Minutes of a Workshop Session of the Board of
Park Commissioners of the Downers Grove Park
District held on March 5, 2020 at the Village Council Chambers, 801
Burlington Ave., Downers Grove, IL 60515

Call to Order
Commissioner McDonnell called the meeting to order at 7:00 p.m.

PRESENT: Commissioners Dahlstrom, Hellinga, Kotula, McDonnell, Executive Director, Bill
McAdam; Director of Parks and Planning, Geoff Penman; Director of Recreation, Dave Haring;
Director of Finance & Technology, Erik Brown; Director of Marketing & Community Engagement,
Dawn Hartman; Director of Human Resources, Marian Olund; Superintendent of Planning, Paul
Fyle; HR/Payroll Specialist, Katie Nelson; Clerk, Adine Lenon

ABSENT: Commissioner Mahoney

Pledge of Allegiance: The Pledge of Allegiance was recited

Changes to the Agenda: None

Visitors:
Marian Olund introduced Katie Nelson, the Park District’s new
HR/Payroll Specialist to the Board. The Board members welcomed
Katie to the team.

DISCUSSION ITEMS:

YEAR IN REVIEW
Director of Marketing & Community Engagement, Dawn Hartman presented to the Board a
presentation of the 2019 Year in Review. Dawn talked about the Awards, Special Initiatives, Finance,
IT & Human Resources, Parks & Facilities and Special Events & Programs that the Park District has
accomplished in 2019.

2020 MARKETING PLANS
Director of Marketing & Community Engagement, Dawn Hartman presented to the Board the 2020
District-Wide Marketing Plans. She discussed the goals and tactics for 4500 Fitness (What’s New
Wednesday’s, Eblasts and social media), Golf Club (Increase awareness with ads, television
commercials, expand use of data captured through TeeSnap), Miner Mike’s and Concessions (new
signage and banners, continued use of coupons and passes, work on new district-wide rental guide), and
Parks & Natural Areas (increase awareness and participation, communicate the development and
progress of park/facility improvement projects). Commissioner Dahlstrom asked if interest in camps is
by word of mouth or referrals? Dawn replied that she will be adding survey’s and asking patrons on
how they are hearing about the camps.

MASTER PLAN PROPOSAL
Executive Director, Bill McAdam talked to the Board about the Master Plan Proposal and how he
talked with Barbara Dunn from the consulting firm of BerryDunn and what her involvement would be
with the Master Plan. She assured Bill that she will be the lead on this project and will be putting
together a timeline. Bill will have the contract before the next Board meeting and communicate with
the Board on the agreement. Bill also discussed that Barbara mentioned there is no right or wrong way
on the concern of national and local benchmarking and that the Park District can decide which way they
would like to proceed.
LOCAL BENCHMARKING
Executive Director, Bill McAdam discussed that he was invited to the Oak Lawn Park District to join a committee to talk about local benchmarking with other park districts that would be around the same size as Downers Grove. The objective of this committee is to look at best practices and local benchmarking with each park district.

MISCELLANEOUS
Executive Director, Bill McAdam mentioned to the Board that the park district is being proactive regarding the threat of the Coronavirus. The District provided each facility with alcohol-based hand sanitizers throughout the workplace and in common areas. Cleaning sprays and wipes were also being provided to clean and disinfect frequently touched objects and surfaces.

RECOGNITION OF VISITORS - None

FINAL ADJOURNMENT
The meeting was adjourned at 7:42 p.m. following a motion made by Commissioner Kotula and seconded by Commissioner Hellinga.

Roll Call: Ayes: Commissioners Kotula, Hellinga, Dahlstrom, McDonnell
Nays: None
Absent: Commissioner Mahoney

Respectfully submitted,

Lizz Hellinga
Secretary
DOWNERS GROVE PARK DISTRICT
March 5, 2020
7:00 P.M.
Lincoln Center – Room 503

WORKSHOP MEETING AGENDA

A. CONVENING THE MEETING
1. Call to Order
2. Roll Call
3. Pledge of Allegiance
4. Changes to the Agenda

B. COMMUNICATIONS
1. Recognition of Visitors

C. DISCUSSION ITEMS
1. Year in Review
2. 2020 Marketing Plans
3. Master Plan Proposal
4. Local Benchmarking
5. Miscellaneous

D. RECOGNITION OF VISITORS

E. THE NEXT DOWNERS GROVE PARK DISTRICT PARK BOARD MEETING WILL BE HELD MARCH 19, 2020 AT THE VILLAGE COUNCIL CHAMBERS

F. ADJOURN TO CLOSED SESSION (If needed)
1. The purchase or lease of real property for the use of the public body, including meetings held for the purpose of discussion whether a particular parcel should be acquired, pursuant to 5ILCS 120/2(c)(5) of the Open Meetings Act
2. The appointment, employment, compensation, discipline, performance or dismissal of specific employees of the public body or legal counsel for the public body, including hearing testimony on a complaint lodged against an employee of the public body or against legal counsel for the public body to determine its validity, pursuant to 5 ILCS 120/2(c)(1) of the Open Meetings Act

G. FINAL ADJOURNMENT
STATE OF ILLINOIS
COUNTY OF DUPAGE

CERTIFICATE

I, Lizz Hellinga, DO HEREBY CERTIFY THAT I am the Secretary in and for the Downers Grove Park District, DuPage County, Illinois; that the foregoing is a true and correct copy of the Minutes from the March 5, 2020 Workshop Meeting of the Board of Park Commissioners. Said Minutes were duly passed by the Board of Park Commissioners of the Downers Grove Park District at a regular meeting on the 16th day of April, 2020, and said Minutes are to become a part of the official record of said Park District.

DATED THIS 16th DAY OF April, 2020

Lizz Hellinga, Secretary
Board of Commissioners
Downers Grove Park District