

**PARK DISTRICT OF HIGHLAND PARK
BOARD OF PARK COMMISSIONERS
MINUTES OF REGULAR MEETING
APRIL 23, 2013**

The Regular Meeting of the Board of Park Commissioners of the Park District of Highland Park was held in the Board Room at the West Ridge Center, 636 Ridge Road, Highland Park, Illinois.

The meeting was called to order at 6:05 p.m. by President Meyers.

ROLL CALL

Present: Commissioner Bernstein, Commissioner Flores Weisskopf, President Meyers

Absent: Commissioner Waxman, Vice President Kaplan

Staff Present: Executive Director McElroy, Director Becker, Director Stumpf, Director Donahue, Director Behlow, Director Baker, Asst. Director Malartsik, Asst. Director Romes, Manager Naatz, Specialist Huegel, Coordinators Biang and Sanders

Guests: Residents Barnett Ruttenberg and Janet Bernstein

ADDITIONS TO THE AGENDA – None

PUBLIC COMMENT FOR ITEMS ON AGENDA - None

CONSENT AGENDA

Minutes of March 19, 2013 Regular Meeting, April 2, 2013 Workshop Meeting, and April 2, 2013 Special Meeting; Bills and Payroll in the amount of \$1,564,860.23; FOIA Policy; Ethics Policy; Comprehensive Needs Assessment Policy; 2013 Ice System Replacement Project Bid in the amount of \$152,000.00; 2013 Asphalt Project Bid in the amount of \$161,800.00; Payout #9 to W. B. Olson for Rosewood Development in the amount of \$1,080.00; Payout #1 to Smith Group JJR in the amount of \$12,750.00; Payout #3 to AT Group, Inc. in the amount of \$2,762.10; Payout #2 to Boller Construction Co., Inc. in the amount of \$132,768.00; Payout #7 to Cordogan Clark & Associates in the amount of \$2,300.00; Payout #1 to F. E. Moran, Inc. in the amount of \$40,500.00.

Motion was made by Commissioner Bernstein, seconded by Commissioner Flores Weisskopf, to accept the Consent Agenda.

Roll Call:

Aye: Commissioner Bernstein, Commissioner Flores Weisskopf, President Meyers

Nay: None

Absent: Commissioner Waxman, Vice President Kaplan

Abstain: None

Motion carried.

UNFINISHED BUSINESS

Strategic Plan Annual Progress Evaluation

Ms. McElroy stated that the Strategic Plan is updated and presented to the Board twice per year. The entire plan is also posted on the website. She said that all the short term initiatives have been met. She gave a brief overview and highlighted the themes of the Plan:

- Be Extraordinary
- Responsive, Intelligent, Ethical Financial Stewardship
- Operational Excellence
- Think Differently

Future initiatives include a system-wide approach for customer satisfaction, rewards programs, consistent pricing process, development of a review policy, customer service standards in place, consistency of the Park District brand.

GREENPRINT 2024 Update

Ms. McElroy pointed out that the process has been organized into four phases: Engage, Analyze, Envision, and Confirm. The Lakota Group will hold two community meetings – one on May 2nd and the other in July. They will personally contact stakeholders and set up focus groups, interviews, and pop up sessions. One-on-one meetings will be held with the Commissioners.

Ms. McElroy said that a new informational website has been launched – www.plan4pdhp.com – and a promo video is currently in production to serve as an introduction to the plan. An in-depth program analysis is currently underway. The goal is to have the first draft ready in December.

Memo of Understanding Central Park Stairs

Ms. McElroy explained that the contents of the Memorandum of Understanding for the Central Park Stairs, drafted by the City Attorney, are taken from the discussion that took place between the City Council and the Park Board at the April 2nd Workshop Meeting. The City Council approved the Memorandum on April 22nd. There will be a share in the cost of construction and project management and future maintenance will be the responsibility of the Park District. There is a \$500,000 cap in the agreement for each agency.

Director Stumpf said that he and Director Baker assembled a list of different types of construction material for the stairs and maintenance required.

Vice President Kaplan now present at 6:42 p.m.

President Meyers asked about insurance coverage, and Director Stumpf said he would get further information from PDRMA and private insurances and report back to the Board.

Commissioner Bernstein asked about the conceptual design and specifics. Director Stumpf said that they are looking at conceptual designs now and will look at specifics in the near future.

Motion was made by Commissioner Bernstein, seconded by Vice President Kaplan, to approve the Memorandum of Understanding Central Park Stairs subject to receiving Exhibit A – Depiction of Central Park and Central Avenue, and Exhibit B – Conceptual Design of New Staircase.

Roll Call:

Aye: Commissioner Bernstein, Vice President Kaplan, Commissioner Flores
Weisskopf, President Meyers
Nay: None
Absent: Commissioner Waxman
Abstain: None

Motion carried.

Central Park Stairs – Phase II

Ms. McElroy said that Legal Counsel, staff and Smithgroup JJR have come to terms through an Agreement for architectural and engineering services to complete the design of the Central Park Bluff Staircase Project. This Agreement is Phase II and needs to be approved by the Board.

Motion was made by Commissioner Bernstein, seconded by Vice President Kaplan, to approve the Central Park Stairs Agreement for Architectural and Engineering Services – Phase II.

Roll Call:

Aye: Commissioner Bernstein, Vice President Kaplan, Commissioner Flores
Weisskopf, President Meyers
Nay: None
Absent: Commissioner Waxman
Abstain: None

Motion carried.

NEW BUSINESS

Directors Report – Communications & Marketing

A presentation was given by the Communications & Marketing Team – Director Behlow, Sara Sanders and Emily Biang.

Director Behlow said the Team is working on an External Communication Plan which will strive to promote programs, facilities, and services, and “build the brand”. Marketing is directed toward specific user groups.

Ms. Biang explained that she is in charge of electronic communications and she gave a brief overview of the Park District website, eblasts, surveys, and social media.

Ms. Sanders said she handles the printing of brochures, flyers, poster, and signs, and noted the different colors and information used.

Regarding District-Wide Marketing, Director Behlow said that the following are used: electronic newsletters, news releases, press releases, annual report, sponsorships (especially with local businesses), and awards. She said each facility has a set of banners to show their individuality as well as being a part of the Park District.

Director Behlow stated that community input is very important, so they use community surveys, GREENPRINT 2024, Advisory Committees and Task Forces, open houses, special events, and community partnerships to get feedback and ideas.

Director McElroy gave information on Arbor Day and the annual tree sale.

GFOA Award

Executive Director McElroy advised that the Park District has been awarded the Certificate of Achievement for Excellence in Financial Reporting by the Government Finance Officers Association (GFOA). She congratulated and thanked Director Becker and the Finance Department for achieving this highest form of recognition.

COMMISSIONER/COMMITTEE

President Meyers thanked all staff members who responded to the recent weather related issues.

Commissioner Bernstein said there was a recent Baseball Sub-Committee Meeting and issues addressed included: house league, travel baseball, facilities, and new baseball facility construction behind West Ridge.

OPEN TO PUBLIC TO ADDRESS BOARD

Mrs. Bernstein gave positive comments on the track and dog park. She noted that the word “seniors” is not used in any Park District marketing, and felt this was not helping to attract the senior population to Park District programs.

President Meyers suggested that a new Advisory Committee, relating to seniors, be formed and that Mrs. Bernstein be the chairman. All Commissioners were in favor.

CLOSED SESSION

Motion was made by Commissioner Flores Weisskopf, seconded by Vice President Kaplan, to adjourn into Closed Session for discussion of Section 2(c)(1) – the appointment, employment, compensation, discipline of the District including legal counsel for the District; Section 2(c)5 – the purchase or lease of real estate including discussion on whether a certain parcel of property should be acquired; Section 2(c)6 – the setting of a price for sale or lease of property owned by the District; Section 2(c)11 – litigation against or on behalf of the District or where the District finds that an action is probable or imminent; Section 2(c)21 – the discussion of minutes lawfully closed under the Act, whether for the purposes of approval of said minutes or for conducting the semi-annual review of the minutes as set forth in Section 2.06 of the Act; Section 2(c)29 – for discussions between internal or external auditors and the Board.

Roll Call:

Aye: Commissioner Bernstein, Commissioner Flores Weisskopf, Vice President Kaplan, President Meyers

Nay: None

Absent: Commissioner Waxman

Abstain: None

Motion carried.

Meeting was adjourned into Closed Session at 7:38 p.m.

ACTION FROM CLOSED SESSION

President Meyers reported that the Board met in Closed Session under Section 2(c)(1) – the appointment, employment, compensation, discipline of the District including legal counsel for the District; Section 2(c)5 – the purchase or lease of real estate including discussion on whether a certain parcel of property should be acquired; Section 2(c)6 – the setting of a price for sale or lease of property owned by the District; Section 2(c)11 – litigation against or on behalf of the District or where the District finds that an action is probable or imminent; Section 2(c)21 – the discussion of minutes lawfully closed under the Act, whether for the purposes of approval of said minutes or for conducting the semi-annual review of the minutes as set forth in Section 2.06 of the Act; Section 2(c)29 – for discussions between internal or external auditors and the Board.

No action needs to be taken.

ADJOURNMENT

There being no further business, a motion was made by Vice President Kaplan, seconded by Commissioner Bernstein, and approved by unanimous voice vote. The Board Meeting adjourned at 8:27 p.m.

Respectfully submitted,

Liza McElroy, Secretary