

**LAKE BLUFF PARK DISTRICT
FACILITIES & PROGRAMS COMMITTEE
MINUTES OF SPECIAL MEETING
OCTOBER 4, 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 6:30 p.m. by Chair Mosbarger.

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

Staff member present was Ron Salski, Executive Director.

Approval of Agenda

Executive Director Salski asked that *Item B Program Membership Daily Fees* be added to Section III. Items for Discussion/Action.

Member Pitera moved, seconded by Chair Mosbarger, to approve the October 4, 2017 Agenda, as amended above. The motion carried by unanimous voice vote.

Statement of Visitors – None

MINUTES

Approve Minutes of July 14, 2017 Facilities and Programs Committee Meeting

Chair Mosbarger moved, seconded by Member Pitera, to approve the Facilities and Programs Committee meeting minutes of July 14, 2017, as submitted. The motion carried by unanimous voice vote.

ITEMS FOR DISCUSSION/ACTION

Health and Fitness Center – Strategy – Update and Discussion

Executive Director Salski said that there have been two Health and Fitness Strategy meetings, led by Consultant Rich Grodsky. The first was an informational meeting and the second was sharing ideas. Concerns were broken down into four categories: Membership/Marketing, Programs & Services/Marketing, Financials/Marketing and Capital Investment/Marketing.

Mr. Salski said a lot of time was spent on the programs area. Questions and comments raised included: why can't we be more like Orangetheory Fitness; programs are too basic, programs are more tailored to senior citizens; need more outdoor programming; try contractual programs instead of competing; rent out facilities. It was noted that Orangetheory offers running, rowing, miscellaneous machines/weights, high intensity programs and loud music.

Membership ideas were to try a universal membership (which included everything), become more membership-based or member oriented and offer automatic renewals.

Capital Investment comments were to keep fitness fresh and more vibrant and continually reinvest and keep up with trends.

Other comments included: why can't we be all things to all people? Who are we? Residents have said that their tax dollars should pay for the programs and facilities.

Mr. Salski said programs/services and who we are will be further debated at the next meeting. Programs will be rated as highest, basic and the possibility of renting out rooms for contracted out programs/services.

Mr. Salski said that the Park District can be more efficient. He said the team will bring several model programs to the Committee and then the Committee can tweak them.

Member Pitera wondered if the District was reinventing the wheel and are there other park districts going through these same problems. She wanted to know what other districts are doing and if they are seeing the same decline. She questioned if park districts should even be in the fitness business.

Mr. Salski said that yes, other districts are seeing a decline, mainly because of the population getting older and more competition.

Chair Mosbarger said there is a big demand for preschools, so maybe they should expand in this direction. He commented that Paddle is not making money.

Mr. Salski said that the District has \$118,000 debt in the Fitness Center. From the Cost of Services discussions, if it is believed that there should be 110% cost recovery without the debt; then staff needs to produce a model that will do that and, if not, should the District get out of the fitness business. He commented that maybe an aggressive two year plan can be put together to see if changes can be made. He said maybe the site could be turned into a satellite site for the Lake Forest Fitness Center.

Chair Mosbarger wondered if the Park District should even own the building.

Mr. Salski said that the District is over the national average for number of people served in the community. They are hitting 10% of the population.

Member Pitera mentioned having kids participate in the fitness program. She said kids need conditioning for all kinds of sports activities, but no one provides this. Maybe this could be done in conjunction with the schools also.

Chair Mosbarger suggested partnering with a group such as AYSO or Illinois Bone and Joint, and broaden that in conjunction with private sports such as baseball, soccer, etc.

Mr. Salski said that the trend in the future might be for Park Districts to get away from owning buildings and do more activities outdoors. He said that staff needs to put together a financial report because it would be almost impossible to get 110% cost recovery before three years. Chair Mosbarger said that maybe the Committee and/or the Board will decide that losing some money is okay because it can be subsidized with tax receipts and this would not just be for the Fitness Center. Mr. Salski said that these ideas need to be discussed with the Board.

Mr. Salski said that the next Health and Fitness Strategy meeting is October 30th and there could be one more meeting after that. He advised that staff is in the midst of preparing the budget right now because it has to be approved by the Board in December. He noted that if need be, it can be amended in January or February.

Member Pitera asked what the output will be of the Strategy Committee and Mr. Salski said to present two or three different options to the Committee for recommendation to the full Board.

Chair Mosbarger predicted that the Committee will take a while before an actual report is prepared for the Board. He said it needs to be decided how best to be in the business and who to serve.

Member Pitera asked about the results of the reactivation campaign. Mr. Salski said that the goal was \$30,000 and they only reached around \$4,200. He said he would get more specifics about this to the members and noted that the campaign was only for all past members. He reminded Committee Members that the District does not have an actual marketing team, so it has been a difficult task to perform.

Chair Mosbarger said there will be a projected \$120,000 loss for the year and this is serious. The loss needs to get down to \$0 and the way to do this right now is raise fees and offer incentives. Member Pitera said this needs to be a non-subsidized business and should not drain the residents. Chair Mosbarger said a time-frame needs to be set, maybe for two years and then evaluate after one year to see how it's going.

Mr. Salski said that he will set up a Facilities and Programs Committee meeting shortly after the Health & Fitness Strategy meeting on October 30th.

Program Membership Daily Fees

Executive Director Salski said that he is proposing that a decision by staff for a 1% to 5% increase for programs, facilities and pool fees, be allowed, without Board approval. The notice of any increase would be placed in the monthly Consent Agenda for approval. Any increase above 5% would need Board approval first.

Members were in favor of Mr. Salski's proposal and Chair Mosbarger noted that there should be a memo in the next Board packet explaining that this Committee was totally in favor of a 1% to 5% fee increase decision to be made by staff without first getting Board approval.

ADJOURNMENT

There being no further business, motion was made by Chair Mosbarger, seconded by Member Pitera, to adjourn the meeting at 7:30 p.m. The motion carried by unanimous voice vote.

Approved this 28th day of February 2017
Lake Bluff Park District