

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, FEBRUARY 14, 2024 HELD AT THE BONNIE NOBLE ADMINISTRATION BUILDING.

TRUSTEES PRESENT: Trustees Timothy Bertschy, Laurie Covington, Joyce Harant, Reagan Leslie Hill, Steve Montez, Vice President Alexander Sierra, and President Robert Johnson.

TRUSTEES ABSENT: None

STAFF PRESENT: Executive Director Emily Cahill, Brent Wheeler, Attorney William Streeter, Attorney Kevin Day, Brianna Cobb (E), Becky Fredrickson, Matt Freeman, Mike Friberg, Todd Green, Kadar Heffner, Scott Loftus, Nyk Sutter-Downs (E), Brenda O’Russa, Edward Spencer, Shalesse Pie, Karrie Ross, Nicole Staley, Jenny Swanson, Greg Walker, and Alicia Woodworth.
Note: (E) = Attended Electronically

OTHERS PRESENT: Rae Ann Hamp and Dave Giffin

1. CALL TO ORDER

President Robert Johnson presided and called the meeting to order at 6:35 pm.

2. ROLL CALL

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

No request to attend meeting electronically was received.

4. MOMENT OF SILENCE AND PLEDGE OF ALLEGIANCE

5. MINUTES

5.A. Approval of Minutes of January 17, 2024 Regular Board Meeting

Trustee Bertschy stated that prior to tonight’s meeting, he contacted the Board Secretary and clarified items that were noted in the January 17, 2024 draft minutes, prior to their approval. As such, modifications were made and have been incorporated into the minutes presented tonight for approval.

Vice President Sierra stated that in regards to the January 17, 2024 minutes, he would like to clarify the following excerpt from the draft minutes: *“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 clarified that the marketing materials he is referring to do not reflect the diversity of Peoria Park District’s, not CSM’s diversity.

Trustee Bertschy MOVED TO APPROVE the January 17, 2024 Regular Board meeting minutes. 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).

6. STAFF REPORTS

6.A. Executive Director

Executive Director Cahill stated that online joining tonight's meeting is Brianna Cobb, the District's new Director of Equity and Inclusion and she looks forward to introducing Ms. Cobb to everyone. In addition, staff is busy working on multiple things in the Park District specific to a few promotional efforts. For example, work is being done on a plan for sponsorship of District signature events menu. Everyone will be receiving by email a document that staff is asking for help in getting it out into the hands of local businesses to look at opportunities to support our signature events which the District defines as Earth Week, Worldwide Day of Play, 3rd of July, Streets Belong to Me, Halloween, and Holiday events. As shared at the last PPD Foundation meeting last month, the idea of "Your Parks Your Way" where you can tailor a sponsorship to reach the target audiences that you are seeking to reach. The District Marketing Team has done a fantastic job of putting that together. Congratulations to Jonelle McCloud who received notification that she will be inducted into the African American Hall of Fame. The awards dinner is Saturday, February 24 and we look forward to celebrating her. Finally, a huge congratulations to President Johnson, this year's recipient of IAPD's Mike Cassidy Community Service Award.

6.B. Superintendent of Planning, Design & Construction

Becky Fredrickson presented the January 2024 Project Report and stated that currently, there are no projects materially behind schedule. *Please see Attachment A.* Of note is staff cleared off the completed 2023 items and added the 2024 projects to come. In regards to the Trewyn Pavilion, renovations of the office area have been completed and look very nice. In addition, funds were allocated in the 2024 bond issuance for the larger room's new flooring renovations. That will be coordinated with Peoria Grown when the time comes. In regards to the Grandview Drive lower park pavilion, recently, staff met engineers on site that are involved in relocating the pavilion. Holes were dug around the foundation in order to help determine exactly how they'll perform the move and it will be a while yet before the project is completed.

6.C. Chief of Police

Chief Todd Green presented the December 2023 Police Activity Report. *Please see Attachment B.* Trustee Bertschy asked if the District patrols on a regular basis for signs of hunting, i.e., a deer stand, on Park District Property? Chief Green stated that primarily, the District depends on the eyes and ears of PPD managers and patrons that walk through the parks to alert the District of any such activities. Having said that, the District does patrol as much as possible for those things and partners with the Illinois Department of Natural Resources (IDNR) in those situations.

7. COMMITTEE REPORTS

7.A. Peoria Zoological Society

Brenda O’Russa provided an update on the January and February, 2024 PZS Board meetings. *Please see Attachment C.* Of note is that PZS is involved with the request for qualifications that was sent out for zoo designers. Those request documents were received by the Planning Department and a team is reviewing them. A total of 10 applications were received, most of which were from very good, quality designers. More will be reported as the process progresses.

7.B. Diversity, Equity, Inclusion and Accessibility Committee - Minutes of October 17, 2023 and November 14, 2023 Meetings

Vice President and DEIA Committee Chair Sierra provided the minutes of the October 17 and November 14, 2023 DEIA Committee meetings for Board review and discussion. He stated that one key component he thinks the Park District is doing a very significant job in championing is having conversations in procurement and bidding and how the Park District can continue to support building small business enterprises by providing a variety of technical assistance and capacity building resources. That has been very encouraging in the diversification of contractors and vendors.

8. NEW BUSINESS

8.A. Requests for Proposal: \$5,000,000 General Obligation Park Bonds

Karrie Ross stated that in early January 2024, staff sent requests for proposal (RFP) to certain banks. The RFP and bid form provided to the banks was developed with Chapman & Cutler’s counsel. The RFP outlined the terms associated with the request, and the bid form that respondents were to use. On Tuesday, February 13, 2024, staff received five proposal responses. Staff worked with Chapman & Cutler to review all submitted proposals and calculate the lowest total cost respondent, which was Commerce Bank. Attached is the submitted proposal from Commerce Bank and the tabulation of all proposals received. Staff is working with bond counsel to complete the bond ordinance documents for tonight’s Board meeting. Staff recommends that the Board approve Commerce Bank’s proposal, which is a total cost of \$263,916.

Trustee Bertschy MOVED TO APPROVE Staff’s recommendation to accept Commerce Bank’s proposal for \$5,000,000 General Obligation park bonds. 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.B. Consideration and action on an ordinance 400 providing for the issue of \$5,000,000 General Obligation Park Bonds, Series 2024, of the Pleasure Driveway and Park District of Peoria, Peoria County, Illinois, for the purpose of providing for the payment of land for parks, for the building, maintaining, improving and protecting of the same and the existing land and facilities of said Park District and for the payment of the expenses thereto, for the levy of a direct annual tax sufficient to pay the principal and interest on said bonds and for the sale of said bonds to the purchaser thereof.

Trustee Bertschy MOVED TO APPROVE Bond Ordinance No. 400 that is attached under item 8.B. Motion seconded by Trustee Montez 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. Pedicab Policy

Executive Director Cahill stated that in 2023, Nathan Comte contacted the Peoria Park District about operating a pedicab business along Grandview Drive. After review by both the Planning Committee and the full Board of Trustees, it was agreed that staff would execute a facility use agreement with Comte on a trial basis to assess the impact of a business like this on park usage. After completion of a two-month trial in fall 2023, staff has reviewed the experience and believes that the two uses can exist together and, after consultation with PDRMA and Attorney Streeter, have developed language to be added to the conduct ordinance to allow for this type of operation. When a request is made, the request for use process currently in place will be used to assess the opportunity and approve/deny requests based on ability to meet requirements and on potential impact of the use. After reading at the February 14, 2024 board meeting, staff recommends approval of the conduct ordinance at the February 28, 2024, board meeting.

Trustee Bertschy requested that within (B) Limitations on Operation, *facility/park location where the operation will be facilitated as well as ...* be added in the language. In addition, *"indemnification language"* be added that the applicable facility use agreements will provide for, *"and approved by the Park District Executive Director"* be added to all requests for facility use agreements will be reviewed, and *"Appeals to decisions made herein are subject to the process as outlined within this conduct ordinance."* Finally, *"shall be operated in accordance a golf cart"* should be deleted under (C) Regulations specific to Pedicabs. Trustees all verbally agreed to these changes for first read and to be presented for approval at the February 28, 2024 Board meeting.

8.D. Bid – Drone Light Show 2024

Scott Loftus stated that the District has been notified that we will be awarded a Tourism grant through the State of Illinois' Department of Commerce and Economic Opportunity (DCEO) to promote tourism opportunities. After the success of the 2023 Park-A-Palooza event, staff is planning to focus the use of this grant opportunity on a revised version of Park-A-Palooza on June 6-8, 2024 on the Peoria RiverFront. 2024's Park-A-Palooza will feature programming and recreational opportunities in advance of a drone show, which will start around 9pm on Saturday, June 8th. The drone show will be approximately 15 minutes long, and consist of three hundred drones synchronized to music. All projected costs for the event will be submitted to the DCEO grant staff for approval and will be reimbursable to the District, following the reporting period. Staff recommends the acceptance of the proposal for a Drone Show on June 8, 2024 from Firefly Drone Shows, LLC of Waterford, MI at a cost of \$55,250.00. The proposal summary, proposal receipt form, Company Ownership Form, EEO Form, and Workforce Profile are provided for review.

Executive Director Cahill stated that due to unavoidable circumstances with the vendor, the contract with Firefly Drone Shows was not provided until earlier today. Due to the tight turnaround time to keep everything moving for a June 6 Park-A-Palooza, if anyone has an issue with the contract or needs a bit more time to review, staff asks to phone poll this item later in the week. Trustee Bertschy stated that this is a public contract and therefore, requests more time to review. As such, a phone poll should be conducted later in the week. Vice President Sierra agreed.

Executive Director Cahill stated that staff received information that as part of the supplemental budget, the Park District will be included in that because the District was erroneously omitted from the 2023 budget process in May of last year, that the District will be put into the 2023 budget, for the same \$500,000 that was requested. This would be utilized for Park-A-Palooza and cultural festivals.

9. CALENDAR OF CONSENT ITEMS

9.A. Purchase of a 2023 Chevrolet Colorado

Vice President Sierra MOVED TO APPROVE Calendar of Consent Item 9.A. 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).

10. PENDING BUSINESS

10.A. Ameren Temporary Construction Easement – Robinson Park

Mike Friberg stated that Ameren Gas Transmission is seeking a temporary construction easement 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 Ravinwood and Thousand Oaks Subdivision to Mossville Road. This item was reviewed at the January 17, 2024 Board meeting. At that time, the Board requested that the agreed upon procedures for protection of potential roost trees for endangered bats be included in the temporary easement documents. A revision was prepared by Park District Counsel and staff and forwarded to Ameren for approval. Ameren has agreed to the request, and the revised easement documents now include a paragraph titled “Protection of Potential Roost Trees”.

Trustee Harant MOVED TO APPROVE the Ameren Temporary Construction Easement at Robinson Park. 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).

10.B. 2023 PPD Marketing Impact Report

As requested at the last Board meeting, Jenny Swanson provided the 2023 Comprehensive Marketing Overview. In addition, Ms. Swanson provided the overarching marketing strategies that include the following:

Drive Sales and Revenue: Many campaign goals are driven by the desire to attract and remind people about our services. That can include driving patrons to participate in our spaces and places, sharing information, educating on important issues, etc.

Brand Loyalty: Marketing is not just about making a sale; it's also about building relationships with customers and fostering brand loyalty, leading to long-term connections, repeat business and advocacy.

Generate Awareness: By promoting our spaces and efforts, we show those who live, work and play the positive influence we can have on their quality of life.

Vice President Sierra asked if the Board was able to get the requested marketing materials that were shared with the Board in prior years as he had requested? Ms. Swanson stated yes, after the meeting in which it was requested, the Central Scopes (from Central States Media) information and material was sent to Board members as is always sent annually. The information provided tonight builds upon some of the Central Scopes data and other things the Marketing Department does. This information is the most comprehensive reporting of marketing efforts done throughout the District. The Central Scopes information is organized by campaign rather than tactic organized in order to give a full picture of marketing efforts.

Trustee Bertschy remarked that the Comprehensive Marketing Overview document provided is perfect, exactly what he asked for, and thanked Jenny for sharing it. Trustee Bertschy stated that the PPD brand is very important in everything that we do. That brand, through the years, has grown and has a certain credibility associated with it. That when people come to our events, camps, golf courses, etc., they are going to have an enjoyable time, a productive time, a quality time. We are going through something right now with our issue with the Police Department over the 3rd of July event. One thing that has occurred to him, is that it has a marketing aspect to it because it potentially affects our brand. As such, he would like to hear from Ms. Swanson and Executive Director Cahill about the marketing of the 3rd of July event, all the ups of it, all the downs of it, and how that might affect our brand, not just in respect to the event, but how it might affect our brand in regard to everything else that occurs. As we navigate through this process, he doesn't want everyone to forget that this has a marketing aspect to it. It affects our brand and the way people look at the Park District. He would like staff to take some time to think through the branding aspect of this event and provide guidance to the Board.

Executive Director Cahill stated she would be happy to provide something more in detail. The branding aspect of the event has been part of the conversation at all levels of the District, especially at the executive level and with the marketing team this week, in light of some of the recent news stories. The conversation includes what is the District's ability to help people distinguish between the 3rd of July event and Glen Oak Park. It is a very large concern about what this public conversation is going to do to the larger perceptions about Glen Oak Park and the Park District.

11. CITIZEN REQUEST TO ADDRESS THE BOARD

None at this time.

12. COMMUNICATIONS

12.A. Kroger Rewards

Kroger rewards of \$82.56 were noted as donated to the Peoria Park District Foundation.

13. OTHER BUSINESS

Vice President Sierra stated that concerning the drone show and understanding its contract approval will be conducted via phone poll, he has very strong reservations about it. He does not feel comfortable about having only a verbal commitment for its funding and its timeline. For him to be more comfortable, he would need to see something more concrete and a verbal commitment is not enough.

Vice President Sierra welcomed Brianna Cobb, the new DEIA Officer and stated he looks forward to working with her in the DEIA Committee.

Vice President Sierra stated that in order to keep the Board informed of the conversations happening within the community at large, he asked staff to print out all of the recent news articles that have come out concerning the 3rd of July event. He reminded everyone that recently, Trustees engaged in a good faith process with the hopes and intent to solicit community feedback about a six-decade tradition, where crucial dialogue was needed. He does not want the recent media to allow the Park District to get off course in terms of what was agreed to as a Board, with the process that was committed to, which was to solicit feedback from the community, stakeholders, and youth and gather data, and then come back to the Board to have a thoughtful conversation about what is it that everyone would like to see with the reimagining of the event.

14. ACTION STEPS REVIEW

None noted at this time.

15. ADJOURNMENT

At 7:36 pm Vice President Sierra MOVED TO ADJOURN. 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).

Full discussion can be viewed at the following link: <https://fb.watch/grdodZ67as/>

Respectfully Submitted by Alicia Woodworth
Executive Assistant and Board Secretary