

Special Board Meeting Minutes of the
Gurnee Park District Board of Commissioners
June 21, 2011

President Baker called the meeting to order at 5:45 p.m. and led the Pledge of Allegiance. The President asked for a roll call. Commissioners present: Libby Baker, Vicki Paddock, Gerry Crews, Michelle Klemz and Jim Goshorn. Commissioners absent: none. Also present: Ron Vine of Leisure Vision; Susie Kuruvilla, Executive Director; Jeff Reinhard, Supt. of Parks; Lisa Sheppard, Supt. of Recreation; Mike Szpylman, Supt. of Business; Jennifer Gilbert, Marketing & Public Relations Manager and Suzanne Gage, Administrative Assistant. Please refer to the attendance record for other visitors.

The Director introduced Ron Vine from Leisure Vision, who performed a community survey in 2007 which was used to develop the strategic plan. Because the District was so satisfied with the survey, his firm has been chosen to provide the survey for the new strategic plan that is being developed for 2012-2015.

Ron stated he is pleased to be here again. He stated that he has had 25-30 clients that have won Gold Medals, has conducted 35 Illinois park district needs assessment surveys and 600 surveys nationally. The first meeting is always scheduled with the Board in order to set the tone and the second meeting is with the staff. This is an information meeting so that Ron knows the right questions to ask.

1. What is the most important result that you hope comes out of this?:

- Ability to continue offering quality services and parks
- Meet evolving needs of the community
- Understanding and ensuring community satisfaction
- Identifying gaps – unmet needs
- As a resident, what do you expect from GPD?
- Evolving demographics addressed and how that impacts revenues/services (teens). Understand what the schools are seeing (population-wise). Historically we have served young families. Infrastructure has been geared toward young demographic. Is revenue secure moving forward?
- Gurnee is not as affordable as it once was, especially for new families.

2. Indoor facilities – evaluate current facilities and how well they meet the needs of the community

Board ratings on scale of 5 (excellent) to one (poor):

5	4	3	2	1
0	0	5		

Biggest Issues

- Park District-owned gym space
- Indoor Pool – renting two pools now (a small, therapeutic pool and the high school pool with cold water that’s not ideal for community swimming)
 - Built for competitive swimming
 - and for fitness
- More fitness center space
- Multi-purpose casual gathering space at Hunt Club community center (the library’s decision not to partner with us and locate a satellite was a missed opportunity to become a gathering place in town). Gurnee has no downtown.

3. Rate the Outdoor Facilities

Ratings should include parks, outdoor pool, trails, playgrounds, fields, etc.

Board ratings of outdoor facilities:

5	4	3	2	1
0	5	0		

Biggest issues facing the outdoor system:

- Connectivity of trails (County & Forest Preserve district are working on it). Difficult community to connect because we are divided by the tollway.
- Space for evolving sports needs – cricket, lacrosse, rugby, disc golf

What do you like most about the outdoor system?

- All space is well maintained; how nice they look and the safety they feel there
- Variety of opportunities
- Multitude of neighborhood parks – nice distribution of neighborhood parks
- Accessibility of parks -can find a great park wherever you go in town

4. Programming

Rate the Quality of Programming:

Ratings:

5	4	3	2	1
0	5	0		

What are the biggest issues in programming?

- There is a gap for servicing teens
- Are we serving every demographic – ethnic group, age group, etc.?
- Are there segments of the community that feel particularly underserved or excluded by the types of programs we offer? What is their perception of what the programming should be? Are our programs relevant to them?
- Facilities are an issue at some point – it indirectly dictates programming. Indoor facilities are important in a Chicago winter.
- Population is aging-(Ron commented-if we are not relevant to those 55 & over, revenue will suffer in 5-10 yrs.)

5. Funding Sources

Over the next 5 years, what are the funding sources that we need to have on the radar screen?

- Grants
- Sponsorships
- Maintaining program fees (sustainability and affordability)
- ‘Stand-alone profit centers’ - “What can we do internally to generate more revenue for what we have, not necessarily getting bigger but enhancing the programs with the revenue we can generate without relying on taxes”.
- Peoples’ perceptions of the value they receive from their tax investment
- Ongoing costs of being a member of a community
- State funding is going to decrease
- Not to have increased taxes??

Rank the 1st & 2nd Important Issue:

Issue:	1st	2nd
Maintain	0	5
Acquire open space	0	0
New facilities	5	0

Ron explained how the survey segments will be structured:

1. Today's system-do they use the current system, how they use it and how satisfied are they?
2. Their "Vision" for the future system – the survey represents “ my household's vision for the perfect Gurnee Park District”.
3. Funding the vision
4. Unmet needs/funded

What questions are the most important to ask?

1. What unmet need do you have?
2. How would you see that need funded-a program fee or increased taxes? Would you support a referendum in order for “x” to occur?

Ron summarized the next steps in the survey process:

- Ron will meet with Executive Steering Committee June 22
- Focus groups will be conducted this week
- Susie, Charlie Williams and Ron will conference by phone next week
- Ron will draft 8-9 pages of questions and then whittle down to 6 pages
- Survey questions will be brought to July 19 board meeting
- Survey will be approved 7/19 and be mailed out two weeks later
- 400 completed surveys are guaranteed. 2000 random sample households will receive the survey
- The residents chosen will receive an electronic phone call two days before the mailing comes
- Draft results will be brought to the September 20 board meeting. If there are ‘gaps’ geographically, they will look at the areas of the community where those gaps are and try to fill those (by re-contacting the same sample group that did not respond)
- This survey will be benchmarked against the 2007 survey. President Baker commented that it will be interesting to see if items that were unmet needs in 2007 and for whatever reason, had not been accomplished in the last three years, would still be listed as unmet needs on the new survey.

Director Kuruvilla thanked Ron Vine for his presentation and Ron thanked the board for their input.

A motion to adjourn was made by Jim Goshorn and seconded by Michelle Klemz. On voice vote, all voted aye. The meeting adjourned at 7:10 p.m.

Libby A. Baker, President

James G. Goshorn, Secretary