

**MINUTES OF A THE FACILITY AND RECREATION COMMITTEE MEETING  
OF THE PARK DISTRICT OF HIGHLAND PARK  
HELD ON SEPTEMBER 11, 2024, 5:01 PM.**

Vice President Freeman participated by electronic means.

**Present:** Commissioner Labrador, Commissioner Ruttenberg, Commissioner Grossberg, Vice President Freeman, President Bernstein

**Absent:** None

**Also, Present:** Executive Director Romes; Deputy Director Carr; Director Smith, Director Gogola; Director Peters; Director Voss; Director Biard; Manager Zullo; Supervisor Geoffrion; Supervisor Sanchez; Coordinator Jacoby; Coordinator Hejnowski

**Guest Speaker:** None

**Additions to the Agenda**

None.

**Club Pickle and Padel Business/Marketing Plan Update**

Director Gogola reported that seven (7) Pickleball Court Sponsorships have been sold, raising \$175,000 for the project. There are several leads for the remaining pickleball and padel courts. The team is also trying to secure a presenting sponsor, such as a national business like AARP, Humana, or Discover.

She compared the charter membership benefits based on sponsorship level (\$20,000, \$10,000 and \$5,000).

Supervisor Sanchez reviewed the marketing campaign to promote the new facility and memberships. The target audience is a 30-mile radius of men and women ages 30 – 70, plus teenagers, who have expressed an interest in pickleball and padel and interreacted with our pickleball and padel hashtags. Announcements and advertisements were pushed through ParkLine, the park district website, Facebook, and TikTok, and signage is at park properties. Additionally, the team developed a separate website for Club Pickle and Padel, <https://www.clubpicklepadel.com/>. To date, the website has 2,667 views, generating 289 database sign-ups.

Coordinator Jacoby provided a breakdown of membership costs, standard annual vs. premier monthly membership. To encourage sales, the Park District is launching promotional offers for Deer Creek Racquet Club and Recreation Center of Highland Park Members and the general public.

Lastly, Coordinator Jacoby provided an overview of the Plan2Play Registration Platform, which includes the website and an easy-to-use intuitive app, customer relationship management (CRM), and social features (users can invite friends or members to private events, book reservations, and chat).

**Other Business**

None.

Facility and Recreation Committee Meeting Minutes  
September 11, 2024

**Open to the Public to Address the Board**

None.

**Adjournment**

A motion was made by Commissioner Grossberg and seconded by Commissioner Ruttenberg and approved by a unanimous vote. The Board Meeting adjourned at 5:46 p.m.

Respectfully submitted,

A handwritten signature in cursive script that reads "Roxanne Hejnowski".

Roxanne Hejnowski, Assistant Secretary