

MINUTES
DeKalb Park District
Strategic Planning Committee Meeting
March 1, 2018
Ellwood House Visitor's Center
509 N. 1st Street, DeKalb, IL

Public Meeting
5:00 p.m.

I. Meeting Called To Order

Phil Young called the meeting to order at 5:03 p.m.

Committee Members Present: Phil Young, Patti Perkins, Amy Doll, Lisa Seymour, Doug Eaton (entered at 5:15 pm), Christine Lagattolla, Dag Grada, Scott deOliveira, Mat Emken, Heather Collins and Bill Ryder.

Not Present: Carolyn Swafford, Freddy Segura, Clay Ward, Dean Holliday and Keith Nyquist.

II. Action on the Agenda

Patti Perkins made a motion to approve the agenda, seconded by Lisa Seymour. Motion carried by voice vote.

III. Approval of the Minutes from Previous Meetings
a. January 31, 2018
b. February 15, 2018

Patti Perkins made a motion to approve the Minutes from the January 31, 2018 and February 15, 2018 Meetings, seconded by Lisa Seymour. Motion carried by voice vote.

IV. Public Comment

None

V. Community Survey Kick Off Consultation & Survey Questions

Jarrod Scheunemann, President of Campfire Concepts, addressed the committee and highlighted his experience which includes work in over 250 communities in Illinois. He asked the committee what their goals and objectives of the survey are. Mr. Young stated that he was curious about the public's understanding of the District's revenue sources and if they would be supportive of a referendum to fund certain big ticket items such as the Hopkins Pool. Mr. Scheunemann advised that questions can be asked to get people thinking about the budget like "what do you want" and "how much are you willing to pay". Mr. Scheunemann referenced the survey that was administered in 2007 and would like to ask some of the same questions that were on there to compare results.

Mr. Scheunemann asked if any questions on the survey bank handout stood out. Ms. Perkins pointed out questions that she thought either needed to be added or needed some tweaking in order to cater more towards the DeKalb Park District. Ms. Doll noticed questions related to the pool and asked if it was worth asking what parts of the pool patrons use the most. Mr. Scheunemann mentioned that a whole page can be dedicated to a specific topic if needed. Ms. Lagattolla suggested having questions with multi level depth depending on how much someone uses a facility. She also suggested adding the term “calendar year” and would like to see the survey used as an educational tool. Ms. Perkins mentioned exploring opportunities with addressing DeKalb’s significant ethnic population. Ms. Collins asked for clarification on a question about participation frequency.

Mr. Young asked who will be receiving the survey and if NIU students in the dorms are included. Mr. Scheunemann responded that the survey will be mailed to 4,000 households within the park district’s boundaries. Half of them will be a random sample and the other half will be sent to the heads of households ages 18-55. Mr. Young asked if a question could be added about views on expansion of the district to include amenities to the Cortland and Malta areas. Ms. Doll suggested that be a completely separate survey for the future. Ms. Lagattolla stated she was curious how many non-residents currently use programs. Mr. Ryder would like to see if residents are aware of Haish Gym and the Sports and Recreation Center. He would also like to see if the community is supportive of using tax dollars for the scholarship assistance program or community events like the 4th of July and PolarPalooza.

Mr. Scheunemann asked if there were any specific programs or offerings that should be asked about. Mr. Ryder and Mr. deOliveira would like to know if the public is familiar with all of the District’s facilities. Ms. Collins asked if the survey can be administered in different languages. Mr. Scheunemann responded yes, but for an additional fee. Ms. Perkins mentioned staying mindful of how the survey is handled. Mr. Young would like the results to be posted in one of the brochures. Ms. Lagattolla believed expressing that the survey is only done every 10 years could increase participation. Ms. Seymour mentioned highlighting a suggestion that was implemented from the last time the survey was administered in 2007.

Mr. Scheunemann went over the process for administering the survey. Mr. Emken asked for the ideal response rate. Mr. Scheunemann stated he would like to see at least 385 responses. Mr. Eaton asked how the home addresses were found. Mr. Scheunemann continued by saying that 5 page surveys receive the best response rate and each survey has a unique identification number to make sure responses aren’t duplicated. Ms. Lagattolla asked if open ended questions are used.

Mr. Scheunemann asked what the committee would like to see in the final report. Ms. Lagattolla asked for an example. Mr. deOliveira would like to see it broken down into parks vs. programming. Ms. Doll would like to see who the District is serving and what the trends are. Mr. Grada asked if the data will be available to view at a later date.

Ms. Doll advised that Neelay from PROS consulting sent back information gathered from the focus group discussions and was very impressed with the outcome. Ms. Perkins stated she heard great comments from those who attended the focus groups.

VI. Adjourn Public Meeting

Patti Perkins made a motion to adjourn the public meeting, seconded by Lisa Seymour. Motion carried by voice vote.

Meeting adjourned at 5:55 p.m.