

**SOUTH EAST ASSOCIATION FOR
SPECIAL PARKS AND RECREATION**

Minutes of the Regularly Scheduled Board Meeting Held
February 16, 2021, Virtually via Zoom Meeting

Call to Order: Dan Garvy called the meeting to order at 3:03 p.m. Dan noted that the Board of Directors meeting was being held via video conference without a physically present quorum of the SEASPAR Board because of a disaster declaration related to COVID-19 public health concerns affecting the jurisdiction of the agency. Alternative arrangements for public access to the meeting were made available. During Roll Call, each Board Member confirmed that he or she could participate in the meeting virtually.

Roll Call:

Present:	Clarendon Hills Park District	Valerie Louthan
	Darien Park District	Stephanie Gurgone
	Community Park District of La Grange Park	Jessica Cannaday
	Lemont Park District	Carrie Dellamano
	Lisle Park District	Dan Garvy
	Village of Western Springs	Aleks Briedis
	Westmont Park District*	Bob Fleck
	Woodridge Park District	Mike Adams
	Executive Director	Matt Corso
	Superintendent	Dawn Krawiec
	Superintendent	Karen Lesniak
	Marketing Coordinator	William Cazares
	Recording Secretary	Morgan Mason
Absent:	Village of Brookfield	Stevie Ferrari
	Downers Grove Park District	Bill McAdam
	Village of Indian Head Park	Rita Farrell Mayer
	Park District of La Grange	Dean Bissias
Visitors:	None	

Public Comment and Correspondence:

Dan Garvy noted that a news story link had been emailed with the meeting reminder earlier in the day. Matt Corso stated that the news story was about the Midwestern University students adapting their annual dance for SEASPAR and other SRA participants to be virtual.

Approval of Consent Agenda:

Aleks Briedis moved to approve the Minutes from the January 19, 2021, Board Meeting; Payment of Bills in the amount of \$25,157.12; the Bank Reconciliation ending January 31, 2021; the

Income Statement from January 2021; and Current Investments for January 2021 as presented. Mike Adams seconded the motion.

Voting Aye: Western Springs, Woodridge, Clarendon Hills, Darien, La Grange Park, Lemont, Lisle

Voting Nay: None

Absent, Not Voting: Brookfield, Downers Grove, Indian Head Park, La Grange, Westmont

Motion Carried Unanimously

Recreation Report:

Dawn Krawiec added to her report that the day's snowstorm had resulted in the cancellation of the in-person EAGLES Adult Day Program, but the program was quickly converted to a virtual program on a snow day for the first time.

Administrative Services Report:

Karen Lesniak noted from her report that she has been attending multiple trainings and in-services pertaining to her current duties. She noted that adjustments are being made each season with regard to COVID-19 preparations, and she is currently looking ahead to summer, particularly with regard to staff orientation.

Karen noted that she has been participating in the new IPRA Risk Management group and recently attended its second meeting. She noted that it is a valuable resource with good information sharing.

Karen added to her report that next month, she would be soliciting revised bids for the office common area painting project. The ceiling would be included in the new bid which was revised to ensure consistency across quotes. Matt Corso noted that the project would not come forward for Board approval as the cost does not meet the threshold.

*Bob Fleck entered the meeting at 3:09 p.m.

Marketing Report:

William Cazares noted from his report that the new Media Kit is available on the SEASPAR website in the "About Us" section, and it can be utilized both by the media and by member entities. Dan Garvy inquired whether there was any concern about having SEASPAR's logos freely available. William replied that SEASPAR's logos are already used on the website so they could be easily found with a Google image search. Providing the logos in appropriate formats gives us more control over what is used.

William noted that the rebranding project mentioned at the last meeting has been kicked off, and he is devising an action plan to begin the process.

Jessica Cannaday stated that the report was impressive and asked if there was anything member entities could do to assist with building SEASPAR's reach on social media. William replied that the best way to increase our reach is by building our follower base, so the best way to assist is by encouraging the member entities' followers to also follow SEASPAR. However, William noted

that he has asked member entities' marketing staff for assistance with social media promotion and they have always been very helpful.

William discussed the Integrated Marketing Plan update for 2021. He noted that the plan's purpose is to track progress on goals and initiatives while also providing a blueprint for the year's projects. He stated that many 2020 projects were supplanted by more urgent needs brought on by the pandemic, but he is excited to maximize what he learned in 2020 in planning for the future. For example, motion graphic and video production ramped up tremendously in 2020, and more creative and engaging content was developed as a result. William noted that many of the 2021 plan's projects revolve around the rebranding. As for 2020, the numbers didn't follow the previous years' trend of all growth, with website usage dropping for the first time.

Matt Corso stated that William has done a great job over the last year, especially in showing the fun of SEASPAR. Dan Garvy noted that staff should be proud of what they've accomplished, continuing to put smiles on faces and create fun content that keeps people grounded. Carrie Dellamano noted that she comes from a marketing background and will be sharing SEASPAR's Integrated Marketing Plan with her marketing staff as an outline for their own plan. Carrie stated that SEASPAR's marketing staff is amazing to work with, and the rebranding is an exciting project.

Executive Director Report:

Matt Corso added to his report that a new piece of equipment has been added to Ray's Bay Multi-Sensory Room. The room was lacking a touch sensory piece, so a piece that lights up when touched was purchased. A similar piece of equipment is a popular amenity in the Wonders Multi-Sensory Room. Representative Deanne Mazzochi, who represents a portion of Western Springs as well as other SEASPAR communities, has a tentatively planned visit to Ray's Bay on March 12.

Matt noted that one year ago was the last in-person Board meeting.

Matt added to his report that February is Therapeutic Recreation Month, which SEASPAR is celebrating with social media posts. SEASPAR has four Certified Therapeutic Recreation Specialists on staff (Matthew Corso, Molly Downing, Megan Frey, and Shannon Tovey).

Matt added to his report that SEASPAR will begin the process of applying for Distinguished Accreditation this year. Staff have performed the self-evaluation, and we are very close to meeting all of the requirements. Recent projects such as the Financial Procedures and current projects like the Board Manual and revised Employee Handbook have been undertaken in part to meet the accreditation standards. The process takes two years to complete, during which SEASPAR can continue to work to meet all of the standards. Matt noted that the accreditation demonstrates the use of best practices, which is SEASPAR's goal. The process will be some work, but the end result will be a better agency. Member entities that already have accreditation include Downers Grove, Lemont, and Woodridge. Mike Adams noted that PowerDMS software is now an option for a reasonable cost to better manage the accreditation project. Carrie Dellamano noted that the Lemont Park District is in the renewal process and is using the PowerDMS software. Matt Corso thanked the member entities for their support of this project.

Matt noted that the stub year budget would be brought to the Board next month for review.

Matt added to his report that the annual Believe & Achieve banquet will be a virtual event in May. More details will be provided closer to the event.

Matt thanked member entities for their day camp facility offerings. As all of the members continue in their day camp planning, Matt asked that they keep SEASPAR up to date with their plans.

Unfinished Business:

None.

New Business:

None.

Member Entity Projects and Events:

Aleks Briedis noted that Western Springs' Senior Center Coordinator, Mic Cagney, emailed the CEOs of pharmacies to express how difficult it was for seniors to get appointments for the COVID-19 vaccination. Jewel-Osco called and ultimately, a senior vaccination clinic was set up at the Senior Center, where over 100 vaccines were administered.

Aleks Briedis noted that there is a new tenant on the second floor of the Grand Avenue Community Center. In addition, work is being done on the room in the building that SEASPAR uses for some of its programming.

Jessica Cannaday noted that ground will be broken on La Grange Park's lighted pickleball courts in March.

Valerie Louthan noted that the Clarendon Hills Community Center construction is underway with a planned completion date in May and opening in June. The cold weather has been a challenge for the construction crew, but the project remains on timeline. Recreation staff are currently working in the garage.

Adjournment:

Bob Fleck moved to adjourn the regularly scheduled Board Meeting of February 16, 2021, at 3:39 p.m. Jessica Cannaday seconded the motion.


Voting Aye: Westmont, La Grange Park, Clarendon Hills, Darien, Lemont, Western Springs, Woodridge, Lisle

Voting Nay: None


Absent, Not Voting: Brookfield, Downers Grove, Indian Head Park, La Grange

Motion Carried Unanimously

Respectfully submitted,



Dean Bissias, Secretary
South East Association for
Special Parks And Recreation



Morgan Mason, Recording Secretary