



## **Parks and Recreation Comprehensive Master Plan Update**

*October 27, 2003 Meeting Minutes*

**In Attendance:** Chair Doug Varn, Marty Bracco, Jessica Bullock, Laura Kaufman, Susan Kurtenbach, Gail Moran, John Mullins, Patience Nelson, Rickey Sain Sr., David Stannard, Kathy Stohr, Katie Kelly, Rich Shoum, David Kindler, Gary Balling, Diane Stanke

- I. **Welcome** – The meeting was called to order at 7:00pm by Chair Doug Varn. He discussed the need to create a quality survey to collect data from many different types of users and non-users from all over Oak Park.
- II. **Overview of Strategic Directions Workshop** – Gary Balling called to the committee's attention some of the items included in the meeting packet. Laura Kaufman asked to see some examples of other intergovernmental agreements. Gary reviewed the Power Point presentation from the Strategic Directions Workshop. Katie Kelly stated that Shaker Heights, OH may have been mentioned as a benchmark agency because the Oak Park school district is in a consortium with seven other school districts including Shaker Heights. Patience Nelson asked how we cover our programming costs. Gary explained that community-wide program costs (ie. big special events) are completely subsidized, costs of all general recreation programs are recovered plus 10% and revenues facility program costs are recovered plus 25%. Gail Moran asked for a discussion on how the Comprehensive Plan will affect Barrie Park. David Kindler and Gary Balling explained that this project is on track and at this point should not be affected by the Comprehensive Plan. Oak Lawn was suggested as a possible benchmark agency due to many similarities with Oak Park in terms of population and EAV.
- III. **Community Survey Discussion** – Doug Varn initiated a discussion on what should be included in the community survey. The following was suggested:
  - Competition:** Who is our competition and why are people going outside the District? Why are people not using our parks, programs or facilities?
  - What can we offer to bring people in?** For example, Forest Park offered River Forest residents use of their pool on Wednesday evenings at resident rates.
  - Value** – What do they value and do they find value in Park District programs?
  - Geographic divisions** - What groups do we serve geographically? How are we divided by centers? How far are you willing to travel?
  - Hypothetical situations** – Scenarios should be developed for the survey based on the issues that surfaced in the focus groups, stakeholder interviews and public forums
  - Balancing needs vs. funding** – One committee person expressed that she didn't want funding to be the main theme of the survey while another member felt we need to find out what people want, if they are willing to pay for what they want and how much they are willing to pay.

**Avoid alienating questions** – Make sure the survey contains a mix of questions for different demographic and user groups and make sure the type and tone of the questions are not off-putting to any groups.

**Facilities (centers)** – How many, what kind and where? There was concern expressed that these questions should not be posed as to make it sound as though we have an agenda.

**Miscellaneous** – The group is concerned with how we will advertise the survey. Doug would like the group to receive a copy of the results of the Naperville survey.

- IV. **Closing Remarks** – Doug wrapped up the discussion and asked anyone who is interested in working on a subcommittee to develop the survey to email him. Gary pointed out we may need to organize a subcommittee for benchmarking and governance also. Doug passed out copies of a sample community survey done by Leisure Vision. The meeting was adjourned at 8:30pm. John Seaton offered a tour of the Conservatory Center.

**Next Meeting – Monday, November 24 at 7pm – Field Center, 935 Woodbine**  
*(Park in the Mann School parking lot located on the west side of the school and the east side of the center which you can enter off of Woodbine. Woodbine is a one way street going east.)*

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