

SOUTH EAST ASSOCIATION FOR SPECIAL PARKS AND RECREATION

Minutes of the Regular Board Meeting Held
January 18, 2022, at the SEASPAR Office
4500 Belmont Road, Downers Grove, IL 60515

Call to Order: Bill McAdam called the meeting to order at 3:00 p.m.

Roll Call:

Present:	Clarendon Hills Park District	Valerie Louthan
	Darien Park District	Stephanie Gurgone
	Downers Grove Park District	Bill McAdam
	Park District of La Grange	Jenny Bechtold
	Community Park District of La Grange Park	Jessica Cannaday
	Lemont Park District	Louise Egofske
	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
	Recording Secretary	Morgan Mason
Absent:	Village of Brookfield	Stevie Ferrari
	Village of Indian Head Park	Rita Farrell Mayer
Visitors:	Program Manager	Danielle Tallon
	Senior Recreation Coordinator	Kim Huggins
	Greg Petry Consulting, LLC*	Greg Petry

Public Comment and Correspondence:

Program Area Presentation by Kim Huggins, Senior Recreation Coordinator

Matt Corso introduced Kim Huggins, Senior Recreation Coordinator, who has been with SEASPAR for over 11 years. Matt noted that Kim is second-to-none in her planning and programming.

Kim presented photos, statistics, and testimonials from parents regarding her work in coordinating teen and adult special events as well as Friday night clubs, trips, the Holiday Spectacular, and facilities. Highlights from her report included the implementation of virtual special events during the early days of the pandemic as well as the migration to more participation in in-person events over the last few seasons. Kim noted the importance for participants to socialize and spend time with friends no matter the format of the program. In-person Friday night clubs are divided by age and location and have seen a similar shift from participation in the virtual option to in-person options. The 2020 trip planned for Disneyland was cancelled due to the pandemic, and the 2021 Nashville trip is being planned on a "wait and see" basis. The 2021 Holiday Spectacular was the 15th anniversary of the event and was held in-

person at the Lemont High School Performing Arts Center, with the previous year's event being virtual. Kim complimented the facility's space and accessibility and noted that approximately 75 performers participated in 11 acts during the performance. Kim thanked the member entities for their generosity in sharing facility space with SEASPAR. The current biggest needs include large gym space, pool space, and program space on Friday nights.

Matt noted that one of the participants featured in Kim's presentation, Tamara R. of Downers Grove, passed away suddenly in early January. These tragedies are always difficult for staff.

Strategic Plan Presentation by Greg Petry, Greg Petry Consulting, LLC

Matt Corso introduced Greg Petry of Greg Petry Consulting, LLC, who is working with SEASPAR on a strategic plan.

Greg reported that SEASPAR's strategic planning process is underway, beginning with a kickoff meeting with key staff and the development of a timeline. The strategic plan will be presented for Board approval in May. Three surveys are currently out for participants, Board members, and key staff. Greg will identify misalignments and issues through the survey, and the framework of the plan will be developed in response to the work that needs to be done. The next steps are to gather and analyze the survey information, then have a workshop with Board members and key staff. Greg noted that one concern he wanted to alleviate was with follow-up; he considers this planning work part of the development of a relationship that will continue after the plan is complete.

Bob Fleck asked if the member entities' Boards should also be included in the survey. Greg responded that the member entities' representatives are sufficient.

Jessica Cannaday inquired about inclusion participants receiving the survey. Greg responded that the survey asks about SEASPAR programming, so inclusion participants were not included. Key inclusion staff were included. Matt Corso noted that surveying of inclusion participants could be done separately or as part of member entities' surveys. Jessica noted that her district has a survey being distributed Friday, so Dawn Krawiec agreed to work with her on questions regarding inclusion.

Dan Garvy inquired about reaching non-users. Greg responded that the plan is strategic, not operational, and addresses more of a philosophical view of SEASPAR. Reaching non-users could be a project on the strategic plan.

*Greg Petry left the meeting at 3:25 p.m.

Approval of Consent Agenda:

Dan Garvy moved to approve the Minutes from the November 16, 2021, Board Meeting; Payment of Bills in the amount of \$142,516.59; the Bank Reconciliation ending December 31, 2021; the Income Statement from December 2021; and Current Investments for December 2021 as presented. Aleks Briedis seconded the motion.

Voting Aye: Lisle, Western Springs, Clarendon Hills, Darien, La Grange, La Grange Park, Lemont, Westmont, Woodridge, Downers Grove
Voting Nay: None
Absent, Not Voting: Brookfield, Indian Head Park
Motion Carried Unanimously

Recreation Report:

Dawn Krawiec noted from her report that Danielle Tallon began with SEASPAR as the Program Manager on January 3. Danielle introduced herself, noting her lifelong experience with SEASPAR as the family of a participant and as a part-time staff. The Board welcomed her.

Dawn noted from her report that the inclusion overhaul project is nearing completion, and the Inclusion Manager is planning invitations to meet with member entity staff following presentation of the project at the March Board meeting.

Administrative Services Report:

Karen Lesniak noted from her report that the painting project is being finished, with internal offices done and the logo walls being completed this month.

Karen noted from her report that the front office has been very busy processing Annual Information Forms and winter-spring registrations.

Marketing Report:

Morgan Mason presented the Marketing Report in William Cazares' absence. She had nothing to add to the report.

Integrated Marketing Plan 2022 Update

Morgan Mason presented the Integrated Marketing Plan 2022 Update in William Cazares' absence. She noted that the plan provides 2021 updates and 2022 plans for the marketing strategies identified in the original 2016 plan, as well as updates on 2021 marketing initiatives and projects of focus for 2022. Morgan noted that the major focus in 2021 was the rebranding project which is largely complete. Initiatives for 2022 include strengthening partnerships with member entity marketing departments.

Jessica Cannaday asked for top website referrers to be included in future marketing reports. She also advised staff to focus more on amping up what SEASPAR owns (e.g., newsletter, website) than on what SEASPAR doesn't (e.g., Facebook) since algorithms can impact reach.

Executive Director's Report:

Matt added to his report that the 2021 stub year audit process has begun, and the 990 tax filing is complete from the 2020-2021 fiscal year. Lauterbach & Amen is reporting the fiscal year change to state and federal authorities and preparing the 990 tax filing for the stub fiscal year as well.

Matt added to his report that SEASPAR's Operations Manual is complete. This document is a source of direction for staff for "how to work at SEASPAR." It is a procedure manual, not a policy manual, so it does not require Board approval.

Unfinished Business:

None.

New Business:

Approval of Board Policy Manual

Matt Corso reported that the Board Policy Manual was first adopted in April 2020, but staff have found items missing that are required for Distinguished Accreditation. The new manual incorporates these changes. Matt noted that SEASPAR's Board Policy Manual may be smaller

than other boards', but operational and financial procedures are outlined in a separate manual. Matt noted that with regard to Board representation at professional association events, Board members are generally expected to use funds from their own agencies but can request funds from SEASPAR with Board approval. Matt noted that SEASPAR is a member of the Illinois Association of Park Districts, so Board members can participate in their events as a representative of SEASPAR.

Mike Adams moved to approve the Board Policy Manual as presented. Dan Garvy seconded the motion.

Voting Aye: Woodridge, Lisle, Clarendon Hills, Darien, La Grange, La Grange Park, Lemont, Western Springs, Westmont, Downers Grove
Voting Nay: None
Absent, Not Voting: Brookfield, Indian Head Park
Motion Carried Unanimously

Election of Board Officers

Matt Corso noted that Board officers are elected at the first Board meeting of the fiscal year, which is now the January meeting. Officers were last elected at the June 2021 meeting.

Dan Garvy moved to retain the current slate of officers: Bill McAdam as President, Mike Adams as Vice President, and Dan Garvy as Secretary. Bob Fleck seconded the motion.

Voting Aye: Lisle, Westmont, Clarendon Hills, Darien, La Grange, La Grange Park, Lemont, Western Springs, Woodridge, Downers Grove
Voting Nay: None
Absent, Not Voting: Brookfield, Indian Head Park
Motion Carried Unanimously

Appointment of Treasurer

Matt Corso noted an error in the agenda for this item, which read Secretary instead of Treasurer. The Board agreed to move forward with the appointment.

Bill McAdam moved to appoint Stephanie Gurgone as Treasurer. Bob Fleck seconded the motion.

Voting Aye: Downers Grove, Westmont, Clarendon Hills, Darien, La Grange, La Grange Park, Lemont, Lisle, Western Springs, Woodridge
Voting Nay: None
Absent, Not Voting: Brookfield, Indian Head Park
Motion Carried Unanimously

Approval of Resolution #2022-01 to Honor Harris W. Fawell

Matt Corso noted that Harris Fawell is one of the reasons that special recreation associations exist, so SRA directors distributed a resolution to thank him for serving special populations and park districts in general. The signed resolutions will be delivered to his wife.

Dan Garvy moved to approve Resolution #2022-01 to Honor Harris W. Fawell. Jessica Cannaday seconded the motion.

Voting Aye: Lisle, La Grange Park, Clarendon Hills, Darien, La Grange, Lemont,
Western Springs, Westmont, Woodridge, Downers Grove
Voting Nay: None
Absent, Not Voting: Brookfield, Indian Head Park
Motion Carried Unanimously

Member Entity Projects and Events:

Bob Fleck reported that the Westmont Park District is hosting its Winter Beer Festival at Ty Warner Park on February 19.

Jenny Bechtold reported that the Park District of La Grange received a donated piece of land of less than an acre, which will be kept green for passive recreation.

Bob Fleck reported that wheelchair accessible doors will be added on the side of the Community Center's gym for SEASPAR's power soccer chairs. He added that an Eagle Scout redesigned the chairs' storage room.

Adjournment:

Dan Garvy moved to adjourn the regularly scheduled Board Meeting of January 18, 2022, at 3:50 p.m. Bob Fleck seconded the motion. Upon voice vote, the motion carried unanimously.

Respectfully submitted,



Dan Garvy, Secretary
South East Association for
Special Parks And Recreation



Morgan Mason, Recording Secretary