

**NORTHFIELD PARK DISTRICT
REGULAR BOARD MEETING
MONDAY, JULY 31, 2017
NORTHFIELD COMMUNITY CENTER
CONFERENCE ROOM 6:30 PM**

The meeting was called to order at 6:30 p.m. and a roll call was taken.

Present: Commissioners –Bickford, Knight, Klein, O’Grady, Zieziula, Beil

Also present staff members: Alexoff, Guillen, Byron,

Absent: Treasurer Morrell, Commissioner: Bramlage

Approval / Additions to Agenda

None

Audience Comments

None

Correspondence

Director’s Report

a. Budget and Appropriations Ordinance 07-31-17-01

Director Alexoff stated that no one was present or submitted questions on the tentative budget. Based on the feedback, staff would recommend approving the Budget and Appropriation Ordinance as presented. Commissioner Klein made a motion to approve the 2017-2018 Budget and Appropriations Ordinance 07-31-17-01. Commissioner Zieziula seconded the motion. A roll call was made.

Voting Aye: Commissioners: Bickford, Knight, Klein, O’Grady, Zieziula, Beil

Voting Nay: Commissioners: None

Absent: Commissioner: Bramlage

Abstain: Commissioners: None

Motion passed

b. Digital Marketing and Customer Engagement

- The history of the digital marketing efforts at the District was discussed and how it has evolved over time. In the past, the staff has utilized more traditional methods such as signage, banners, and word of mouth outreach. Currently the staff is putting the internal emphasis on digital marketing. The agency has abandoned most traditional marketing methods, other than the brochure (made in house), periodic banners and few posters. Everything else focuses on digital methods. We are on Facebook and are making connections with local Facebook groups such as the Northshore Moms Group, Middlefork / Sunset Ridge Parents Groups and Next Door. Our webpage is updated more frequently and has been transitioned to a banner style home page rather than just text info to describe our upcoming programs and events.

- Commissioner Beil asked if it was possible to start using our baseline numbers to help us measure growth in the future. Examples being number of likes and follows on Facebook, Twitter and Instagram. He also asked if there could be a basic way to quantify how digital marketing is affecting participation to which the staff agreed to work on in the near future.
- Superintendent Byron mentioned that while we do not have a staff person dedicated solely to marketing, our vision is that our new Recreation Coordinator will work closely with our Communications and Marketing Manager to expand our social footprint and also measure how it translates to participation.

c. Informational Items

- Director Alexoff discussed the Walden Lane Development. Currently the developer has submitted plans to the Village of Northfield. The first review is by the planning and zoning. The Village has informed staff that the developer would like the Park District to waive the impact fee requirement. They have told the developer that they need to request the waiver through the District. At this time no request has submitted. The board discussed the pros and cons of waiving of impact fees and at felt that it would not be in the best interest of the district to waive impact fees if a request was made.

7:08 Treasurer Morrell arrived

- The Board discussed sending a letter to the developers informing them that a waiver of impact fees will not be approved.

Consent Agenda

- Approval of Board Meeting Minutes 6/26/17**
- Approval of Cash Expenditures for Month of June 2017 (copy for review will be available at the meeting).**

Commissioner Klein made a motion to approve the Consent Agenda. Commissioner O'Grady seconded the motion. A roll call vote was taken.

Voting Aye: Commissioners: Bickford, Knight, Klein, O'Grady, Zieziula, Beil

Voting Nay: Commissioners: None

Absent: Commissioner: Bramlage

Abstain: Commissioners: None

Motion passed

Agency Reports

a. **Finance** –Treasurer Morrell gave a full year summary of the financials.

b. **Recreation / Park Grounds and Facility**

Superintendent Byron highlighted some items from the recreation report as follows:

- Camp is almost over, really good staff this year. 8 weeks of camp with an extra week of extended.
- Fitness is on track. 10% increase with a new Jr. Membership
- Park Partners Sponsors are still being sought out.
- A New Summer Concert at Clarkson Park will be held on August 9th 6:30-9:00pm with Taco Nano on board to sell tacos.
- Flood caused damage to some grass which stayed under water for too long.
- Fields 1 and 2 are next for renovation
- Recent Streambank work held up outstandingly throughout the flood.
- Hopefully the remaining paving will be done this week.
- The Community Center had five roof leaks from the recent rains.
- Staff utilized Com Ed Energy Grant incentive money to replace the existing lighting in the gym and the resident's center with LED Lights.

ADJOURNMENT

Commissioner Bickford made a motion to adjourn the meeting at 7:44 p.m.

Commissioner Klein seconded the motion. A roll call vote was taken.

Voting Aye: Commissioners: Bickford, Knight, Klein, O'Grady, Zieziula, Beil

Voting Nay: Commissioners: None

Absent: Commissioners: Bramlage

Abstain: Commissioners: None

Motion passed