

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., WEDNESDAY, JANUARY 19, 2022 HELD AT THE BONNIE NOBLE ADMINISTRATION BUILDING, 1125 WEST LAKE AVENUE, PEORIA, ILLINOIS

TRUSTEES PRESENT: Trustees Timothy Bertschy, Kyle Bright (v), Laurie Covington (v), Joyce Harant (v), Alex Sierra, Vice President Jackie Petty, and President Robert Johnson.
(v) = attending virtually

TRUSTEES ABSENT: None

STAFF PRESENT: Executive Director Emily Cahill, Deputy Director Brent Wheeler (v), Attorney Bill Streeter, Attorney Kevin Day (v), Nick Conrad (v), Rebecca Fredrickson (v), Meg Boyich (v), Sean Budd, Nick Conrad (v), Matt Freeman, Mike Friberg (v), Kadar Heffner, Willie Howe, Mike Miller (v), Brittany Moldenhauer (v), Shalesse Pie, Karrie Ross, Rebecca Shulman (v), Doug Silberer (v), Sue Wheeler (v), and Alicia Woodworth

OTHERS PRESENT: Brian Buralli of Central States Media and Melanie Anderson of the League of Women Voters of Greater Peoria

1) CALL TO ORDER

President Robert Johnson presided and called the meeting to order at 6:05 p.m.

2) ROLL CALL

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

Trustee Alex Sierra MOVED to approve to recess the regular meeting of the Board of Trustees and convene the public hearing to receive public comments on the proposal to sell bonds of the District in the amount of \$5 million for the payment of land condemned or purchased for parks, for the building, maintaining, improving and protecting of the same and the existing land and facilities of the District and for the payment of the expenses incident thereto. Motion seconded by Vice President Jackie Petty and carried on unanimous roll call vote. (Results: 7 Ayes; 0 Nays).

President Johnson opened the discussion and stated the reasons for the proposed issuance of the bonds: \$30,000 for costs of issuance, \$2,016,000 for facility improvements, \$1,033,000 for equipment, \$1,595,000 for park and/or golf course improvements, and \$326,000 for other projects. ALL PERSONS DESIRING TO BE HEARD WOULD HAVE AN OPPORTUNITY TO PRESENT WRITTEN OR ORAL TESTIMONY WITH RESPECT THERETO. No written or oral public comments were received.

On conclusion of the public hearing, Vice President Jackie Petty MOVED to adjourn the public hearing and reconvene the regular meeting of the board. Motion seconded by Trustee Alex Sierra and carried on unanimous roll call vote. (Results: 7 Ayes; 0 Nays).

3) MOMENT OF SILENCE AND PLEDGE OF ALLEGIANCE:

All stood for a moment of silence and recited the Pledge of Allegiance.

4) MINUTES: None

5) STAFF REPORTS

5.A. Executive Director

Emily Cahill announced that due to the forecasted frigid subzero temperatures, the ribbon cutting ceremony for the two bridges at Bradley Park, scheduled for tomorrow, January 20 at 10:30 am is postponed. The target is hopefully the first week in February, weather permitting. An announcement will be sent at a later time with details.

Emily Cahill verified that the Trustee retreat is scheduled for Saturday, February 19 at 9:00 am – 12:30 pm at Tawny Oaks Visitor Center. Transportation from the Noble Center will be available for those interested.

5.B. Superintendent of Recreation Services

Scott Loftus presented the Summer 2022 Camps & Sports program guide. This program guide compliments the Essential Guide which is the overall encompassing guidebook for the District. Both of these documents are available on the PPD website. Starting tomorrow staff will start distributing over 12,000 of the Summer 2022 Camps & Sports program guide to Peoria Public Schools students. The District will also work with organizations and school districts in other communities and determine if they would like physical copies or electronic versions of the guide book. All area parochial schools and surrounding communities will receive the guide as well. The District works with the APACHEGroup to share the information with home-schooled students. The contents of the guide include all District camps and sports programs offered this spring and summer.

5.C. Superintendent of Parks

Matt Freeman presented the November and December 2021 Closed Service Request Reports. These two reports close out 2021. Vice President Jackie Petty inquired if the Newman Golf Course tree stump carver has been scheduled yet. Matt Freeman replied that he has been in contact with the carver and a date has not yet been definitively set. The carver is working on obtaining the required

insurance and independent contractor paperwork. Once paperwork is received and date set, he will inform Alicia Woodworth of the details to communicate to the Board.

Matt Freeman confirmed that there are no projects materially behind schedule at this time.

Trustee Timothy Bertschy stated it would be helpful if Trustees were notified when there is anything of public issue or significance on the work order report so that Trustees could notify their constituents accurately and ahead of time. Matt Freeman stated yes, he and staff will review the report with that in mind going forward. Emily Cahill pointed out that significant information is also posted on the District social media platforms i.e., website and Facebook.

6) COMMITTEE REPORTS:

6.A. Finance Committee – Approval of Accounts Payable

Trustee Joyce Harant reported the Finance Committee has examined the bills and moves that the President and Secretary be authorized to issue orders on the Treasurer for the several amounts. Trustee Timothy Bertschy stated he is abstaining from any and all matters relating to this listing of accounts payable including voting, deliberation or consideration as he owns 1% or less of holdings in an assortment of companies included on the current listing of accounts payable.

Trustee Joyce Harant MOVED TO APPROVE the current listing of accounts payable. Motion seconded by Vice President Jackie Petty and carried on the following roll call vote: Trustees Timothy Bertschy, Kyle Bright, Laurie Covington, Joyce Harant, Alex Sierra, and Vice President Jackie Petty and President Robert Johnson. (Results: 6 Ayes; 1 Abstention; 0 Nays)

7) NEW BUSINESS:

7.A. Central States Media

Central States Media (CSM) Management Fee 2022 Contract

Emily Cahill stated that as the District continues to strengthen its marketing effort and maximize the impact of its collaboration with CSM, it is the District's goal, as presented in the 2022 budget process, to reduce reliance on CSM to handle task management and organization and to focus on strategy and media buys. The scope of services proposed by CSM is defined in detail in the contract and represents the District and CSM's shared goals for shifting some task management resources and efforts to in-house staff, with the hiring of a Marketing Manager. As such, this management fee contract will reduce the overall fee that the District pays to CSM.

Last year's contract was \$108,000 per year in management fees. The proposed 2022 management fee contract is reduced to \$75,000 per year. Referencing the Additional Services section in the proposed contract, Trustee Laurie Covington asked how much in additional services does the District anticipate spending? Emily Cahill stated that the items listed in the 2022 contract that go beyond general support, the District has paid those individually in the past as well, utilizing that same payment structure and are included in the budget.

Trustee Timothy Bertschy stated that targets were previously set for CSM to meet. During the last contract, has CSM met set targets on a regular basis or surpass them? Emily Cahill stated that the District expects CSM will meet the targets planned for 2022. As is the process throughout the contract period, the District evaluates and identifies any bottlenecks and what could be finetuned and improved. The new marketing position was created with this in mind to identify and eliminate those bottlenecks and improve efficiency. Trustee Bertschy asked in relation to the hard criteria and benchmarks that staff and CSM set to judge performance, could be shared with the Board next year when presenting a new contract as that is the only way the Board can adequately judge whether CSM's performance is worthy of another year's contract. Emily Cahill stated that staff will do their best. The CSM quarterly report Information is also given to the Board throughout the year. There is no one set hard metric that the District uses. Many activities are based upon general awareness and the District won't be able to track things like how many people came and walked on a trail because they saw an ad. That being said, the District knows that it is essential and continues to affirm to the community the value that they receive from the tax dollars they commit to the District. Timeliness and task, allocation of resources and return on investment for fundraisers, etc. are also very important.

Trustee Alex Sierra stated he has always been concerned about the District's marketing and advertising. For a variety of reasons, since he has been Trustee, there have been a high number of complaints about how the District does not have a thorough communication stream to certain parties. While he will support this contract, he is interested in seeing CSM's performance over this next year to ensure that as many people as possible are being reached as effectively as possible through this contract.

Emily Cahill encouraged Trustee Sierra to read through the quarterly reports that the District receives from CSM where the reach and contacts can be found. While she appreciates Trustee Sierra's comments, she respectfully disagrees with him. The variety of ways that the District tries to market in this community are,

from her perspective, outstanding. The next CSM item on tonight's agenda, the CSM Buys contract, shows a minimal number of contracts that exceed the \$10,000 amount because the District is targeting populations so specifically, trying to make sure that in every location, the District is reaching people in different ways. Overall, the District's marketing and presence in this community is so much improved over these last 4 years through this collaboration with CSM and the amount of dollars that the District dedicates is significantly lower than it was before. Staff will work to show the Board the return on investment is something to be very proud of and not concerned about. The District continues to improve and continue to do better because marketing in today's society is practically impossible given all that is presented to people trying to get their attention. The work that the District is doing at a very granular level to get information in the hands of people who need it is outstanding and she looks forward to proving that to the Board. Trustee Sierra stated he appreciates Emily's comments and in no way was he insinuating that the District's marketing hasn't been good, but his perspective and Emily's perspective are just one of many. He hopes that over the year that the Board will receive metrics to evaluate.

Trustee Laurie Covington inquired if the District will continue the same campaign as last year, is it a two-year campaign? Brian Buralli of CSM addressed the Board stating the District's campaign is on a typical two-year cycle. The "GO" brand was introduced last year and part of their goal this year is to keep and expand upon it. The "GO" campaign identified characters from portions of the community with specific activities. This year they will be developing more of a character as well as being shown full-bodied, not just head and shoulders. Trustee Sierra stated that in reference to that campaign, he would like to see what a storytelling aspect could build out to be. Emily Cahill stated that is already the plan, that all of the different characters that you see have families and back stories and diversity including a multi-generational family, a family with two moms, all races and ethnicities and this is an amazing campaign. Using these characters is a good bridge as the District builds its own inventory of real-life pictures of what's happening in its locations.

President Johnson stated that he remembers when the District had its own in-house marketing team and what is being done now with CSM is very creative. He relayed that a PPD ad popped up on his cell phone and he was glad to see that. He recognizes that many of the Trustees currently serving on the Board are newly elected or appointed and therefore, see things from a new and different perspective. However, he is finding that lately it seems like everything that staff does is being overly scrutinized by the Board. The Board trusts what staff's abilities are and knows what staff can do. Getting new and fresh ideas from the

Board is great, but he wants to let it be known that staff has a job to perform and the Board understands what staff does is phenomenal. Staff and Board have a unique opportunity in 2022 to work well together and he would like to let staff do their job. He thanked staff for all they bring forth to the Board to make the community great.

Trustee Joyce Harant stated that since she has been on the Board, she has seen tremendous growth in marketing. She believes that given the small budget for marketing the District has for all of the different activities and messaging, Board members need to manage their expectations. Setting priorities for what can be done is essential and she thinks that's being done.

Trustee Timothy Bertschy stated that given the challenges the Board has at times given to staff, he appreciates the fact that without exception, the responses given by staff have been timely and professional. When the Board challenges staff, it isn't because the Board is challenging their performance, they are trying to understand and attempt to make this a better organization.

Trustee Joyce Harant MOVED TO APPROVE the CSM Management Fee contract. Motion seconded by Vice President Jackie Petty and carried on the following roll call vote: Trustees Timothy Bertschy, Kyle Bright, Laurie Covington, Joyce Harant, Alex Sierra, Vice President Jackie Petty and President Robert Johnson. (Results: 7 Ayes; 0 Nays)

Central States Media (CSM) Buys Contract

Emily Cahill stated that as part of CSM's continued efforts, they have refined their comprehensive annual strategy for marketing and promotion of District offerings and events to include annual media buys focused on maximizing the impact and reach of District marketing efforts, while keep costs within budget. This is an essential part of the District's marketing efforts. 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 for review.

Trustee Joyce Harant MOVED TO APPROVE the CSM Media Buys contract. Motion seconded by Trustee Alex Sierra and carried on the following roll call vote: Trustees Timothy Bertschy, Kyle Bright, Laurie Covington, Joyce Harant, Alex Sierra, Vice President Jackie Petty and President Robert Johnson. (Results: 7 Ayes; 0 Nays)

- 8) CALENDAR OF CONSENT ITEM:**
8.A. Request for Use – Run 4 Dray – Donovan Park

Trustee Alex Sierra MOVED TO APPROVE Calendar of Consent Item 8.A. Motion seconded by Trustee Timothy Bertschy and carried on the following roll call vote: Trustees Timothy Bertschy, Kyle Bright, Laurie Covington, Joyce Harant, Alex Sierra, Vice President Jackie Petty and President Robert Johnson. (Results: 7 Ayes; 0 Nays)

9) **PENDING BUSINESS:** None

10) **CITIZEN REQUEST TO ADDRESS THE BOARD:** None

11) **COMMUNICATIONS:** None

12) **OTHER BUSINESS:**

President Johnson asked how soccer, baseball, softball, etc. programs are doing. Scott Loftus stated that currently, youth basketball programs are running at Proctor Center and Lakeview Recreation Center. The District is in full gear with Happy Feet Soccer for kids between the ages of 3-5. The District is excited for this spring when we will be going back outdoors. The District will be able to offer more programs at normal capacity rates which are now soccer and Happy Feet programs. In June the District will have tee ball, Coach Pitch, and regular youth baseball programs. Tennis programs will be continuing in June as well. In most part, programs are running at normal capacities. They are just being scheduled a bit differently to allow more breaks in between so that crowds/spectators can come and go in safe distances, without crowding.

Brent Wheeler stated that unfortunately, the first pass at adding lifeguards to the school district program was not as successful as hoped. The District received no new lifeguards. Many passed the swimming test but did not follow through on the book and lifeguard training sections. The District will try this approach again this summer where hopefully the weather and student schedules may be more conducive. The District is continuing to look at methods to recruit more qualified lifeguards. Emily stated that the District has expanded the referral program where if an employee refers a lifeguard, tennis instructor or camp counselor and they work a certain number of shifts, the employee will receive \$100 per candidate. Trustee Jackie Petty stated that in the past, she suggested that parental involvement should be implemented by the District to push the student to finish their book portion of the class. Did that happen? Brent Wheeler stated it did not happen with this pass, but is something that's been discussed to see if feasible to implement the next time.

Much discussion took place concerning the student needing to want to successfully take the class and be certified because in the end, certified

lifeguards are responsible for the large responsibility of saving lives. Will parent involvement help the process? Sue Wheeler explained the components of the lifeguard class and their overall significance in the successful completion of the class. The District will not set the student up to fail, prior and post certification. The student has to be confident that they are ready to be a lifeguard.

13) ADJOURNMENT:

At 7:15 p.m. Vice President Jackie Petty MOVED TO ADJOURN. Motion seconded by Trustee Alex Sierra and carried on the following roll call vote: Trustees Timothy Bertschy, Kyle Bright, Laurie Covington, Joyce Harant, Alex Sierra, Vice President Jackie Petty and President Robert Johnson. (Results: 7 Ayes; 0 Nays)

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

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