

**PARK DISTRICT OF HIGHLAND PARK
BOARD OF PARK COMMISSIONERS
MINUTES OF WORKSHOP MEETING
FEBRUARY 9, 2022**

Minutes of the Workshop Meeting of the Park District of Highland Park held on February 22, 2022. Pursuant to Section 7(e) of the Open Meetings Act, The President of the Board of Park Commissioners has made a finding that it is not practical or prudent to hold in person meetings because of the COVID-19 public health emergency. Neither the elected officials nor the public will be allowed to attend Regular or Committee Meetings in person but will participate virtually. Links to the virtual meeting can be found on the Park District website <https://www.pdhp.org/park-board/meetings/>

The meeting was called to order at 6:11 p.m. by President Ruttenberg

ROLL CALL

Present: Commissioner Kaplan, Commissioner Freeman, Vice President Grossberg, President Ruttenberg

Absent: Commissioner Bernstein

Staff Present: Executive Director Romes; Director Smith; Director Voss; Director Dunn; Director Peters; Director Gogola; Director Carr; Assistant Director Maliszewski; Assistant Director Murrin; General Manager/Superintendent of Golf Operations Ochs; Manager Johnson

Guest Speakers: None.

ADDITIONS TO THE AGENDA

None.

PUBLIC COMMENT FOR ITEMS ON THE AGENDA

None.

NEW PDHP WEBSITE AND APP

Director Gogola shared the new website which includes a fresh new look and feel, improved functionality, and a more enjoyable viewing experience on all screen sizes. New features and a carefully organized navigation are based on user's preferences, including a newly designed home page with resources including a news blog, monthly event calendar, and seasonal "Quick Links" to the information used most, easy access to facility, program, rental venue, and event information, a new "Park Shop" featuring Highland Park swag of our iconic Park District landmarks. Proceeds from the shop benefit the Parks Foundation of Highland Park. Lastly, the seasonal program guide has been integrated into the website allowing users to search and sign-up for events, memberships, and programs.

The new mobile app is available on the Apple and Google stores and includes Virtual Passes, Sports & Group Fitness Schedules, Facility Information and Conditions, Interactive Park Map, Registration, Events and Meetings, Push Notifications, and Promotional Coupons.

President Ruttenberg would like a quick link on the home page for a staff directory along with the registration phone number.

Vice President Grossberg requested that Director Gogola navigate through the program registration steps.

Director Gogola reported that staff made front-end changes to the website so that the steps leading to the District's registration software are less and easier to navigate, however, staff does not have the ability to make changes to RecTrac.

Vice President Grossberg would like to know if feedback from the Parks Foundation was incorporated into the new site.

Director Gogola reported that the members of Parks Foundation were looking for broken links and identifying navigational issues vs. functional items.

Commissioner Kaplan and Commissioner Freeman commended Director Gogola, suggesting the new website looks great.

Commissioner Freeman would like to know how family passes work on mobile devices.

Director Gogola reported that staff will share a private tutorial with the Park Board of Commissioners so that they can better understand how to scan family passes on mobile devices.

APPROVAL OF POLICY #7.13 – WEBSITE PRIVACY POLICY

Director Gogola reported that website privacy policies inform customers what type of data our organization is collecting and what we are doing with that data. It also provides information about how customer data is collected, such as through a form or cookies on your website. The recommended Park District of Highland Park's website Privacy Policy demonstrates its firm and continuing commitment to the privacy of personal information provided by those visiting and interacting with the site. Many companies that we work with to advertise programs and services require an approved website privacy policy in order to do business with us. These relationships enable us to capture websites analytics such as which web pages are visited, how often, and by how many people. They also provide digital advertising for our programs and events on key outlets including Facebook, Google, etc. The policy has been reviewed by Park District Legal Counsel.

A motion was made by Commissioner Kaplan, seconded by Commissioner Freeman to approve Policy #7.13 – Website Privacy Policy.

Roll Call:

Aye: Commissioner Kaplan, Commissioner Freeman, Vice President Grossberg, President Ruttenberg

Nay: None

Absent: Commissioner Bernstein

Abstain: None

Motion Carried

2021 SEASON ENDING REPORT FOR SVGC AND THE HP GOLF LEARNING CENTER

Staff provided an overview of the 2021 Season-Ending Report including golf operations, rounds report, camp and programs report, and financials for Sunset Valley Golf Club and The Highland Park Golf Learning Center. Visuals were included.

Vice President Grossberg would like to know if staff are concerned since Heritage Oaks is reopening.

Manager Ochs reported that when Heritage Oaks closed for renovations, Sunset Valley Golf Club picked up several permanent tee-times from groups who use Heritage Oaks. He is pleased to report that Sunset Valley Golf Club was able to retain some of those groups for 2022 permanent tee times.

Vice President Grossberg would like to know if there is a benefit to having a large gap between the budgeted rounds vs. actual.

Executive Director Romes reported that seasonal outdoor facilities are volatile so staff budget conservatively which could lead to large gaps, whereas the budgeted figures for year-round facilities typically align with the actual revenues and expenses.

Commissioner Kaplan commended Manager Ochs and his team for another outstanding season.

Commissioner Freeman is pleased to see how many people utilize Sunset Valley Golf Course and the Highland Park Golf Learning Center.

REVIEW OF VOUCHERS

Director Peters said the District had \$550,000. \$150,000 is due to health insurance. Everything else was much smaller by comparison and not very remarkable.

President Ruttenberg would like to know if there was a significant increase in health insurance costs.

Executive Director Romes reported that the rates did not change even with the change of providers.

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OTHER BUSINESS

None.

OPEN TO THE PUBLIC TO ADDRESS THE BOARD

None.

ADJOURNMENT

A motion was made by Commissioner Kaplan and seconded by Vice President Grossberg and approved by a unanimous vote. The Board Meeting adjourned at 6:53 p.m.

Respectfully submitted,

Roxanne Hejnowski

Roxanne Hejnowski, Assistant Secretary