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**MINUTES
FORWARD PLANNING COMMITTEE MEETING
January 15, 2019**

1. Roll Call:

A regular meeting of the Hoffman Estates Park District Forward Planning Committee was held on January 15, 2019 at 7:45 p.m. at the Triphahn Center in Hoffman Estates, IL.

Present: Chairman Bickham, Commissioner Kilbridge, Comm Reps Aguilar, Macdonald, Musial, Sernett, and Veronico

Absent: Comm Rep Wittkamp

Also Present: Executive Director Talsma, Director of Finance and Administration Hopkins, Director of Recreation Kapusinski, Director of Parks, Planning and Maintenance Hugen, Director of Golf and Facilities Bechtold

Audience: President Kaplan, Commissioners K. Evans, R. Evans, McGinn, and Kinnane, Comm Rep Friedman

2. Approval of Agenda:

Comm Rep Veronico made a motion, seconded by Comm Rep Macdonald to approve the agenda as presented. The motion carried by voice vote.

3. Approval of the Minutes:

Comm Rep Aguilar made a motion, seconded by Commissioner Kilbridge to approve the minutes of the September 11, 2018 meeting as presented. The motion carried by voice vote.

Comm Rep Musial asked if this was the same company and Executive Director Talsma noted it was the same from 10 years prior but not 5 years.

4. Comments from the Audience:

None

5. **Old Business:**

None

6. **New Business:**

A. **Finding of Community Interest & Opinion Survey by ETC Institute/M19-002:**

Executive Director Talsma introduced Mr. Jason Morado from ETC Institute to give the committee a presentation.

Mr. Morado explained that the park usage was high in all areas of the district

- North 82%
- South 76%
- West 78%

He also noted that the program participation was high

- North 55%
- South 51%
- West 54%
- National Average 32%

He explained that there were high satisfaction ratings for parks, facilities and programs and that the HE Parks Brochure was the top source of information by a wide margin.

He reviewed the highest priorities for facilities:

- Walking and Biking Trails
- Indoor Fitness and Exercise Facilities
- Indoor Swimming Pools/Leisure Pools
- Park Restroom Facilities
- Indoor Running/Walking Tracks

and highest priorities for programs:

- Adult Fitness and Wellness programs
- Outdoor Fitness
- Senior programs 60+
- Community Special Events
- Swim Programs

Mr. Morado also explained that there was strong support for making improvements throughout the system.

Commissioner Kilbridge asked about the high need for swim programs when the district was seeing such low enrollment. Director Kapusinski noted that many

participants wanted the smaller, warmer pools for swim lessons versus the district's larger programs. Executive Director Talsma noted that staff would be looking at offering the type of swimming program that residents were looking for. Comm Rep Musial noted that his was also a trending issue and Commissioner Kilbridge noted that S. Barrington advertised the temperature of their swim pool on their outdoor signs.

Commissioner K. Evans asked about the difference in water temperature and it was noted to be about 10 degrees. Commissioner R. Evans noted that people preferred smaller and more controlled experiences. Commissioner Kinnane noted that people also liked the opportunity to teach their very young infants.

Chairman Bickham asked if park restrooms had been a previous issue and Executive Director Talsma explained it had not been included in earlier surveys. Commissioner Kinnane noted that many wanted the port o potties to remain longer until they stopped using the park versus when the district stopped programming. Director Hugen noted that they had not been pulled until November 5th last year.

Commissioner Kilbridge asked about the statement of "poor customer service by staff outside of park district boundaries". Director Hopkins explained that "out of park district boundaries" was on the wrong line.

Commissioner K. Evans addressed the committee and Mr. Morado noting that he was happy with the results and the questionnaire in general but had a problem with the envelope being addressed to the "City of Hoffman Estates Residents". Executive Director Talsma noted that in the future the board and staff would want to see the whole package. Mr. Morado noted that it had been an error on a second, smaller mailing to incorrectly address those envelopes. It was also noted that "Neutral" equated to meeting expectations or 3 out of 5 points.

Comm Rep Macdonald asked Mr. Morado to rate the response:

- North 29% equivalent to population
- South 59% 70% of population resides on the south side
- West 12% equivalent to population

Executive Director Talsma explained that in the next 5-6 months the Forward Planning Committee would meet monthly (replacing the B&G or Rec Committees when possible) to review different topics such as the Mission, Vision Statements; Values, Goals, Organizational Charts, Staffing, SWOT Analysis, etc. He noted that they were looking to approve the new CMP by August to be used for the creation of the 2020 Budget.

Commissioner Kilbridge made a motion, seconded by Comm Rep Macdonald to recommend the board accept the Needs Assessment/survey findings report as presented. The motion carried by voice vote.

7. Committee member Comments:

Comm Rep Macdonald noted it was a good report and good to see the 2014 comparison that Director Hopkins provided.

Comm Rep Veronico noted that he liked the process and was looking forward to seeing what the district did with the results.

Comm Rep Aguilar noted he was a huge fan of the data.

Commissioner Kilbridge noted that it was a good start.

Comm Rep Sernett said it was good to get community feedback.

Comm Rep Musial asked what the district would do now with the items such as Northside Splash Pad, Cricket Pitch, and Pickle ball. Executive Director Talsma noted that the Northside Splash Pad was part of the OSLAD grant and would move forward but the information on the cricket program and pickle ball would definitely impact the way staff moved forward with those programs. He also noted that the district was looking at a “Did you know” information sheet as staff was surprised at the number of items the district offered that the public did not know about.

Comm Rep Macdonald noted that they might not want to rule out cricket as while there was not as much community support as originally thought, it would draw outside participants.

President Kaplan asked if they would still do the cricket pitch at The Club and Executive Director Talsma noted that they might not as the support was not as strong and since The Club was offering tennis as a \$20 add-on they were booking the courts Monday through Friday to 9 p.m. and weekends until 3 p.m. He noted that staff would be updating some goals based upon survey information.

Comm Rep Veronico asked about using the high school swimming pools and it was noted that it was difficult for the district to gain access.

8. Adjournment:

Comm Rep Veronico made a motion, seconded by Comm Rep Macdonald to adjourn the meeting at 9:00 p.m. The motion carried by voice vote.

Respectfully submitted,
Craig Talsma, Secretary

Peg Kusmierski
Recording Secretary