

WOODRIDGE PARK DISTRICT
Special Board Meeting / Workshop
September 12, 2017



President Hohnke called the Regular Meeting of the Board of Commissioners to order at 5:30 p.m. Upon a roll of Commissioners being called, the following were present: Coleman*, Duffy, Hohnke, and Mahoney. Staff present: Adams.

*Commissioner Coleman arrived at 6:35 p.m.

OTHERS IN ATTENDANCE: Bill Cohen, Appointed Park Commissioner; Ron Vine, Ron Vine & Associates

WORKSHOP

Executive Director Adams explained the intent of the workshop is to solicit Board feedback regarding the District's needs for parks, facilities, programs and services. He added Ron Vine from Ron Vine & Associates was hired to complete a community survey which will identify residents' level of satisfaction and park & recreation needs. Results from the survey/needs assessment process will be further assessed by staff and Board and incorporated into a new Five Year Strategic Master Plan. Adams added this process is similar to that conducted back in 2009, which incorporated feedback from various focus groups and stakeholders. Adams introduced Ron Vine.

Ron Vine recapped the purpose of the Park Board, Staff and Resident focus groups, which is to solicit feedback to provide the backdrop in which to identify the issues that are most important to ask on the survey.

Vine recapped the results of the staff focus group, which resulted in the feedback of 60+ potential improvements. Staff subsequently ranked the improvements to identify how important each improvement was to each employee. Approximately 10-12 improvements were identified as a priority for future consideration.

Vine continued by stating that the resident focus group will consist of approximately 12 residents from the list of 30 invited.

Additional discussion ensued regarding the timeline. The survey is anticipated to be released at the end of October with results most likely to be presented in December.

Vine recapped the history of the previous needs assessment process, which such survey results and feedback priorities led to the District developing the Athletic Recreation Center (ARC) based on the need for more indoor program spaces.

He continued by summarizing the questions to the Board to solicit feedback, which included but was not limited to: What do you ("the Board") want to get most out of the survey that will help the Board in making future decisions, how satisfied is each Board member with the outdoor park system, indoor facilities, and programs now, what improvements would you make now and what specific questions do you want to additionally ask on the survey?

Vine continued asked, "What most important thing do you want to learn that going to help you with your decisions?" Board responses included: How satisfied are residents with the current park system to include the ARC?, What improvements do we need to make in our playgrounds across the system?, Are we generally meeting residents park and recreational needs?, How to ask for constructive criticism to improve or enhance the system?, Ask residents to prioritize a list of improvements subject to available funds?, Ask residents to write-in recommended improvements, and If you (resident) is not using any parks/facilities/programs - ask why?

Additional discussion entailed the amount of households the survey will be sent to, which Vine responded 5,000. The goal will be to collect minimum 500 completed surveys, which will provide statistically valid results.

Additional discussion ensued regarding the quantity of programs offered, the reasons why some programs cancel due to lack of registrations, and are canceled programs reoffered. Vine added that staff discussed in their focus group workshop the importance for effective and cross-program marketing efforts which could be a key for new program success. He continued by stating what is key in marketing is that you first identify what is important to people and then market awareness of those programs that are important rather than wasting time and effort marketing programs that are not important to people. So, the key is to identify from the survey what program areas are most important to people.

Vine explained in developing the survey, the order of the questions is as important to the importance of the questions themselves. Typically, the order of survey questions is to identify what people are using now with your current system of parks and recreation, and how satisfied are they using them. The second series of questions is to ask, are we meeting your needs right now and if we are not - what improvements should be made and what priority order are the improvements. The last question to ask is the question regarding funding.

Board discussion continued regarding whether or not to ask residents on this type of survey, what improvements are most important. To help the board determine whether or not to ask that question on the survey, Vine asked the board a more global question: If you were looking overall and could invest your money in five different areas, where would you invest it: 1) improve the existing outdoor system, 2) build new improvements to your outdoor system, 3) improve your existing indoor facilities, 4) build new indoor facilities, 5) improve existing programs or 6) develop new programs. Vine asked the Board, hypothetically, if you have one vote, which one would you vote for? The Board consensus was to build new improvements to the outdoor system. Vine then asked if you had a second vote, which one would you vote for keeping in mind you can't vote for the same as your first vote? The Board tally was three voted to improve existing outdoor system and one for developing new programs. Vine summarized based on this exercise that the survey should include a list of either 'develop new outdoor parks/facilities' or 'improve existing outdoor parks/facilities' and ask the people what projects are most important to them. Discussion continued on what type of projects the Board believes should be included in the survey, which included but were not limited to: phased improvements of the Town Centre master plan and improvements (e.g. trails) to Hawthorn Hill Woods.

Additional discussion included whether or not to include questions related specifically to marketing, Athletic Recreation Center (ARC), frequency of use of major facilities, senior programs, special events, satisfaction of overall value of services provided, allocation of \$100 question towards areas of capital improvements, and community center space reutilization.

Adams concluded the workshop by informing the Board that the next step is to finalize the survey instrument with final Board review by mid-October.

ADJOURNMENT

There being no further business to come before the Board, a motion to adjourn was requested. MOTION by Duffy and seconded by Mahoney to adjourn the Special Board Meeting of September 12th, 2017 at 6:58 p.m.

ALL AYES. MOTION CARRIED.

Respectfully submitted,



Jack Mahoney, Secretary