



**Westmont Park District Board of Commissioners**  
**Minutes of the Regular Meeting**  
**Ronald J. Gunter Administrative Center**  
**55 E. Richmond St., Westmont, IL 60559**  
**June 9, 2021 6:00 pm**

Agenda Item #1 Call to Order

President Karesh called the Meeting to order at 6:01 pm.

Agenda Item #2 Roll Call

Comm. Conneely, Comm. Karesh, Comm. Moffett, Comm. Pecard, Comm. Zapinski  
Staff Present: Bob Fleck, Executive Director, Sharon Macak, Supt. of Finance, Joel Hymen,  
Supt. of Revenue Facilities & IT, Dustin Kleefisch, Supt. Of Recreation, John Chorney,  
Parks & Facilities Foreman, Alice Krampits, Senior & Special Events Coordinator, Anna  
Labeledz, Marketing & Communications Specialist

Agenda Item #3 Pledge of Allegiance

Those present recited the Pledge of Allegiance.

Agenda Item #4 Consent Agenda

- a. Regular Board Meeting Minutes – May 12, 2021
- b. Closed Session Minutes – May 12, 2021
- c. Special Board Meeting Minutes – June 1, 2021
- d. Claims Ordinance – June 9, 2021

A motion was made by Comm. Zapinski and seconded by Comm. Moffett to approve the  
Consent Agenda.

Roll Call Vote:

Ayes: Comm. Zapinski, Comm. Moffett, Comm. Conneely, Comm. Pecard, Comm. Karesh

Nays: None

Absent: None

Motion Carried.

Agenda Item #5 Open Forum and Correspondence

a. General Public

There was no one present from the general public.

b. Written

There were two requests to serve alcohol; a family reunion to be held at the Ty Warner Park  
Gazebo on June 13, 2021, and for a company picnic at the James Long Pavilion at Ty  
Warner Park on July 23, 2021. The Executive Director asked that these requests be tabled  
until Agenda Item #7 e where there will be discussion on revising the alcohol request policy.

c. Other

There were no other comments or correspondence.

Agenda Item #6 Unfinished Business

a. Acquisition Grant Updates

314 N. Grant St., Bob Fleck reported that the Park District now owns this property. The purchase price was \$295,000. The purchase was done virtually through DocuSign with Park District Attorney Steve Adams. It was noted that Sharon cannot wire transfer information in e-mail, so it will take longer for the closing document. Bob Fleck will need all the information to conclude the sale.

418 N. Warwick, purchase price \$265,000. Closing Date is August 5, 2021. The Village of Westmont is aware of the closing.

Commissioner Karesh asked about OSLAD monies. Are there any updates? Bob Fleck commented that there is nothing new to report on this.

a. July 4<sup>th</sup>

Bob Fleck announced that we are moving full steam ahead with the July 4<sup>th</sup> event. There are no capacity limits. The Village is adding \$10,000 for enhanced fireworks to commemorate the Village's 100<sup>th</sup> anniversary. Next week, on June 17, 2021, there will be a logistics meeting with all organizations including the hotel, Mad Bombers, police and fire departments for the final plans regarding parking, road closures, etc. We will have food trucks this year. Food tickets are not complete yet. Whiskey Hill Brewery is brewing more 100<sup>th</sup> Anniversary ale for the event. It will not be bottled, just on tap. Alice updated everyone on the activities which will include kid's games and crafts, glow necklace sales, walk arounds including Captain America and a balloon artist. Bob Fleck announced that Sharon Macak has volunteer sign-up sheets and invited the board members to choose a time slot to help out. Commissioner Karesh asked about the parking lot on the lower level of Willow Crest Golf Course as related to the dumpsters. Bob commented that he has learned there is a third party management group for the Hilton's golf course. The dumpsters are inside their fence. (i.e. Willow Crest Golf Course fence)

c. Other

There was no other unfinished business.

Agenda Item #7 New Business

a. Revision to Conduct Ordinance 2016-9 to address Battery Operated Equipment

Bob reported that park patrons have brought it to our attention regulations regarding electric and battery operated equipment is not listed in our ordinance. Park Patrol is having difficulty with these situations. Scooters and other electric or battery operated equipment is fast and dangerous to other visitors in our parks. Note: Sentence C was not included in the Board Packet. The proposed language is "No person shall operate scooters, bikes, carts or other similar equipment powered by electric or battery on District property. Electric and/or battery operated wheel chairs and other ADA equipment are excluded from this regulation."

A motion was made by Comm. Zapinski and seconded by Comm. Moffett to approve the revision to Conduct Ordinance No. 2016-9, not allowing battery operated equipment.

Roll Call Vote:

Ayes: Comm. Zapinski, Comm. Moffett, Comm. Conneely, Comm. Pecard, Comm. Karesh

Nays: None

Absent: None

Motion Carried.

b. Wintrust Promissory Note No. 2021-6

Ordinance providing for the issuance of a \$409,964.42 General Obligation Promissory Note, series 2021, for the purpose of refinancing an outstanding promissory note, providing for the payment of the expenses incident thereto, providing for the security for and the payment of said note to the Hinsdale Bank & Trust Company, N.A.

This note is for the maintenance garage; there are six years left. We are renewing for 2 years. Sharon reported the interest rate has dropped.

A motion was made by Comm. Conneely and seconded by Comm. Pecard to approve the Wintrust Promissory Note Ordinance No. 2021-6.

Roll Call Vote:

Ayes: Comm. Conneely, Comm. Pecard, Comm. Moffett, Comm. Zapinski, Comm. Karesh

Nays: None

Absent: None

Motion Carried.

c. NRPA National Conference 2021

Comm. Karesh noted that the Board had one year off and asked if we should attend for 2021. The dates are September 21-23 in Nashville, TN at the Music City Center. It will be conducted as a hybrid conference; both in person and on-line. Comm. Karesh commented that there are great educational sessions and opportunities to see equipment. Bob said you hear about parks around the country. Mike Conneely asked if we already budgeted for this. Bob answered yes. Bob will keep everyone posted with session updates and noted that driving is an option to think about. Comm. Pecard asked if he can visit/stay with family and pay on his own. Bob replied yes.

d. Program Guide and Marketing Discussion

What is the future of Marketing? The Park District has been digital since last summer. Anna Labeledz reported the following information: Cost for 2018/19: \$30,000 spent per year on Carol's design, printing, and postage (printing by K.K. Stevens Publishing) 11,000 copies printed, mailed by KK Stevens Publishing – \$5,645 per season. A recent IPRA survey noted the following: Before COVID: 86% of respondents printed and mailed 3-4 guides per year. During COVID: 70% of respondents opted to not print or mail any guides (March 2020 – April 2021). During COVID: almost 90% of respondents noted their most effective communication tool has been digital (email, social media, website). To print or not to print: 42% of respondents are planning on starting printing again; 39% are “undecided,” basing their decision off of public surveying, budget analysis, or waiting to begin again in 2022. Digital Media has been very helpful. The brochure is posted on Flipping Book. We can print 10 books on line with Flipping Book. Printing & Online: Fall 2019 guide had 3,300 views; Winter/Spring 2020 had 3,100 views; Online Only: Summer 2020 2,000 views; Fall 2020 – 3,400; Winter/Spring 2021 – 3,300 (708 registrations); Summer 2021 (as of June 8) –

3,300 (648 registrations, currently).

Anna also reported the following statistics: Since May 2020, Facebook following has increased almost 15%, with the average post engagement up almost 5%. Our average open rates for email from October 2020 – June 2021 has been 37% (industry average is 26%), with a total of 27 emails sent in that timeframe, average number of people receiving email 2,000.

Anna spoke about the perks of online brochures; most importantly you can make immediate changes as well as have the most up-to-date information and track views/analytics.

There are three options for the Board to discuss. 1.) Go back to the regular print schedule at 30K per year, 2.) Do a hybrid model (most parks are doing this) 3,000 hard copies and on-line or, 3.) Remain fully digital. Anna would like to see a system in place soon. Starting in the summer of 2022 Anna will take over for Carol. Anna also noted that to print 3,000 copies is \$4,000. Larger quantities will lower the cost. In house mailing is approximately \$2 per brochure.

Anna is making the following recommendations to the Board:

- Email survey to residents to get a feel for how many want a printed copy, *Summer*
- Get quotes/bids for publishing smaller amount from other printers
- Alert residents of the new brochure changes via printed, one-page newsletter in *Dec 2021/Jan 2022*
- Have a sign-up system for residents who would like the physical copy mailed to them, or have available for pick up at the Community Center, *Early 2022*
- Print a total of 3,000 program guides, starting with *Summer 2022* (first guide of the year), mailed to residents who stated they'd like one, with the rest available at the Community Center.

Cost is about \$4,016 per guide - an additional \$2,261 for printer to mail. Total for print and mailing 3,000 copies is about \$6,300 (assuming we mail all 3,000 copies)

The Board discussed the options and gave their opinions. Commissioner Pecard commented that “hybrid” is a buzz word. Clearly on-line is the best choice; he throws his hard copies away. Streamline the on-line, minimize hard copies and send out postcards reminding people about the new on-line guides. Anna replied that we have sent out postcards and the seniors find them confusing. Commissioner Pecard suggested that we partner with the schools to get information out. Dustin Kleefisch reminded the Board that bids will be a three-year contract for a total of nine guides. He also complimented Anna on her analytics. He thinks the hybrid is good as some people will need hard copies. Commissioner Conneely prefers on-line and only print a few copies. Sharon Macak suggested printing just specific pages. The office staff currently does that as needed. Commissioner Conneely stated that you can put more detail on-line rather than printing lots of detail for information; less to print. Commissioner Pecard noted that people can select options rather than reading the whole guide. Anna Labeledz stated that we are linking directly to the page and directly to registration. Commissioner Conneely says you can print what you need directly as a PDF. We are doing better than industry averages. Dustin Kleefisch commented that we are engaging our public more. Commissioner Karesh asked Commissioner Zapinski what she prefers. Commissioner Zapinski has hard copies and does not necessarily go on-line. Bob Fleck commented that it is not worth printing 3,000 copies for \$4,000. Comm. Moffett is hesitant to go fully on-line. Bob Fleck noted that the staff likes “real time” where everything is always current and easy to update. Commissioner Pecard agreed updating is easy. Bob Fleck said we have six months to finalize. John Chorney remarked that people only read phones, and eventually it will be all digital. Why should we be signing a three year contract? Bob Fleck believes that we still need hard copies. Dustin Kleefisch stated the

park continues to capture e-mails. Commissioner Pecard noted that Facebook can link to emails. Anna Labeledz added that we have a landing page connected to Facebook. Dustin Kleefisch asked if we should get other printing options. Commissioner Karesh requested that staff get additional vendor quotes for printing. Further discussion is tabled until the July Board Meeting.

e. Alcohol Request Policy

Bob Fleck explained the Alcohol Request policy is a part of our park rental agreement. Attorney Steve Adams wants the policy to match with the ordinance book; i.e. beer and wine only, need full names on application, cannot transfer permit to another person, insurance required (\$1 million), waiver must be signed, etc. There is a security fee as well as an additional fee for alcohol. This policy would allow the Executive Director to review requests and give the Executive Director authority to authorize the permit, as long as it mirrors the conduct ordinance, without going before the Board of Commissioners.

“Not less than 30 days prior to the Event (defined below), the organization or individual responsible (“Applicant”) shall complete the alcohol use permit application and submit the completed application to the Park District’s Executive Director. The Executive Director shall review the permit application and issue the permit upon his/her determination that the information provided meets all applicable requirements.”

A motion was made by Comm. Conneely and seconded by Comm. Zapinski to approve the Alcohol Permit Policy where permits for alcohol are approved by the Executive Director without coming before the Board of Commissioners.

Voice Vote:

Ayes: Comm. Conneely, Comm. Zapinski, Comm. Pecard, Comm. Moffett, Comm. Karesh

Nays: None

Absent: None

Motion Carried.

f. Treasurer’s Report

Sharon Macak reported we have healthy accounts without June Distributions. June distributions will take place on June 11, 2021. Almost \$4 million is to be received. Sweep accounts have a low interest rate right now.

g. Revenue Facilities Report

Joel Hymen reported that maintenance on all the computers was completed. Copy machines (large copiers) contract is due. We will downgrade machines and save over \$14,000 over a four-year period. The copiers are leased and are being replaced with similar copiers. Point of sale devices have been swapped out at the concession stand and Spray Park. We now have an all in one device that can print receipts.

Golf Course Report: Junior Golf League has 381 registered. The first week was slow due to school schedules. We are up \$4,000 due to lesson and clinics.

Fitness Club Report: Friday, June 11, the state moved into Phase 5. The mask mandate is removed based on whether or not a person is vaccinated. We have 60% building capacity for now. Numbers are down from last month by 10 memberships. There is no rejoining fee for the remainder of the year. March 2020 had 812 memberships; currently we have 578.

Commissioner Conneely asked if there is anything we can do to increase memberships.

Commissioner Pecard suggested going to a future PTO meeting. Bob Fleck assured the

Board that we are not losing money. No monies from the corporate fund are needed. Joel Hymen also noted that visits at the club were 3,000 for March and are now 2,800, but this time of year is generally slower.

h. Parks/Maintenance Report

Bob Fleck stated we need more staff! The lack of rain is helping. At this time, we are keeping up. He showed pictures of the completed gazebo at Ty Warner Park. John Chorney informed the Board that the maintenance staff is doing an outstanding job. There are 53 registered for the Chamber golf outing. Other current projects include planting tree memorials, weeding flower beds, DMP pond aerator repair, irrigation repairs, and Sentinel Park playground steps and deck replacement. A list has been provided to the Board. John also stated that not having rain days for catch up is making it harder to get equipment repairs done. Jim Kubic, is doing well as the new custodian for the WCC. A new employee will be starting soon at the Administrative Center.

i. Recreation Report

Dustin Kleefisch informed the Board that the new Splash and Bash program has 10 rentals and has already generated \$3,500. Cabana rentals are also doing well so far. Athletic field rentals are very busy. We are now requiring a 20% deposit. Rentals are after WYBA games or internal programs. Dustin and Anna produced a great video with the yoga teacher to promote a Saturday parent and child yoga class. Camp registration numbers are strong. Dustin re-capped the e-learning program. He also noted that softball and soccer are ending. Rachel will be hosting another Nerf Wars event on June 11<sup>th</sup>. She is also getting ready for our Summer Bidy League.

Agenda Item #8 Adjournment

Seeing no further business to discuss, a motion was made by Comm. Moffett and seconded by Comm. Zapinski to adjourn the Regular Meeting.

Voice Vote:

Ayes: Comm. Moffett, Comm. Zapinski, Comm. Conneely, Comm. Pecard, Comm. Karesh

Nays: None

Absent: None

Motion Carried.

The Regular Session was adjourned at 7:36 pm.

Respectfully submitted by Alice Krampits,  
Recording Secretary in Lenore Farmer's absence