

MINUTES
DeKalb Park District
Strategic Planning Committee Meeting
July 5, 2018
Hopkins Terrace Room
1403 Sycamore Road DeKalb, IL 60115

Public Meeting
6:00 p.m.

I. Meeting Called To Order

Phil Young called the meeting to order at 6:03 p.m.

Committee Members Present: Phil Young, Patti Perkins, Amy Doll, Freddy Segura, Doug Eaton, Dag Grada, Scott deOliveira, Mat Emken, Bill Ryder and Heather Collins.

Committee Members Not Present: Keith Nyquist, Dean Holliday, Christine Lagattolla, Clay Ward, Lisa Seymour and Carolyn Swafford.

II. Action on the Agenda

Doug Eaton made a motion to approve the agenda, seconded by Freddy Segura. Motion carried by voice vote.

III. Approval of the Minutes from the March 1, 2018 Meeting

Patti Perkins made a motion to approve the Minutes from the March 1, 2018 meeting, seconded by Freddy Segura. Motion carried by voice vote.

IV. Public Comments

None

V. Community Survey Kick Off Consultation & Survey Questions

Jarrod Scheunemann, President of Campfire Concepts, presented a PowerPoint with the survey findings. Mr. Young asked if everyone who received surveys were within park district boundaries. Mr. Scheunemann responded yes. Mr. deOliveira inquired how many surveys were taken online. Mr. Scheunemann responded 65.

Mr. Scheunemann advised that the number one used amenity at Hopkins Park are the trails and paths, followed by the playground and bandshell. Prairie Park and Lions Park showed heavy usage as well. Mr. Scheunemann mentioned the YMCA, Sycamore Park District and the DeKalb County Forest Preserve look like the DeKalb Park District's biggest competitors as far as recreation providers.

Mr. Scheunemann advised on the respondent's overall level of satisfaction with the park district. 46% are satisfied overall and he saw similar percentages of satisfaction with district staff and the parks & facilities. Mr. Scheunemann believed there was a

high percentage of people in the DeKalb community who stated they aren't familiar with what the park district has to offer.

As far as indoor recreation needs are concerned, adult fitness/wellness was the top need.. As far as outdoor recreation needs are concerned, walking trails were the top need with canoeing/kayaking a close second.

Mr. Grada asked if participant numbers from the 2007 survey were known. Mr. Scheunemann responded with over 385 which is close to this one, however the previous survey was done mostly over the phone. Ms. Doll asked if responses can be traced to a location so staff can see how specific parts of town are answering. Mr. Segura asked if the survey numbers are comparable to other communities with similar demographics to DeKalb, like the large student population. Mr. Young found the narrative feedback interesting and believed that those who were writing the negative comments might not realize what the park district has to offer. He continued by saying the board does not want to raise taxes or see a referendum to fix Hopkins Pool. Mr. Young asked Mr. Scheunemann what he has seen other communities do to accomplish trail connectivity. Ms. Doll asked if the timing of the delivery of the survey should be considered. Since it was administered towards the start of the summer, she believed respondents had stronger opinions about the pool. She also asked for the percentage of written responses and asked if comments or percentages should be looked at more closely. Mr. Young asked if a one-page results summary can be created to use for marketing.

Ms. Perkins stated there are unknowns that currently can't be measured like Northwestern Medicine's new fitness center. She would like to see the district partner with the library since it always seems like they have some type of program going on. Mr. Young asked if the district has any offerings for seniors. Ms. Doll mentioned group fitness classes are offered for adults and seniors, but the numbers continue to decline. Mr. Emken asked what age group stated they currently use the fitness center at Haish Gym. Mr. Ryder questioned how to keep classes and the fitness center affordable while still providing great quality. Taking into consideration the survey results, Ms. Doll asked Mr. Scheunemann what he feels the district is doing well or where the problem areas are. Mr. Young advised that he has heard people ask why millions of dollars might be spent to build a new pool, something that can't be used year-round, and stated the information received from the survey shows that the public overall is interested in a replacement pool. He asked if there is another way to see what the public is willing to contribute to renovations if it's not a referendum. Mr. Scheunemann suggested raising donation money or applying for grants. Those who selected they don't use certain facilities, Mr. Eaton asked if its known how many actually don't use or don't know if they have ever used. Ms. Perkins wondered if the district is reaching all age groups. Mr. Scheunemann mentioned that question had the highest disagree or strongly disagree percentages.

Mr. Young asked if Campfire Concepts was going to share their findings with PRO's Consulting, another company gathering information for the strategic plan. Ms. Doll stated she would send them the information.

VI. Future Large Capital Project Discussion

Mr. Young asked if there was any comment and believed the community/agency needs to identify large projects.

VII. Adjourn Public Meeting

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

Meeting adjourned at 7:21 p.m.