

OFFICIAL PROCEEDINGS OF A REGULAR MEETING OF THE BOARD OF TRUSTEES OF THE PLEASURE DRIVEWAY AND PARK DISTRICT OF PEORIA, ILLINOIS, HELD AT 6:30 P.M. ON WEDNESDAY, JANUARY 17, 2024 HELD AT THE BONNIE NOBLE ADMINISTRATION BUILDING.

TRUSTEES PRESENT: Trustees Timothy Bertschy, Laurie Covington (E), Joyce Harant, Reagan Leslie Hill, Steve Montez, Vice President Alexander Sierra, and President Robert Johnson.
Note: (E) = Attended Electronically

TRUSTEES ABSENT: None

STAFF PRESENT: Executive Director Emily Cahill, Brent Wheeler, Attorney William Streeter, Attorney Kevin Day, Becky Fredrickson, Matt Freeman, Mike Friberg, Todd Green, Scott Loftus, Christina Mitchell, Shalesse Pie, Karrie Ross, Nicole Staley (E), Jenny Swanson, Greg Walker, and Alicia Woodworth.
Note: (E) = Attended Electronically

OTHERS PRESENT:

1. CALL TO ORDER

President Robert Johnson presided and called the meeting to order at 6:31 pm.

2. ROLL CALL

3. CALL FOR MOTION TO PERMIT TRUSTEE TO ATTEND MEETING ELECTRONICALLY

President Johnson stated that due to an unexpected childcare obligation, Trustee Covington requests to attend this meeting electronically.

Vice President Sierra MOVED TO APPROVE Trustee Covington attending tonight's Regular Board meeting electronically. Motion seconded by Trustee Hill and carried on the following roll call vote: Trustees Bertschy, Harant, Hill, Montez, Vice President Sierra, and President Johnson. (Results: 6 Ayes; 0 Nays).

4. MOMENT OF SILENCE AND PLEDGE OF ALLEGIANCE

PUBLIC HEARING CONCERNING THE INTENT OF THE BOARD TO ISSUE \$5 MILLION GENERAL OBLIGATION PARK BONDS FOR CAPITAL IMPROVEMENTS

Vice President Sierra MOVED to approve to recess the Regular Board meeting into a Public Hearing. Motion seconded by Trustee Bertschy 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).

President Johnson opened the discussion and stated the reasons for the proposed issuance of the bonds are as follows: \$30,000 for payment of debt service, \$1,347,000 for facility

improvements, \$1,233,000 for equipment, \$2,055,000 for park and/or golf course improvements, and \$335,000 for other capital projects. All persons desiring to be heard now have an opportunity to present written or oral testimony with respect thereto.

There was no written testimony. There was no oral testimony. On conclusion of the Public Hearing, Trustee Montez MOVED to adjourn the Public Hearing and reconvene the Regular Board meeting. 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).

5. MINUTES

5.A. Approval of Minutes of January 10, 2024 Regular Board Meeting

Vice President Sierra MOVED TO APPROVE the January 10, 2024 Regular Board meeting minutes. 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).

6. STAFF REPORTS

6.A. Executive Director

Executive Director Cahill stated that next week is the Illinois Association of Park Districts and Illinois Parks and Recreation Association's annual state conference. She thanked Board members for taking the time to attend the conference. Six Trustees and 11 staff members will be attending. Peoria Park District staff will be presenting a session on the commitment to the DEIA process and the work done on policy and strategy. She looks forward to sharing that information to the larger state community.

7. COMMITTEE REPORTS

7.A. Finance Committee – Approval of Accounts Payable

Trustee and Finance Committee Chair Bertschy reported that the Finance Committee met and has examined the bills and found without exception. Therefore, as Chair of the Finance Committee, he moves that the President and Secretary be authorized to issue orders to the Treasurer for the several amounts shown in the agenda and MOVED TO APPROVE the current listing of accounts payable. 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)

8. NEW BUSINESS

8.A. Central States Media Contract

Senior Marketing Manager Jenny Swanson, stated that Central States Media (CSM) was hired in February 2017 to provide marketing consultation and strategy to the District. They have helped to streamline the District's branding and provide a clear, consistent message to our community that is stronger than ever before. Similar to 2023, the District will continue to use CSM for strategy guidance and media buys. The diversity of expertise and specializations within CSM complements and enhances the work of our internal marketing team. CSM and staff will continue to use analytics tools to track the

performance of campaigns in real-time and subsequently to ensure the District's marketing channels remain effective, align with its goals and optimizes reach and impact.

Trustee Bertschy asked how often this is bid out in an open manner? Ms. Swanson stated that the District has not bid this since the original agreement in 2017 or 2018. It is however, something that staff has discussed. If there is interest or a recommendation from the Board, to do so, it could be done so next year. Trustee Bertschy stated yes, it is something he would like the Board and staff to consider. Trustee Bertschy made a point to state that this is not a comment about Central States Media. He knows that staff enjoys working with them and they have a great relationship. However, it is the public's tax dollars being spent and as such, he believes the contract should be bid out periodically.

Executive Director requested the Board to please vote on the contract currently presented for vote. Staff will provide the 2023 data metrics at the next Board meeting, February 14. She would like the Board to evaluate that information when determining next steps. Staff is in the process of forecasting those large projects, as requested by the Board. Staff is prioritizing those projects so that resource allocation can be effectively done. The start up of a new marketing firm takes a very long time to understand the breadth and depth of the Park District. As such, she asks to not bid out for this year. Trustee Bertschy stated Executive Director Cahill made great points and he completely agrees and thinks it makes sense.

Trustee Montez asked how does the District evaluate CSM's effectiveness? Jenny Swanson stated that as a vendor, it is up to staff to evaluate the effectiveness of that partnership, as an organization, and what services are being provided by CSM. Annually, staff identifies goals and works with CSM to determine the best way to achieve those goals. The marketing strategy within the District falls with staff. Staff is constantly looking at things like is CSM meeting deadlines, do they have issues with outside vendors they're working with on the Park District's behalf. Staff evaluates every campaign and every dollar spent. Staff determines whether a particular marketing tactic is or isn't working, or not reaching the targeted audience, and constantly adjusts accordingly, if needed.

Vice President Sierra stated that the Board receives CSM's quarterly reports and that is one way they are involved in that evaluation process. Executive Director Cahill stated that that report was provided prior to the District's addition of the marketing team in 2022. Those staff members are now the ones responsible for evaluating those metrics. The marketing staff is evaluated according to those goals and performances determined at the beginning of the year.

President Johnson stated that according to CSM's Company Ownership Certification and Workforce Profile they submitted, they have 25 employees of which there are no Blacks, Hispanics, Asians, working for CSM. How are we to deal with that? Jenny Swanson

stated that this has been addressed with CSM. They are definitely aware of the Park District's commitment to diversity, equity, inclusion and accessibility. They are committed to hiring a diverse workforce when they can. President Johnson stated that he is not happy with their lack of workforce diversity. Executive Director Cahill stated that staff can ask CSM to present their plan for addressing the diversification of their workforce. Staff agrees that this is an issue, as their product does reflect the Park District's values. Staff just wants to make sure that the timing of any change or request for qualification that goes out, does not have a negative impact on staff's ability to continue to market. President Johnson stated that he will support approval of this contract, but, he is not happy with CSM's workforce profile, is very concerned about it, and wants to learn what their plan is going forward.

Trustee Harant stated that it might help if staff could provide a document that could more clearly articulate what CSM's work is and the results, versus what staff's requirements are. Executive Director Cahill stated yes, that scope of work document was provided to the Board last year and can be provided again.

Vice President Sierra stated that in terms of CSM's Workforce Profile, he too is not happy with it. The marketing materials that they produce for the Park District do not reflect their own workforce.

Vice President Sierra asked if staff has received CSM's annual report, outside of the December analytics? Jenny Swanson stated yes, she just received their annual comprehensive report yesterday and a social media report was received today. In addition, staff is provided a monthly reporting for email newsletters, etc.

Trustee Bertschy stated that in a previous meeting, he had made a comment about another board in the community making decisions on the basis of friendship or length of relationship, and that it could lead to problems. That other board was the previous Park District's Board, which he was on. He is concerned that the Board sometimes makes decisions based on the friendship and trying to avoid embarrassment and such. He wants to make it clear that the board he was referring to is the Park District Board. For example, the District has a long-term relationship with CSM. It could cause problems if it ever comes to deciding if it should end. The same is true with the accounting firm that conducts the District's annual financial audit. He was concerned that those contracts weren't bid out because friendships had been developed. Earlier today, Trustee Harant had a meeting concerning the 3rd of July event. Last year, this board voted to go ahead with the 3rd of July event on the basis of relationships and friendships with area residents. He had voted for it and today believes he should not have. President Johnson stated that he understands, but he did not vote for it on the basis of friendships. He voted for it because the community wanted it.

Trustee Bertschy stated that he just thinks that when the Board votes on something, it has to be on the basis of hard facts. He believes that in regards to the CSM contract, the Board should approve it but going forward, for this contract and other contracts with

those who do professional work for the Park District, that approximately every 3-5 years, it should be bid out. At the time of renewal, development of a very specific set of factors to determine whether the contract will be renewed or go to bid. They can involve some of the things raised about a company's workforce profile and other specific performance factors.

Trustee Harant suggested that the contract renewal evaluations should occur some time prior to expiration date.

Vice President Sierra stated that in regards to previous comments about friendships, he wants to clarify that it's his understanding, Trustee Bertschy was describing long-term relationships and the District's comfortability with them. He wants to be very intentional about the wording because friendship has an implication that can be perceived very poorly. He agrees with the concept Trustee Bertschy was trying to convey. Where it might not be termed friendship, there is a level of comfortability with the vendors. It's not that the Board is doing favors with individuals. Trustee Bertschy stated agreed with Vice President Sierra's comment.

Trustee Harant MOVED TO APPROVE the Central States Media 2024 Contract. Motion seconded by Trustee Montez and carried on the following roll call vote: Trustees Bertschy - Aye, Covington - Aye, Harant - Aye, Hill - Aye, Montez - Aye, Vice President Sierra – Abstain, and President Johnson - Nay. (Results: 5 Ayes; 1 Abstain; 1 Nay).

8.B. River City Raceway NFP License Agreement

Matt Freeman stated that since the spring of 2006, Mid-Illinois R.C. Club has maintained and operated seasonal activity of racing radio-controlled model cars and trucks near the Galena Marina property located within Detweiller Riverside Park. Formally, The R.C. Club, now River City Raceway NFP, is comprised of active members with plans to grow. Approximately 75% of the model cars and trucks used have electric motors and remaining 25% have combustion motors with mufflers. Each year, River City Raceway hosts an average of 5 trophy events and 20 smaller events on a 150ft x 200ft racing area which includes an offroad course, dirt oval track, and driver stand. The racing area and parking are within the 3 acres illustrated in the agreement. This agreement will be revisited after the first year with the option to renew for one additional term of 3 years. As such, staff recommends approval of the license agreement with River City Raceway NFP.

Trustee Montez asked how long the usage charge of \$30/acre per year has been in place. Matt Freeman stated he will look up when it was implemented and report back. He believes it was approximately since 2016 but he will confirm.

Trustee Bertschy MOVED TO APPROVE the River City Raceway NFP License Agreement. Motion seconded by Trustee Harant 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).

8.C. Ameren Temporary Construction Easements – Robinson Park

Park District Planner Mike Friberg stated that Ameren Gas Transmission is seeking temporary construction easements across the Park District’s Robinson Park South in order to perform gas transmission line valve replacement, pipe repair, and testing. The existing Ameren high pressure gas transmission line runs across Robinson Park South from the Ravinwoods and Thousand Oaks Subdivision to Mossville Road. At the Park District’s request, Ameren has performed an environmental study to identify endangered bat habitat within the proposed easement area. This study has identified potential roost trees (PRT) for these bats within and near the easement areas, and if clearing work is needed during the critical roosting period, bat emergence surveys will be performed on any PRTs that need to be removed. Ameren is offering \$2,000 compensation for these temporary easements.

Trustee Harant stated that the agreement about the bat-roosting is not documented in the easement agreement presented tonight. Mr. Friberg stated that he will work to ensure that the trees affected, are not bat-roosting trees. He also has emails detailing Ameren’s intention to do so. So there are no issues similar to what has been experienced in the past, she would like to have that language noted in the agreement.

As such, Trustee Harant MOVES TO POSTPONE the Ameren Temporary Construction Easements at Robinson Park until the next Board meeting on February 14, 2024, at which time it is expected the language will be placed in the easement agreement and presented for approval. Motion seconded by Trustee Bertschy 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).

8.D. Ameren Permanent and Temporary Construction Easements – Mt. Hawley Parcel

Park District Planner Mike Friberg stated that Ameren Gas Transmission is seeking a permanent and a temporary construction easement across the Park District’s Mt. Hawley Parcel in order to re-route an existing high-pressure gas transmission line. The existing Ameren gas transmission line runs across the Mt. Hawley Parcel, from roughly Townline Drive to Knoxville Avenue, just north of Mt. Hawley Airport. This gas line serves a substantial portion of north Peoria. A portion of the gas line must be rerouted to accommodate a planned extension of the Mt. Hawley Airport’s runway and taxiways. Ameren is offering \$3,000 compensation for the permanent easement, and \$500 for the temporary construction easement.

Vice President Sierra MOVED TO APPROVE the Ameren Permanent and Temporary Construction Easements for the Mt. Hawley Parcel. Motion seconded by Trustee Bertschy 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).

8.E. Quote – 2024 Janitorial Services at the Equipment Service Center

Quotes were solicited for the 2024 Janitorial Services at the Equipment Service Center from three firms with two quotes submitted. Services are to be performed two days per week. The contract length is for one year. Triple J's Janitorial Service LLC currently holds several contracts for janitorial services with the District. They have worked with the District for the past 8 years including providing services at the Equipment Service Center and have provided excellent service. As such, staff recommends the acceptance of the low quote for the 2024 janitorial services at the Equipment Service Center from Triple J's Janitorial Service LLC of Peoria, IL.

Trustee Bertschy MOVED TO APPROVE the quote from Triple J's Janitorial Service LLC, for 2024 Janitorial Services at the Equipment Service Center. Motion seconded by Vice President Sierra 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).

8.F. Historic Preservation and Landmarks Act

Executive Director Cahill stated that the Historic Preservation and Landmarks Act is administered by the Illinois Historic Preservation Service (IHPS). The IHPS issues Certificates of Rehabilitation to property owners who intend to rehabilitate the exterior of their homes located within a deemed Historical Preservation District. Such certificates freeze the assessed valuation of the home being rehabilitated within the guidelines set forth by the United States Department of the Interior for a period of eight years, after which, the homes are phased into fair market valuations. According to the Act, a municipality may elect by a majority of its board within the first thirty (30) days of each calendar year to elect out of the "freezing portion" of this act.

Since 1983, the Board has supported this Act and the freeze on assessed valuation by taking no action; thus, allowing the assessed valuation single-family property freeze to take place. Staff recommends a "No-Action" position. By taking "no action", we will be supporting the concept of rehabilitation of historically significant homes located within the District. The Board agreed that no action is to be taken on the Historic Preservation and Landmarks Act.

9. CALENDAR OF CONSENT ITEMS

None at this time.

10. PENDING BUSINESS

None at this time.

11. CITIZEN REQUEST TO ADDRESS THE BOARD

None at this time.

12. COMMUNICATIONS

None at this time.

13. OTHER BUSINESS

Vice President Sierra stated that the point of reviewing and bidding contracts is a significant topic. For clarification, at what price point does the District's contracts go to the Board for review? Executive Director Cahill replied above \$20,000. Vice President Sierra stated that the DEIA Committee has a review process for construction projects. As such, he thinks it would be worthwhile for the DEIA Committee to have a conversation about how more contracts come before the Committee, to have the DEIA outside of just construction, as it would help in the future to meet DEIA objectives. He would also like to have a conversation either in the Finance Committee or Strategy Ad Hoc Committee about the bidding process and ensuring at what point contracts are put to bid.

Trustee Harant stated that today, a meeting was had concerning the 3rd of July event with the purpose of gathering community leaders to gain their perspective and opinions about the event. The District acknowledges that there is a need to reimagine the event to be able to make it a vibrant event, that everyone who comes to the park will be engaged in a fun and positive activity. She believes at that meeting, there were very open and direct conversations about it with everyone. Next steps are to consolidate the information. There is a need to have some discussions with youth and that has yet to be defined as to what that exactly means and looks like. A survey of residents living in the East Bluff about what their opinions are of the 3rd of July event. Recommendations will be identified from the consolidated info, and the group will then come back together to agree upon a timeline and further action steps. It is her goal to find a way to make the event more vibrant and positive for the entire community. Whether that goal is achieved, she is not certain if it will be successful or not at this point. But, it is her goal to find a way to make the event at Glen Oak Park more vibrant and positive for everyone on July 3rd. We do have to acknowledge however, there are significant leaders in the community that don't share that.

Trustee Bertschy commented that it should be the goal to work through the developed process before deciding the final outcome. What we need to do is not to say our goal is to accomplish something specific, but our goal is to accomplish having a process that comes up with the result that provides safety, that provides investment in that community, that provides vibrancy to our Park District, whatever result that might be. He thinks it's a huge mistake to say we are committed to a particular end at this point.

Trustee Harant stated she respectfully disagrees to the extent that personally, she believes she has a need to do due diligence to find a way to retain the fireworks and a vibrant event with everyone happy and peaceful. To stray from that, would be that she did not do her due diligence.

President Johnson thanked Trustee Harant for her work in this process and finding out what the community wants.

14. ACTION STEPS REVIEW

1. Staff is to research to identify different benchmarks or recommendations from the industry in the different areas and report back to the Board. At that point, a discussion can be had on where that fits i.e., policy or procedure.
2. Provide Central State Media's action plan for diversifying their workforce, and provide their most recent annual report to the full Board.
3. Once recommended language is added to the easement agreement, bring back the Ameren Temporary Construction Easements at Robinson Park to the Board for approval at the February 14, 2024 meeting.

15. ADJOURNMENT

At 8:12 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).

Full discussion can be viewed at the following link: <https://fb.watch/pE-eT8Dydw/>

Respectfully Submitted by Alicia Woodworth
Executive Assistant and Board Secretary