OFFICIAL PROCEEDINGS OF A MEETING OF THE STRATEGY AD HOC COMMITTEE/BOARD OF THE WHOLE OF THE PLEASURE DRIVEWAY AND PARK DISTRICT OF PEORIA, ILLINOIS, AT 4:30 P.M. ON WEDNESDAY, JANUARY 15, 2025 HELD AT THE BONNIE NOBLE ADMINISTRATION BUILDING, 1125 WEST LAKE AVENUE, PEORIA IL

TRUSTEES PRESENT: Trustees Timothy Bertschy (in at 4:35 pm), Laurie Covington, Joyce Harant, Reagan Leslie Hill (in at 4:43 pm), Steve Montez (in at 4:37 pm), Vice President Sierra, and President Robert Johnson

TRUSTEES ABSENT: None

STAFF PRESENT: Executive Director Emily Cahill, Brianna Cobb, Nick Conrad, Becky Fredrickson, Matt Freeman, Scott Loftus, Shalesse Pie, Karrie Ross, Jenny Swanson, Attorney Kevin Day, Attorney Justin Gunn, Max Lakes, Brenda O'Russa, Mike Friberg, Willie Howe, Christina Mitchell, Kristi Shoemaker, and Alicia Woodworth.

1. CALL TO ORDER

President Johnson presided and called the meeting to order at 4:32 pm.

2. ROLL CALL

3. MOTION TO PERMIT TRUSTEE TO ATTEND MEETING ELECTRONICALLY

No request to attend meeting electronically was received.

4. MINUTES

4.A. Approval of Minutes of November 13,2024 Strategy Ad Hoc Committee Meeting

Vice President Sierra MOVED TO APPROVE the minutes of the November 13, 2024 Strategy Ad Hoc Committee meeting. Motion seconded by Trustee Covington and carried on the following roll call vote: Trustees Covington and Harant, Vice President Sierra, and President Johnson. (Results: 4 Ayes; 0 Abstain; 0 Nays)

5. NEW BUSINESS

5.A. Security Camera System Proposal

Willie Howe stated that at the Park District Board of Trustees meeting on November 8, 2023, the Park Board authorized use of Police Over Reserve funds to enhance and support Park District Police with camera equipment and related items. As discussed, cameras provide the supporting infrastructure for camera monitoring of District Parks. The attached proposal includes the first set of cameras and supporting infrastructure to be installed at Gwynn Park. Computer hardware and software purchases are exempt from competitive bidding per Park District policy.

5.B. Policy Approval Process

Trustee Montez stated that at the last Board meeting, the Board approved an introduction prefix to the policy manual. With that, Trustee Montez asked whether there is not a period for the whole Board to review any policy change prior to bringing to the full Board for approval? Do committees make recommendations for policy and then does the full Board have a period to review before it goes to the full Board for first read and approval?

President Johnson, in order to clarify, asked if Trustee Montez is asking that when a change is made to a policy, the full Board should be part of that process before it's submitted for first read and approval? Trustee Montez replied yes. Trustee Bertschy stated that he believes that the most important role Trustees have is to establish policy. As such, if what Trustee Montez is requesting and it adds another week or more to the process and the initial discussion should take place in the Strategy Ad Hoc Committee Board of the Whole, he has no issue with that whatsoever. Executive Director Cahill stated this would not be a change in policy on policy, but rather, would be a chance in staff's administrative procedures.

5.C. July 3rd Event

Executive Director Cahill stated that as part of the 2025 budget process, per Board feedback, staff included funds that were consistent with 2023 and 2024 allocations for the same, with a net allocation of $28,500 for fireworks and fireworks supplies. Staff requests that the Board provide clear direction on how these dollars should be allocated in 2025 no later than February 26, 2025. To help provide context to the discussion and direction provided, provided in the agenda packet are the minutes from the March 2024 board meeting as a refresher of the discussion that took place in advance of the board vote that allocated funded to a daytime event on July 3 and a Founders Day celebration on September 7.

Further, in Fall 2024, staff shared positive feedback received regarding the events as facilitated and stated that their concerns about programming without clear service area boundaries and controls in any location were not assuaged during the 2024 program provision, but rather reinforced by the experiences.

As requested by Trustee Harant, staff presents the following options for 2025:
1. Offer the same schedule of events as in 2024;
2. Allocate funds to existing community events and programming in Glen Oak Park, Morton Square Park, and Columbia Park in support of the East Bluff;
3. Reallocate funds to Peoria Zoo and Peoria PlayHouse in support of ongoing programming efforts in the East Bluff; or
4. Offer later afternoon activities that extend to and are offered in conjunction with a fireworks show on July 3 (please note this will exclude the summer camp audience that was served in 2024).
5. Offer later afternoon activities that extend to and are offered in conjunction with a fireworks show on another date on the calendar (please note this may or may not exclude the summer camp audience that was served in 2024).

As such, staff requests guidance on a clear process for board consideration and feedback such that there is sufficient time to reserve event supplies and experiences, whether fireworks or not, which should be completed no later than February 26, 2025.

President Johnson stated that the Peoria Park District's mission is to improve the health and vitality of the Peoria community by offering high-quality parks, recreation and education. The District's mission is carried out by responsibly using its resources. President Johnson stated that he is always concerned about the community and neighborhoods,

especially those neighborhoods that are in somewhat of dire needs. The City of Peoria does a great job and they are great collaborators with the Park District, of which he is very appreciative. For various reasons, there are many who cannot go downtown to the riverfront for 4th of July fireworks and celebration, and that is his concern. July third fireworks at Glen Oak Park brings that celebration to those in the community that cannot travel to the riverfront on the fourth. He wants the Park District to remember that when making these types of decisions.

Vice President Sierra stated that, based on feedback from professionals across the community who have collaborated with the Park District, as well as his own concerns, he would like to see the event return to its previous level of attendance. If it were up to him, he would instruct staff to convene with the stakeholders in the City, County, school district, etc. and see if a viable game plan can be created to secure stronger operations. If it is viable, then move forward. If it's not, then proceed with the reimagination of the event.

Executive Director Cahill stated that the goal for this meeting was not necessarily to have Board members pick an option, but rather, in recognition of last year's process and how difficult it was, get clear direction from the Board about what the data points and needs were in order to get to resolution so that staff can move forward with something and plan accordingly.

Trustee Bertschy stated that last year, the Peoria Police Department had very strong feelings about the 3rd of July event and he would like to know if they still feel the same way and what their thoughts are about it. Trustee Bertschy stated he is very concerned about something negative happening on July 3rd because close by, the Park District will be conducting a multimillion-dollar fundraising campaign and anything that occurs on July 3rd, will have an impact on that campaign.

Executive Director Cahill stated that she will invite the Peoria Chief of Police to the February Strategy Ad Hoc Committee meeting to discuss.

5.D. Peoria Zoo/PZS

Executive Director Cahill stated that the Peoria Zoological Society (PZS) currently operates separately from Zoo operations with little to no direct oversight from the Zoo or the Peoria Park District (PPD). PZS receives 70% of all membership revenue generated at Peoria Zoo and uses those revenues, along with special events, mission fund proceeds, and general donations, to support its operation, which consists of 2.5 FTE staff, as well as operating expenses for membership administration and promotion and fundraising efforts. The PPD also provides administrative support to PZS for a fee of 7.33% of PZS expenses, as reflected in the annual operating agreement between PPD and PZS.PPD provides a roughly $ 1.3 million annual tax subsidy for the zoo operations. As the parties approach the launch of a capital campaign to improve both Asia and the Tropics Buildings they engaged Skystone Partners to complete a development assessment and feasibility study.

As part of the assessment, Skystone presented a series of recommendations related to the operations of PZS and their collaboration/connection to the zoo and to PPD. These include, but are not limited to, a restructuring of the PZS Development Team to include the addition

of a Senior Development Director and a review and revision of the Operational Support Services Agreement between PPD and PZS to provide clarity.

After review and consideration, PPD and PZS leadership have agreed on the following:

• The current structure requires reimbursement and administration that is not efficient and creates barriers to collaboration and maximum revenue generation.
• Add a Senior Development Director.
• This new position would be in addition to staff currently funded by PZS and the PPD.
• To ensure that both parties are engaged and focused on success, both parties will share in revenue and expense associated with staff and fundraising at 80% PPD and 20% PZS.
• The senior director of development will report to the Zoo's Director (Max Lakes) and along with existing staff, will support the activities of the PZS board.
• PPD and PZS would collaborate on improving membership, event, and fundraising revenue generation.
• PPD staff would support shared PZS and PPD activities.
• PZS would administer all capital gifts received from all sources.
• Existing operating expenses not specified here will remain with the current responsible party to include, but not be limited to, administrative expenses and liability insurance.

The revised structure will minimize administrative duplication and improve efficiencies. Further, it is critical to note that existing job duties don't change significantly. Within this proposed structure, the following is a bullet-pointed list of job functions by staff position: SHARED OBJECTIVE: Build and maximize relationships with donors at all levels of giving. Provide support and information to both PPD and PZS leadership, focusing on coordinated development and stewardship to generate operational and capital funding to support Peoria Zoo.

• Senior Director of Development (Title may change): Reports to Zoo Director. Works with Zoo Director and PZS leadership to build a work plan and strategic goals for the fundraising efforts. Primarily focused on major gifts and capital fundraising. Provides daily oversight of and direction to staff.
• Supervisor of Events and Engagement: Works with Zoo and PPD leadership to coordinate special events and fundraisers for Peoria Zoo and across Glen Oak Park. Reports to Zoo Director and provides supervision of Zoo's Sales and Events Coordinator to ensure connectivity between events and stewardship/asks. Supports capital fundraising efforts by assisting with administration and scheduling and preparation for campaign asks. Shares updates with PZS at each board meeting.
• Membership Manager: Oversees membership program at Peoria Zoo. Collaborates with other membership locations across the PPD to maximize reach of marketing and to support membership benefits that help to attract and retain members. Shares updates with PZS at each board meeting. Supports capital campaign asks and annual appeal as requested.
• Part-time staff: Provide administrative support of both capital campaign tracking and membership coordination as requested.

To support this structure, PZS Executive Committee recommends the following 80/20 revenue and expense split (based on 2024 budgeted figures) beginning in 2025:

	Total	PPD—80%	PZS—20%
Membership	$ 238,500	$ 190,800	$ 47,700
Fundraising Events	$ 102,300	$ 81,840	$ 20,460
Capital Campaign*	-	-	
Comp and Benefits	$ (372,299)	$ (297,839)	$ (74,460
Total	$ (31,499)	$ (25,199)	$ (6,300)

*While it is not reflected here, the parties agree that at least a portion of the capital campaign revenue will be used to offset the added cost of the Senior Director of Development.

On January 9, 2025, the PZS Board of Trustees unanimously approved the following resolution:

WHEREAS, the Peoria Zoological Society ("PZS") has long been engaged with the Pleasure Driveway and Park District of Peoria, Illinois ("PPD") in endeavors in support of the Peoria Zoo; and

WHEREAS, PZS and PPD are parties to a February 22, 2017, Agreement Regarding Peoria Zoo (the "2017 Agreement") which sets forth the relationship between PZS and PPD and which contemplated an annual review of the nature and extent of the PPD provision of various staff resources and administrative support to PZS for which PZS would pay an administrative fee to PPD; and

WHEREAS, PZS and PPD are planning the implementation of a capital campaign to address capital improvements to the Peoria Zoo and wish to amend the 2017 Agreement in a manner intended to facilitate a successful capital campaign.

THEREFORE, BE IT RESOLVED, that the 2017 Agreement be amended to incorporate the following provisions:

(i) Revenue from Membership Sales and PZS fundraising events such as Zootini, Zoobrew and UpROARious will be allocated 80% to PPD and 20% to PZS.

(ii) Pursuant to Section 1.3 of the 2017 Agreement PZS pays 100% of the cost of PZS staff who are considered PPD employees as therein set forth by monthly reimbursement to PPD. Going forward PZS will have no staff as the current PZS staff will become PPD employees. PZS will contribute an amount equal to 20% of the compensation and employee benefit costs paid by PPD to or on behalf of the Senior Director of Development (title pending) for the Zoo, being a new position, the Supervisor of Events and Engagement for the Zoo, the Membership Manager for the Zoo, and such part-time assistance as may be required in support of capital campaign tracking and Membership management.

BE IT FURTHER RESOVED, that the PZS Executive Committee shall be, and it is hereby authorized to negotiate further changes in the 2017 Agreement as may be appropriate in consideration of the revenue and expense sharing provisions made in this resolution.

As a result of this resolution and the discussions that have taken place to date, staff asks for Board consensus to move forward with modifications to the 2017 agreement that governs the relationship between the District and PZS with the understanding that, at minimum, the following documents will be brought to the full board for review and approval no later than February 26, 2025:

a. Revised 2017 agreement as discussed above;
b. 2025 Annual Operating Agreement outlining an annual work plan for the parties; and
c. Revised 2025 budget for Peoria Zoo that contemplates the changes previously noted.

5.E. Rental Rate Correction

Executive Director Cahill stated that staff has identified an error in the 2025 Camp Wokanda rental rates which was voted on and approved with the budget process. The errors could have impacts on rental revenues. As printed, the 2025 rate for OA Lodge rental is listed as $800 for the weekend and the rate should be $1000, which is the number used by staff during the budget process. As such, staff will recommend approval of a revised rental rate of $1000 per weekend rental of the OA Lodge for 2025.

6. OTHER BUSINESS

None noted at this time.

7. ACTION STEPS REVIEW

None noted at this time.

8. ADJOURNMENT

At 5:45 pm, Vice President Sierra MOVED TO ADJOURN. Motion seconded by Trustee Hill and carried on the following roll call vote: Trustees Bertschy, Covington, Harant, Hill, Montez, Vice President Sierra, and President Johnson. (Results: 7 Ayes; 0 Nays).

_____

Respectfully Submitted by Alicia Woodworth
Executive Assistant and Board Secretary