

MINUTES
DeKalb Park District
Strategic Planning Committee Meeting
February 15, 2018
Ellwood House Visitors Center
509 N. 1st Street DeKalb, IL 60115

Public Meeting
5:00 p.m.

I. Meeting Called To Order

Phil Young called the meeting to order at 5:03 p.m.

Committee Members Present: Phil Young, Patti Perkins, Amy Doll, Freddy Segura, Dag Grada, Scott deOliveira, Mat Emken, Heather Collins, Dean Holliday, Christine Lagattolla.

Not Present: Doug Eaton, Carolyn Swafford, Keith Nyquist, Clay Ward and Lisa Seymour.

II. Action on the Agenda

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

III. Approval of the Minutes from the January 31, 2018 Meeting

Patti Perkins made a motion to approve the Minutes from the January 31, 2018 Meeting, seconded by Freddy Segura. Motion carried by voice vote.

IV. Public Comments

None

V. Strategic Plan Discussion Lead by PROS Consulting Staff

Neelay Bhatt, Principal at PROS Consulting, highlighted his experience. He presented graphs that looked at DeKalb's population, age and race. He stated DeKalb exhibits a high market potential index (MPI) with residents participating in activities ranging from backpacking to yoga. Mr. Bhatt presented a SWOT diagram and asked for the committee members input regarding the District's strengths, weaknesses, opportunities and threats. **Strengths:** Mr. Young stated staff. Ms. Lagattolla stated consistency in offerings. Mr. Segura stated presence in the community via social media, marketing, and events. Ms. Perkins stated the District is fiscally responsible and diverse and broad in their program offerings. Mr. Ryder stated reasonable fee structure and pricing. Mr. Emken stated experienced staff. **Weaknesses:** Mr. Young stated the depressed economy, lack of funding and the inability to generate income to support large capital projects. Ms. Perkins stated the need for facility upgrades and replacements. Mr. Emken stated aging equipment and poor maintenance because of it. Mr. Segura stated a lack of progressive offerings and a lack of collaboration between NIU and other local government agencies. Ms. Doll stated employees that are new to

the District or new to their position and mentioned the District owns & maintains land that isn't necessarily useful. **Opportunities:** Ms. Perkins mentioned updating existing facilities and getting sponsorships. Ms. Doll mentioned there is currently an opportunity for greater collaboration with NIU. She also stated there could be new ways to get exercise. Mr. Young stated collaborating with the Forest Preserve and the Sycamore Park District. Mr. Grada mentioned that Cortland and Malta are not serviced by any Park District. **Threats:** Mr. Emken stated Northwestern Medicines new fitness center, the state suspending grant programs and the fact that many of the District staff are nearing retirement. Mr. Young mentioned state laws and regulations and the consolidation of government agencies. Ms. Doll mentioned Sycamore Park District's new additions including the sled hill, dog park, splash pad and community center. She also pointed out DeKalb's high percentage of renters & commuters who are not as involved in the community.

Mr. Bhatt asked the committee what their top priority of the strategic plan is. Mr. Grada stated a more cohesive trail network. Ms. Lagattolla stated a way to increase the health & wellness of the community. Mr. Holliday stated greater community outreach. Mr. Young stated addressing Hopkins Pool. Ms. Perkins stated facility and programming innovation. Mr. Segura stated fiscal sustainability.

Mr. Bhatt mentioned District staff were sent a link to a Malcolm Baldrige survey and were asked to participate anonymously. He presented the findings of the 31 responses. He recommended sending out the survey every 12-18 months to see what areas have made progress and which still need improvement. Ms. Lagattolla asked how many staff received the survey. Ms. Doll advised that it was sent to all full time staff but also key staff members who have been employed at the District for a while.

VI. Adjourn Public Meeting

Patti Perkins made a motion to adjourn the public meeting, seconded by Freddy Segura. Motion carried by voice vote.

Meeting adjourned at 5:56 p.m.