

**LAKE BLUFF PARK DISTRICT  
BOARD OF COMMISSIONERS  
MINUTES OF PARKS, RECREATION PROGRAMS AND FACILITIES COMMITTEE  
MEETING  
JANUARY 11, 2010**

The Special Parks, Recreation Programs and Facilities Committee Meeting of the Board of the Lake Bluff Park District, Lake County, Illinois, was held at the Recreation Center, 355 W. Washington Avenue, Lake Bluff, Illinois.

Present: Commissioners: Ehrhard, McKendry

Visitors: Ron Salski (Executive Director), Dave Peterson (Director of Business and Facility Services), Andy Thurman, (Facility & Wellness Services Manager), Commissioner Gronau, Commissioner Nickels

**1. CALL TO ORDER:**

Chair Ehrhard called the meeting to order at 11:06 a.m.

**2. ROLL CALL:**

The following Commissioners were present when the roll was called:

Commissioners Ehrhard, McKendry

**3. APPROVAL OF AGENDA:**

A motion was made by Commissioner McKendry, and seconded by Commissioner Ehrhard to approve the agenda of January 11, 20. By unanimous voice vote, the agenda was approved as presented.

**Ayes:** Commissioners Ehrhard, McKendry

**Nays:** None

**Abstain:** None

**Absent:** None

**4. STATEMENT OF VISITORS:**

None

**5. APPROVAL OF MINUTES OF AUGUST 6, 2009 COMMITTEE MEETING**

A motion was made by Commissioner McKendry and seconded by Commissioner Ehrhard to approve the August 6, 2009 minutes as presented.

**On the roll call, the vote was as follows:**

**Ayes:** Commissioners Ehrhard, McKendry

**Nays:** None

**Abstain:** None

**Absent:** None

**6. ITEMS FOR DISCUSSION**

A. Fitness Center

The District opened the Recreation center in March 2001 with a state-of the art fitness center on the second floor. In 2004 the Recreation center was expanded to include a 2,000 square foot exercise studio. Fitness classes have always been offered, however during the 9 years of operation the District's fitness classes have operated at an overall loss. Staff evaluates programs on a continuous basis and from season to season, in order to offer guests the most current and popular classes.

Commissioners are concerned over the promotion of the facilities and its programs. Guidelines need to be put into place in order to encourage growth of programs and to stop those that are a drain on the Park District. Andy Thurman indicated the new class cancellation policy will be in effect beginning in February. This policy will track class participants for eight weeks, if the average class attendance is below four members then the class will be discontinued beginning the next month. Commissioner McKendry suggested using the website and mass emails to let members know of Fitness Center offerings. Current 2010 promotions are being promoted on Lake Forest cable channel 19, Village of Lake Bluff e-newsletter, Gazebo News, Lake Bluff Park District website, and Lake Bluff School District 65 e-newsletter. Staff recognizes the importance of promoting the facilities and will need to continue to reinvent the wheel with promotions/contests to bring people to our facility.

Commissioner Ehrhard inquired about the retention of members. Has anything been done to woe back those members who have left in the past two years? Andy Thurman indicated he is just beginning to mail /call those people and will report back at the next meeting. Commissioner McKendry suggested for any new member brought in by a current member, a 10% discount is offered and we may want to purchase a good quality / simple design t-shirt to be awarded to the guest and/or members.

Staff will introduce a prospective new member folder in 2010. Folder will include information regarding the fitness center equipment, class schedule, personal training, pricing and general membership guidelines, along with a member handbook.

**7. VERBAL COMMUNICATIONS**

A. Staff - None

**8. ADJOURNMENT**

There being no further business, a motion was made by Commissioner McKendry and seconded by Commissioner Ehrhard to adjourn the meeting at 12:15 p.m. The motion carried by unanimous vote.

Approved this 23 day of February 2010  
Board of Commissioners  
Lake Bluff Park District