

**LAKE BLUFF PARK DISTRICT
FACILITIES & PROGRAMS COMMITTEE
MINUTES OF SPECIAL MEETING
MAY 24, 2017**

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

The meeting was called to order at 8:00 a.m. by Chair Mosbarger.

The following Committee Members were present when the roll was called: Chris Mosbarger and Niki Walsh.

Staff members present were Ron Salski, Executive Director; and Tim Rochford, Fitness & Healthy Lifestyle Services Manager.

Approval of Agenda

Member Walsh moved, seconded by Chair Mosbarger, to approve the May 24, 2017 Agenda, as submitted. The motion carried by unanimous voice vote.

Statement of Visitors – None

Minutes

Approve Minutes of March 17, 2017 Facilities and Programs Committee Meeting

Member Walsh moved, seconded by Chair Mosbarger, to approve the Facilities and Programs Committee meeting minutes of March 17, 2017, as submitted. The motion carried by unanimous voice vote.

ITEMS FOR DISCUSSION/ACTION

Facilities and Programs Financial Report - Discussion

Chair Mosbarger commented that he met with Bob Wallace to discuss a way to create an “easy to understand” report for golf. He said golf is difficult because some financials rest with Billy Casper Golf and others rest with the Park District. Billy Casper handles concessions, golf cart rental and pro shop sales. The Park District provides some staff, (i.e., 40% of Ed Heiser); and also personnel related to golf course maintenance. Then social security, insurance, etc., has to be included.

Chair Mosbarger asked Executive Director Salski to create a similar report for the Fitness Center, and it will be ready in June.

Executive Director Salski explained that financial reports are always one month behind because Billy Casper doesn’t get them to the Park District until the 20th of the month. He noted that May is approximately \$35,000 behind in revenue due to the rain. The report is being corrected because some line items, like management fee and concessions, were added twice.

Health and Fitness Center Strategy - Discussion

Executive Director Salski said that Fitness is \$13,752 down in revenue and quarterly memberships are down; Personnel Training is down 75% to budget, and Group X is behind in revenue.

Tim Rochford explained that one of the current strategies put into operation is that they have someone who is training the new trainers and is part of the “Fitness Challenge”. Quarterly memberships are slightly up in the last two months. He noted that industry average for retaining members is 66% and they are trying to maintain that number. Chair Mosbarger said that current trends are good.

Member Walsh suggested putting together a simple table which shows yearly, quarterly, and monthly memberships. Chair Mosbarger suggested putting the annual numbers in the actual report and not monthly or quarterly.

Chair Mosbarger commented that revenues are up in preschool, which is making up for the losses in Fitness and Golf.

Strategies were discussed and Chair Mosbarger said he is focused on declining trends, and the team needs to determine numbers and set goals. The current strategy team is composed entirely of Fitness personnel and Phase II might be a good time to include people from the outside.

Executive Director Salski said the team needs to determine what the problems are, besides financial, and where the resources come from. The next steps should include analyzing current competition, visiting their facilities, and putting together an evaluation form of each competitor. There should be data collection and customer research in the form of surveys.

Member Walsh suggested targeting different ages and sending out surveys appropriate for the different age groups.

Executive Director Salski said he would get back to this Committee by the end of June. He said that staff sees this as a great opportunity and challenge for improvement. They are currently increasing communication with residents, and he is receiving a detailed weekly report from Tim and Ed.

Chair Mosbarger said that Phase II should not be rushed. It might even be advantageous to form a Task Force of a variety of people. He said this is a time for a refresh and they need to get residents excited about the Fitness Center.

There was discussion on incentives and other strategies such as special offers like five free sessions, incentives before expiration occurs, and sending out email blasts to people who have not visited for a while. Member Walsh suggested making it easier to renew such as a button on the website that is labeled “Renew Here”, rather than have to renew in person. Tim said they have discussed “automatic renewal” when a person first signs up. Chair Mosbarger said that the focus should be on the annual member.

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Manager Rochford said that another idea that was suggested is streamlining Group X, and making it more personalized with less participants. Changing the time of some of the classes to the morning might produce good results.

Health and Fitness Center – Spin Bikes – Discussion

Manager Rochford said that Spin is the second most participated program, and some people only take spin classes and nothing else.

Chair Mosbarger asked for a report that showed participation rates and costs of instructors. He said then they will know if spin is working and if the District should put more money into the program. Executive Director Salski said he will get this report to Committee Members as soon as possible.

VERBAL COMMUNICATIONS - None

ADJOURNMENT

There being no further business, motion was made by Member Walsh, seconded by Chair Mosbarger, at adjourn the meeting at 9:00 a.m. The motion carried by unanimous voice vote.

Approved this 14th day of July, 2017
Lake Bluff Park District