

**GENEVA PARK DISTRICT  
REGULAR SCHEDULED MEETING MINUTES  
June 17, 2024  
7:00 pm**

CALL TO ORDER

President Frankenthal called the meeting to order at 7:00 pm.

ROLL CALL

President Frankenthal called for the roll. Commissioner Cladis, Commissioner Cullen, Vice President Moffat, and President Frankenthal answered present. Commissioner Jones was absent.

Staff members present were Executive Director Nicole Vickers, Supt. of Recreation Elliott Bortner, Supt. of Parks & Properties Carl Gorra, Supt. of Finance & Personnel Christy Powell, Administrative Assistant Hannah Sterricker, Cultural Arts & Recreation Coordinator Tanya Osika and Marketing & Sponsorship Manager Laura Sprague.

Press: None.

Guests: Asst. Supt. of Recreation Kyle Donahue and Recreation Intern Nicole Dudek.

HEARING OF GUESTS

Executive Director Vickers introduced Recreation Intern Nicole Dudek. Supt. Bortner provided some insight into the duties and tasks Ms. Dudek has participated in during her time at the Geneva Park District.

READING OF MINUTES

Vice President Moffat made a motion to approve the minutes from the Public Hearing Meeting of May 20, 2024, the Annual Meeting of May 20, 2024, and the Regular Scheduled Meeting of May 20, 2024. Commissioner Cullen seconded. Four ayes. Motion carried.

CLAIMS AND ACCOUNTS

Vice President Moffat asked for clarification on a few new vendors. Vice President made a motion to approve the claims and accounts as present. Commissioner Cladis seconded. Four ayes. Motion carried.

TREASURER'S REPORT AND SUPERINTENDENT OF FINANCE REPORT

Supt. of Finance & Personnel Powell reviewed the May financial reports. A new CD was added to the portfolio. The Park District received one installment of real estate taxes in May. The next, bigger payment will come in June. The first month of the new fiscal year is on track. The report includes the scholarship funds that were collected and distributed in fiscal year 2024. Revenues totaled \$10,766.90. Supt. Powell broke down the expenses into the identified programs the scholarships were used for. Those expenses equaled \$14,475.60, leaving a deficit of \$3,708.70. Supt. Powell noted that per the Board's request, she removed the expenses of the pools and camps, as those two areas are no cost to the district. Removing the expenses leaves a surplus of \$3,320.27. There was a total of 87 participants with an average amount of \$166 per participant. Vice President Moffat asked if Supt. Powell would be able to add to the report a "no cost" column to further break down other programs that may be no cost to the district. Executive Director Vickers obliged. Commissioner Cullen asked what fund scholarships come out of. Supt. Powell confirmed that both the expenses and the revenues come out of the recreation fund. Without further questions, Vice President Moffat made a motion to approve the Treasurer's Report and Supt. of Finance report as presented. Commissioner Cullen seconded. Four ayes. Motion carried.

**APPROVAL OF THE AGENDA**

Vice President Moffat made a motion to approve the agenda as presented. Commissioner Cladis seconded. Four ayes. Motion carried.

**CORRESPONDENCE**

Executive Director Vickers shared the media binder noting a media release recognizing the Park District’s national award received from the Government Finance Officers Association for excellence in finance reporting.

**OLD BUSINESS**

**Mill Creek Community Park Shade Structure**

Supt. Gorra shared a shade structure was the most desirable addition to the Mill Creek Community Park Project. Imagine Nation has offered up a quote for a shade structure as included in the plans for the park as drawn up by Upland Design. It is a 20’X20’ steel roofed shelter with a wooden underside that will be placed between the two banks of pickleball courts. Executive Director Vickers noted that this structure was a part of the original design and budget but, it is an owner’s expense. Vice President Moffat made a motion to approve the purchase of the shade structure for Mill Creek Community Park from Imagine Nation LLC in the amount of \$27,417.00. Commissioner Cladis seconded. Four ayes. Motion carried.

**COMMUNICATIONS**

Executive Director Vickers shared that summer special event season is upon us. The first movie in the park was held at the beginning of June and had over 300 in attendance. We also hosted a park cookout last week that went off splendidly. The Park District is once again excited to collaborate with the Chamber of Commerce for the annual Swedish Days event where the Park District will be hosting many events. The first Autumn Fair Committee meeting will be held this week. Autumn Fair is scheduled for Saturday, September 21, 2024. Several new trees have been planted throughout the district in result of the cooperative fundraising efforts from Wine, Cheese and Trees. The largest park recipient of these trees was Don Forni Park. Due to the wet turf, Island Park has yet to receive new trees. Vice President Moffat asked if there is a written policy honoring the lifetime of a memorial tree planted. Executive Director Vickers stated that it is normal practice to replace a dead tree, but there isn’t a formal policy in place. Executive Director Vickers finished her report by stating that all seasonal facilities are up and running and the staff is doing a remarkable job keeping everything running smoothly and efficiently. As previously suggested, staff have introduced a “member express lane” at Sunset Pool which allows pass holders to bypass the front entrance and enter near the concession stand.

**FUTURE MEETINGS**

Regular Scheduled Board Meeting	July 15, 2024	7:00 PM
GPD Foundation Board Meeting	July 23, 2024	7:00 PM

**STAFF REPORTS**

**SUPERINTENDENT OF RECREATION**

Supt. of Recreation Bortner reviewed his report. All summer camps and swim lessons began the week of June 3. Swim lessons have strong participation numbers. The first cookout and movie both had impressive attendance numbers. Staff participated in Representative Dan Ugaste and Representative Jeff Keicher’s Outside Kid’s Fair at ChapelStreet Church on June 8. The next event for Playhouse 38 is the Adult Cabaret on July 20 and rehearsals are underway at Playhouse for both youth and adult shows which will take the stage in August. Sunset Pool and Mill Creek Pool are both open. The member express lane at Sunset Pool has been a positive addition for our pass holders. Commissioner Cullen asked if the new member entrance is being utilized. Executive Director Vickers stated that it is being utilized and our marketing for the new entrance reached many people as there were quite a few people in line on opening day. Our new event, Lepidoptera and Libations, at Peck Farm Park was rescheduled for Saturday, July 6 due to a rain cancellation on June 1. The new butterfly house vestibule continues to be well received by patrons and volunteers. Staff is preparing for the annual shutdown of both the Sunset Community Center and Stephen Persinger Recreation Center scheduled for the end of August. Supt. Bortner reviewed BestLife membership numbers and revenues and Stone Creek Mini-Golf attendance numbers.

## SUPERINTENDENT OF PARKS & PROPERTIES

Supt. of Parks & Properties Gorra reviewed his report. Interviews are continuing for the Peck Farm Caretaker position. All part-time seasonal positions have been filled. Staff have met with Folk Fest representatives to start planning for the 2024 event. A large sugar maple tree has outgrown its surrounding pavers at Island Park. The pavers will be removed from the tree ring to create a large well around the tree and a new edge will be established further away, saving the tree. Kluber Architects has submitted a revised drawing for the proposed mini golf hut. Revisions are mainly focused on the interior design features. Initial plans and cost estimates will be finalized by the end of June 2024. The exterior renovation of new siding for the Jaycee Park storage building has been completed. The renovation included the removal of one entry door and replacing the remaining door. The tennis courts at Dryden and Marjorie Murray Parks require renovation soon. Commissioner Cullen asked if we split Marjorie Murray tennis courts with the school district. Executive Director Vickers responded, yes. President Frankenthal asked if we are able to contact the company that renovated these courts in 2018 and inform them of the failure. Supt. Gorra stated that unfortunately the product used on these courts has a five-year warranty and we are in year six. Discussion continued amongst the staff and Board members regarding the court's condition and the product that was used during the renovation in 2018. Twenty-four trees, donated by the Geneva Park District Foundation, were planted by Wasco Nursery this month. Staff held a plant sale at the greenhouse on Sunday, May 26. Approximately 75 people came and sales totaled \$1,300.00. Poison Hemlock has been reported growing in the area. Staff have been working on removing the invasive plant.

## **NEW BUSINESS**

### Winding Creek Park Update

Executive Director Vickers informed the Board that a public meeting was held for the Winding Creek community in preparation for the new park site development. The meeting was well attended with 45 individuals signed in. Ideas, concepts and products were provided in architectural boards for the attendees to express their likes and dislikes. Executive Director Vickers stated that the community seems very excited about the project and are very engaged, providing much feedback. Early compilations identify a bigger playground structure with nature amenities as important concepts. As the process continues Executive Director Vickers stated she would keep the Board informed.

### Grey Barn Roof Replacement Project

Supt. Gorra shared that the grey barn at Peck Farm Park needs a new roof. This barn is structurally secure, but the roof is estimated to be over 60 years old and shows obvious signs of rust and age. Vice President Moffat asked if the new roof would go over the existing roof or would be replacing the existing roof. Supt. Gorra replied that the existing roof will be removed and a new one installed. Commissioner Cullen asked if the roof supports are in good shape. Supt. Gorra responded yes. Trusses that may need repair or replacing have been built into the quote. Vice President Moffat made a motion to accept the expenditure of \$24,988 to FBI Buildings to replace the metal roof on the grey barn at Peck Farm Park. Commissioner Cullen seconded. Four ayes. Motion carried.

### Marketing & Sponsorship Report

Marketing & Sponsorship Manager Laura Sprague presented her report. Ms. Sprague shared with the board how marketing supports all endeavors and how she places an emphasis on experiences and telling a story. Ms. Sprague shared statistics on marketing through many avenues including; website, email, brochure, social media, and signage/flyers. She shared that the website is our largest tool where 73% visit the website through a mobile device. Email sees a 42% open rate. The digital brochure has 30,000 views annually. The district's two major social media platforms are Facebook and Instagram where views of our reels and stories are continually growing. Ms. Sprague shared multiple stories of Geneva Park District's successes shared through many different media outlets. These success stories included; the 10-year anniversary of Playhouse 38, the adoption of the Dark Sky Initiative, a free pumpkin smash event with the National Resource Committee, the donation of the old Dryden Park playground equipment, Aquatics staff's 10<sup>th</sup> consecutive 5-star rating, and the Geneva Park District Financial Award. Ms. Sprague also discussed the work put into building relationships with the community, sponsors, and other committees and foundations including visits to various senior centers to discuss program and trip opportunities. Commissioner Cullen asked if staff are aware of how many seniors have signed up for a program after our visits. Ms. Sprague stated that

staff do not have a way to track that just yet. Commissioner Cullen suggested using coupons. Vice President Moffat suggested putting together a bus schedule for them to participate as transportation could be an issue. Ms. Sprague finished her report stating that GPD will be participating in "Welcome Wagon" which is a coupon book for new homeowners and renters. The Welcome Wagon will be a great first touch point for the park district. The Board thanked Ms. Sprague for her presentation.

#### Playhouse 38 Annual Report

Cultural Arts & Recreation Coordinator, Tanya Osika presented the annual Playhouse 38 report and recommendations. Fiscal year 2023-2024 has a wonderful year of increased participation, revenue and classes. There was a total of five productions with 140 actors, which is an increase of 77 actors from the previous year. We also saw an increase of eight classes from the previous year totaling 16 classes and a total of 96 students which is an increase of 50 students, from the previous year. Frozen Jr. saw its first production with two casts since before the pandemic. Playhouse 38 saw four adult productions and three Cabaret performances. And Adult Improv Group was formed and met monthly, as well as, free programming for over 70 adult actors. The 10-year Anniversary has a wonderful celebration in January 2024 with over 60 in attendance and performances from many previous and current Playhouse actors and directors. The facility also saw an upgrade with new speakers, risers for seating, tech booth reconstruction, concession and ticket relocation and portable stairs for the stage. Ms. Osika reviewed the expenses and revenues stating that ticket sales doubled from the previous year. President Frankenthal asked if parents are still able to add a blurb to the playbill. Ms. Osika responded yes. She finished her report discussing recommendations including; increase class offerings and theatre camp, increase presence/awareness at community-wide events, increase rentals from outside organizations, continue to seek out new directors and offer a new special event. President Frankenthal shared his excitement of the continuation of bringing in new directors and the continuation of overall growth. The leaps and bounds that have already been made are very impressive. Executive Director Vickers agreed. Vice President Moffat made a motion to approve the Playhouse 38 annual report and advance all recommendations as presented. Commissioner Cullen seconded. Four ayes. Motion carried.

#### ADJOURN

Vice President Moffat made a motion to adjourn the meeting at 8:52 PM. Commissioner Cladis seconded. Four ayes. Motion carried.

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Secretary

Submitted By: Nicole Vickers / Hannah Sterricker