

MINUTES
DeKalb Park District
Strategic Planning Committee Meeting
December 13, 2017
Hopkins Administration Building
1403 Sycamore Road, DeKalb, IL

Public Meeting
6:00 p.m.

I. Meeting Called To Order

Phil Young called the meeting to order at 6:00 p.m.

Committee Members Present: Phil Young, Amy Doll, Lisa Seymour, Freddy Segura, Doug Eaton, Christine Lagattolla, Clay Ward, Dag Grada, Dean Holliday, Scott deOliveira, Mat Emken, Heather Collins. **Absent:** Keith Nyquist, Patti Perkins, and Carolyn Swafford.

II. Action on the Agenda

Freddy Segura made a motion to approve the agenda, seconded by Lisa Seymour. Motion carried by voice vote.

III. Approval of the Minutes from the November 29, 2017 Meeting

Freddy Segura made a motion to approve the meeting minutes from the November 29, 2017 meeting, seconded by Doug Eaton. Motion carried by voice vote.

IV. Public Comments

None

V. Discussion of Consultant Responses to RFP

Mr. Young asked if everyone had a chance to review the proposals and wanted to hear comments on everyone's top two picks. He stated that if the votes were split between two proposals, those firms could be invited to the December Board meeting to present. He pointed out that not every company that submitted would be administering surveys and for the ones that are, the price is higher. Mr. Ward stated that a survey is a very important part and sample size needs to be taken into consideration. Ms. Seymour advised that PRO's Consulting would be administering their survey through Survey Monkey. Mr. deOliveira stated the District had previously used Design Perspectives to administer a survey and the process and execution went well. Mr. Ward liked that Design Perspectives assured the calls would not be robocalls. Mr. Young stated he has used Survey Monkey at NIU and believes if it were done another way, they would have gotten more responses. Ms. Doll urged to not put too much thought in how the firms will administer the survey. Mr. Young agreed and stated the most important thing right now is to look at the fees without the price of the survey.

Mr. Segura noted that Design Perspectives would have a person dedicated to working on GIS and that being such a useful tool, he wondered if the data would be available to the District in the future. Mr. Young stated every time a company can give the District useful GIS data is good and it's important to give the public a readable document. Mr. Ward asked if the old strategic plan has anything to do with the current strategic plan process. Mr. Young advised that the old document is an example of what the District does not want done this time around and a general plan needs to be created for the future. He stated that what matters now is the economy, the budget and the fact that the local community is suffering and he does not want to do anything that raises taxes. Mr. Emken stated he has worked with PRO's Consulting and Heller & Heller Consulting and both are top notch. He liked that they took time to customize the proposal with pictures taken of different places around the District. Ms. Collins stated she was impressed with Heller & Heller. Ms. Doll stated both Heller & Heller and PRO's reached out to her and asked questions to get additional information before the proposals were sent. Mr. Young stated his top two proposals were from PRO's and Heller & Heller. He was impressed with the Heller & Heller consultants' backgrounds in Parks and with Executive Director experience. Mr. Young asked if anyone visited the websites of any of the firms. Mr. Ward stated he visited Relationships Matter Now and wasn't impressed. There was a general consensus to rule that firm out.

Mr. deOliveira stated he could not tell what Design Perspectives core competency was. Mr. Emken agreed and stated they seem very design based. Ms. Doll thought they have a good background, but they seem more focused on master planning. Mr. Eaton noticed his top two, PRO's and Heller & Heller, had a lot of the same references. Mr. Young asked if any of the references had been checked. Ms. Doll answered no.

There was a general consensus to choose the proposals from PRO's and Heller & Heller as the top two favorites. Mr. Young stated it would be best if the committee could pick just one, but they could both be invited to the December Board meeting to present. Ms. Doll stated that both companies have done their research and she does not think the District would be making a mistake choosing either of the firms. Mr. Eaton stated he would like to see references called. Mr. Young addressed the fact that looking for more information would push the vote back and change the timeline. Mr. Holliday stated that a company would probably not put someone down as a reference if they were not going to give a good one. Ms. Doll agreed but stated useful information can come from calling references. Mr. Young advised that the price difference between the two firms is about \$2,000. Mr. Segura visited Heller & Heller's website and liked that they were all about "green initiatives" and giving back.

Ms. Lagattolla asked about the timeline for completion. Mr. Young advised that it is a couple months behind and asked Ms. Doll when it should be finished by. Ms. Doll gave a timeline of late summer or early fall, before the FY20 budget process is started. Mr. Young stated the firm should be given an end date for completion. He liked that both firms would have in depth talks with the public, staff and board. Ms. Lagattolla noticed that the major difference between the two is that PRO's would execute a MALCOM survey. Ms. Doll liked the graphics PRO's used, and stated it's important for staff to see the strategic plan in that context vs. an all text document. Mr. Young agreed and stated that would be helpful for the public as well. Mr. Segura

pointed out the experience PRO's has in Illinois and in towns with commuter colleges.

VI. Action on Recommendation of Consultant

Mr. Young asked for references to be checked and if nothing alarming was found, to put the vote as an action item on the agenda for the December Board meeting.

Committee members wrote down their votes and passed them to Ms. Collins. PRO's Consulting was the unanimous favorite with seven votes.

VII. Discussion of Community Needs Assessment Survey

Mr. Young advised that the only survey PRO's Consulting includes in their proposal is one done with Survey Monkey. Ms. Doll advised that PRO's could execute a more in-depth survey for \$12,000 or another company can be used to administer the survey. Mr. Young stated that \$12,000 is outrageously expensive and asked if IAPD could give the District suggestions of companies to use. He also asked, if the District were to pick PRO's, if they would have an issue having to work with another survey company.

VIII. Next Steps

If the contract is approved, Mr. Young would like to see PRO's Consulting at the January Board meeting. Ms. Doll recommended having whichever survey group is chosen come to the next Strategic Planning Committee Meeting and talk.

IX. Adjourn Public Meeting

Freddy Segura made a motion to adjourn the public meeting, seconded by Doug Eaton. Motion carried by roll call vote.

Meeting adjourned at 6:55 p.m.