

MINUTES
DeKalb Park District
Strategic Planning Committee Meeting
January 31, 2018
Hopkins Administration Building
1403 Sycamore Road, DeKalb, IL

Public Meeting
6:00 p.m.

I. Meeting Called To Order

Phil Young called the meeting to order at 6:05 p.m.

Committee Members Present: Phil Young, Patti Perkins, Amy Doll, Carolyn Swafford, Freddy Segura, Doug Eaton, Dag Grada, Scott deOliveira, Mat Emken.
Not Present: Keith Nyquist, Bill Ryder, Dean Holliday, Heather Collins, Christine Lagattolla, Clay Ward, and Lisa Seymour.

II. Action on the Agenda

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

III. Approval of the Minutes from the December 13, 2017 Meeting

Patti Perkins made a motion to approve the Minutes from the December 13, 2017 Meeting, seconded by Freddy Segura. Motion carried by voice vote.

IV. Public Comments

None

V. Discussion of Community Survey Proposals

Ms. Doll advised that proposals from PROS Consulting, OIG Research and Campfire Concepts were received. The proposal from Campfire Concepts included focus group meetings and she stated that PROS, the consultant chosen to develop the strategic plan, would already be administering that type of work so it would not need to be done twice. She stated that she took that information back to Campfire Concepts and they reduced the proposal by \$500. They also listed additional savings if their survey could be put into the District's seasonal brochure. Ms. Doll stated she does not want the committee to choose a proposal based on cost. Mr. Young asked if there were any cost savings in OIG Research's proposal. Ms. Doll stated she had not asked them for a reduction yet. Ms. Perkins stated her concerns with people not wanting to tear out the survey in the brochure and send it back in. Ms. Doll agreed and mentioned it would be available electronically but not everyone has access to the internet. Mr. Young asked how much it would cost the District to add the survey in the brochure. Mr. deOliveira stated about \$1,000 for just the additional pages needed and even more for return postage. Mr. Young asked if the District is only charged for the surveys that get returned. He also inquired about putting the survey online and asked

how someone is prevented from completing it more than once. Mr. Young stated that unfortunately the first piece of information he looks at is price. Ms. Perkins stated that sometimes you get what you pay for and asked if staff had checked with any other park districts that have worked with the companies. Mr. Young asked what staff recommends regarding how to administer the survey. Ms. Doll believed gathering more information is needed. Mr. deOliveira believed it would be about \$4,000 to administer the survey in the brochure. Ms. Doll stated with that estimate, the district would not be saving a lot of money by doing it in house according to Campfire Concepts proposal.

Mr. Young asked for additional thoughts on the proposals. Mr. deOliveira stated Campfire Concepts validity and methodology is better since they would be randomly selecting households for survey distribution whereas OIG Research would be using the districts recreation software database which does not account for everyone. Ms. Perkins stated she is looking for staff recommendation. Ms. Doll stated the staff at Campfire Concepts are parks & recreation people who have years and years of experience and Jarrod Scheunemann, Campfires President, has been brainstorming ways to reduce costs. Mr. Young noticed that OIG Research did not list references and stated it sounded like staff is recommending Campfire Concepts. Mr. Segura like that the proposal from Campfire Concepts was more tailored to the district. Ms. Swafford stated she is fine with choosing Campfire Concepts.

VI. Action on Community Survey Proposals

Freddy Segura made a motion to choose the proposal from Campfire Concepts as the one to bring to the Board for final approval, seconded by Doug Eaton. Motion carried by voice vote.

VII. Discussion of Strategic Planning Timeline, Schedule and Next Steps

Mr. Young advised that there has been a request to move the meetings to Thursday nights. Ms. Doll advised that PROS Consulting has requested to have their focus group meetings with the committee at 5 pm on February 15th, before the regularly scheduled Board meeting. Then, on February 16th, they would have interviews with staff and focus group discussions with key members of the community. Mr. Young inquired about the timeline and asked if committee members would meet with Campfire Concepts. Ms. Doll advised that staff from Campfire Concepts will come visit. Ms. Perkins asked if meetings will be held once a month. Ms. Doll advised maybe two a month in the beginning but there will be down time during the survey process. She stated the goal is to bring the Strategic Plan to the Board in August 2018. There was talk to invite Campfire Concepts to the March Board meeting.

VIII. Discussion of Strategic Planning Issues and Key Outcomes

Committee members brainstormed ideas. Ms. Perkins asked who the District serves, what needs improvement, and how the District can be more innovative. Mr. Emken asked what the District is good at. Mr. Grada asked if the District is diverse in their offerings. Ms. Perkins asked what the condition of District properties are. Mr. deOliveira asked if the District is positioned to accomplish goals. Mr. Eaton asked who the collaborators are in the community. Mr. Emken asked what the most important things are to the residents. Ms. Perkins asked what the impact of the

dwindling population is on the District. Mr. deOliveira asked where the duplicity and voids of services are. Mr. Young asked what the public thinks of the District, are they getting their monies worth and are they getting proper representation through elected officials. Mr. Emken asked what the perceived strengths and weaknesses are from both the public and staff. Mr. Segura asked if local entities are being told about District happenings. Ms. Doll asked who the District should be collaborating with that they currently aren't. Mr. Emken asked if programming is reaching everyone and even if it should reach everyone. Mr. Young would like to look at big ticket items which included the pool, the golf courses, Hopkins park, the Ellwood House, the dog park, recreation facility upgrades, lot pavings, acquisition of more park land, the community center, the expansion and deficit of connected trails and how the District is going to be funded in the future. Mr. Grada asked if everyone has access to the District's services, parks and facilities. Mr. Segura asked if Welsh park is appealing enough to the NIU students. Ms. Perkins asked if Welsh park needs an area for community gardens. Mr. Young asked if there should be interaction with the Forest Preserve District. Ms. Perkins mentioned enhancing the sled hill with amenities. Mr. Grada mentioned collaborating with the Kishwaukee Water Reclamation District since they own a lot of land. Mr. Young mentioned creating a plan for Prairie Park. Mr. Grada stated Veterans Park and Hoger Farms Park is underutilized. Mr. Segura suggested adding a BMX course. Mr. Young asked how golf operations are being utilized and if golfers are declining.

IX. Discussion of Community Members for Focus Group Meetings

Committee members brainstormed who to invite. Mr. Emken mentioned inviting people from soccer groups, travel baseball groups, golfers and staff from the Ellwood House. Mr. Young mentioned staff from the forest preserve. Ms. Perkins mentioned staff from the City, County, Kish Water Reclamation District and the Township. Mr. Segura mentioned involving NIU student associations like NIU Green Paws. Mr. Grada mentioned involving biking groups like Nitro. Mr. Emken mentioned the Boy Scouts and Girl Scouts. Ms. Perkins mentioned involving hiking groups. Mr. Emken mentioned inviting people from all different neighborhoods in town. Mr. Young mentioned staff from the Sycamore Park District, DAAHA and the YMCA. Ms. Perkins mentioned inviting developers and staff from the Egyptian Theatre. Mr. Grada mentioned staff from DCEDC. Mr. Segura mentioned staff from the Chamber of Commerce and Northwestern Medicine.

X. Adjourn Public Meeting

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

Meeting adjourned at 7:25 p.m.