

**MINUTES OF A MEETING OF THE FINANCE COMMITTEE/BOARD OF THE WHOLE OF THE PLEASURE DRIVEWAY AND PARK DISTRICT OF PEORIA, ILLINOIS HELD AT 4:30 PM ON WEDNESDAY, MARCH 26, 2025 AT THE BONNIE W. NOBLE CENTER FOR PARK DISTRICT ADMINISTRATION, 1125 WEST LAKE AVENUE, PEORIA, IL**

**MEMBERS PRESENT:** Trustees Timothy Bertschy, Laurie Covington, Joyce Harant, Steve Montez, Alexander Sierra, Vice President Reagan Leslie Hill, and President Robert Johnson (in at 5:00 pm)

**MEMBERS ABSENT:** None

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

**STAFF PRESENT:** Executive Director Emily Cahill, Brianna Cobb, Becky Fredrickson, Matt Freeman, Scott Loftus, Shalesse Pie, Karrie Ross, Kristi Shoemaker, Jenny Swanson, Attorneys Kevin Day and Justin Gunn, and Alicia Woodworth

**1. CALL TO ORDER**

Trustee Bertschy presided and called the meeting to order at 4:37 pm.

**2. ROLL CALL**

**3. CALL FOR A MOTION TO PERMIT MEMBER TO ATTEND MEETING REMOTELY**

No request to attend the meeting remotely was received.

**4. MINUTES**

**4.A. Approval of February 26, 2025 Finance Committee/Board of the Whole Meeting Minutes**

Trustee Montez MOVED TO APPROVE the minutes of the February 26, 2025, Finance Committee/Board of the Whole meeting. Motion seconded by Vice President Hill and carried on the following roll call vote: Trustees Bertschy, Covington, Harant, Montez, Sierra, Vice President Hill, and President Johnson. (Results: 7 Ayes; 0 Abstain; 0 Nays).

**5. NEW BUSINESS**

**5.A. Review of Accounts Payable**

The Finance Committee/Board of the Whole members present confirmed they had reviewed the current listing of accounts payable and bills and had no questions or comments.

Trustee Harant MOVED TO RECOMMEND the accounts payable and bills be presented to the full Board for approval and payment. Motion seconded by Trustee Covington and carried on the following roll call vote: Trustees Bertschy, Covington, Harant, Montez, Sierra, Vice President Hill, and President Johnson. (Results: 7 Ayes; 0 Abstain; 0 Nays).

**5.B. Review of Monthly Financials**

Karrie Ross stated that February is still early in the fiscal year and generally a slower month of activity for the District. February 2025 was much colder than the unusually

warm February 2024 (recall 78°F on February 27, 2024). This variation in weather is reflected in the income statement year-over-year comparable revenue, specifically in the decreased year-over-year revenue in golf and increased year-over-year at RiverPlex. Overall, January and February colder weather, doesn't negatively impact the annual performance of golf, and does help the annual performance of RiverPlex.

Not reflected in February's financials, but notable for Finance Committee, are updates on PPRT and property taxes. In early March the District received the first PPRT payment for PPD's fiscal year 2025 (\$177k). March's PPRT payment is generally small and more volatile, especially compared to May, July and October distributions. This payment was 50% lower than prior year, and the State's FY distributions (July-current) are tracking about 30% lower. PPD's 2025 budget contemplates a 27% decrease in PPRT tax revenue. Management will continue to watch for any authoritative updates on PPRT and keep committee apprised. But, it's too early in the PPRT collection cycle for significant concerns.

Relative to property tax, the District received updates on the final 2024 assessed valuation for 2025 tax levies. While the budget assumed a 6% EAV increase, the actual increase came in at 8.42%. This ensures the District will be able to fully levy the \$18.6 million requested. Additionally, this higher than expected EAV growth creates a widening gap between the District's levy rate and the statutory levy caps, positioning the District favorably for future years when EAV growth may slow or decline.

Overall, as of the date of this report, the District's year-to-date performance is aligned with the FY2025 budget, and tax projections are still holding to budget.

## **6. PENDING BUSINESS**

### **6.A. Naming Policy Discussion**

Trustee Bertschy stated that out of previous discussions, it was suggested that the Finance Committee present to the Board a Naming Policy. Trustee Bertschy and Executive Director Cahill worked on the policy that is presented tonight. *Please see Attachment A.*

Trustee Bertschy stated that the presented policy in essence, addresses two components. One, a naming policy that addresses naming a property after people that provide sponsorship and donations. Two, addresses issues where the Park District is considering naming a facility, property, program, etc., after an individual. They might be a prior board member, prior staff member, some significant member of the community, etc.

President Johnson stated that his major concern is if someone donated a significant amount of money and they wanted naming rights associated with it, would that be an issue with this policy? Trustee Bertschy stated that it would go through the naming committee as identified in the policy, to review the structure of the sponsorship/donation and then go to the Finance Committee/Board of the Whole for approval.

Trustee Bertschy said that his goal is to create a policy that defines a clear policy for naming that addresses all scenarios and one that involves Board decision for each step. As such, he'd like to present the naming policy at the next Board meeting for first read

and approval, prior to his last board meeting on April 23. Trustee Bertschy urged all trustees to please provide any more feedback to him on the policy prior to that.

Trustee Montez MOVED TO SUBMIT the Naming Policy to the full Board for first read on April 9 and approval on April 23. Motion seconded by Sierra and carried on the following roll call vote: Trustees Bertschy, Covington, Harant, Montez, Sierra, Vice President Hill, and President Johnson. (Results: 7 Ayes; 0 Abstain; 0 Nays).

**7. CITIZEN REQUEST TO ADDRESS THE BOARD**

No request was received.

**8. OTHER BUSINESS**

**8.A. Travel Reimbursement Policy Discussion**

This item is deferred due to time constraints.

**9. ACTION STEPS REVIEW**

1. Present the revised Naming Policy to the full Board for first read at the April 9, 2025 Regular Board meeting and at the April 23, 2025 Regular Board meeting for approval.

**10. ADJOURNMENT**

At 5:55 pm, Trustee Sierra MOVED TO ADJOURN. Motion seconded by Vice President Hill and carried on a unanimous aye of members present.

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Respectfully Submitted by Alicia Woodworth  
Executive Assistant and Board Secretary

# Peoria Park District Naming Rights & Honorific Naming Policy

## 1. Purpose

This policy establishes guidelines for naming rights tied to sponsorships and donations, as well as honorific naming for individuals who have made extraordinary contributions to the Peoria Park District (“District”) or those who have made significant national or international impacts and who preferably have ties to the communities we serve. . The goal is to ensure a clear, transparent, and equitable process that reflects the District’s mission, values, and long-term sustainability. This policy is to be applied prospectively from May 1, 2025, and does not require the re-naming of any existing park properties, facilities, amenities, programs, or spaces unless so determined by the Peoria Park District Board of Trustees(“Board”).

## 2. Scope

This policy applies to:

- Naming rights of properties, facilities, amenities, programs, and spaces in exchange for financial sponsorship or philanthropic contributions.
- Honorific naming of properties, facilities, amenities, programs, and spaces for retiring elected officials, staff, or community members who have made extraordinary contributions to the District or to significant national or international figures whom the Board wishes to honor (e.g., Martin Luther King) with an emphasis on those with a tie to the communities we serve.

As used in this policy, the term “programs” refers to the multi-year naming of programs or activities of the District. An annual presenting sponsorship for a program or activity offered to an individual or business is within the discretion of the Executive Director.

## 3. General Naming Principles

- All naming decisions must align with the **mission, values, and long-term strategic vision** of the Peoria Park District.
- The District reserves in its sole discretion the right to **decline or revoke** naming rights if they do not uphold the District’s reputation or if circumstances change.
- A Naming Review Committee will oversee all naming proposals before Board approval.

## 4. Sponsorship & Donor-Based Naming Rights

## 4.1 Criteria for Sponsorship Naming

Naming rights may be granted in recognition of:

1. **Monetary Donations:** A significant financial contribution that supports the District's facilities, programs, or initiatives.
2. **Corporate Sponsorships:** Business partnerships that enhance public services while maintaining alignment with the District's mission.
3. **In-Kind Contributions:** Substantial non-monetary donations (e.g., equipment, services) at the discretion of the Naming Review Committee.

## 4.2 Process for Sponsorship Naming

1. **Proposal Submission:** Donors or sponsors shall submit a formal request, including donation details and naming preferences. The attached form is a suggested format for submission.
2. **Review & Negotiation:** The District will assess the proposal for alignment with mission, value, and financial sustainability.
3. **Naming Committee Review:** The Naming Review Committee shall review and evaluate the request and make a recommendation to the Board.
4. **Board Approval:** Naming rights agreements require approval by the Peoria Park District Board.
5. **Agreement Term:**
  - Naming rights are **typically granted for a defined period (e.g., 10-20 years)** unless otherwise negotiated.
  - Renewal options may be considered based on continued financial support.

## 4.3 Revocation of Sponsorship Naming Rights

The District reserves the right to remove a name its sole discretion for any reason, including but not limited to cases where:

- The donor or sponsor engages in activities that harm or threaten to harm the District's reputation.
- The sponsor fails to fulfill financial or contractual commitments.
- The facility, program, or space undergoes redevelopment or rebranding.

# 5. Honorific Naming for Retiring Officials & Community Leaders

## 5.1 Eligibility Criteria

To be considered for honorific naming, an individual must:

- Have provided **long-term, extraordinary service** to the Peoria Park District or community. In the case of past Park District officials and employees, honorific naming should be carefully limited to those situations where the case is exceptional and compelling.
- Demonstrate contributions that **align with the District's mission and impact**.
- Be retired or separated from their official role for at least **3 years** before consideration.
- Have no history of **legal, ethical, or reputational concerns** that could negatively impact the District.

## 5.2 Process for Honorific Naming

1. **Nomination Submission:** A community member, staff, or organization shall submit a formal nomination (Appendix A).
2. **Review by Naming Committee:** The committee evaluates the individual's contributions and recommends approval or denial.
3. **Board Approval:** Final approval rests with the Peoria Park District Board after public input (if applicable).
4. **Naming Type & Duration:**
  - Honorific naming is considered permanent. However, the Board may take action to rename or revoke as determined by the Board in its sole discretion."
  - The District may offer **alternative recognition methods** (e.g., plaques, honorary events) if full naming is not appropriate.

## 5.3 Revocation or Renaming

The District reserves the right to modify or revoke an honorific name in its sole discretion for any reason, including but not limited to cases where:

- The individual's actions create reputational risk.
- The named facility or program undergoes rebranding, repurposing, or relocation.

## 6. Implementation & Oversight

- The **Executive Director** will oversee the implementation of this policy.
- The **Naming Review Committee** will consist of board members, staff, and community representatives appointed by the President of the Board. If no committee is so appointed, the work of the Naming Review Committee shall be performed by the Strategic Planning Committee.
- The **Peoria Park District Board** will have final approval on all naming decisions.

# Appendix A: Naming Rights & Honorific Naming Application/Nomination Form

## Peoria Park District Naming Application

Date of Submission: \_\_\_\_\_

### 1. Type of Naming Request (Check One):

- ☐ Sponsorship/Donor-Based Naming
- ☐ Honorific Naming (Retired Official/Community Leader)

### 2. Applicant Information:

- Name: \_\_\_\_\_
- Organization (if applicable): \_\_\_\_\_
- Phone: \_\_\_\_\_
- Email: \_\_\_\_\_

### 3. Naming Details:

- Proposed Name: \_\_\_\_\_
- Facility/Program/Space to be Named: \_\_\_\_\_
- Requested Duration (if applicable): \_\_\_\_\_

### 4. Justification & Impact:

- **For Sponsorship Naming:**
  - Amount of donation: \$ \_\_\_\_\_
  - Contribution details: \_\_\_\_\_
  - Expected public benefit: \_\_\_\_\_
- **For Honorific Naming:**
  - Years of service: \_\_\_\_\_
  - Last date this person worked in a District role \_\_\_\_\_
  - Key contributions to the District: \_\_\_\_\_
  - Alignment with District values: \_\_\_\_\_
  - (If a past District official or employee) Why is the case exceptional and compelling?

### 5. Supporting Documents:

- ☐ Letter of Recommendation (for honorific naming)
- ☐ Evidence of Contributions (e.g., financial commitments, service records)

## 6. Acknowledgment:

I, \_\_\_\_\_, certify that the information provided is accurate and acknowledge that approval of this request is at the discretion of the Peoria Park District.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

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## Conclusion

This policy ensures **equity, transparency, and alignment with the Peoria Park District's mission** in both sponsorship-based and honorific naming decisions. Would you like any refinements to align further with your specific organizational structure?