OFFICIAL PROCEEDINGS OF A MEETING OF THE STRATEGY AD HOC COMMITTEE/BOARD OF THE WHOLE OF THE PLEASURE DRIVEWAY AND PARK DISTRICT OF PEORIA, ILLINOIS, AT 5:00 P.M. ON WEDNESDAY, SEPTEMBER 10, 2025 HELD AT THE BONNIE NOBLE ADMINISTRATION BUILDING, 1125 WEST LAKE AVENUE, PEORIA IL

TRUSTEES PRESENT: Trustees Joyce Harant, Steve Montez, Alexander Sierra, Ron Silver, Mark Slover, Vice President Reagan Leslie Hill, and President Robert Johnson

TRUSTEES ABSENT: None

STAFF PRESENT: Executive Director Emily Cahill, Nick Conrad, Becky Fredrickson, Matt Freeman, Becky Fredrickson, Scott Loftus, Karrie Ross, Mike Friberg, Kristi Shoemaker, Courtney Johnson, Greg Walker, Mike Eddlemon, Attorney Justin Gunn, and Alicia Woodworth.

1. CALL TO ORDER

President Johnson presided and called the meeting to order at 5:02 pm.

2. ROLL CALL

Roll call was taken.

3. MOTION TO PERMIT TRUSTEE TO ATTEND MEETING ELECTRONICALLY

No request to attend meeting electronically was received.

4. MINUTES

4.A. Approval of Minutes of August 27, 2025 Strategy Ad Hoc Committee Meeting

Trustee Sierra MOVED TO APPROVE the minutes of the August 27, 2025 Strategy Ad Hoc Committee meeting. Motion seconded by Vice President Hill and carried unanimously.

5. POLICY/PROCESS UPDATES

5.A. Conduct Ordinance Amendment

At the request of staff and Trustees, discussion of Policy/Process Updates was deferred until after New Business.

6. NEW BUSINESS

6.A. GLC Proforma 2025 Revised Budget and 2026 Proposed Discussion

Staff presented a detailed pro forma for the Golf Learning Center, including expanded entertainment golf components such as Top Tracer bays and simulators. Discussion included hours of operation, dynamic pricing structure, and strong emphasis on customer service. It was noted that Marley Hall has been hired as General Manager, starting September 29, 2025.

Key highlights included:

- Staffing: One full-time GM, one part-time administrative support, approximately 20–30 part-time customer service staff, golf ball pickers, contractual security, and grounds maintenance staff.

- Revenue Assumptions: 70% bay usage in summer months and 20% in winter months. Golf-related revenues (bays, simulators, traditional range) will go 100% to PPD. Food & Beverage revenues will go 100% to Gopher LLC. Gopher will also pay a $12,000/month license fee, offset in year one by a projected $225,000 capital contribution.
- Expenses: PPD responsible for personnel and subscriptions (TopTracer, simulators, reservation software). Utilities such as electricity, internet, and TV will be split 60/40 with Gopher. Sewer expenses will remain with PPD, while Gopher will pay water and natural gas.
- Risks & Priorities: Decline in golf interest, technology shifts, weather, discretionary spending, and need for reinvestment. Staff emphasized marketing efforts to both local and tourist markets, reinvestment in facilities, and a shared focus with Gopher on delivering high-quality patron experiences.

Trustees stressed the importance of diversity in hiring and opportunities for local talent. Consensus was reached that staff will continue to provide regular reporting comparing actuals against the pro forma to track early-year performance.

6.B. RiverPlex 2026 Key Proposed Changes Discussion

Staff presented proposed changes for RiverPlex operations in 2026.

Highlights included:

- Saturday Hours: Recommendation to standardize Saturday hours year-round at 7:00 AM–4:00 PM (eliminating reduced summer hours). Estimated cost impact: $7,300 annually in staffing.
- Sunday Hours: Analysis indicated low Sunday usage (7% of YMCA check-ins), duplication of access due to YMCA partnership, and high costs (estimated $87,500 annually in staffing plus an additional $100,000 FTE needed for aquatics). Staff recommended not opening on Sundays.
- Family Swim Pass: Proposed $30 rate per visit for up to five family members (one adult required, children must be 12 and under). Projected net gain: $4,250. Risks include access control for member-only areas; staff will train front desk and lifeguards to redirect non-members.

Trustees expressed general support for expanding Saturday hours and the Family Swim Pass initiative. Consensus was given to move forward with Saturday expansion only and not include Sunday operations at this time, with staff to monitor member feedback and provide ongoing updates.

At 6:29 PM, Trustee Harant MOVED TO RECESS the Strategy Ad Hoc Committee meeting. Motion seconded by Trustee Silver and carried unanimously.

At 7:11 PM, Trustee Slover MOVED TO RECONVENE the Strategy Ad Hoc Committee meeting. Motion seconded by Trustee Silver and carried unanimously.

7. PENDING BUSINESS

None at this time.

8. CITIZEN REQUEST TO ADDRESS THE BOARD

None at this time.

9. OTHER BUSINESS

9.A. Central District Trustee Town Hall Meetings

Trustee Harant reported that Central District Trustees hosted three town hall meetings during the summer, held on July 12 (East Bluff Community Center), July 24 (West Peoria City Hall), and July 30 (Noble Center). Notes from these sessions were provided to Trustees.

9.B. Approval to Convene into Closed Session Pursuant to Section 2(c)(6) Concerning the setting of a price for sale or lease of property owned by the public body, and, pursuant to Section 2(c)(8) Security procedures, school building safety and security, and the use of personnel and equipment to respond to an actual, a threatened, or a reasonably potential danger to the safety of employees, students, staff, the public, or public property.

At 7:47 PM, Trustee Silver MOVED TO CONVENE INTO CLOSED SESSION Pursuant to Section2(c)(6) Concerning the setting of a price for sale or lease of property owned by the public body, and, pursuant to Section 2(c)(8) Security procedures, school building safety and security, and the use of personnel and equipment to respond to an actual, a threatened, or a reasonably potential danger to the safety of employees, students, staff, the public, or public property. Motion seconded by Trustee Slover and carried on the following roll call vote: Trustees Harant - Aye, Montez – Aye, Sierra – Aye, Silver - Aye, Slover - Aye, Vice President Hill - Aye, and President Johnson - Aye. (Results: 7 Ayes; 0 Abstain; 0 Nays).

At 8:18 PM, President Johnson reconvened the Strategy Ad Hoc Committee meeting.

10. ACTION STEPS REVIEW

Staff will provide follow-up materials including pro forma details for the GLC, RiverPlex swim pass implementation strategy, and marketing budget details.

11. ADJOURNMENT

At 8:20 PM, Trustee Slover MOVED TO ADJOURN. Motion seconded by Trustee Harant and carried unanimously.

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Respectfully Submitted by Alicia Woodworth
Executive Assistant and Board Secretary