

OFFICIAL PROCEEDINGS OF A REGULAR MEETING OF THE BOARD OF TRUSTEES OF THE PLEASURE DRIVEWAY AND PARK DISTRICT OF PEORIA, ILLINOIS, HELD AT 6:00 P.M. ON WEDNESDAY, JANUARY 18, 2023 HELD AT THE BONNIE NOBLE ADMINISTRATION BUILDING.

TRUSTEES PRESENT: Joyce Harant (v), Jackie Petty, Alexander Sierra, Vice President Laurie Covington, and President Robert Johnson.

Note: (v) = Attended Virtually

TRUSTEES ABSENT: Trustees Timothy Bertschy and Kyle Bright

STAFF PRESENT: Executive Director Emily Cahill, Brent Wheeler, Attorney Bill Streeter, Attorney Kevin Day, Becky Fredrickson, Nick Conrad (v), Matt Freeman, Chief Todd Green, Scott Loftus, Shalesse Pie, Karrie Ross, Nicole Staley (v), Yvonne Strode, Jenny Swanson, Greg Walker, Sue Wheeler (v), and Alicia Woodworth.

Note: (v) = Attended Virtually

OTHERS PRESENT: Nicholas Baker

1. CALL TO ORDER

President Robert Johnson presided and called the meeting to order at 6:00 pm.

2. ROLL CALL

3. 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

Trustee Jackie Petty MOVED to approve to recess the Regular Board meeting into a Public Hearing. Motion seconded by Trustee Sierra and carried on the following roll call vote: Trustees Harant, Petty, Sierra, Vice President Covington and President Johnson. (Results: 5 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, \$1,538,000 for facility improvements, \$1,195,000 for equipment, \$1,822,000 for park and/or golf course improvements, and \$415,000 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 Petty MOVED to adjourn the Public Hearing and reconvene the Regular Board meeting. Motion seconded by Vice President Covington and carried on the following roll call vote: Trustees Harant, Petty, Sierra, Vice President Covington and President Johnson. (Results: 5 Ayes; 0 Nays).

4. MINUTES

4.A. Approval of Minutes of January 11, 2023 Regular Board Meeting

Trustee Sierra MOVED TO APPROVE the January 11, 2023 Regular Board meeting minutes. Motion seconded by Vice President Covington and carried on the following roll call vote: Trustees, Harant, Petty, Sierra, Vice President Covington and President Johnson. (Results: 5 Ayes; 0 Nays).

5. STAFF REPORTS

5.A. Executive Director

Emily Cahill stated that next week is the annual IAPD/IPRA conference in Chicago where several Trustees and staff members will be attending.

Trustee Sierra asked if the lighting situation at MLK Park have been remedied. Emily Cahill stated that modifications have been made at or near the restrooms and shelter. One more modification will take place near the playground. When complete, the District will reassess. It is anticipated that the modifications will increase visibility across the Park but not be inviting after dusk when, according to Park Code, people should not be in the Park.

6. COMMITTEE REPORTS

None at this time.

7. NEW BUSINESS

7.A. Central States Media Contract

Jennifer Swanson, Senior Marketing Manager, stated that Central States Media (CSM) was hired in February 2017 to provide marketing consultation and strategy to the District. They have helped us to streamline our branding and provide a clear, consistent message to our community that is stronger than ever before. With the addition of full-time marketing staff in 2023, we have shifted our reliance and focus of CSM to strategy guidance and media buys. Similar to 2022, the scope of services proposed by CSM is defined in detail in the attached document for your review. As we move forward, staff will serve as primary contacts for the board, providing metrics and appropriate benchmarks to relevant committees to keep the reports easier to digest and apply impact. Staff recommends approval of the proposal from Central States Media for Strategic Planning and Implementation of Marketing Strategy with a management fee totaling \$75,000 in 2023. This amount was budgeted as part of the District's annual budget planning process.

Jennifer Swanson, Senior Marketing Manager stated that as part of our strategy marketing strategy and budget, Central States Media (CSM) supports the District through development of a comprehensive annual strategy for marketing and promotion of District offerings and events to include annual media buys. These large buys help the District to maximize the impact and reach of District marketing efforts, while keep costs within budget. While there is a wide variety of vendors who will support this work, the companies listed are groups whose buys exceed staff authority to approve.

Documentation for each group's allocation is provided hereto for review. Staff recommends approval of the following media buys in support of the comprehensive, integrated marketing strategy planned for 2023: Online Digital Display: \$18,144 Search Marketing: \$11,550.

Trustee Sierra asked how, as a Trustee, can he conclude that the performance rate is the same or even better than last year? Jenny Swanson stated that the new marketing team, added last spring, has been determining what is the best way to give that information to Trustees in a format that is easy to read and understand. As such, starting this year, that information will be shared at the committee level. Staff is evaluating data and metrics, with the results provided at the committee-level in an easy to read and understand format. Trustee Sierra stated that at the end of this year, he looks forward to evaluating how we're performing throughout the market.

Trustee Harant asked what committees would be receiving the reports as mentioned? Jenny Swanson stated that the committee structure where that information would be shared is still being evaluated, where it would be based on the topic i.e., Golf Advisory Committee. Much of it could also be reported to the Programming Committee, Park District Foundation, Talent Management and Engagement Committee, DEIA Committee, etc. as marketing is a key element of so many spaces within the Park District.

Trustee Sierra MOVED TO APPROVE the 2023 Media Management Agreement and the 2023 Media Buys with Central States Media. Motion seconded by Trustee Harant and carried on the following roll call vote: Trustees, Harant, Petty, Sierra, Vice President Covington and President Johnson. (Results: 5 Ayes; 0 Nays).

7.B. Historic Preservation and Landmarks Act

Emily 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.

8. CALENDAR OF CONSENT ITEMS

8.A. Request for Use – Fuller Life Foundation 5K – Bradley Park

8.B. Request for Use – Crafts on the River Detweiller Park

Vice President Covington MOVED TO APPROVE Calendar of Consent Items 8.A. and 8.B. Motion seconded by trustee Petty and carried on the following roll call vote: Trustees Harant, Petty, Sierra, Vice President Covington and President Johnson. (Results: 5 Ayes; 0 Nays).

9. PENDING BUSINESS

None at this time.

10. CITIZEN REQUEST TO ADDRESS THE BOARD

None at this time.

11. COMMUNICATIONS

11.A. Peoria Players Thank You

12. ACTION STEPS REVIEW

None given at this time.

13. OTHER BUSINESS

None at this time.

14. ADJOURNMENT

At 6:20 pm Trustee Petty MOVED TO ADJOURN. Motion seconded by Vice President Covington and carried on the following roll call vote: Trustees Harant, Petty, Sierra, Vice President Covington and President Johnson. (Results: 5 Ayes; 0 Nays).

Full discussion can be viewed at the following link: <https://fb.watch/i9drcUx95M/>

Respectfully Submitted by Alicia Woodworth
Executive Assistant and Secretary to the Board