



## DUNDEE TOWNSHIP PARK DISTRICT BOARD MEETING MINUTES

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The March 1, 2023 meeting of the Dundee Township Park District Board of Commissioners was held at the Randall Oaks Recreation Center. President Frank Scarpelli called the meeting to order at 7:02 p.m. Commissioners responding to roll call were Vice President Erin O’Leary, Treasurer Jim Bonkoski, and Secretary John Meschewski. Craig Rakow was absent

### Citizens to be Heard

Frank Raczon of Sleepy Hollow asked for an update on any planned celebrations to mark the anniversary of Bonnie Dundee Golf Course. Peterson responded that it is being discussed but nothing has been decided as of yet.

### Staff Reports

- A. Marketing Update – Katie Keller, Superintendent of Marketing and Communications, provided a presentation regarding the District’s marketing efforts. Keller began with the District’s participation in the IPRA Agency Showcase with a spirited competition in spotlighting bright ideas exhibited by park and recreation and conservation agencies. The District took 4<sup>th</sup> place in the overall agency showcase, 2<sup>nd</sup> place for integrated photography, 3<sup>rd</sup> place for short form video and 3<sup>rd</sup> place for print communication. Keller also touched on community outreach programs that the Park District was involved in. Website updates included easier navigation, chat bot pop-ups, improved content and video integration. The program guide is compiled and printed four times a year and mailed to 25,000+ homes taking an average of 13 weeks to produce in-house. The program is also available on our website as a Flippingbook. Keller mentioned that the district is on several social media platforms including Facebook, Instagram and TikTok.

The 2022 highlights include the October Fitness Membership special with 337 memberships sold. An increase in participation in our activities and events took place with website engagement increasing 26% from previous year. Summer camps also hit its enrollment goal before the start date. Pool passes increased 33% in sales with \$46,817 in revenue. Gift cards increased 37% in sales and \$4,233 in revenue from December 1-23, 2022. Our engagement reach on social media increased with an average of 4,700. Special events also saw an uptick in attendance.

### Consent Agenda

*Approval of Items to be Considered for Consent Agenda – John Meschewski made a motion with a second by Erin O’Leary to approve the Items to be considered for the Consent Agenda including the February 15, 2023 Board Meeting Minutes and the Accounts Payable Check Register dated March 1, 2023. The motion passed 4 to 0.*

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*Approval of Consent Agenda –Erin O’Leary made a motion with a second by John Meschewski to approve the Consent Agenda. The motion passed 4 to 0.*

Director’s Report

- A. Executive Director Peterson shared with the board a summary of cash flows within the Capital Fund. He explained that projected at the end of the 2023 Fiscal Year will be approximately \$ 607,000 carried forward into the fiscal year 2024. Staff is hoping to have available \$1.7 million for capital projects in this upcoming fiscal year. Unfortunately, staff has requested \$4.8 million in capital, falling far short of what will be available. Staff will present a capital list of what will be spent during the budget presentation. Peterson went on to explain that there are five capital improvement items that the District is committed to already due to contractual obligations.

President’s Report

- A. President Scarpelli informed the board that he met with residents Sue Harney and June Kiebler regarding the property southeast of Randall and Binnie Roads. They presented to Scarpelli an alternative use for the property rather than the proposed industrial development. The alternative use suggestion entails the Park District, Forest Preserve District and Library District providing services with the use of the land. Scarpelli thanked them for sharing this concept and suggested that a successful referendum would have to fund a project like this. He told the board that these two residents might request to sit down with each board member in the future to share this idea.

Old Business

None.

New Business

Cost Recovery Policy Review – Deputy Director, Ross Bertone reviewed the policy highlights as outlined. Bertone pointed out that during the initial discussions with the fee structure initiative it made sense to do a cost recovery policy/model first. Fee structure will be done in the 2023 calendar year of strategic plan mid-term initiatives. This document is a working document and will remain fluid and will be reviewed by staff every year.

Pyramid Methodology describe different levels of service. Examples of programs in each level were discussed later in the report. The District’s Categories of Service describe categories of services with some examples being discussed. Programs within a specific category of service could fall in different pyramid levels depending on cost recovery goals. Bertone

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also reviewed the Cost Recovery Pyramid (Non-Golf) and described programs in each category. Originally, he worked with multiple staff across different departments. The final program and service placement was reviewed and confirmed by the Leadership Team and Department Heads.

It was determined that the Golf Operations Cost Recovery Pyramid should have separate cost recovery goals. Golf staff helped finalize the model program and service placement. Direct and Indirect Costs are not an exhaustive list. Current Subsidy/Cost Recovery Levels and financials were taken directly from a recent audit. Current philosophy is not to include all indirect costs; the process would take a long time. Influential Factors and Considerations were taken when determining both placement on the pyramid and cost recovery goals for a specific service.

Staff will begin to use this cost recovery model during the budget season and update the board annually on the actual percentages of cost recovery for programs and facilities.

Adjournment

*Jim Bonkoski made a motion with a second by John Meschewski to adjourn the meeting. The motion passed 4 to 0. The meeting adjourned at 8:22 p.m.*

**Note: The next board meeting is scheduled for March 15, 2023 at the Randall Oaks Recreation Center.**