

**VILLAGE OF HINSDALE  
MEETING OF THE  
PARKS AND RECREATION COMMISSION**

Tuesday, September 13, 2016  
Memorial Building Board Room

Chairman Banke called the meeting of the Park and Recreation Commission to order at 7:02 p.m. at the Memorial Building Board room.

**Members Present:** Chairman Banke, Commissioners Baker, Keane, Owens and Waverley

**Members Absent:** John George and Patrick Conboy

**Staff Present:** Heather Bereckis, Interim Manager of Parks and Recreation  
Linda Copp, Administrative Assistant  
Suzanne Ostrovsky, Management Analyst  
Emily Wagner, Administration Manager  
Brad Bloom, Assistant Village Manager

**Also present:** Marge Stefani, 408 Ridgemoor Dr, Willowbrook

**Approval of Minutes**

Commissioner Baker moved approval of the July 26, 2016 Park and Recreation Commission meeting minutes. Commissioner Keane seconded and the motion passed unanimously.

**New Business**

**Art Donation Review**

Ms. Stefani presented a report on their history with the village and information regarding the art piece that they want to donate to the village. The art is to be set as a piece of art and not a memorial to their son that passed away. They want it to be placed at KLM because of its beauty and to have others enjoy the gift of art. The name of the art fixture is Northern Lights.

The Commission had discussion regarding the application. Ms. Bereckis commented that the art piece will need to be secured with concrete and would be done by Village public services staff. Financially it would fall on the Stefani family, upkeep will be minimal but the one thing to be determined is the location. The aerial view in the packet shows the location that the family prefers, which is between the lodge and north shelter. There would be a lot of foot traffic at that location and park users would look towards the creek. It should be down far enough that it would not interfere with the look of the lodge or any programming. Ms. Stefani explained the look of the bench. Ms. Stefani stated that it should be able to fit 3 people on the bench.

Chairman Banke asked if the Commission felt that the application met the criteria of the application. Commissioner Keane asked what it was made out of. Ms. Stefani stated that it is steel so there would be no maintenance. Ms. Bereckis stated that the wording for the plaque would need to be approved before going to the board.

Commissioner Baker mentioned that the donation does meet the criteria for donations but he thought the placement should be farther away from the lodge and Zook house. The other Commissioners all thought the location was fine. Ms. Bereckis stated that it is set to go to the board on October 2<sup>nd</sup> for a first read. Commissioner Owens asked if there was a way to expedite the process with the board because of cold weather coming. Brad Bloom commented on how the board

works with the readings. Everything has 2 readings to allow for transparency with the residents. The only time the process varies is if there is an emergency.

Commissioner Waverley approved the donation and that it meets the criteria of the application criteria. Commissioner Keane seconded and the motion passed unanimously.

The motion will go to the board for a first read at the Oct. 4 meeting.

### **Gateway Special Recreation Association Report**

Ms. Bereckis commented on the packet. End of summer enrollment was up in enrollment and Hinsdale is second largest in enrollment. They are enjoying the new vehicle. The website is still in progress and hopes to be finished in January.

### **Recreation Staff Report**

Ms. Bereckis presented the staff report. The fall/winter brochure was delivered and some new programs have been added. Staff is working on the Fall Festival taking place on Oct. 22nd. Winter events are Breakfast with Santa and the Holiday Express. Mowing and landscaping is on budget with last year. Athletic field rentals are increasing due to demand. The lodge revenue is down due to lack of marketing primarily due to staff changes.

Platform tennis will have maintenance done this week by Reilly Green. The walkways are being rebuilt and the carpet will be replaced soon. Commissioner Waverley asked when the walkways will be finished. Ms. Bereckis stated that they will hopefully be ready by the end of the month, but for sure by the time the paddle league begins. Some court lights have been down due to electrical work and moving of the gas lines.

The pool did well because it was a hot summer. Staff costs were up but there were more open days and the revenue was up to cover the extra staff costs.

### **Recreation Financial Report**

Ms. Bereckis explained the financial report for June. Currently, picnic shelters and field rental have increased. Field rental fees will come through November. Operating expenses are down primarily due to decreased staff wages. Ms. Bereckis explained the capital projects and that some roofs may be wait until next year. The tenant is not in HCA building yet because of project delays. They hope to be in by the end of October.

Ms. Bereckis stated that tennis court resurfacing is in the 2017 budget and the 5 year capital improvement plan is being worked on. Chairman Banke asked if the Commission would be able to look at the plan. Ms. Bereckis stated that the Commission would have an opportunity to look at the 5 year improvement plan. Ms. Bereckis stated that Robbins and Stough tennis courts will be done, but not Peirce. It will be reevaluated in the next fiscal year.

Programming through June decreased due to early childhood programs that S/D 181 offered. We are trying to do more programs with the Community House to capture some more revenue. KLM license fees are down because caterers decided it wasn't worth it to be a preferred vendor. Outside caterers can purchase a single day license to do an event.

Through June pool revenue increased with a decline in resident pass sales, the neighborly rate has offset the decline in resident passes. 10 visit passes are primarily purchased by residents. Chairman Banke asked about total revenue from last year and this year. Ms. Bereckis stated that

revenue has increased this year. There have been no complaints that the pool is overcrowded and it has never been at capacity.

## **Old Business**

### **Community Survey Discussion**

Ms. Bereckis asked if the Commission had any questions or concerns regarding the survey. Chairman Banke stated it was well done and seemed to be well received. Commission Baker stated that he thought the information is helpful for future years in planning purposes. The survey will be shared with the community at this point.

### **Tennis Courts/Pickle Ball Discussion**

Ms. Bereckis stated that it was approved to have Robbins Park dual striped on one court. Ms. Bereckis met with a gentleman and has invited us to meet with him to see the game. He would like to work with us to do lessons. The Community House is contributing 50% of the striping cost because the courts are located at Robbins. Commissioner Waverley read the description of pickle ball from the Community House brochure. The striping is scheduled to be done in the fall. Chairman Banke stated that he felt this is good for the future for sharing services.

## **Correspondence**

Ms. Bereckis explained the letter that came from a resident complaining about the location of a co-op program. The resident complained about not having a facility in Hinsdale to meet resident recreation needs. This has been the only complaint about the neighboring facilities.

## **Other Business**

### **KLM Marketing Plan**

Ms. Wagner spoke about the proposed marketing plan for KLM. The village would like to do advertising for the lodge. She highlighted using social media, be sure the village website is up to date and print material is updated. Facebook will capture brides and prospective clients. An Economic Development firm that the Village does business with will prepare printed materials at no charge. Another idea is to work with other partners like the Chamber and the Rotary to set up a time to host an event at the lodge.

Ms. Wagner stated that clearly wedding venues are the top users of the lodge. One of the new ideas is participating at bridal shows. Commissioner Owens agreed that wedding shows are good exposure. Commissioner Owens wanted to know who would be invited to the open house events. Ms. Wagner stated that it would be general marketing but would focus on a particular market such as businesses. They will be held quarterly instead of yearly.

Commissioner Owens asked if there could be an outreach to wedding planners. Ms. Wagner agreed that it would be a great place to start. Our preferred vendors would be included in the open houses. Ms. Wagner stated staff is working hard to get good photos for the internet. We can put photos on The Knot to be used on that website. Ms. Ostrovsky explained to the Commission what eHinsdale is – it comes out on Friday and people get added through the village website. It is an opt-in service that residents have to subscribe to. Ms. Ostrovsky stated that she will put something on the Village home page and Channel 6 to advertise e-Hinsdale.

Commissioner Waverley asked about the preferred vendors and how that came about. Ms. Bereckis explained why the lodge uses preferred vendors. Chairman Banke commented on how this can deter someone from using the lodge. There was discussion among the Commission regarding the catering policies at the Lodge.

Chairman Banke stated that he thought \$10,000 was not enough budget for marketing. Ms. Wagner stated that is what it will be for 2017, but could be increased in future years. Commissioner Waverley asked if there is a way to capture how clients heard about the lodge. Ms. Bereckis stated that a survey is sent out after the event asking how they heard about the Lodge. Commissioner Waverley also asked if the Hinsdale caucus could use the lodge to meet. Chairman Banke stated that they have it used it once. Mr. Bloom stated that it would set a precedent and the attorney stated that political parties should not use Village facilities.

### **Adjournment**

Since there was no further business to come before the Commission, Commissioner Owens moved to adjourn. Commissioner Baker seconded and the motion passed unanimously. The meeting of the Park and Recreation Commission was declared adjourned at 8:15 p.m.

Next meeting will be October 11, 2016

Respectfully submitted,

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Linda Copp, Administrative Assistant