

MINUTES
DeKalb Park District
Strategic Planning Committee Meeting
November 29, 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 6:02 p.m.

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

II. Action on the Agenda

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

III. Introductions

Patti Perkins, DeKalb Park District Board Commissioner. Clay Ward, DeKalb High School student. Carolyn Swafford, DeKalb resident. Heather Collins, DeKalb Park District Superintendent of Finance & Administration. Lisa Seymour, DeKalb resident. Doug Eaton, GIS department for the City of DeKalb. Dean Holliday, DeKalb Park District Board Commissioner. Emily Bidstrup, DeKalb Park District Accounting & Administrative Assistant and minute taker. Christine Lagattolla, Assistant Director of Outdoor Adventures at NIU. Dag Grada, DeKalb Park District Board Commissioner. Mat Emken, DeKalb Park District Board Commissioner. Fred Segura, NIU Student & GIS Department Intern. Scott deOliveira, DeKalb Park District Superintendent of Marketing & Golf Operations. Amy Doll, DeKalb Park District Executive Director. Phil Young, DeKalb Park District Board President & Chair of Strategic Planning Committee.

Mr. Young thanked everyone for coming and stated his appreciation for their participation in the committee. He stated that meetings are covered under the open meetings act, one person will talk at a time, ideas need to be about the strategic plan specifically and since there are 16 people on the committee, comments need to be limited in order to keep the meetings under 2 hours. He stated that all ideas can be submitted to the Board and the final plan will be submitted to the Board for approval.

IV. Public Comments

None.

V. Overview of Strategic Planning

Ms. Doll presented a PowerPoint on the basics of Strategic Planning. It mentioned that the mission, values and goals in a strategic planning document are not set in stone but rather used as a management tool to help the organization run better, operate more efficiently by prioritizing needs and resources, and measure progress. She stated the difference between a strategic plan and a comprehensive master plan and having a current strategic plan will help develop the District's Comprehensive Master Plan. She advised that the District looked at creating the plan in house but chose to use a consultant so everyone's voice could be heard. Ms. Doll stated that a diverse group of committee members was chosen in order to represent the city of DeKalb.

VI. Committee Goals and Objectives

VII. Consultant Responses to Request for Proposal (RFP)

Mr. Young advised the voting committee members to take home the RFP's, look them over and rank them. At the next meeting, one proposal will be chosen and taken back to the Board so they can take action.

VIII. Review Previous DeKalb Park District Strategic Plan

Mr. Young mentioned the District's previous strategic plan and advised the committee to use it as a template for what the District doesn't want.

IX. Review Sample Strategic Plans

Strategic plans from Lake County Forest Preserve & the Ellwood House were given as examples. Mr. Young stated he did not want to use Sycamore Park District's as a comparison because that would be like comparing apples to apples. Ms. Doll stated the sample strategic plans that were chosen were chosen because they are not park districts and they were not completed by any of the companies that submitted RFP's.

X. Meeting Schedule

Mr. Young advised that one more meeting would be held in December and 2 in both January & February. Ms. Doll suggested holding the next meeting the week of December 11-15 and stated the meetings in 2018 would be scheduled once a consultant is chosen. Mr. Young asked if December 13th at 6 pm worked for everyone. There was a general consensus from everyone.

XI. Adjourn Public Meeting

Patti Perkins made a motion to adjourn the public meeting, seconded by Lisa Seymour. Motion carried by roll call vote.

Meeting adjourned at 6:24 p.m.