

MINUTES OF FEBRUARY 16, 2021 REGULAR BOARD MEETING
GLENCOE PARK DISTRICT
Zoom and 999 GREEN BAY ROAD, GLENCOE, ILLINOIS 60022

Commissioners and members of the public confirmed they could see and hear.

The meeting was called to order at 7:01pm and roll was called. All commissioners gave permission to be recorded.

Commissioners present:

Lisa Brooks, President
Stefanie Boron, Vice President
Michael Covey, Treasurer
Josh Lutton, Commissioner
Dudley Onderdonk, 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

Members of the public in attendance who signed in or spoke: Stephani Briskman, Brandon Hinkle, Andre Lerman, Janet Lerman, Ann Scheuer, Bart Schneider, Gael Strong, Adam Wohl, and one unidentified attendee

Consent Agenda: A motion was made by Commissioner Boron to approve the consent agenda items as presented including Minutes of January 19, 2021 Regular Board Meeting, February 2, 2021 Finance Committee of the Whole Meeting, February 2, 2021 Committee of the Whole Meeting, and Approval of the Bills. Commissioner Lutton seconded the motion. No further discussion ensued. Roll call vote taken:

AYES: Boron, Covey, Lutton, Onderdonk, Brooks

NAYS: None

ABSENT: None

The motion passed.

Matters from the Public: There was no one wishing to address the Board. Executive Director Sheppard indicated there would be another opportunity for public comment following the discussion on Glencoe Beach passes for summer 2021.

Financial Report: Director of Finance/Human Resources Mensinger stated we are eleven months into the fiscal year. Financial analysis highlights included Watts showing a surplus for the first time in history as of January 31 in the amount of \$25,000. The Recreation Department is down by about \$680,000; however, we held a promising summer camp registration of about \$500,000, which will be entered later as deferred revenue. The day care surplus includes the approximate \$178,000 grant. Operationally, there is \$140,000 surplus, this is during a pandemic with restrictions and staffing issues.

Executive Director Sheppard indicated that Watts financials will show additional expenses to keep Watts open longer due to cold weather and community need. Mensinger indicated staff budgeted a \$180,000 deficit for Watts.

In response to a question from Commissioner Onderdonk, Executive Director Sheppard indicated we are not where we were pre-pandemic, but are very encouraged by the community response in registration and desire to return to in-person programming. Pivoting has been vital throughout the pandemic.

Discussion on Glencoe Beach Passes for Summer 2021: Bobby and Matt gave a presentation on beach pass options based on last year and data. The presentation is attached to these minutes. Staff are looking for input to start advertising for next season. Data included beach density, capacity, pass holder survey results, operations beach admission options, admission process options, season pass benefits, and pass sales communication plan. A hybrid model combining 2a and 2b was reviewed. It is common for aquatic facilities to allow a pass holder only timeframe in the morning. When the Board makes the decision on a plan, staff will move forward with a marketing plan for sales to be open by spring break. Discussion continued, comments included leaning towards 2a to give value to beach pass holders. There must be a distinct advantage to buy a beach pass without being as strict as last summer that allows them to enjoy the beach. Collins then reviewed daily data in the presentation's supplemental information slide. Discussion continued. While appreciating additional revenue daily passes would create, we must be careful adding daily passes due to the overwhelming feedback preferring season pass only access. If staff feels adding daily passes would mitigate risk if pass sales are low to reach capacity during the week, then would support daily passes during the week with a small limit. Sheppard noted the survey may be considered skewed, because it went out to passholders only, not to the whole community. Discussion continued. The beach is underutilized during the week, so offering option 2a with daily passes Monday through Friday, would allow pass holders to have weekends to themselves. It would be harder for staff to manage a mix of 2a and 2b, and would prefer to keep it simple for easier management. Executive Director Sheppard indicated that once an option is chosen and advertised, we cannot change it. Sheppard also added that holidays are for pass holders only.

President Brooks, based on discussion, directed staff to focus on option 2a with daily passes offered Monday through Friday.

Matters from the Public regarding Beach Pass Discussion: Andre Lerman stated that density is the issue, with or without COVID, He asked the Board to take into account if the number of season passes will drop by offering daily passes, raising the price point by 50-75% could pay for projects. He also suggested marketing daily passes on a limited basis to put barriers on purchasing. Those who see the value will pay, those who don't can enjoy free beaches. Staff did a wonderful job last season and on the analysis.

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

Business Report: Business staff are coming up on the busiest time of year with budget, audit, and legal tasks.

Recreation and Facilities Report: The team and programming are continuing to change as we receive more guidance from the state. Shannon Stevens was thanked for filling in for Adam Wohl who is back from paternity leave. With 40-degree temps not showing in the forecast until March, staff is hopeful to extend the Watts season. A Disney-themed Family Skate Night is scheduled for this Friday. Camp enrollment was very strong. We offered a \$150 deposit option due to COVID. Carol and the Business Team came up with the technology to be able to take deposits for camp, something we couldn't before. Camp revenue is exceptionally strong with waitlists in almost every camp and are looking at ways to maximize space and extending the max attendance where possible. In response to a question, Collins explained the history of the state's tiered mitigations. We are currently in regular tier 4 which allows in-person programming.

Marketing and Communications Report: We have seen successful traffic on our eblasts and activities. We have received feedback about beach passes already and are ready to advertise once given the go ahead on a plan.

Parks and Maintenance Report: Operationally, the team has been focused on removing snow and keeping facilities open. Snow removal usually occurs between 2:45am to 3:00pm to keep facilities open. Our staff has also assisted the Village to open fire hydrants and intersections. We are receiving significant feedback on our buildings being open and cleared of snow before 5:30am. Staff are prepping for the spring season, project bids are out and will be coming before the Board in the next couple months, wrapping up hiring the open full-time position, and staff completed the tot gym flooring install, painting, and repairs.

Safety and Wellness Committee Report: PDRMA is redefining their services based on the pandemic with members like us that are open and others that are just starting to open. We are sharing our knowledge of how to be open during a pandemic with other members. We are also working on an asset list to determine a dollar value on all services, facilities, parks, and infrastructure for insurance purposes.

Executive Director Report: Executive Director Sheppard reiterated pride in our Park District, that when other facilities are closed, we are open. We will keep Watts open as long as we can.

We are working with other directors to ask the County for our staff to be listed for vaccinations under 1b or 1c. We are also working with legislators and the health department, District 35, and the Village to get teachers and support staff including the Parks and Facilities Team to get vaccinated. We made headway with the MABAS site with New Trier Township for the remaining teachers to get vaccinated. Staff are working on goals to go with the Strategic Plan initiatives included in packet, please let us know if the Board would like any goals added. The staff survey is going out in early March with another survey going out this summer for part-time staff. The IDEA Committee (Inclusion, Diversity, Equity, and Acceptance) is a new team led by Liz Stowick with members from both full and part-time staff to serve on the committee. Our Safety and Sustainability Committees will be getting new team leaders and new staff to serve. The

Safety and Wellness Committee monthly report will be replaced with rotating quarterly committee reports.

Sheppard then gave an update on the new NSSRA building for programming and office space. The sign is up and construction is ongoing. NSSRA partners paid for office space and the foundation paid for programming space, achieving their goal and then some. If they can raise funds, they will renovate the last portion of the building. The current building is in an industrial zone and has no safe area to gather or wait for pickup/drop off. The new building has that space, as well as programming areas, although they will continue to use park district facilities. NSSRA raised \$4.9 million from partner agencies, \$1.15 million from the Slotnik family, \$2.2 million raised by the NSSRA Foundation, and another capital campaign which raised \$600,000.

Staff attended IAPD/IPRA Conference virtually and the sessions are available online.

Vaccines are under emergency authorization, not approval, so we cannot force staff to get a vaccine that has not been fully tested and vetted with approval from the FDA. DCFS does require flu vaccines. Once we offer the opportunity to get a vaccine, we will not offer FFCRA coverage of pay if they contract COVID and have to miss work. Once we offer the opportunity to get a vaccine, we can report back the percentage of those who are vaccinated. Currently, ELC staff have almost all had the first vaccine, Kids Club staff are 75% vaccinated, and Children's Circle, with a larger number of staff, is at 25%.

Kudos to Chris and Bobby, the tot gym looks fantastic and the teachers are excited to use this play area when outside play is limited.

Action Items:

Approval of Takiff Condenser Replacement Contract: A motion was made by Commissioner Boron to award the contract for replacing one 80-ton air cooled condenser for \$145,000 to Midwest Mechanical of Lombard, Illinois as presented. Commissioner Onderdonk seconded the motion. Director Leiner explained that this unit has significant sustainability components that we do not have now. The unit runs on R410, a new more environmentally friendly freon, and lowers energy consumption. In addition, we will replace the condenser on the roof and replace only the moving parts inside the building in the existing cabinets. This is the first of three replacements over the next four years. This unit provides heating/cooling for ELC and GJK and cannot fail. Commissioner Onderdonk noted the definite improvement to our sustainability portfolio that will also save the District money. The co-op also saved the District money. The job will be done during shutdown, so the HVAC system will be out of service for seven to eight days. Staff can open windows in August to allow for air ventilation, especially during the pandemic, although we can provide supplemental cooling. No further discussion ensued. Roll call vote taken:

AYES: Boron, Covey, Lutton, Onderdonk, Brooks

NAYS: None

ABSENT: None

The motion passed.

Approval of South Overlook Contract: A motion was made by Commissioner Lutton to approve the lowest responsible bidder Alliance Contractors of Woodstock, Illinois for a total of \$159,608.50 as presented. Commissioner Boron seconded the motion. In response to a commissioner's question, Director Leiner explained that Marvin, the North overlook contractor did bid, but was the second bid for the south overlook. Alliance has great references in the municipal sector and Leiner is comfortable going with Alliance. We cannot ask Marvin to match the lowest bid. We advertised for the lowest qualified bidder, so we would need to find a reason why they are not qualified, for example, they cannot do the work, have bad references, or are financially a mess. Alliance is a good company that has experience in the municipal sector. Due to the Connect Glencoe project and grants, we are now on the radar of companies we weren't working with before and are tightening up our bids. We were expecting \$175-180,000 and the numbers came in at a place Leiner feels good about. Our budgets are public record and the bidders know this information. No further discussion ensued. Roll call vote taken:

AYES: Boron, Covey, Lutton, Onderdonk, Brooks

NAYS: None

ABSENT: None

The motion passed.

Other Business: There was no other business.

Adjourn to Closed Session: At 8:17pm, Commissioner Lutton moved to adjourn into closed session to discuss personnel and lease as mandated by Section 2.06. 5 ILCS 120/2 (c)(1 and 5). Commissioner Onderdonk seconded the motion. No further discussion ensued. Roll call vote taken:

AYES: Boron, Covey, Lutton, Onderdonk, Brooks

NAYS: None

ABSENT: None

The motion passed.

Return to Open Session: Commissioner Lutton moved to return to open session at 9:51pm and Commissioner Onderdonk seconded the motion. No further discussion ensued. Roll call vote taken:

AYES: Boron, Covey, Lutton, Onderdonk, Brooks

NAYS: None

ABSENT: None

The motion passed.

Action taken, if any, from Executive Session: There was no action taken during or after closed session.

Adjourn: Commissioner Lutton moved to adjourn the meeting at 9:52pm. Commissioner Boron seconded the motion. No further discussion ensued. Roll call vote taken:

AYES: Boron, Covey, Lutton, Onderdonk, Brooks

NAYS: None

ABSENT: None

The motion passed.

Respectfully submitted,

Lisa M. Sheppard
Secretary

2021 Glencoe Beach Planning



Enriching lives and creating memorable experiences.

DRAFT



Beach Density

- 80,000 ft² usable space
 - 30,000 ft² prime waterfront space
 - 55,000 ft² average space
 - 100 ft²/per person
- Density target: 550 guests at once
- 1,125 Glencoe households purchased season passes in 2020
 - 37.5% of all Glencoe households
- Staff modeled 2021 potential capacity using 2020 data

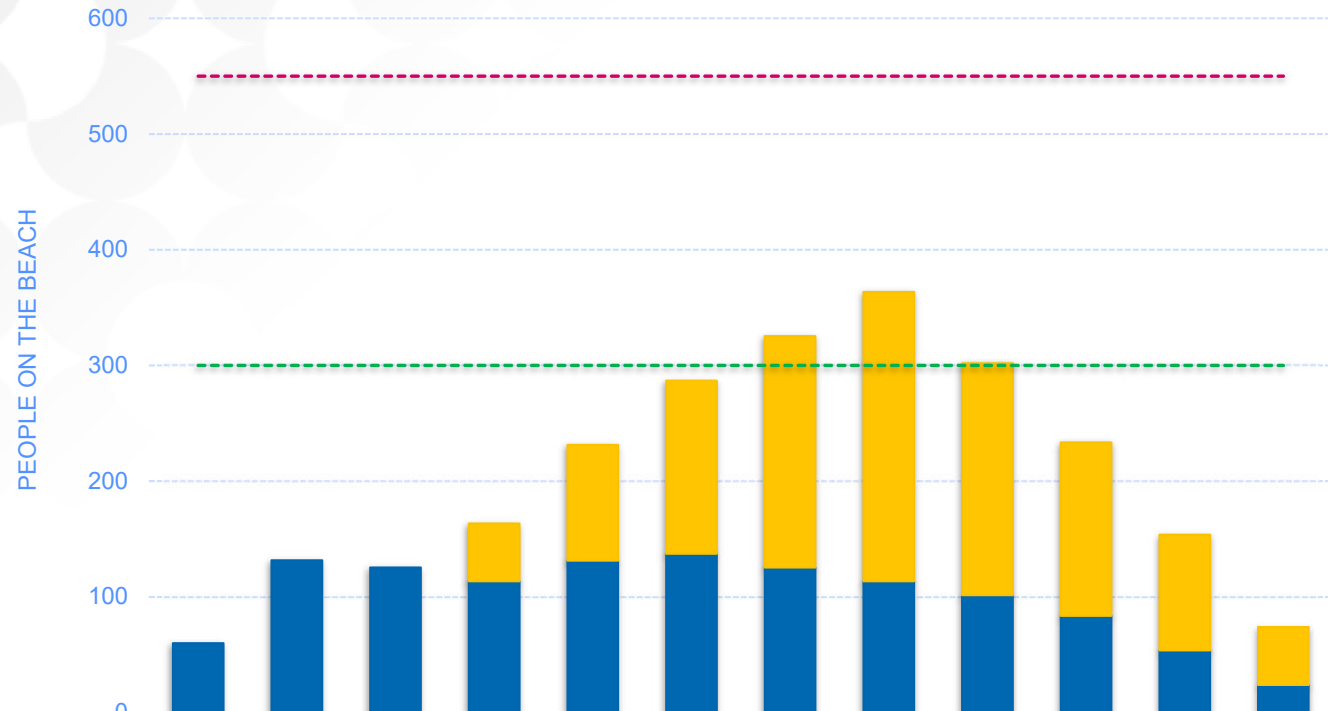
Assumptions

- Pass holders stay for an average of 2 hours/visit
- Daily visits stay for an average of 5 hours/visit
- We do not sell more passes than 2020 (6,011)
- Similar COVID-19 restrictions to 2020
- No external camps
- Use 250 daily passes



2021 Capacity Model

Average Weekend Day v. Capacity Limits

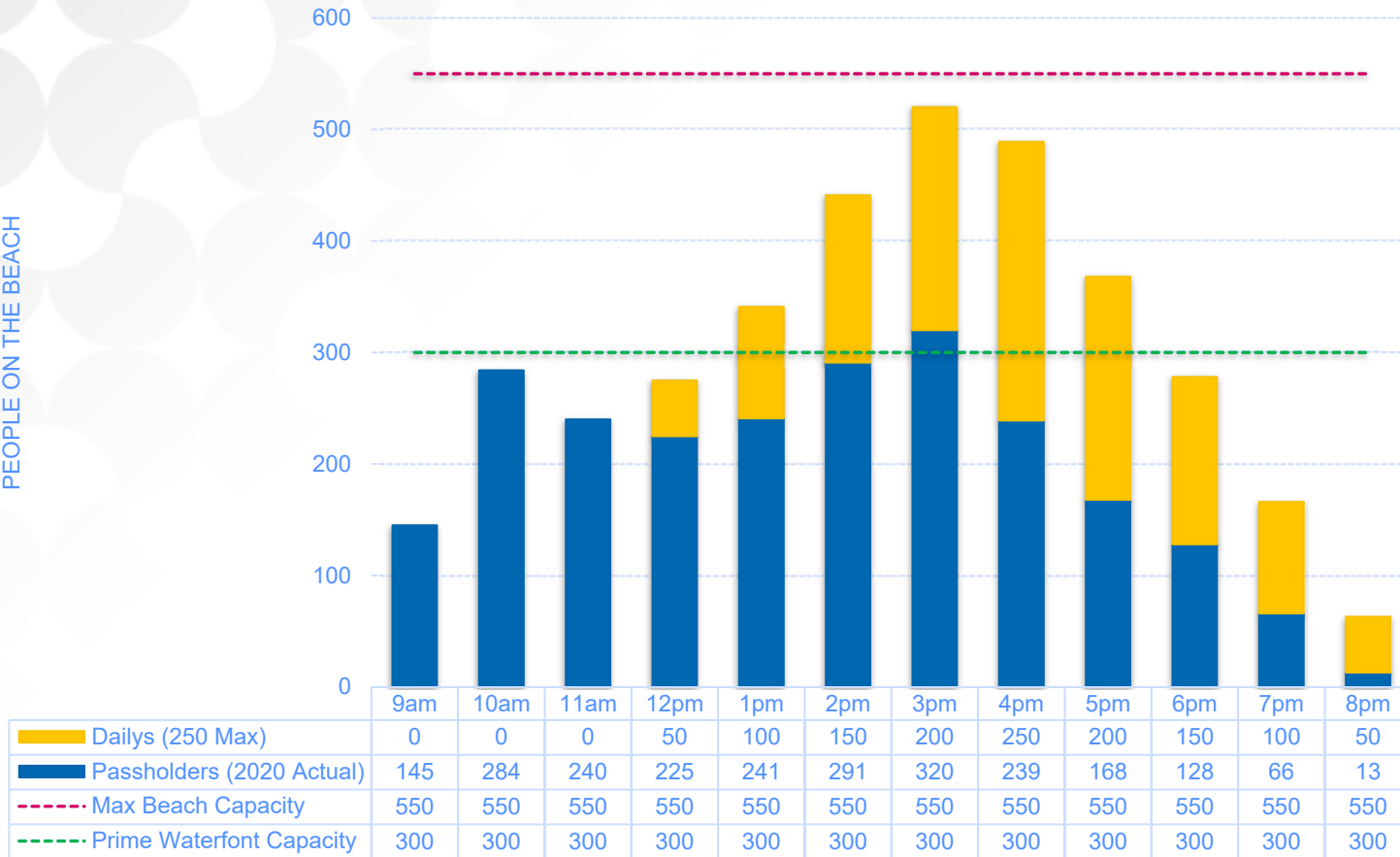


	9am	10am	11am	12pm	1pm	2pm	3pm	4pm	5pm	6pm	7pm	8pm
Dailys (250 max)	0	0	0	50	100	150	200	250	200	150	100	50
Passholders (2020 Actual)	60	132	125	113	131	137	125	113	101	84	54	24
Max Beach Capacity	550	550	550	550	550	550	550	550	550	550	550	550
Prime Waterfront Capacity	300	300	300	300	300	300	300	300	300	300	300	300

2021 Capacity Model

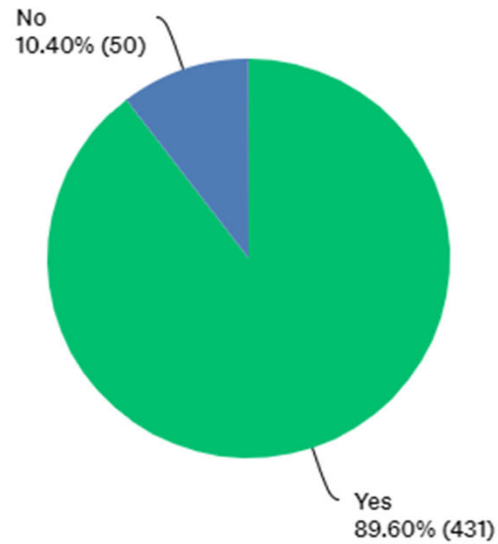
Busiest Day (August 9th | 89° & Sunny) v. Capacity Limits

PEOPLE ON THE BEACH



Due to COVID-19, Glencoe Beach was only open to pass holders. Did you like that admission was limited to season pass holders?

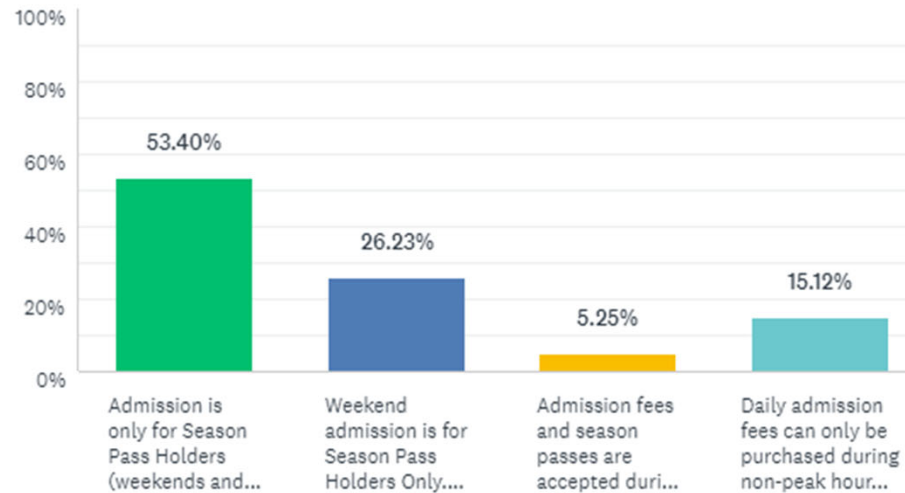
Answered: 481 Skipped: 28



ANSWER CHOICES	RESPONSES	
Yes	89.60%	431
No	10.40%	50
TOTAL		481

The Glencoe Park District is currently assessing options for next season. Please select the option you like best.

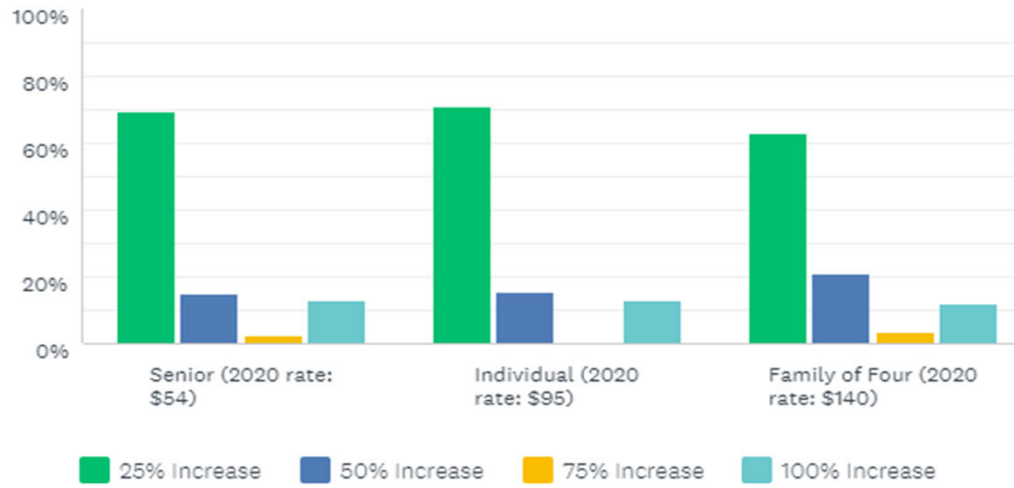
Answered: 324 Skipped: 185



ANSWER CHOICES	RESPONSES
Admission is only for Season Pass Holders (weekends and weekdays). No daily admission can be purchased.	53.40% 173
Weekend admission is for Season Pass Holders Only. Daily admission can be purchased on weekdays.	26.23% 85
Admission fees and season passes are accepted during all operating hours.	5.25% 17
Daily admission fees can only be purchased during non-peak hours. Season passes can be used during all operating hours.	15.12% 49
TOTAL	324

If Glencoe Beach is only open to season pass holders, how much more are you willing to pay for a season pass?

Answered: 321 Skipped: 188



	25% INCREASE	50% INCREASE	75% INCREASE	100% INCREASE	TOTAL	WEIGHTED AVERAGE
Senior (2020 rate: \$54)	69.71% 122	14.86% 26	2.29% 4	13.14% 23	175	1.59
Individual (2020 rate: \$95)	70.97% 132	15.59% 29	0.54% 1	12.90% 24	186	1.55
Family of Four (2020 rate: \$140)	62.95% 175	21.22% 59	3.60% 10	12.23% 34	278	1.65

2021 Operations Beach Admissions Options

OPTION 1
Season Pass Holders Only
No Change to
2020 Operation

OPTION 2
Unlimited Season Passes
&
Limited Daily's

OPTION 3
Return to
Regular Operations
Pre-COVID

OPTION 2A
Season Passes: 7 days per week
Daily Admission: Available
Monday-Thursday After 12PM
(No Holidays, Friday - Sunday)

OPTION 2B
Season Passes: 7 days per week
Daily Admission: Available
7 Days per Week After 12PM
(No Holidays)

Increase
Access & Utilize
Capacity

Increase
Access & Utilize
Capacity

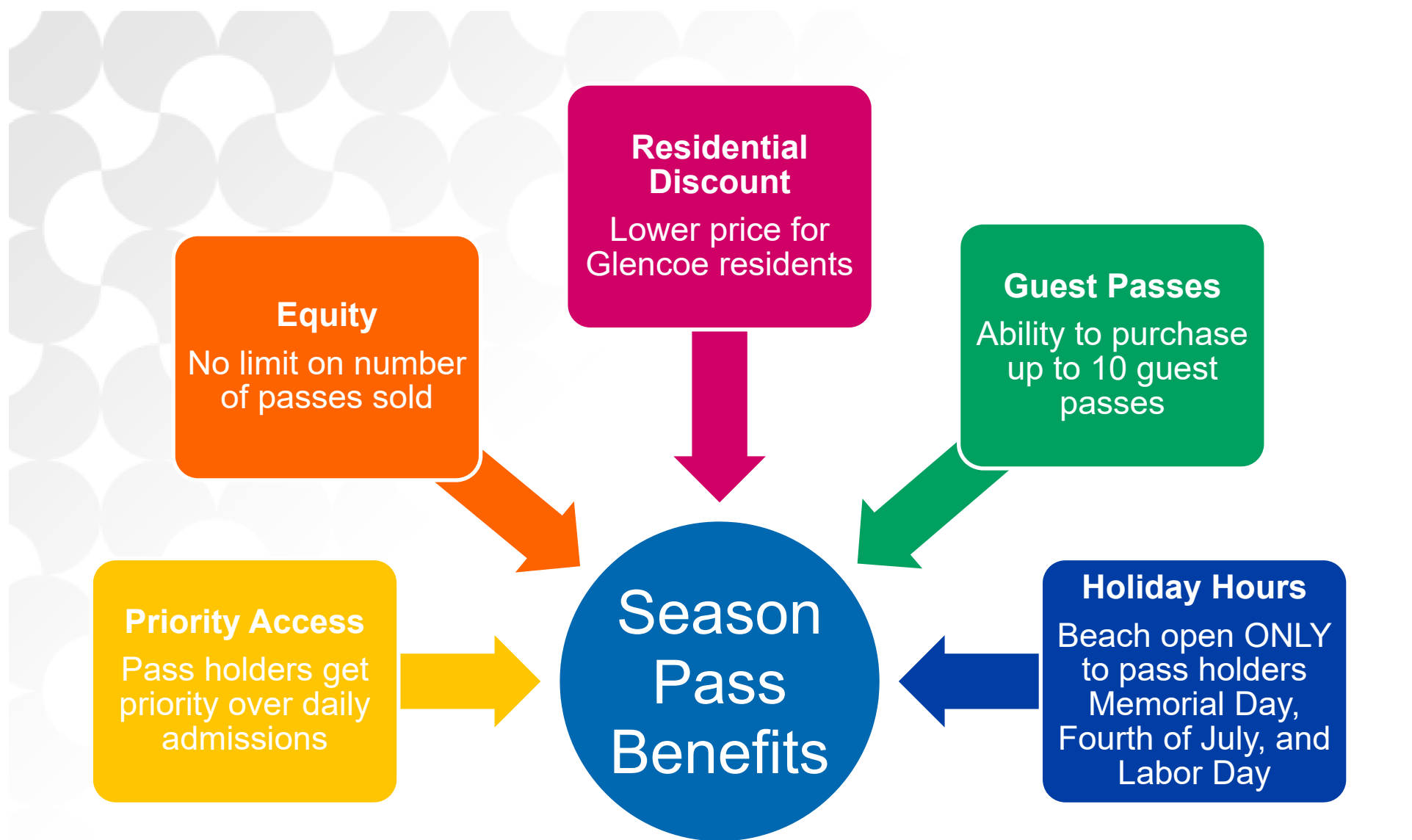
Admissions Process

Pass Holders

- No advance reservations required
- Same entry process as 2020
- Priority access
- Discounted guest passes

Daily Visitors

- Number of daily passes will be based on number of season passes sold
- Advanced reservations required (per Phase 4 guidelines)
 - Payment required at time of reservation (develop comprehensive refund policy)
 - Fee of 5% passed along to purchaser
- Flexible capacity managed by staff
 - Advance registrations available
 - Day of purchase dependent on availability
 - QR code link posted at entrances
 - Credit card transactions only, no cash
- Daily admission starts at 12:00pm and can be staggered



2021 Draft Communication Plan

SPRING

Website	Direct mail	Outdoor Signs	Advertising	Email	Social media
Develop beach FAQs Post summer programs Begin online pass sales	Postcard to all residents <i>Inside Glencoe</i> to all residents	Update Beach signage Village kiosk sign Park kiosks	Ads on social media/search engines	Blasts to former pass holders and general subscribers	Weekly posts

SUMMER

Website	Email	Outdoor signs	Social Media	Rainout Line
Update as needed	Bi-monthly emails with updates, events, and other information	Promote upcoming events/classes	Weekly Wednesday posts	Email/text/web alerts about beach closings

FALL

Email	Survey	Social Media	Website	Board report
Wrap-up bi-monthly blasts	Design and send survey to pass holders	Wrap up weekly Wednesday postings	Change to end of season messaging	Share 2021 season statistics with Board

Key Dates:

- March 1: *Inside Glencoe* content due
- March 2: Board Meeting
- TBD: Programs online, mailer to printer
- March 12: Spring/summer registration
- TBD: Mailer to residents
- March 29-April 4: Glencoe Spring Break
- April 1: *Inside Glencoe* to residents
- March 16 or April 6: Season passes on sale for residents
- TBD: Non-resident sales start
- May 8: Boat season starts
- May 29: Beach opens
- June 9: Regular season starts
- July 4: Beach open for holiday
- August 15: Last day Regular Season
- August 21: Post season hours start
- September 6: Labor Day
- October 10: Boat season ends

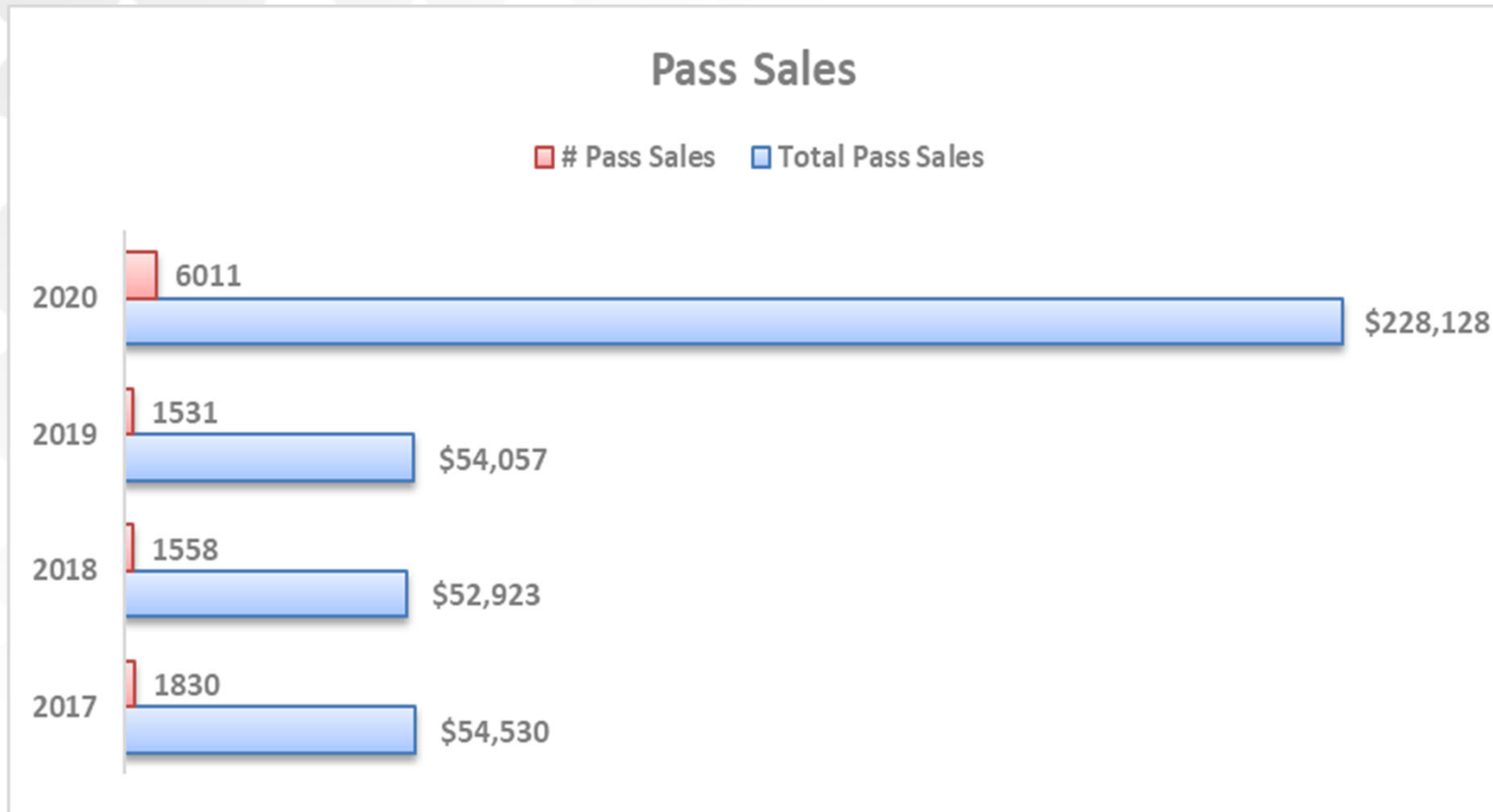


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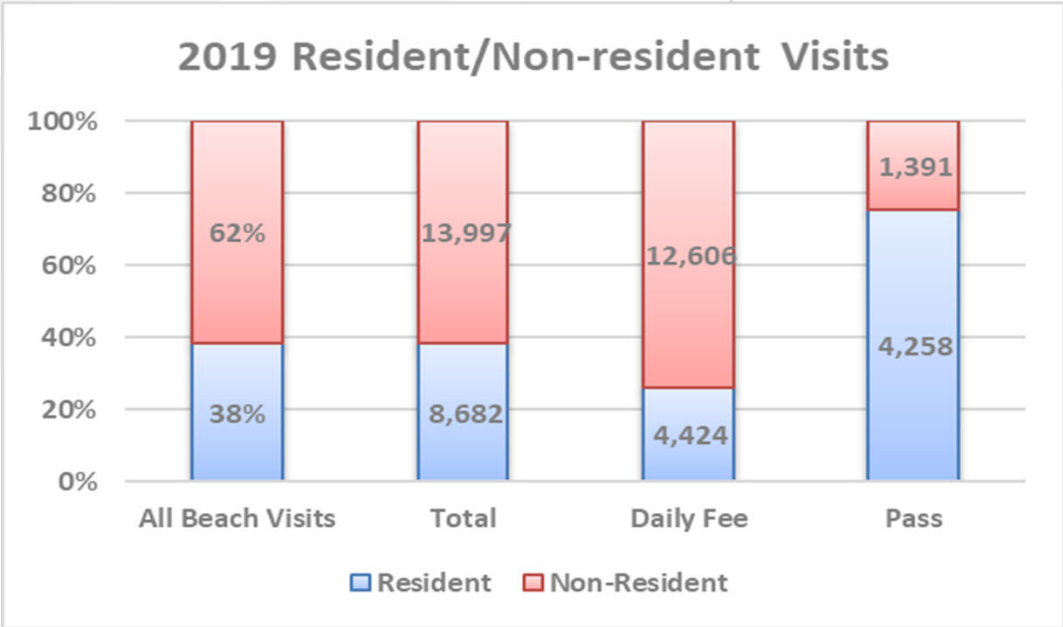
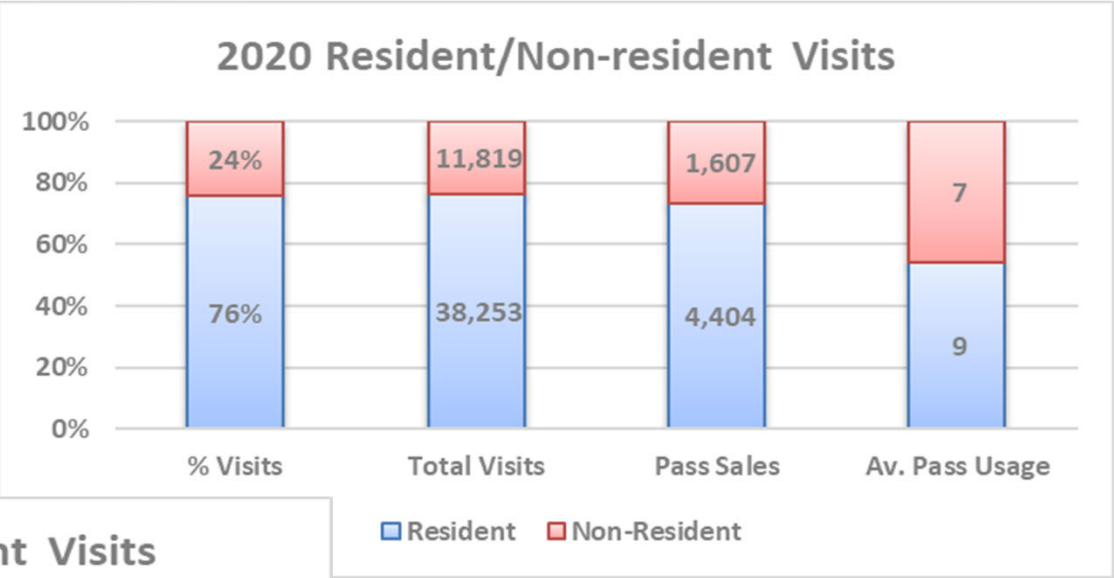


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Supplemental Information



Supplemental Information



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