

APPROVED

MINUTES OF MARCH 19, 2019 REGULAR BOARD MEETING
GLENCOE PARK DISTRICT
999 GREEN BAY ROAD, GLENCOE, ILLINOIS 60022

The meeting was called to order at 7:02pm and roll was called.

Commissioners present:

Lisa Brooks, President
Dudley Onderdonk, Treasurer
Bob Kimble, Commissioner

Commissioner absent:

Stephanie Boron, Vice President

Commissioner via phone:

Josh Lutton, Commissioner

Staff present:

Lisa Sheppard, Executive Director/Secretary
Carol Mensinger, Director of Finance/HR
Chris Leiner, Director of Parks/Maintenance
Bobby Collins, Director of Recreation/Facilities
Erin Classen, Supt. of Marketing/Comm.
Jenny Runkel, Administrative Assistant
Adam Wohl, Takiff/Watts Facility Manager
Jess Stockl, Early Childhood Manager
Amanda Giacomino, Early Childhood Supervsr.
Jackie Kozelka, Early Childhood
Shannon Stevens, Recreation Intern

Members of the public in attendance who signed in or spoke: Michael Covey, Dan Dorfman, Josephine Bellalta, John Mac Manus

Approval for Commissioner Lutton to attend via Phone Conference: A motion was made by Commissioner Onderdonk to permit Commissioner Lutton to attend the March Regular Board meeting via phone conference. Commissioner Kimble seconded the motion. No further discussion ensued. Roll call vote taken:

AYES: Kimble, Lutton, Onderdonk, Brooks

NAYS: None

ABSENT: Boron

Motion passed.

Consent Agenda: A motion was made by Commissioner Kimble to approve the consent agenda items as presented including Minutes of the February 12, 2019 Community Meeting on a Dog Park, Minutes of February 19, 2019 Regular Board Meeting, Minutes of March 5, 2019 Special Projects and Facilities Committee Meeting, Surplus Property Ordinance No. 895, and Approval of the Bills. Commissioner Onderdonk seconded the motion. No further discussion ensued. Roll call vote taken:

AYES: Kimble, Lutton, Onderdonk, Brooks

NAYS: None

ABSENT: Boron

Motion passed.

Matters from the Public: There was no one wishing to address the Board.

Financial Report: Director of Finance/Human Resources Mensinger stated fiscal year 2018/19 is complete. Accruals are not reflected in the Board packet version as of

February 28. Tax receipts coming in for the 2018 tax year are deferred so those are not reflected, but will see an increase in the cash balances.

Presentation of the Takiff Play Space Designs: Executive Director Sheppard, Director Leiner, and EC Manager Stockl reviewed a presentation on the Early Childhood program, existing design and issues, DCFS requirements, design requirements, and municipal playground facts attached to these minutes followed by Altamanu who gave a presentation on the designs attached to these minutes. Suppliers selling materials created in the US at the increased tariff rate was discussed. Altamanu answered Board questions including that the design is based on current program's maximum number of children. In the future if further expansion is needed, the design could be added to in the open space across the sidewalk, but the new renovation would remain the same. The back sidewalk will remain with improvements to mediate flooding across the sidewalk. The retaining wall is in good shape with just the tail at the north end needing adjustment. The early design input process with teachers was reviewed along with design comments from EC Supervisor Giacomino and Preschool Teacher Kozelka. Project costs and the effect of DCFS requirements were discussed. The design and contingency is \$350,000 over the original estimated budget (\$525,000 to \$875,000) due to strict DCFS requirements and material price increases. Staff proposed using money from the corporate and recreation fund balances that are currently over the policy requirement for the fund. Following the audit, staff is going to recommend a \$1 million fund transfer amount for Board approval at the June Board meeting, but now most likely \$1.5 million due to a better than project year. Additionally, some of the ADA items could be covered using ADA funds.

Lincoln and Crescent playground will be included in the Old Green Bay Trail project in 2020.

Director Collins reviewed the DCFS licensing review, which occurred for six hours yesterday with intense requirements. They were happy to hear we were reviewing the play space.

Timeline included changes to design, amending the budget to include the increased funds, advancing the design to committee for further discussion, and at the April Board meeting approve the Takiff design so we can start final design development construction and go out to bid.

ELC staff and Altamanu exited the meeting.

Presentation of the Glencoe Fitness Center Report: Director Collins and Takiff/Watts Facility Manager Adam Wohl gave a presentation on the report attached to these minutes.

Staff Reports: Staff shared additional information not included in their Board Reports.

Director Mensinger shared that the business department is busy with end of fiscal year tasks and budget. Preliminary audit work happened last week and everything went well.

Director Collins thanked EC Manager Stockl and the ELC team on DCFS re-licensing.

Director Leiner's team is working on seasonal preparations at the beach along with repairs to significant seasonal pier and stair damage.

Superintendent Classen shared that the spring brochure is out and we are barreling into summer.

Safety and Wellness Committee Co-Chairs Mensinger and Leiner shared that the committee is in between meetings; the next one scheduled this week Friday. Our PATH health risk assessment for full-time staff and family members on our insurance plan had the best turnout in the last 10 years. Mensinger thanked Liz Stowick for working on departments who did not have as much participation with a lot of effort to entice those to participate.

Executive Director Report: Executive Director Sheppard thanked Director Leiner and Superintendent Classen for their hard work on the three grants for the Old Green Bay Linear Trail project and Bobby and the ELC team for DCFS recertification. The NSSRA Shining Stars banquet is on May 10. Commissioners may wish to attend to see firsthand the positive the impact this organization has in our community. I will be approving the Northbrook shared services agreement for pool and beach use, which benefits both communities. The Sand Management Group met today regarding the pilot grant program. More educational material will be coming out regarding the process. The project is expected to begin in 2021. The information we receive will be posted on our website. Watts Ice Center remained open one week later than normal for the first time. The Village-wide committee will be talking about Tudor Court at a Village Board meeting on Thursday.

Action Items:

Approval of Fiscal Year 2019/20 – Approval Draft: A motion was made by Commissioner Lutton to approve the Fiscal Year 2019/20 Approval Budget as presented, including a \$350,000 additional increase in the budget for Fund 69 Master Plan Fund for the specific purposes of the Takiff Early Childhood play area. Commissioner Onderdonk seconded the motion. Commissioner Kimble commented on his disappointment regarding cost, but over 15-20 years amortizes itself out and positively affects a major revenue stream; overall a very good idea. President Brooks noted the social responsibility of childcare, an essential element to our program, and the children who are using it all day in and out. Roll call vote taken:

AYES: Kimble, Lutton, Onderdonk, Brooks

NAYS: None

ABSENT: Boron

The motion passed.

Approval of Resolution No. 896 – Acquisition of Property with NSSRA: A motion was made by Commissioner Kimble to approve Resolution No. 896 for the Northern

Suburban Special Recreation Association property acquisition located at 1221 Lake Cook Road, Highland Park, Illinois as presented. Commissioner Onderdonk seconded the motion. No further discussion ensued. Roll call vote taken:

AYES: Kimble, Lutton, Onderdonk, Brooks

NAYS: None

ABSENT: Boron

The motion passed.

Approval of Altamanu Contract for Old Green Bay Trail Linear Park Master Plan Design: President Brooks tabled this action item until all Board members are in attendance at the April regular Board meeting.

Approval of Purchase a 2019 Kubota V Series UTV: A motion was made by Commissioner Lutton to approve the purchase of a 2019 Kubota V Series UTV for \$28,084.21 (amended) from Burriss Equipment of Waukegan, Illinois as presented. Commissioner Kimble seconded the motion. No further discussion ensued. Roll call vote taken:

AYES: Kimble, Lutton, Onderdonk, Brooks

NAYS: None

ABSENT: Boron

The motion passed.

Approval of Bi-Annual Review of Executive Session Minutes 5ILCS120/2(c)(21): A motion was made by Commissioner Onderdonk to approve and release from confidentiality closed session minutes from November 13, 2018, February 19, 2019 and March 5, 2019 and not release any other minutes that were approved and confidential and to authorize the destruction of audio recordings of closed meetings held on the following dates as to which closed meeting official minutes have been approved and no litigation under the open meetings act is pending including May 16, 2017, February 20, 2018 and July 17, 2018 as mandated by 5ILCS120/2 (c)(21) as presented. Commissioner Kimble seconded the motion. No further discussion ensued. Roll call vote taken:

AYES: Kimble, Onderdonk, Brooks

NAYS: None

ABSENT: Boron

ABSTENTION: Lutton

The motion passed.

Approval of the Executive Director's Employment Agreement: A motion was made by Commissioner Kimble to approve the executive director's employment agreement as presented. Commissioner Onderdonk seconded the motion. No further discussion ensued. Roll call vote taken:

AYES: Kimble, Lutton, Onderdonk, Brooks

NAYS: None

ABSENT: Boron

The motion passed.

Other Business: There was no other business.

Adjourn: Commissioner Kimble moved to adjourn the meeting at 8:37pm. Commissioner Onderdonk seconded the motion, which passed by unanimous voice vote.

Respectfully submitted,

Lisa M. Sheppard
Secretary

Early Childhood Play Space

March 19, 2019
Board Meeting



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The Importance of Appropriate Play Space

- Studies have shown a decline in preschoolers gross motor skills and overall stability
- Gross motor skills decrease risk of childhood obesity and are connected to school readiness
- Gross motor skills are needed to perform every day functions
- Poor gross motor skills are strongly linked to poor fine motor skills
- Age appropriate equipment promotes safe but challenging play



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Program User Overview

Programs:

- Children’s Circle (Full Day)
- ELC (1/2 Day Preschool)
- GJK
- Camp

249 individual children in our programs use the playground multiple times per week.

80 Children Circle children are mandated to have outside play twice a day.

This area is effectively a classroom and is used from 7:15 AM – 6:30 PM

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Program Financial Facts

Program	FY14/15	FY15/16	FY16/17	FY17/18	Total By Program
Children’s Circle Daycare	\$170,204	\$154,418	\$171,379	\$226,616	\$722,617
ELC	\$172,154	\$185,747	\$191,357	\$169,121	\$718,379
GJK	\$180,339	\$196,868	\$160,649	\$169,662	\$707,518
Grand Total – Program Surplus					\$2,148,514

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Current Infant/Toddler Playground

- Jellyfish - 6 weeks to 15 months
- Frogs - 15 month to 24 months
 - Children range from 26-37 inches



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2 Year Old Area

- Turtles - 24 Months to 36 Months (Young)
- Starfish - 24 Months to 36 Months (Old)
 - Height 38-42 inches



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3-4 Year Old Area

- Dolphins – Age 3
- Beluga's – Age 4
 - Height 40-48 inches



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Project Driver

- Condition of existing area and limitations
- Growth of programs
- DCFS requirements
- Parent expectations

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Department of Children & Family Services (DCFS) specialized requirements

- Minimum of 75 square feet of safe outdoor area per child for the total number of children using the area at any one time
- Individual play areas must be fenced, with 2 entrances
- Shall accommodate 25% of licensed capacity at any one time
- The area shall be arranged so that all areas are visible to staff at all times
- Shaded area is required
- Square foot requirements

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AGE	# of Kids	Square Feet
6 Weeks - 15 Months	15	1125
15-24 Months	16	1200
3 Yrs Old	20	1500
4-5 year olds	40	3000

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Glencoe Park District Design Requirements

- Re-use existing shade structures
- Re-use/repair existing retaining wall
- Re-use existing sidewalks
- Use synthetic grass fall surface
- Bright colors
- Open area for modular play pieces; media tables, sprinkler, basketball, new play elements
- Approach from a participant supervisor stand point

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Address Existing Design Issues

- Replace existing outdoor lighting
- Replace existing drinking fountains with properly sized
- Correct drainage to prevent pathway and playground flooding
- Select site appropriate plantings
- Source materials and finishes which will not require replacement for 15-20 years



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Brief Site History

- The existing play site cost \$481,000 in 2008
- The original concept was heavily value engineered based on the higher than expected Takiff Center construction costs

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Municipal Bid Climate

- Recent OSLAD grants have added more projects to the 2019 season
- Tariffs have raised the prices on raw materials (Steel, Aluminum, Wood)
- Increase in labor costs

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Municipal Playground Facts

- Based on Consumer Products Safety Commission standards the Park District cannot use residential play equipment. (Little Tike's, Home Depot Playgrounds). This is still a public park.
- The existing playground and safety surface has reached the end of it's useful life and requires replacement.

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Extension of Takiff Play Space is the Takiff Trail

We plan to enhance Takiff Park Trail by adding different natural elements such as bird houses, bat houses and butterfly gardens to the already existing bio swales. This will to extend the play experience when our children venture out on a "Nature Field Trip"

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Takiff Play Area

A presentation of the Takiff
Play Space Design by
John Mac Manus and
Josephine Bellalta from
Altamanu

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Costs Associate with Project

- To develop a project concept that met DCFS legal licensing standards and Glencoe Park District directives Altamanu had to go outside the initial project budget.
- The project does not, in our opinion, have any over the top features and is an estimated \$350,000 over budget (with design and contingency built in)

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Where Will Additional \$350,000 Come From?

From additional fund balance reserves in Corporate and Recreation Funds generated in FY2018/19, *over and above what was anticipated.*

Corporate Fund:

Budgeted Fund Balance, 2/28/19	\$2,056,375	
Projected Fund Balance, 2/28/19	\$2,468,613	+\$350,000

Recreation:

Budgeted Fund Balance, 2/28/19	\$3,503,050	
Projected Fund Balance, 2/28/19	\$3,908,265	+\$400,000

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Reasons for Additional Fund Balance Reserves as of 2/28/19

- Lower than budgeted expenses across all departments in Corporate and Recreation Funds – primarily in health insurance, wages, utilities, operational capital costs.
- Higher than budgeted real estate tax revenues.
- Higher than budgeted interest income.
- Higher than budgeted net surpluses in Beach, Recreation Program, and Daycare Program departments.

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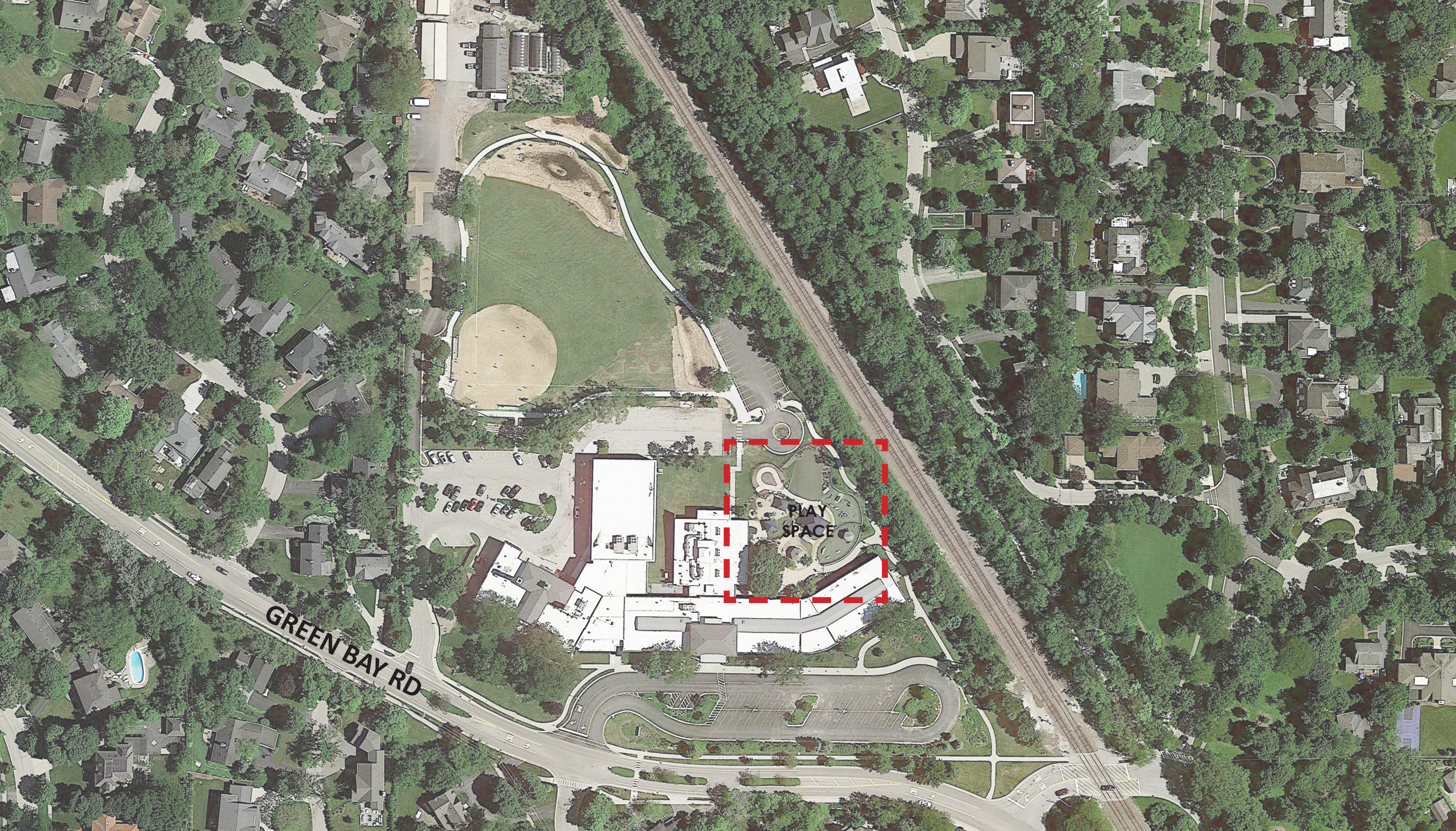
Will We Have to Amend The FY2019/20 Budget?

No, we will not. The Approval Draft FY19/20 Budget is scheduled for approval at tonight's regular board meeting. The motion to approve would state "approval for FY19/20 Approval Budget as presented but including a \$350,000 additional increase in the budget for Fund 69 Master Plan Fund for the specific purposes of the Takiff Early Childhood play area project. (From a cost of \$525,000 to \$875,000).

The Budget and Appropriations Ordinance (BAO) is the legal document that is approved by the Board **at the April 16, 2019 regular meeting**, which will reflect the \$875,000 budgeted amount. The BAO is the legal document that must be filed with the County Clerk's Office.

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TAKIFF CENTER EARLY CHILDHOOD PROGRAM PLAY SPACE

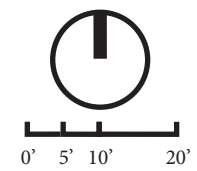
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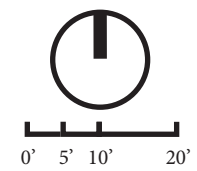
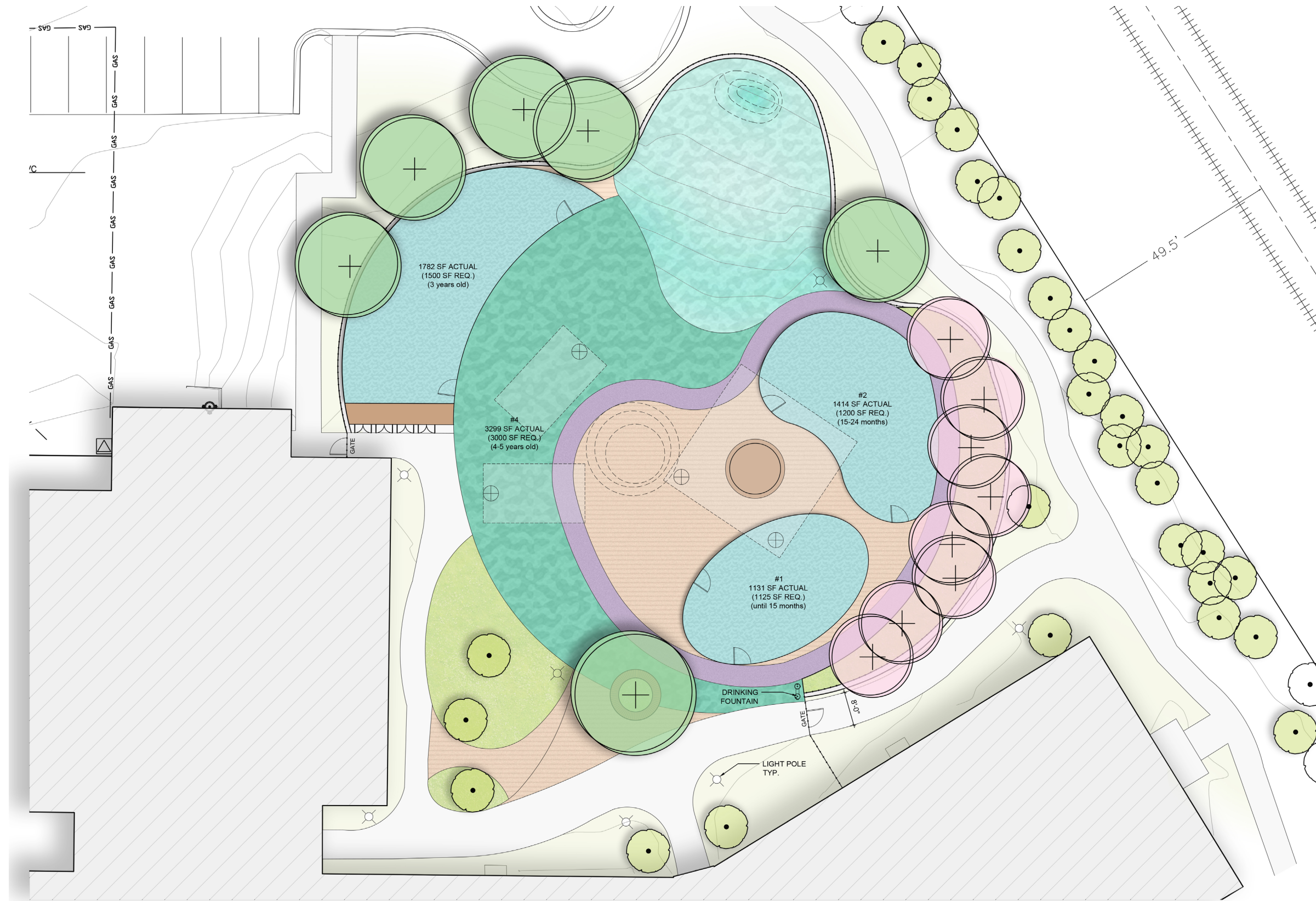
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CONCEPT B



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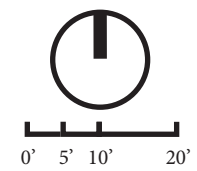
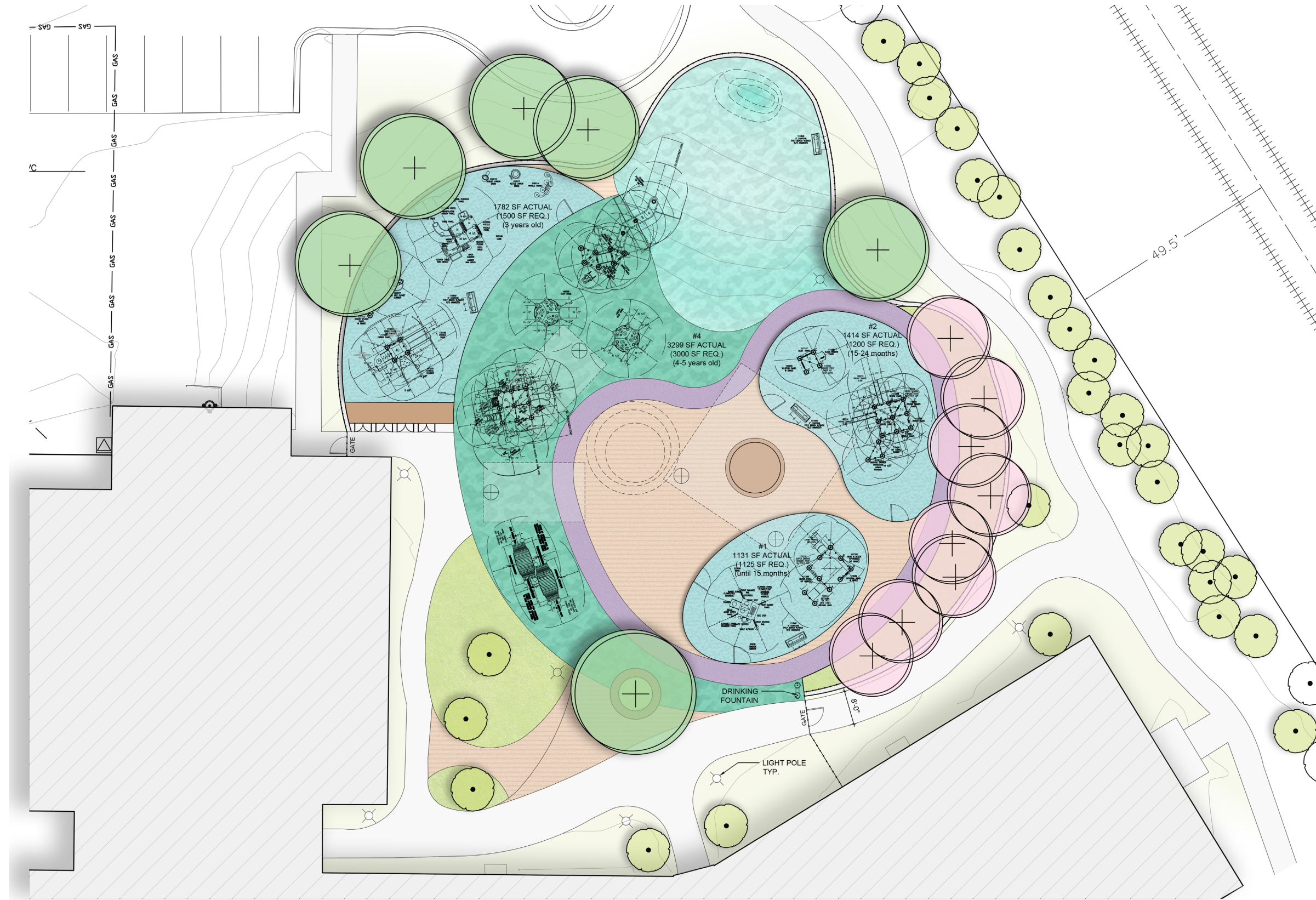
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CONCEPT B WITH EQUIPMENT



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Takiff EC - Section 1 (0-15 months)

Glencoe, IL March 13, 2019 glc19tak1



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Takiff EC - Section 2 (15-24 months)

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Takiff EC - Section 2 (15-24 months) REV

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Takiff EC - Section 3 (3 Year Olds)

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Takiff Early Childhood 4-5yr

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Encourage Natural Play with PlayMounds!



This is what kids were meant to play on!

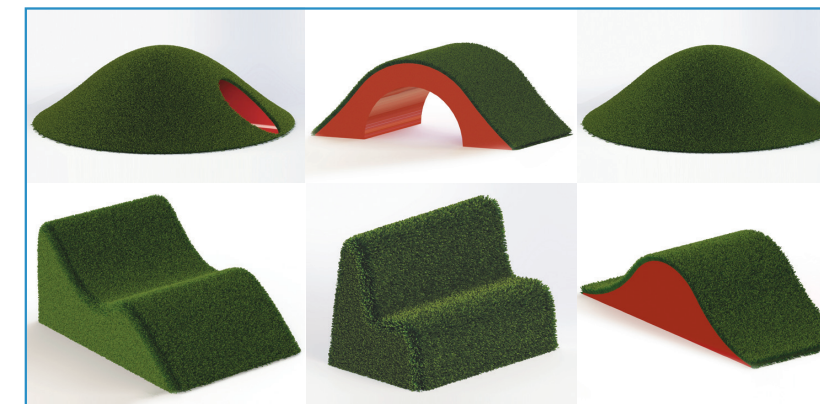
With many playground architects going back to old school design, natural play is the latest buzz. Playground Grass™ by ForeverLawn® has once again answered the call by introducing a line of pre-fabricated foam mounds that make it easy to achieve a fun, safe environment for kids to play and exercise.

PlayMounds	Conventional Mounds (Made of stone or concrete)
<ul style="list-style-type: none"> Two-layer foam system provides longevity and its own fall protection. Arrives in easy to assemble sections, which saves time and money! Can be portable, allowing the mound to be brought inside for winter climates or moved to other locations. 	<ul style="list-style-type: none"> Hard surface that needs fall protection added. Costly and time consuming to install. Permanent.

*Custom PlayMounds Available.



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M1194 Rev. 08/18

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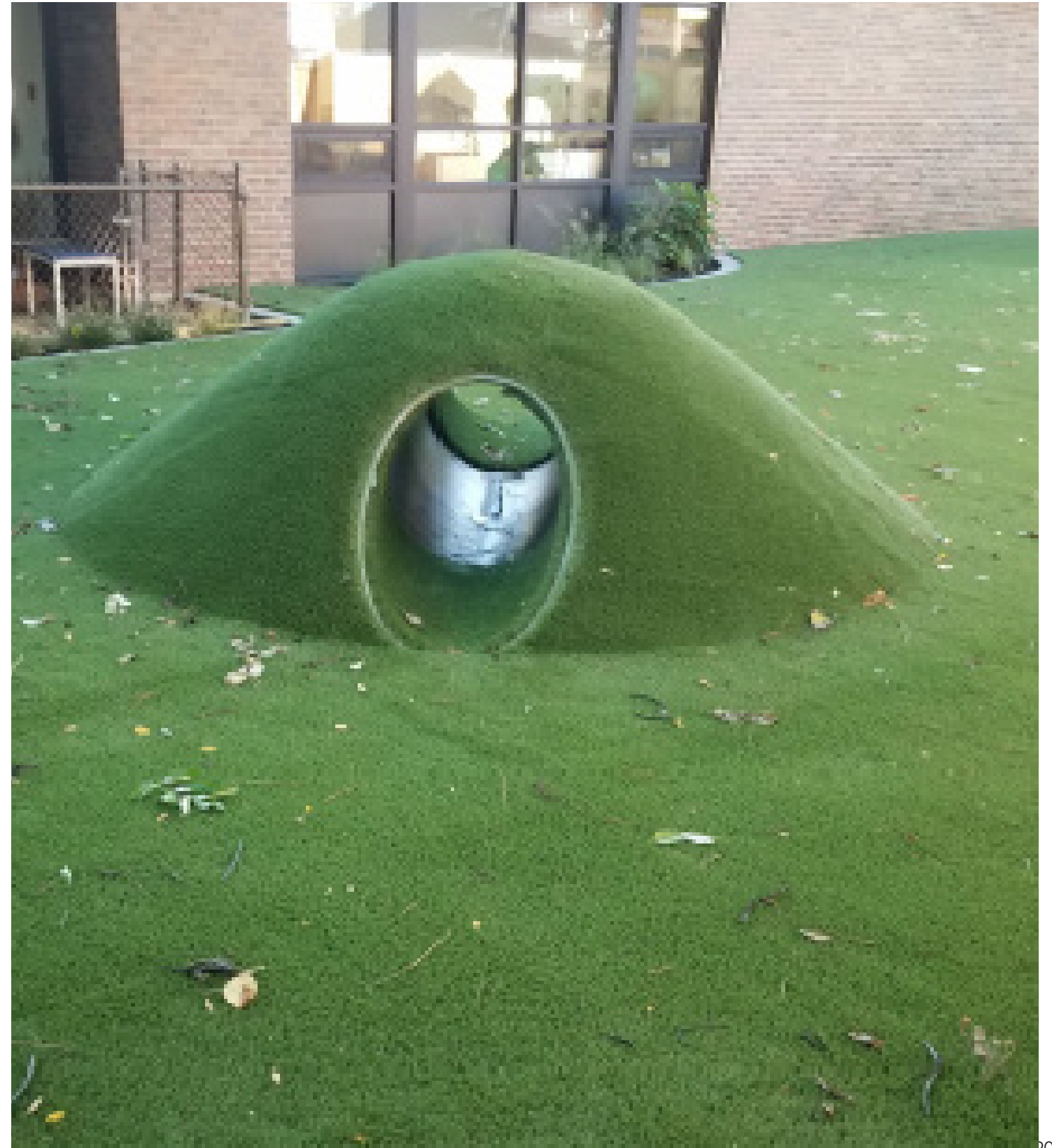
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Takiff Early Childhood

Glencoe, IL March 13, 2019 glc19tak1



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Takiff Early Childhood reverse view

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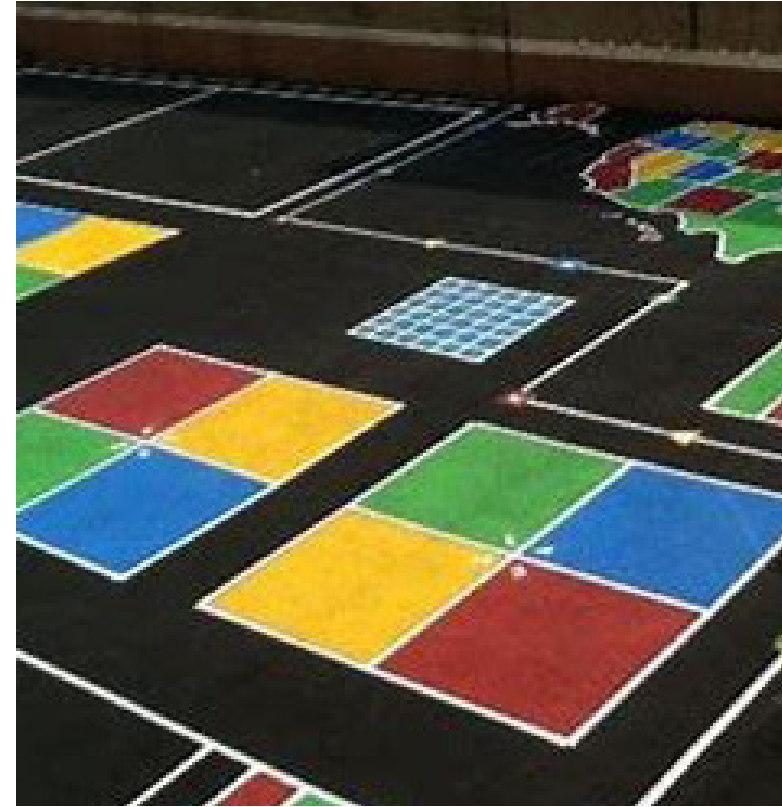
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COLORED PAVEMENT



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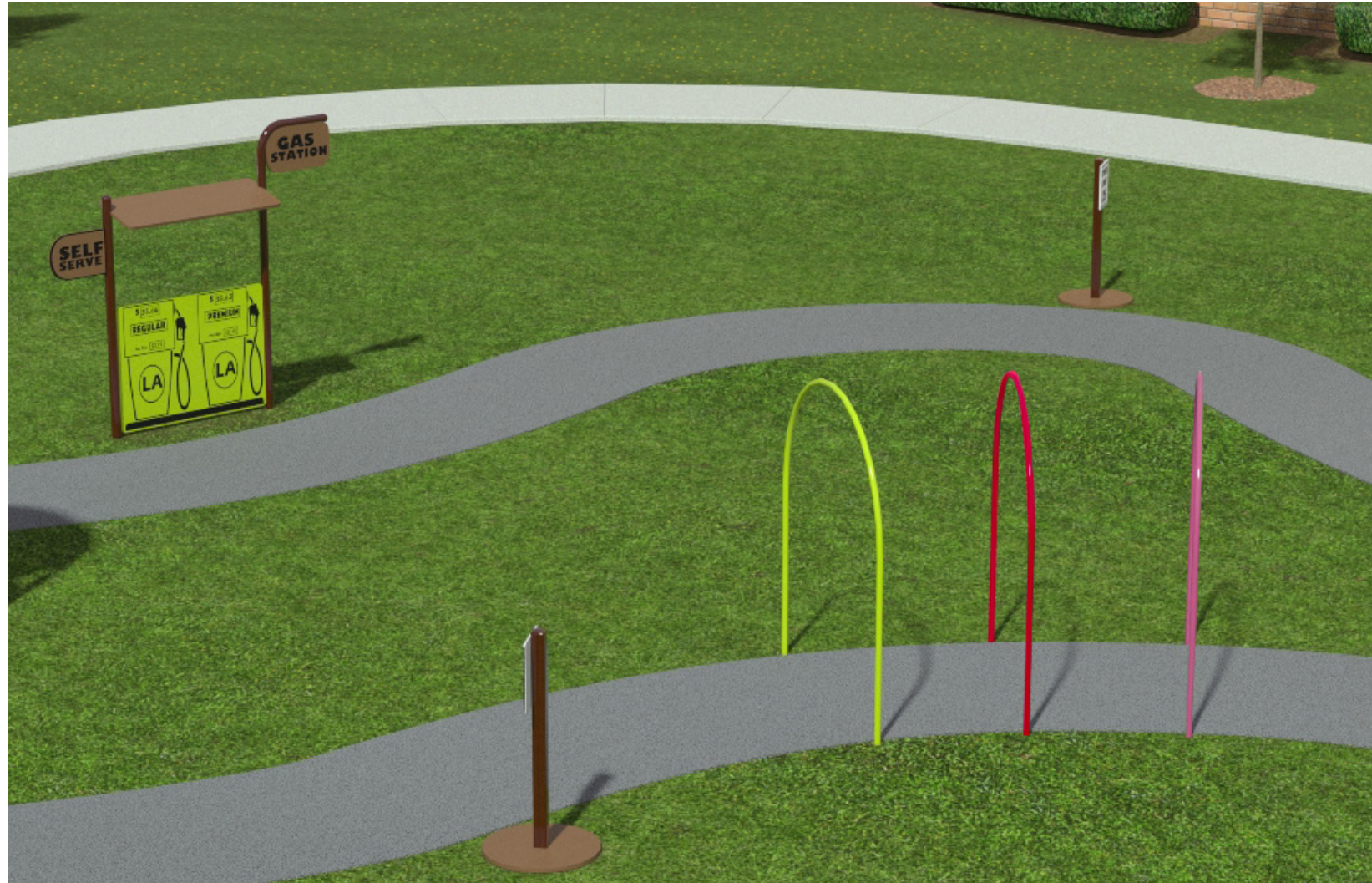
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CYCLE TRACK



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SHADE STRUCTURE



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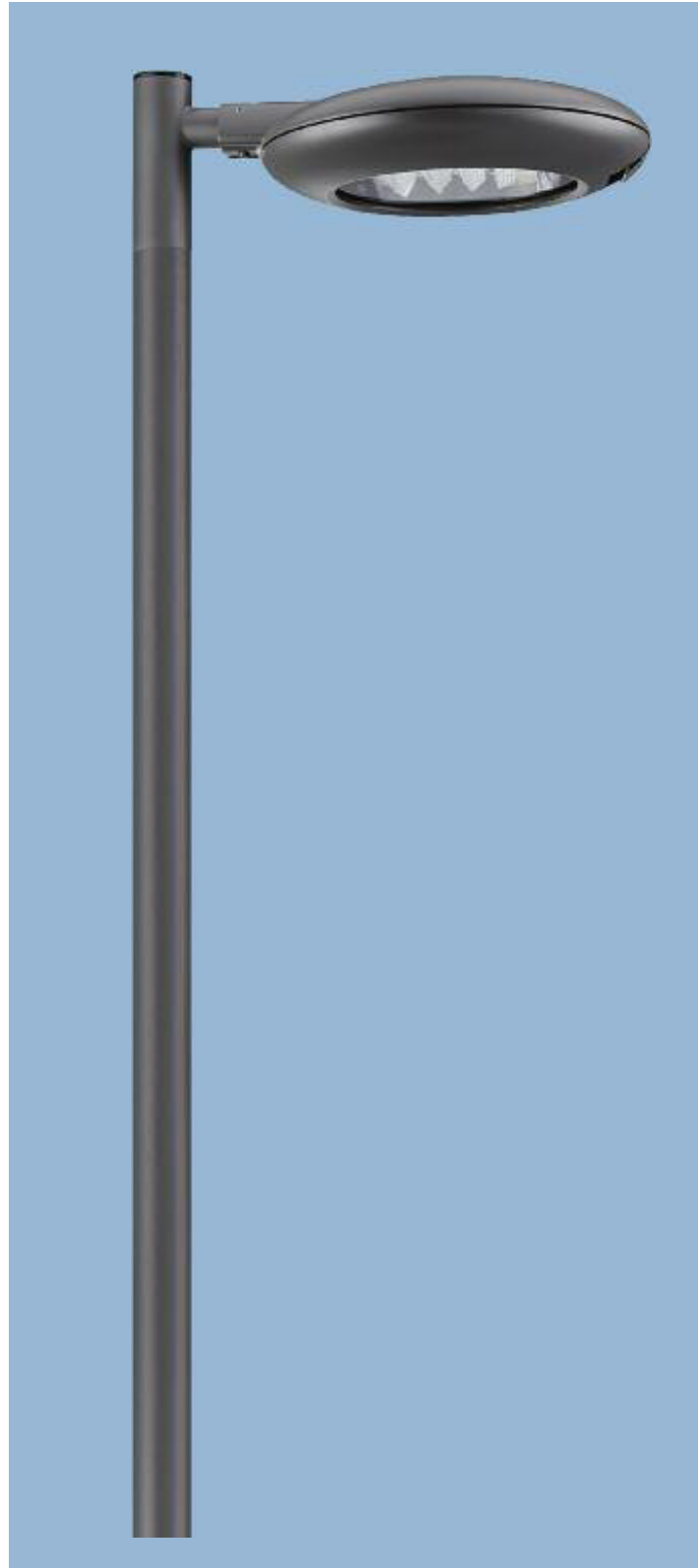
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LIGHTING



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Takiff Early Childhood

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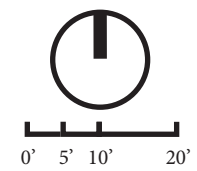
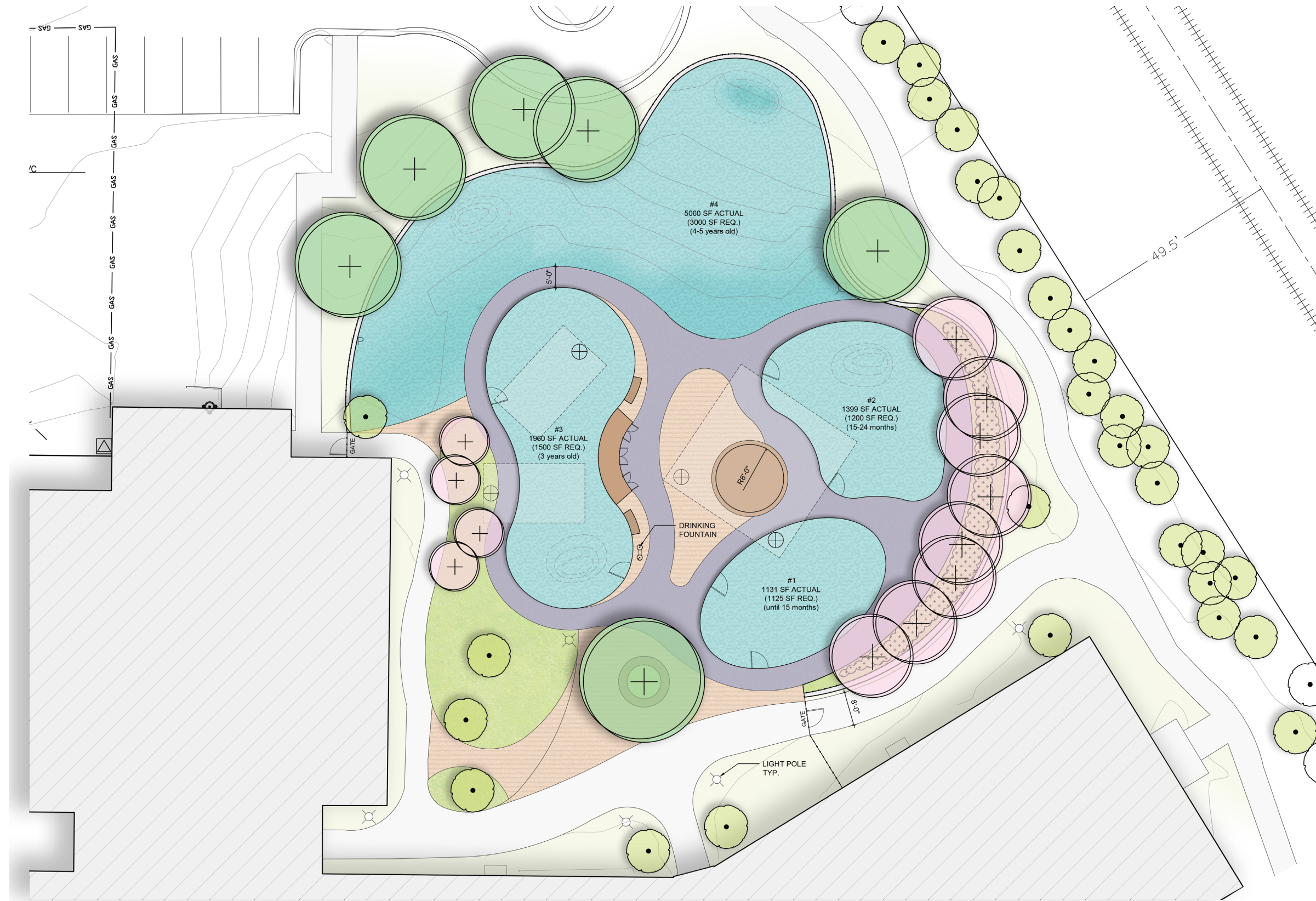


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PLAY SPACE

CONCEPT A



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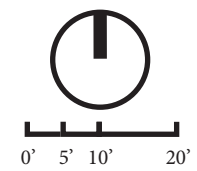
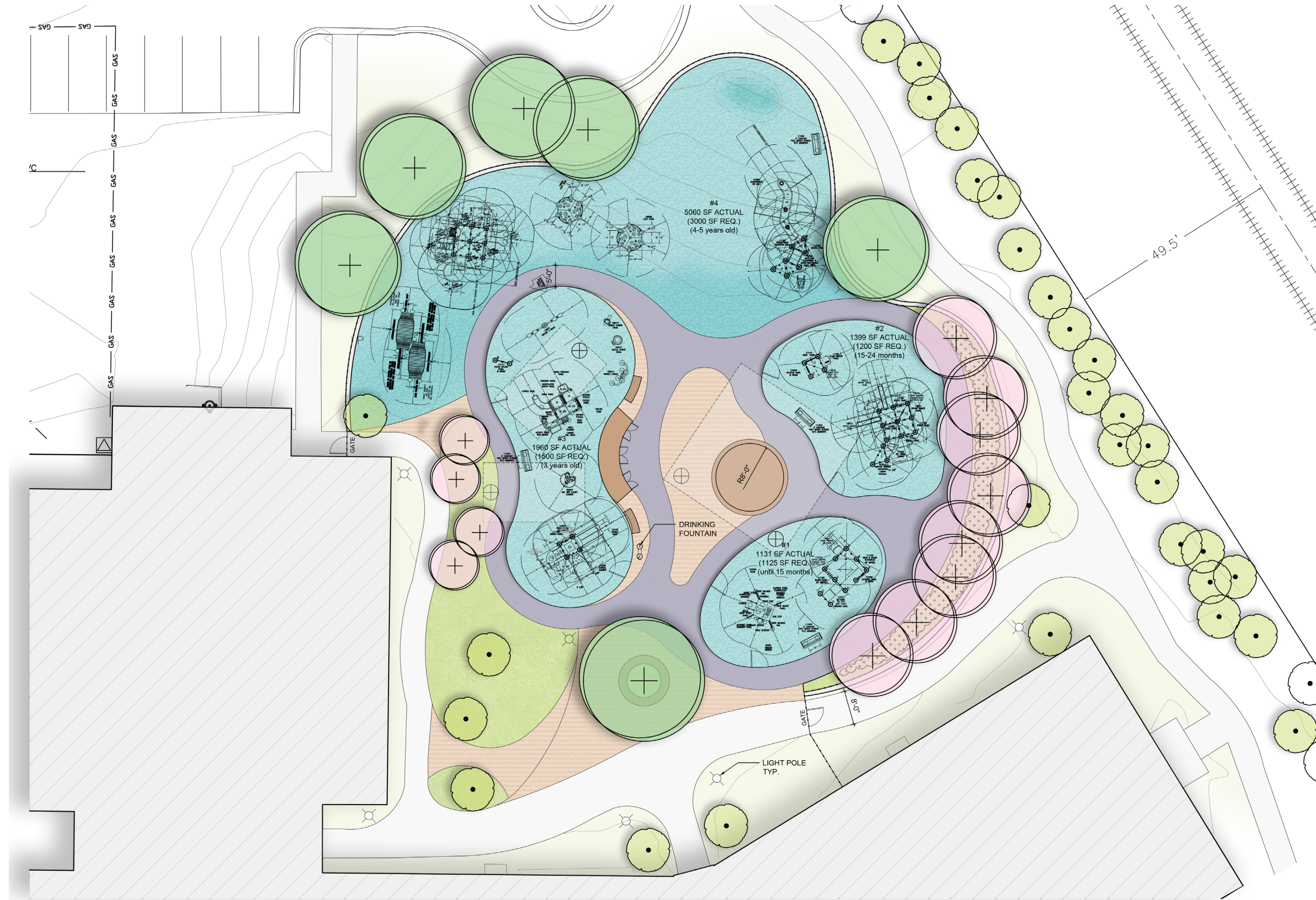
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CONCEPT A WITH EQUIPMENT



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Glencoe Fitness Center Annual Report 2019

Bobby Collins, Director of Recreation and Facilities
Adam Wohl, Takiff and Watts Facility Manager

999 Green Bay Rd.
Glencoe, IL 60022

www.glencoe parkdistrict.com

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Introduction

This annual report is an overview of the facility, programming, operations, and financial data for the Glencoe Fitness Center during the 2018-2019 fiscal year. The Glencoe Fitness Center is located within the Takiff Community Center. It is comprised of a fitness area that includes cardio and strength machines, free weights, and general fitness equipment. Fitness center members also have access to the fitness studio for group exercise and yoga classes, personal training, health coaching and open gym.

Facility Overview

The Glencoe Fitness Center held its grand opening to the public on December 30, 2017. The goal of the fitness center is to encourage healthy lifestyles through participation in physical activity.

Hours of Operation

Regular fitness hours are listed below. Please see Appendix A for a full list of comparable fitness center hours and information.

- Monday-Friday 5:30am-9:00pm
- Saturday-Sunday 7:00am-5:00pm

Glencoe Fitness Center Membership Options

MEMBERSHIP TYPE	MEMBERSHIP LENGTH	GLENCOE RESIDENT	NON-RESIDENT
Individual	1-year Membership	\$350	\$525
	6-Month Membership	\$270	\$405
	Pay-Per-Month Membership (1 year commitment required for first year)	\$40 per month	\$60 per month
Additional Family Member <small>Family members must reside in the same household to purchase a family pass.</small>	1-year Membership (each additional family member)	\$300	\$450
	6-Month Membership (each additional family member)	\$250	\$375
	Pay-Per-Month Membership (each additional family member; 1 year commitment required for first year)	\$35 per month	\$53 per month
Senior/student <small>Students: Age 14-22* Seniors: Age 65+* *ID required.</small>	1-year Membership	\$215	\$525
	Pay-Per-Month Senior/Student (1 year commitment required for first year)	\$25 per month	\$60 per month
	Winter Break Student Membership	\$35	\$53
Drop-in	Daily fee	\$10 per day	\$15 per day

Management, Customer Service, and Staffing

The Glencoe Fitness Center is overseen by the full-time Takiff and Watts Facility Manager Adam Wohl. Adam joined the Park District in November 2017 and this is his second year supervising the fitness center. This position oversees all operations and programming of the Fitness Center and programs.

The Park Maintenance staff also plays an important role in maintaining the Fitness Center.

The Marketing and Communications team had a significant role in our marketing and member interaction efforts throughout the first year of operation. This included digital and print media, flyers, posters, email communication, and program development. They will continue to be integral in our membership recruitment and retention efforts.

In an effort to limit staffing costs, we only added part time positions for early morning hours (5:30-8:30am) before regular front line staff arrives. All other staff hours were accounted for prior to the fitness center opening. Building attendant staff was trained to handle the additional responsibility that came with supervising the facility. Part of their responsibility includes performing routine cleaning of the facility, interacting with members, and answering any questions they may have. Clara Estrella, Ann Scheuer, and many other friendly faces have helped keep our facility a clean and an inviting place to exercise. Customer Service staff has also aided in membership processing and coordination.

Fitness Center Amenities

Our fitness center offers high quality amenities for our members.

Cardio Machines

In the fitness center, we have a wide array of cardio equipment. It includes four treadmills, two elliptical trainers, upright bike, recumbent bike, two Espresso HD Bikes, and a Nu-Step machine. Free weights, dumbbells, kettle bells, and medicine balls are also available for self-guided fitness enthusiasts.

Strength/Weight Machines

There are seven multi-use strength machines in the fitness center. This includes an abdominal/back extension, two upper body machines (chest/shoulder press and bicep/triceps machine), two lower body (leg curl/extension and leg press) Smith Machine, and Functional Trainer. We also have free weight dumbbells up to 50 pounds.

Stretching Area

Our stretching area includes a stretch machine, kettle bells, medicine and fitness balls, dumbbells, mats, and other fitness equipment. It is a great space to stretch before or after a tough workout.

New Equipment Based on Member Feedback

In an effort to meet the demands of our membership, we added several new pieces of equipment. The first was installing the abdominal/back extension machine. We have also added additional accessories for the functional trainer, a plyometric box, and an Olympic curl bar. Other equipment we are exploring includes a rowing machine and a Peloton Bike.



Programming and Challenges

Throughout the year, we offered a variety of programs and challenges to enhance the value of the fitness center membership and promote a healthy lifestyle to our members in a friendly environment.

Programs

Group Fitness Classes

All fitness center members are able to participate in group fitness classes at a 20% discount off a punch pass. The group fitness classes we offer include Gentle Flow Yoga, Moving with Weights Bootcamp, Row & Go Interval, Rowing, Resistance and Rolling Bootcamp, Zumba, WERQ, and Beach Fitness.

Personal Training

Fitness center members can purchase personal training packages. Options include one-on-one, partner, and small group training. We have three personal trainers (Ron, Rick, and Keri) on staff that can help take our members fitness goals to the next level.

Open Gym

Fitness center members can participate in open gym as part of their membership. Open gym times are offered most days of the week at a variety of times. We have expanded open gym to include early morning and evening hours during the week.

Challenges & Incentives

Program and facility descriptions are detailed below which are currently used to market a number of fitness programs.

Boston Marathon Challenge


In April 2018, members participated in a Boston Marathon Challenge. This challenge awarded those who completed 26.2 miles of cardio exercise during the month of April. We had over 40 people participate completing over 600 miles of cardio exercise on the treadmills and bikes. Two winners were awarded a free beach pass for summer 2018.

Spring Break Challenge

Members who logged a minimum of 3 workouts in the fitness center during spring break were awarded a free pair of Glencoe Fitness sunglasses. Over 15 people visited a minimum of three times logging over 300 miles of cardio exercise.

19 Healthy Habits in 2019

To kick off 2019, members were able to participate in a 19 Healthy Habits challenge during the month of January. Members were able to select from over 30 healthy habits to start their New Year resolutions off right. The more habits they completed afforded them more opportunities to start a new healthy habit for 2019.



BOSTON MARATHON CHALLENGE 4.1.18-4.30.18

Hitting the Final Stretch!

We're turning on to Boylston Street and heading towards the finish line of the Boston Marathon Challenge!

Competition is Heating Up!

The Glencoe Fitness member who completes the most miles (26.2 miles or more) on our Precor machines during the month of April will win a Glencoe Beach pass!

A prize will be awarded to the member who logs the most miles on the Treadmill/Elliptical and a prize will be awarded to the member who logs the most miles on Precor bikes.

When you use your Punch card, your miles will automatically be entered in the Boston Marathon Challenge.

Leaders are posted weekly inside Glencoe Fitness

Precor Elliptical & Treadmill* Top 5

1. Will M. 5466 miles
2. Hilary S. 3161 miles
3. Kim C. 2762 miles
4. Grace D. 17.2 miles
5. Anne A. 35.36 miles

Precor Bikes* Top 5

1. Rich K. 92.16 miles
2. Andre L. 14.21 miles
3. Janet L. 29.37 miles
4. Joel S. 22.63 miles
5. Lindsay B. 8.47 miles

*There will be two beach passes awarded for the Boston Marathon Challenge. One for the most miles completed on the Elliptical/Treadmill and one for the most miles completed on the Precor Bikes.

FREE 7-Day Trial

Invite a friend to experience Glencoe Fitness with a free one week pass! During the month of April, friends can visit the Takiff Center to pick up a free 7-day pass!

[More](#)

Connect with us



TAKE CARE OF YOUR BODY
It is the only PLACE YOU HAVE TO LIVE IT!

2019 CHALLENGE 19 HEALTHY HABITS

Enter the challenge to create a healthier you and win great prizes!

get FIT GO FURTHER **GLENCOE FITNESS**

Evey's Corner – Health Coaching

New in 2019 is health coaching and monthly email blasts called Evey's Corner. Evey Schweig is a Glencoe resident who has partnered with Glencoe Fitness to offer health coaching to our members. We will be offering a 5-day healthy eating challenge in April of 2019.

Trainer Days

On certain days throughout the year, we have our personal trainers work the floor to help motivate and introduce members to new exercise options within the fitness center. We kicked off the year with two trainer days in 2018. There are plans to have more mini sessions and trainer days in 2019.

Summer Student Special

We offered a \$99 summer student membership. We had over 30 students utilize the summer membership.

Marketing & Promotions

Although Glencoe Fitness opened on December 30, 2017, marketing for the gym began six months before the official opening.



Marketing for Glencoe Fitness ramped up in the weeks leading up to the grand opening. Banners proclaiming “Be a Charter Member” were on display, the Takiff Center entrance windows were wrapped in ads, and a jumbo postcard was sent to all residents. In addition, wayfinding and informational signs, as well as a logo mural and rug, were created by the Marketing department. A membership booklet was created to give to potential members, and more information was included in the winter brochure, Inside Glencoe, and on the website. Weekly emails and social media posts were scheduled. A number of free preview days were available for residents to use the workout area in December.



The grand opening celebration was promoted with email blasts, flyers, posters, and direct mail piece. The grand opening was featured in Glencoe News and on our Facebook live. Those who joined in December-January were given a \$0 initiation fee, plus one free month and a T-shirt. Other marketing programs included Meet the Trainer days and Partner Training Packages, which was promoted with email messages, posters, and Precor messages (displayed on cardio equipment screens halfway through a workout). Ads were purchased in the Family Service of Glencoe benefit booklet and on the Chicago North Shore Visitor's Bureau website.

Labor Day weekend was free to residents, which was promoted on social media. We also created a targeted parent promotion, offering one free month to parents of ELC, Children's Circle, and GJK students.

In October, we participated in Family Fitness Week at South School by giving parents free 7-day passes to Glencoe Fitness. South School shared information about the passes via email.



A two-tiered direct mail postcard and email program was designed as a retention tool for expiring members. The approach includes a free personal training session or five fitness classes for re-enrolling.



A Google AdWords campaign was started to reach people in Glencoe, Highland Park, Northbrook, Winnetka, and Northfield searching for a gym. The keyword ad is triggered by phrases like “Glencoe park district”, “Glencoe fitness”, “join a gym” and “Takiff center open gym”. In eight weeks, it generated 914 impressions, 131 clicks, and 137 map actions. A sticker ad was published on the cover of the Glencoe News the last week of December.

We celebrated the one-year anniversary with a free day at Glencoe Fitness for community members.

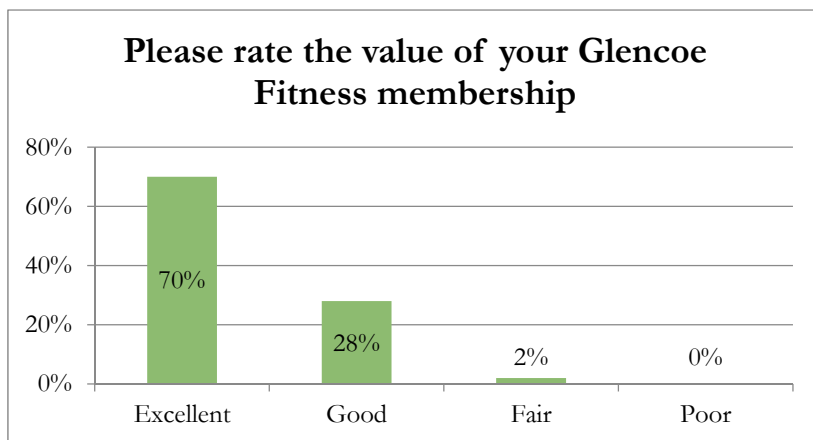
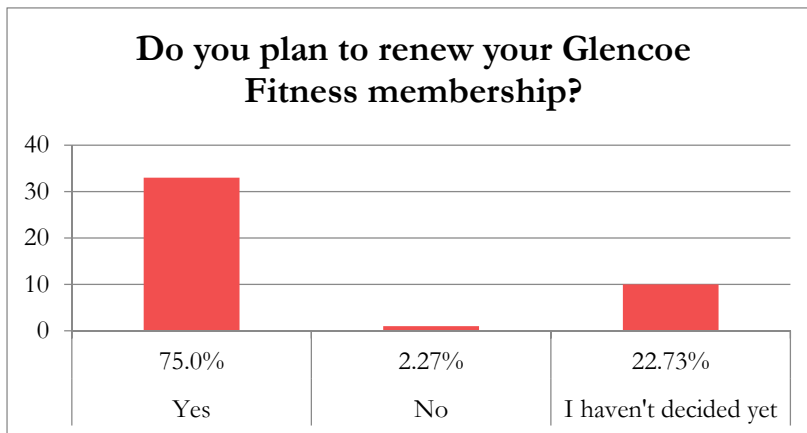
Goals and Objectives for 2019

In 2019, we are looking at many new ways to improve the overall value of the fitness center membership. We are researching the following:

- Analyzing equipment usage and exploring options to add or substitute existing equipment for new options.
- Explore membership options that will best prepare us for the future of the fitness center. For example, creating a monthly membership option that includes auto-renewals.
- Explore membership options that include group exercise classes as part of their membership
- Implement a Wake Up and Move initiative in the community to promote a healthy lifestyle. This would promote 30 minutes of movement or exercise each day.
- Create an onboarding system for new and potential members that better connects them to the fitness center and the services it includes.

Participant Feedback

In November 2018, staff surveyed current members for their feedback about their experience as a fitness center member. We had 46 total responses.



What do you like best about Glencoe Fitness?

“The cleanliness, the entertainment options on cardio machines, the availability of the machines”

“Close to home and reasonably priced. Great staff - Clara, Clean - Clara, Quality equipment, Clean showers, Fresh towels, Nice TV's for working out, Meeting new members of Village.”

“Closeness to home, cleanliness, pleasant staff, seldom crowded, nice shower facilities.”

“For me, having a clean, quiet place to exercise is what I need most. Nothing against all the programs mentioned in Question 9, but it's the basics that are most appealing and important to me.”

“I appreciate that there are limits to a small scale gym. If there were ever an expansion, it would be nice to have a normal locker room where you can just put your clothes in a locker in the locker room instead of packing them up and carting them to the gym. But it's not that big a deal. I think that given the space limits, you have a nice array of equipment.”

Please rate the following Glencoe Fitness amenities:

	EXCELLENT	GOOD	FAIR	POOR	N/A	TOTAL
Shower Rooms	28.26% 13	15.22% 7	4.35% 2	0.00% 0	52.17% 24	46
Towel Service	76.09% 35	15.22% 7	0.00% 0	0.00% 0	8.70% 4	46
Lockers	64.44% 29	17.78% 8	2.22% 1	0.00% 0	15.56% 7	45
Weight Machines	44.44% 20	24.44% 11	6.67% 3	0.00% 0	24.44% 11	45
Cardio Machines	80.00% 36	13.33% 6	2.22% 1	2.22% 1	2.22% 1	45
Stretching Area	56.82% 25	29.55% 13	4.55% 2	0.00% 0	9.09% 4	44
Personal Trainers	9.09% 4	2.27% 1	4.55% 2	0.00% 0	84.09% 37	44
Group Fitness 20% Class Discount	2.33% 1	0.00% 0	0.00% 0	2.33% 1	95.35% 41	43
Open Gym Access	13.95% 6	6.98% 3	4.65% 2	0.00% 0	74.42% 32	43

When thinking about Glencoe Fitness, please rate the following attributes:

	EXCELLENT	GOOD	FAIR	POOR	TOTAL
Cleanliness of facilities	86.96% 40	13.04% 6	0.00% 0	0.00% 0	46
Friendliness of staff	78.26% 36	19.57% 9	2.17% 1	0.00% 0	46
Attentiveness of staff	69.57% 32	26.09% 12	4.35% 2	0.00% 0	46
Responsiveness of staff	72.73% 32	25.00% 11	2.27% 1	0.00% 0	44
Entertainment (TV/Internet access on machines)	70.45% 31	25.00% 11	4.55% 2	0.00% 0	44
Preva app to track workouts	52.50% 21	37.50% 15	7.50% 3	2.50% 1	40
Check-in procedures	84.78% 39	15.22% 7	0.00% 0	0.00% 0	46

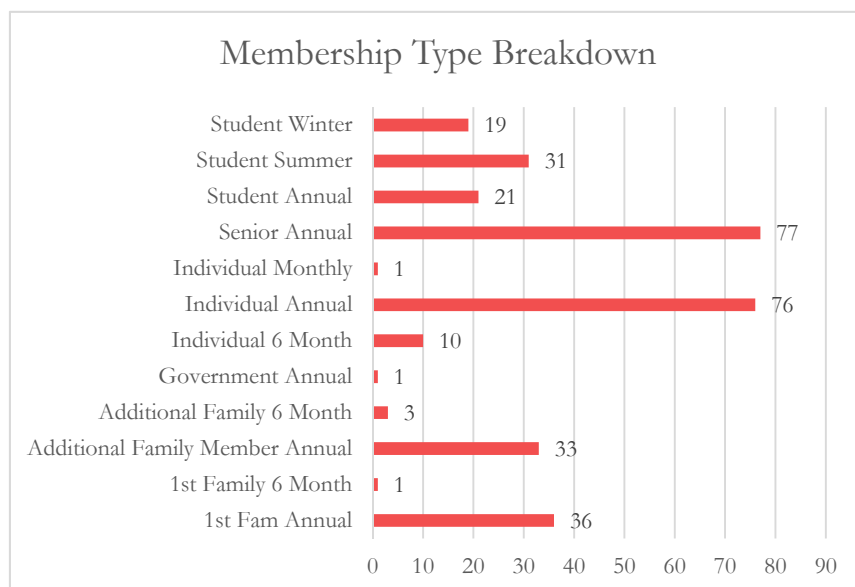
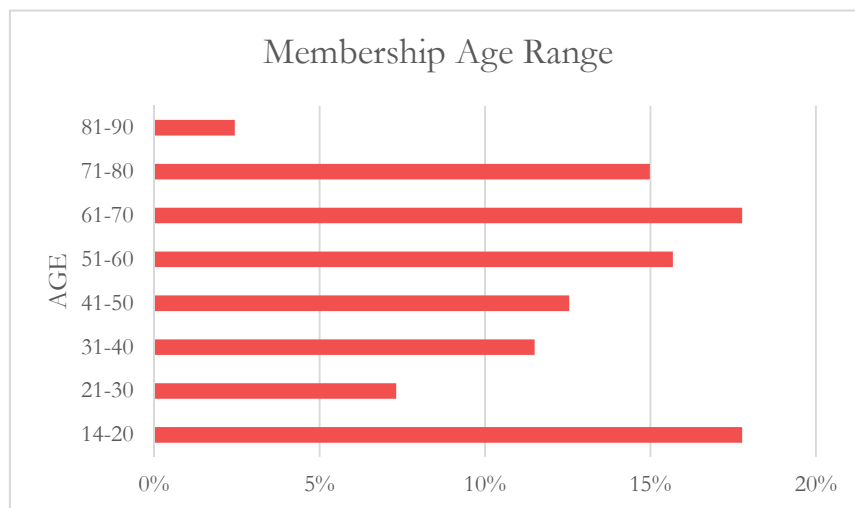
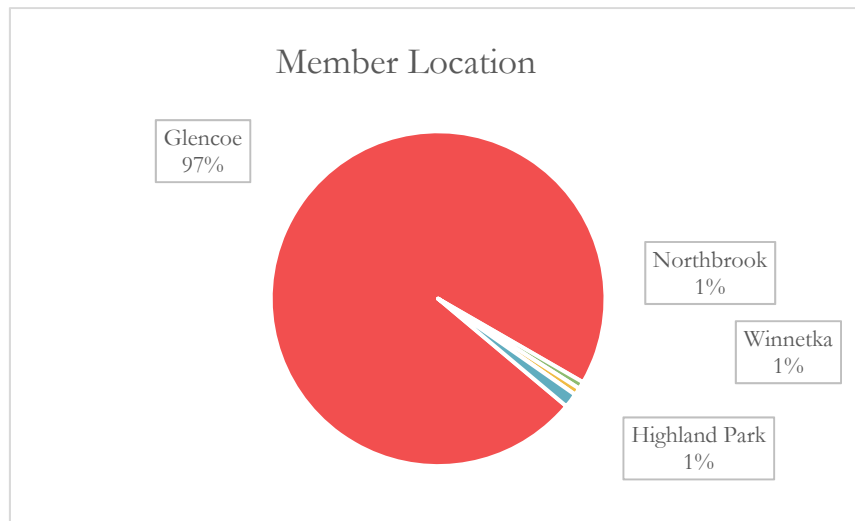
Please tell us what you use most in the fitness center (Check all that apply):

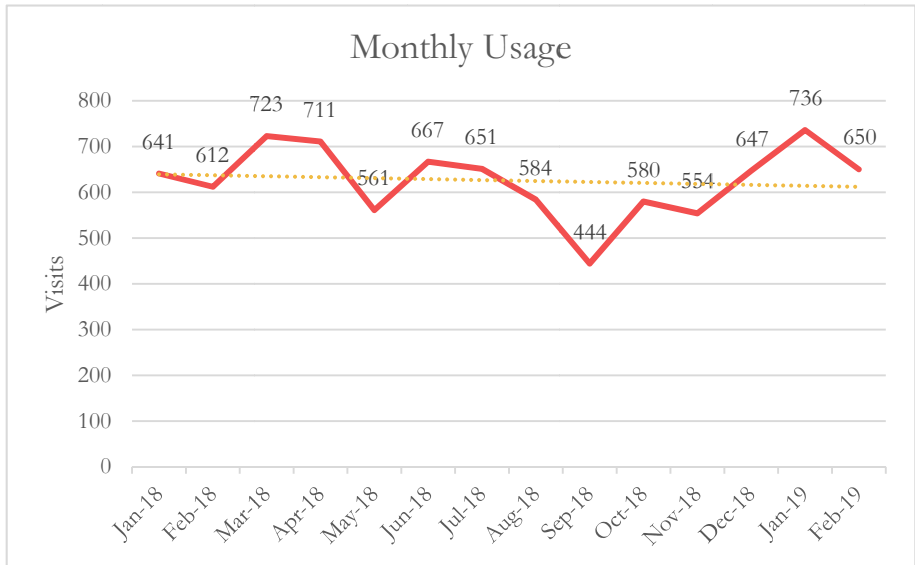
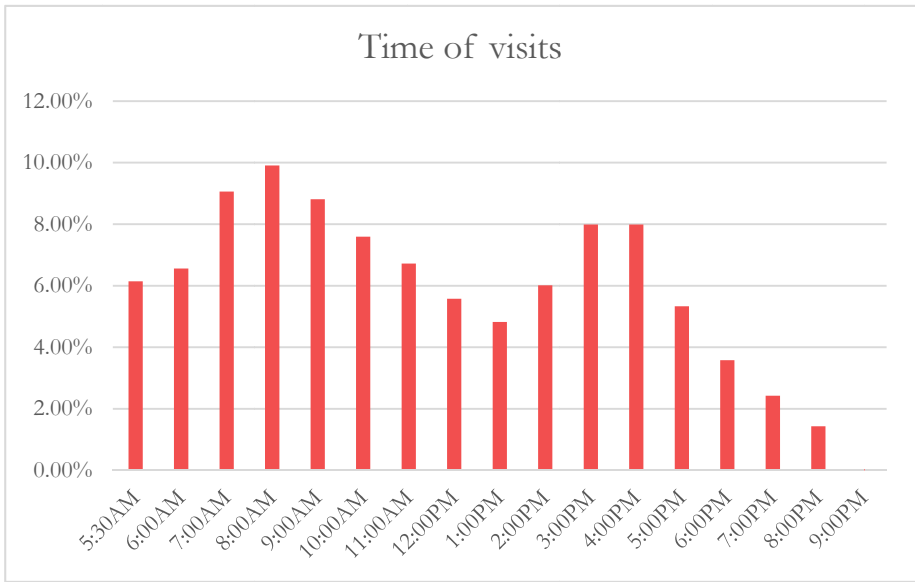
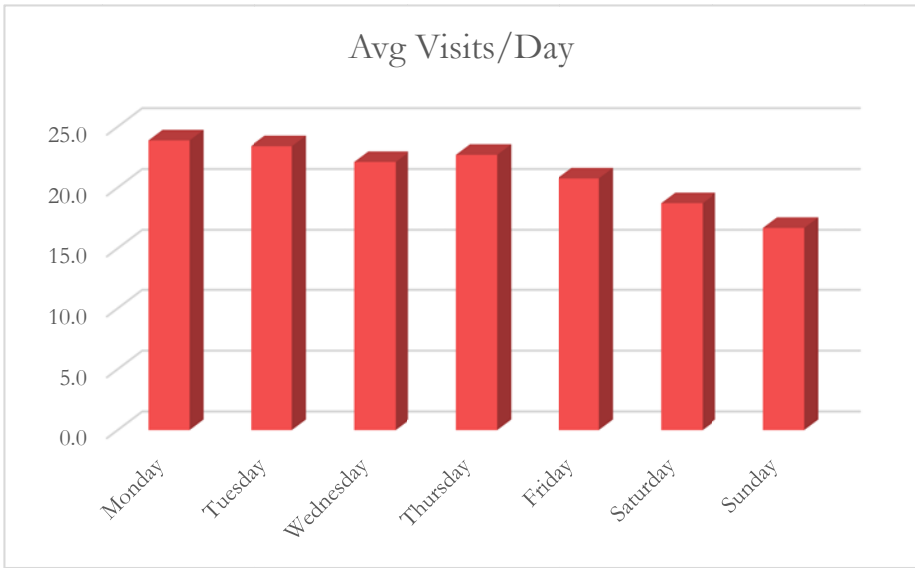
ANSWER CHOICES	RESPONSES
Cardio equipment (treadmill, bikes, elliptical)	97.83%
Weight machines	45.65%
Stretching area	58.70%
Free weights, medicine balls, resistance bands, etc.	56.52%

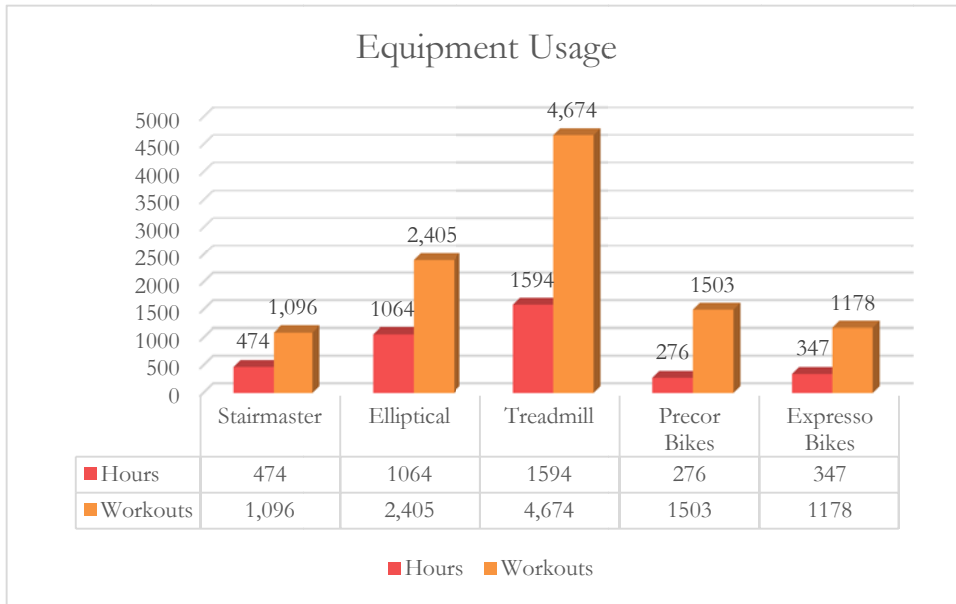
Financials

2018/19	Budgeted	Actual
Daily Fees	\$ 4,900	\$ 2,504
Personal Training	\$ 5,000	\$ 6,710
Memberships	\$ <u>51,000</u>	\$ <u>41,299</u>
Total Revenue	\$ 60,900	\$ 50,513
Total Expenses	\$ <u>(72,060)</u>	\$ <u>(41,394)</u>
Net	\$ (11,160)	\$ 9,119

Fitness Center Usage and Demographics







	February
Members for Renewal	127
Renewed Members	50
Non-Renewed Members	77
Retention Rate	39%

Appendix A - Pricing and Operation Comparison Chart

	Glencoe Park District	Northfield Park District	Winnetka Community House	Park District of Highland Park	Wilmette Park District	LA Fitness Highland Park
Hours of Operation	M-F: 5:30am-9:00pm Saturday: 7:00am-5:00pm Sunday: 7:00am-5:00pm	M-F: 5:30am-9:00pm Saturday: 7:00am-6:00pm Sunday: 9:00am-6:00pm	M-F: 5:00am-9:00pm Sat-Sun 7:00am-6:00pm	M-Th: 5:00am-9:45pm Fri: 5:00am-7:30pm Sat-Sun: 6:30am-7:30pm	M-Th: 5:00am-10:00pm Fri: 5:00am-8:00pm Sat: 6:30am-6:00pm Sun: 7:00am-5:00pm	M-Th: 5:00am-11:00pm Fri: 5:00am-10:00pm Sat-Sun: 8:00am-8:00pm
Annual Membership Options	One Year: Individual: \$350/525 Senior: \$215/525 Student: \$215/525 Additional: \$300/450	One Year: Individual: \$320/365 Couple: \$510/585 Family(3): \$650/715 Additional Family: \$145/165 each Senior: \$240/275 Senior Couple: \$380/440 Junior: \$115/130	One Year: Individual: \$695 Additional Family: \$595 Senior: \$595 Youth (14-17): \$595	One Year: Individual: \$624/744 Senior: \$528/648 Student: \$360/480 Limited: \$360/480 Couple: \$540/660 each Senior Couple: \$504/624 each Family(3): \$456/624 each, each additional after 3 are free	One Year: Individual: \$436/596 Couple: \$699/907 Family(3): \$960/1,209 Student: \$358/358 Senior: \$354/424 Senior Couple: \$517/621	None
Monthly/Semi-Yearly Membership Options	Monthly: Individual: \$40/60 Senior: \$25/60 6 Month: \$270/405 College Winter Break: \$35/53 College Summer Break: \$99/149	6 month: Individual: \$210/240 Couple: \$330/380 Additional Family: \$95/110 each Senior: \$155/180 Senior Couple: \$250/285 Junior: \$75/85 3 month : Individual: \$120/140 Couple: \$190/220 Additional Family: \$55/65 each Senior: \$90/105 Senior Couple: \$145/165 Junior: \$50/50 1 month: \$50/50	6 month - \$395 for adult 1 month - \$80/month	Month to Month: \$65/75 30 Days: \$78/88	Monthly res - \$78/month 6 month res - \$303 Monthly non res- \$96/month 6 month non res - \$367	\$29.99/month multi-clubs \$24.99 Single Club

	Glencoe Park District	Northfield Park District	Winnetka Community House	Park District of Highland Park	Wilmette Park District	LA Fitness Highland Park
Daily Fee	\$10/15	\$15/20	\$15	\$12/15	\$14/16	\$15
Group Fitness Classes	Not included in membership 20% off punch pass	Not included in membership	Not included in membership – members get 50% off	Included in membership Non-members pay drop in fee or punch pass	Not included in regular membership Included in platinum membership	Included in membership
Babysitting	None* Can be added based on participant need and demand.	None	Monday-Saturday: 8:00am-12:00pm \$10 drop in 20 visit punch card - \$120 Ages – 8 weeks and up 1.5 hour time limit Ages 8 weeks and up	M-Th: 8:00am-2:30pm, 4:30pm-7:30pm Fri: 8:30am-2:30pm Sat-Sun: 8:00am-1:00pm \$6/9 drop in 10 visit punch pass - \$50/80 Annual membership add-on: \$25/month Additional: \$9 each Ages 6 months – 10 years 1.5 hour time limit for 6 - 18 months 2 hour time limit for 18 months – 10 years	M-Th: 8:30am-1:00pm Fri: 8:30am-11:30am Sat: 8:30am-11:30am \$6/7 drop in 25 visit punch pass - \$75/87.50 Ages 3 months – 10 years	M-F: 8am-12pm Sat: 8am-12pm Sun: Closed Access based on membership
Personal Training	Individual 1 hour 1-session - \$65 3-session - \$60/each 5-session - \$55/each	Individual 1 hour \$55/65 30 minutes \$35/45	\$70 per hour member \$85 per hour non member	Members 30min, 45min, 1 hour options \$43/58/69 Non-members \$53/68/79 *See attached for additional options	1-session - \$72 3-session - \$71/each 5-session - \$70/each 10-session - \$69/each 20-session - \$66.85/each	Unavailable
Minimum Age	14	14	14	13 11 with completion of intro course	14 11 with supervision	16 13 with supervision

Group Fitness Comparison

Glencoe Park District

Number of Classes	Res/NR Regular	Res/NR Senior
1 (Drop-In rate)	\$20	\$20
10	\$165/180	\$148/163
20	\$276/302	\$250/274
30	\$345/379	\$305/345
6 months	\$660/726	\$592/654

Winnetka Community Center

Number of Classes	Regular Price	Fitness Center Member
1 (Drop-In rate)	\$20	
20	\$300	\$240

Wilmette Park District

Number of Classes	CFC Member	Resident	Non-Resident
Daily Class	\$10	\$14	\$16
5 Classes	\$47	\$69	\$79
10 Classes	\$84	\$128	\$148
20 Classes	\$148	\$234	\$276
Unlimited	\$503	\$513	\$644

Northfield Park District

Number of Classes	Member Prices	Non-Member Prices
1 (Drop-In Rate)	\$12	\$15
5 Class Punch-Pass	\$55	\$70
10 Class Punch-Pass	\$90	\$130
20 Class Punch-Pass	\$160	\$240

North Shore Yoga

Number of Classes	Price
1 (Drop-In Rate)	\$20
10 Class Punch-Pass	\$170
Senior 10 Class Punch Pass (65 Years +)	\$153