

**LAKE BLUFF PARK DISTRICT
BOARD OF COMMISSIONERS
MINUTES OF SPECIAL BOARD MEETING
SEPTEMBER 18, 2017**

The Special Meeting of the Board of Commissioners of the Lake Bluff Park District, Lake County, Illinois, was held at the Lake Bluff Park District Recreation Center, 355 West Washington Avenue, Lake Bluff, Illinois.

The meeting was called to order at 7:00 p.m. by President Douglass.

The following Commissioners were present when the roll was called: B. Gordon, C. Mosbarger, F. Pitera, B. Wallace and R. Douglass.

Commissioners S. Ehrhard and K. McKendry were absent.

Staff members present were Ron Salski, Executive Director; Jim Lakeman, Superintendent of Recreation, Safety and Outreach Services; Ed Heiser, Superintendent of Facility Services; Rob Foster, Superintendent of Golf, Park and Facility Maintenance, Sarah Bagley, Human Resources Manager; Dana Hansen, Preschool and Early Childhood Director; Tim Rochford, Fitness and Healthy Lifestyle Manager; Micah Kamin, Facility Maintenance Services Manager; Eric Moran, Racquet Sports and Facility Services Manager (arrived at 7:50 p.m.); Noah Mach, Park Services Manager; Jeff Spillman, Communications and Promotions Manager; and Marcia Jendreas, Recording Secretary.

Also present were George Russell and Charlie Roberts, Committee Members; and Jamie Sabbach and Matt Hickey from 110% Inc.

Approval of Agenda

Commissioner Mosbarger moved, seconded by Commissioner Gordon, to approve the September 18, 2017 Agenda as submitted.

On the roll call, the vote was as follows:

AYE: B. Gordon, C. Mosbarger, F. Pitera, B. Wallace, R. Douglass

NAY: None

ABSTAIN: None

ABSENT: S. Ehrhard, K. McKendry

Motion carried.

Statement of Visitors – None

NEW BUSINESS – BOARD AND STAFF WORKSHOP

2015 – 2019 Strategic Plan

Cost Recovery and Services Model & Philosophy – Presentation & Discussion

Jamie Sabbach, from 110% Inc., said the agenda tonight would include the Strategic Direction Scorecard review, Cost Analysis and Data Share review, Cost Recovery Philosophy and Model recommendations, discussion and next steps.

Ms. Sabbach gave a history of the Strategic Direction Scorecard and said it is important to know how to keep the doors open and be responsible. There has to be: alignment with purpose, financial viability, target market position and competitive position. The Scorecard allows staff to evaluate their services and make decisions about how best to provide and price services moving forward. Strategies include: invest, collaborate, subsidize and exit.

Ms. Sabbach said the Lake Bluff Park District provides 1,098 services and these have been broken down into 12 service categories. She said to think of the Philosophy and Model as a three-legged stool – Service Categories, Cost of Service and Beneficiary of Service. She reviewed the District Services Categories.

Matt Hickey, from 110% Inc., explained that they have been collecting data from the Park District for the last several months. Executive Director Salski noted that capital is not included in this data. Mr. Hickey said the data can be viewed in many different types of reports and he reviewed the “Grand Summary Report” as an example. He said it is similar to a balance sheet and the goal is to get all programs in this category to 55% cost recovery within three years.

Mr. Hickey then reviewed the Memberships Report and said it was broken down into resident and non-resident rates.

Commissioners were concerned with the fact that capital was not included in the data. Mr. Hickey said that they can change that to have one report include it and another report not include it. He said usually during the first year of the program they leave capital out, but they can adjust the reports to show whatever the Commissioners want. Mr. Hickey noted that the Service Categories and Goals were decided by a Park District committee.

Mr. Hickey went on to state that they identified current performance levels and established goals, and if the goals are met, the profit will be higher.

President Douglass said he would like to see a goal number and the actuals and then they can decide what should be addressed.

Ms. Sabbach said that from what she is hearing from Commissioners, the Service Categories need to be addressed further and changes need to be made. She noted that some programs are needed to subsidize other programs that are absolutely necessary. She reminded everyone that this is a draft for discussion.

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Commissioners questioned golf reaching 110% and why golf is listed under Specialized Services. They also questioned 120% recovery from the beach and felt it should be in a different category.

Committee Member Roberts commented that this is just the beginning of a new program and it has to be fine-tuned. He said other dimensions come into play with this.

Executive Director Salski said it would be good to break down revenue projections by category. He noted that these reports contain 2016 information, but 2017 will be uploaded when it is finalized.

Commissioner Pitera wanted to see the bigger categories listed and Commissioner Wallace said that fully loaded expense data is great. He noted maybe there can be a list of the top 40 programs with highest expense or loss.

Executive Director Salski said this information will go to the Finance, Administration and Future Planning Committee for further review.

ADJOURNMENT

There being no further business, motion was made by Commissioner Gordon, seconded by Commissioner Wallace, to adjourn the meeting at 9:05 p.m. The motion carried by unanimous voice vote.

Approved this 16th day of October, 2017
Board of Commissioners
Lake Bluff Park District