

OUR MISSION

Enhancing our community by providing quality recreational opportunities, facilities, parks and open space

DES PLAINES PARK DISTRICT • DECENNIAL EFFICIENCY COMMITTEE MEETING
David L. Markworth Board Room • 2222 Birch Street, Des Plaines, IL
THURSDAY, November 30, 2023
6:00 pm – 7:00 pm

Minutes

1. CALL TO ORDER and ROLL CALL

President Jana Haas called the Decennial Efficiency Committee Meeting of the Des Plaines Park District to order at 5:58pm.

Park District Board Commissioner in Attendance;
President Jana Haas, Commissioner Erin Doerr and Commissioner James Grady, Commissioner Donald Rosedale and Commissioner Eli Williams.

Efficiency Committee Members in attendance;
Donna Adam, Brian Inzerello, Sharon Lynch Ann Fastert.

Des Plaines Park District Staff in attendance;
Executive Director; Donald Miletic, Project Manager; Jeanette Berard, Superintendent of Administration;
April Lohr.

Guests: Dick Sayad

2. CHANGES TO THE AGENDA

None

3. APPROVAL of MINUTES

Commissioner made the motion to approve the November 3, 2023 Minutes
Seconded by Commissioner

All in Favor

Ayes: 9 Nays: 0 Absent: 0

Motion Carried: 9-0-0

4. INTRODUCTIONS

Executive Director Miletic introduced the new Superintendent of Administration April Lohr.

5. UNFINISHED BUSINESS

A. Review open items from November 2 Meeting

None

6. NEW BUSINESS

A. Action Item 6-

a. Discuss and Review Comprehensive Master Plan

Executive Director Miletic reviewed the items in 9 – A.A including:

- Review Master Plan- a 10 year plan that started in 2019- includes long term goals
- Review top 10 Long Term Capital Projects, including multiple items that have been completed as of 2023
- Review the playground planning for the district based on the capital improvement plan
- We can add to the Master Plan when projects via grants or opportunities come along

- Continually review for building needed improvements
- Lake Park is a great example of multiple projects from shoreline to the Lakeview Center being completed at the same time, along with grant funding.

Question Ann Fastert. Are you able to use the Maine West Fieldhouse?

Response Executive Director Miletic: Yes we have time to use this feature, however many of their athletic programs are using daily.

b. Discuss and review Community Needs Assessment

Executive Director Miletic reviewed the items in 9 – A.B including:

- **Process is to update Master Plan**
- **What Staff's focus from assessment**
 - 12 % Response Rate, which is higher than the average
 - University of Illinois was hoping for 500 responses and we received over 600
 - Completed a review of the analysis section to highlight the main points determined by the needs assessment.

Question Sharon Lynch: What type of nature center?

Response Commissioner Williams stated a nature center with an educational component and partnering with local groups. Executive Director Miletic stated he is looking for ways to incorporate within in the city to build or use an existing property.

Question Donna Adam: What was the process of the sending out to the residents, the number returned seemed low? How were the questions written that provided written responses?

Response Executive Director Miletic: While the response rate of 12% seems low they anticipated under 10 % as the average. Project Manager Berard stated they sent out a random sample via post cards 2 separate times with incentives \$50 Amazon Gift Card for those who completed. Also provided the survey to the rest of the community via social media, eblasts, signage around the parks and facilities for one month. Each question had formulated questions for them to rate and an open ended section so they could provide additional feedback on their experiences good or bad. We wanted to hear feedback from all community members whether they were part of the random sample or not.

Question Donna Adam & Sharon Lynch: What is the plan for a Dog Park?

Response Executive Director Miletic: This was huge area of need for residents and we are actively looking for ways to incorporate one within the district. However being landlocked provides us limited options that do not bother the surrounding neighbors. Looking at Blackhawk or northwest of West Park to purchase land from an existing company as potential options at this time.

c. Discuss and review Marketing & Communication of the District

Executive Director Miletic reviewed the items in 9 – A.C including:

- **Spectrum-** located at our sites for residents to pick up
- **Playbook-** sent out via mailing to all residents
- **Enterprise Funds-** include Golf Center, Mountain View, Mystic Waters and Lake Park, they have their own marketing budgets
- **Special Events-** host throughout the years and we have access to many new patrons for first impressions of programming. Put on Public Forums and Park Openings

- **Park District App-** newer addition to the marketing department, great tool for smart phone users and to have access to current events
- **E-Newsletters-** targeted emails sent out monthly and during new seasons to increase interest for programs/events.
- Have continued to increase marketing efforts to reach all audiences: Social media, Website or in person.
- All Des Plaines Residents now have resident rates, including those who live in west of Mount Prospect Road and who pay taxes to the Mt. Prospect Park District.
- President Haas noted that staff are part of many organization groups throughout Des Plaines and find new ways to engage with the community.

7. COMMENTS FROM THE COMMUNITY

Alderman Dick Sayad provided public comment from his ward. He stated he receives lots of compliments. Two requests are a Flea Market and hosting a Dance Party.

The Efficiency Committee thanked him for his public comment.

8. ADDITIONAL COMMENTS

Sharon Lynch provided a comment: All of the documents provided thus far have been very complete and well thought out. Comments from the community are that this is an award winning park district and after reviewing it is showing the tax dollars being used efficiently.

Donna Adam provided a comment: Everything has been very well organized with all of the materials provided to the committee. While we have many properties, it looks as though the park district has a handle on and long term plan with each of them. It is nice to see that all areas both high and low level are constantly evaluating and looking ahead to the future when planning. Great job staff!

Brian Inzerello provided a comment: The proof is in the pudding. The master plan is being followed as so many items have continued to be checked off, along with so many improvements and additions being seen within the community. Great staff.

President Jana Haas stated the Capital Improvement Plan is her favorite document as it provides a roadmap for the Park Board and Staff to follow in all future planning. It also gives clear direction on what and when parks and facilities will be updated and with what allotted funds. This can be helpful when asked by the public about specific parks, facilities or projects.

Next Meeting will be held on Thursday January 4

9. ADJOURNMENT

Commissioner made a motion to adjourn the Decennial Efficiency Committee Meeting at 6:54 p.m.

Seconded by Commissioner

All in Favor

Ayes: 9 Nays: 0 Absent: 0

Motion Carried: 9-0-0

APPROVED 8-0-1

Jana Haas
President

Donald Milette
Secretary