Space. Eighty-two percent (82%) of respondents support either the Park District developing a stand-alone community center and/or developing indoor programming spaces in partnership with School District #68. Twenty-four percent (24%) of respondents prefer the Park District developing a stand-alone community center, and 17% prefer developing indoor programming spaces in partnership with School District #68. Only 12% do not support the Park District developing a stand-alone community center or developing indoor programming spaces in partnership with School District #68.
- Allocation of \$100 among Various, Parks, Trails, Sports and Recreation Facilities. Respondents would allocate \$39 out of \$100 towards the development of a community recreation center. The remaining \$61 was allocated as follows: improvements/maintenance of existing parks, aquatic, and recreation facilities (\$29), development of new indoor multi-sports fields (\$12), acquisition of new park land and open space (\$10), improvements to existing sports fields (\$7), development of new outdoor sports fields (\$3).
- Organizations Used for Indoor and Outdoor Recreation Activities. Fifty-three percent (53%) of households have used the Woodridge Park District for indoor and outdoor recreation activities during the past 12 months. The other most frequently mentioned organizations that households have used are: neighboring cities/counties/state parks (39%), private fitness clubs (37%), and County Forest Preserve Districts (31%).
- Level of Satisfaction with the Overall Value Received from the Woodridge Park District. Sixty-nine percent (69%) of respondents are either very satisfied (27%) or somewhat satisfied (42%) with the overall value their household receives from the Woodridge Park District. Only 5% of respondents are either somewhat dissatisfied (4%) or very dissatisfied (1%). In addition, 16% of respondents rated the Park District as "neutral", and 10% indicated "don't know".

Various discussions by the Board pertained to accuracy of random sampling and methodology, comparison of use of neighborhood parks to other communities, change of respondents' opinions if they were asked if they had to pay for the needed improvements, strategic planning initiatives and publishing the survey results to the general public. Mr. Vine concluded the workshop by stating his services to the District will continue throughout the year to assist the District in further analysis.

BUDGET WORKSHOP

1. 2010-2001 Aquatic Preliminary Budget Review

Aquatic Supervisor Amanda Nichols presented an overview of changes to fees, hours of operations, marketing initiatives, and budget highlights.

Nichols recommended changes to the hours of operations by keeping the entire facility open to 8PM versus the previous year's hours of keeping only a portion of the facility open to 9PM. She cited lack of attendance after 8PM, confusion by patrons and expense. She added this change will also create the opportunity to offer private rentals at reasonable hours compared to last year where we experienced a significant decrease in private rentals due to the late available times consequently decreasing rental revenue.

Nichols proposed that the entire facility will close on August 22nd; however Alligator Alley swimming pool and Pelican's Plunge water slides will remain open on weekends to September 6th (Labor Day). Again Nichols cited lack of attendance at the facility during the week due to school being in session.

With regards to daily admission fees, Nichols proposes that the resident daily admission fee be increased from \$7 to \$8 per person. She stated the \$7 resident daily admission fee has not changed since 2005. She indicated the increases in Illinois minimum wage rate increases experienced the past few years warrants the increase. Also, staff proposes to increase the evening daily admission rates for both resident and general to reflect the changes in evening hours and keeping the entire facility open. General rates will increase from \$6 to \$8 per person and resident rates will increase from \$3 to \$5 per person. Senior general rate will increase from \$2.50 to \$4 and resident senior from \$1.50 to \$2.50.

Nichols stated the Bullfrog Bayou Splash Pad area will again be open from 8 to 10:30AM Monday through Fridays. Daily admission fees will not change.

Regarding group outing fees, Nichols recommends bringing back the \$9 per person rate for non-profit groups, since we priced ourselves out of the market last year at \$11 per person, which significantly decreased revenue last year compared to previous years.

The pass holder fees will remain the same for both early bird and regular purchases. She added the pre-construction rate offered last year only will not continue for 2010. No fee changes are proposed for programs or private rentals.

Nichols presented various marketing initiatives and cooperative ventures to embark on for 2010.

Lastly, Nichols reviewed various changes in revenue and expense budget changes compared to 2009. Changes reviewed included but were not limited to: revenue adjustments based on fee changes and reciprocal agreements with neighboring park districts and expense adjustments based on minimum wage impacts, utility increases, adjustment to labor hours resulting from operational hour modifications, permit costs, etc.

In summary, Nichols presented a balanced budget which includes a proposed transfer to the Aquatic Capital Replacement Fund in the amount of \$75,112.

2. 2010 Village Greens Golf Course Preliminary Budget Review

Due to the unanticipated absence of the Golf Course General Manager, Commissioner Duffy indicated the golf course budget presentation and review will be postponed and included on the next regular board meeting agenda.

ADJOURNMENT

There being no further business to come before the Board, a motion to adjourn was requested. MOTION by Mahoney, seconded by Kubal, to adjourn the workshop at 8:20PM. ALL AYES. MOTION CARRIED.

Brian Coleman, Secretary