

**Wildwood Park District  
Regular Board Meeting  
33325 N. Sears Boulevard, Wildwood, IL 60030  
Monday, December 11<sup>th</sup>, 2023, | 7:00pm  
In-Person at Rule House**

Consistent with the requirements of the Illinois Compiled Statutes  
5 ILCS 120/1 through 120/6 (Open Meetings Act), notices of this meeting were posted.  
Location of the meeting: Rule House, 33325 N. Sears Boulevard, Wildwood, IL 60030

**AGENDA**

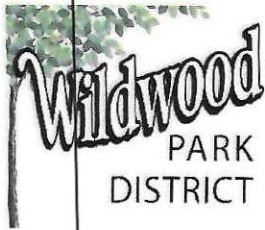
- I. Call to Order - Pledge of Allegiance**
- II. Roll Call**
- III. Approval of Agenda – Regular Board Meeting – Monday, December 11<sup>th</sup>, 2023**
- IV. Approval of Minutes**
  - A. Minutes of the Regular Board Meeting – Monday, November 20<sup>th</sup>, 2023**
  - B. Minutes of the Executive Session - Monday, November 20<sup>th</sup>, 2023**
- V. Matters from the Public**
- VI. Financial Report**
- VII. WSRA**
- VIII. GLCC Report**
- IX. Valley Lake Report**
- X. Staff Reports**
  - A. Recreation/Administration**
  - B. Maintenance**
  - C. Marketing/Promotions**
- XI. Unfinished Business**
  - A. Valley Lake Stormwater Improvements DCEO/SMC Intergovernmental Agreement (IGA)**
  - B. Gages Lake Channel Piers Inquiry**
  - C. Per Diem/Hotel Accommodations Approval IAPD/IPRA Soaring to New Heights Conference**
- XII. New Business**
- XIII. Other Business**
- XIV. Matters from the Public**
- XV. Executive Session**
  - A. Personnel 5 ILCS 120/2(c)(1)**
- XVI. Adjournment**

The Wildwood Park District is subject to the requirements of the Americans with Disabilities Act of 1990. Individuals with disabilities who plan to attend this meeting and who require certain accommodations in order to allow them to observe and/or participate in this meeting, or who have questions regarding the accessibility of the meeting or facilities, are asked to contact the Park District at 847.223.7275 or email [info@wildwoodparkdistrict.com](mailto:info@wildwoodparkdistrict.com).

**The Board of Park Commissioners welcome public comments during all meetings.**

**Key rules governing participation**

All comments will be limited to three (3) minutes per person and no longer than 30 minutes for all comments.



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[www.wildwoodparkdistrict.com](http://www.wildwoodparkdistrict.com)

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TO: Board of Commissioners  
CC: All Staff  
FROM: Brandon Magnini, Park District Manager  
SUBJECT: Board Packet Attachments and Agenda Items  
DATE: December 11<sup>th</sup>, 2023

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Good afternoon, Commissioners,

Please find below a brief explanation on the following Board attachments that correlate with the agenda items for the Monday, December 11<sup>th</sup>, 2023, Regular Board Meeting:

**Staff Reports: Marketing/Communications Report:**

Please find attached a detailed summary of a memo sent to WPD staff regarding an upcoming Resident Community Satisfaction and Needs Assessment Survey. I will touch on this initiative during Monday's meeting.

As always, please let me know if you have any questions, comments, or concerns.

Sincerely,

*Brandon Magnini*

Brandon Magnini, Park District Manager

**Wildwood Park District  
Regular Board Meeting  
Rule House 33325 N. Sears Boulevard Wildwood, IL 60030  
November 20<sup>th</sup>, 2023, at 7:00pm**

Minutes

- I. Call to Order:** The meeting was called to order at 7:00pm. The Pledge of Allegiance was recited.
- II. Roll Call:**  
**Present:** Commissioners Anna Nelson, Frank Bruno, Dan Corrigan, Matt Brueck, Becky Jante  
**Absent:** None
- Park District Staff Present:** Brandon Magnini, Park Dist. Manager; Katherine Atkins, Accountant, Michael Dykes, Maintenance Supervisor
- III. Approval of Consent Agenda – Regular Board Meeting – Monday, November 20<sup>th</sup>, 2023**  
President Jante entertained a motion to approve the Consent Agenda of the Regular Board Meeting of Monday, November 20<sup>th</sup>, 2023 as presented. So moved, Commissioner Brueck. Seconded, Commissioner Corrigan. All in favor, motion carries.
- IV. Approval of Minutes**
- A. Minutes of the Regular Board Meeting - Monday, October 16<sup>th</sup>, 2023**  
President Jante entertained a motion to approve the Minutes of the Regular Board Meeting of Monday, October 16<sup>th</sup>, 2023. So moved, Commissioner Brueck. Seconded, Commissioner Nelson. All in favor, motion carries.
- B. Minutes of the Executive Session – Monday, October 16<sup>th</sup>, 2023**  
President Jante entertained a motion to approve the Minutes of the Executive Session of Monday, October 16<sup>th</sup>, 2023. So moved, Commissioner Nelson. Seconded, Commissioner Brueck. All in favor, motion carries.
- V. Matters From the Public**  
-No further matters from the Public.
- VI. Financial Report**  
The Financial Report was read. Discussion. President Jante entertained a motion to accept the Financial Report. So moved, Commissioner Bruno. Seconded, Commissioner Nelson. Roll Call: Commissioner Bruno, aye, Commissioner Nelson, aye, Commissioner Corrigan, aye, Commissioner Brueck, aye, Commissioner Jante, aye. All in favor, motion carries.
- VII. WSRA**  
Commissioner Nelson summarized the November 13<sup>th</sup> WSRA Board Meeting. WSRA will be hiring an HR staff person as part of an inter-governmental agreement with Warren Township where this person splits their HR hours. Trunk or Treat on October 22<sup>nd</sup> at the Warren Township Center parking lot went extremely well with over 300 trick-or-treaters present with an estimated 1,000 people total on-site. Over \$4,000.00 was raised for the event from donations and sponsorships. WSRA settled on integrating their website page with the Warren Township Center to save costs. The topic of limits of inclusivity was discussed (i.e., program participants requiring special medical care beyond scope and

skill of WSRA staff). Commissioner Nelson reminded the Board of the upcoming WSRA (Friends of the WSRA) Shining Star Fundraiser Event on March 8<sup>th</sup> 6:30pm-8:00pm. The next meeting will be January 8<sup>th</sup>, 2024.

## **VIII. GLCC**

Park District Manager Magnini reported that Keystone Hatcheries arrived at Gages Lake to stock the fish as had been discussed and approved at prior GLCC/WPD meetings. Rob Flood of the GLCC reported that Solitude Lake Management will not be invoicing or charging the GLCC or WPD's cost share for any aquatic weed treatment that Solitude did for Gages Lake in 2023 (due to contractual and performance issues on Solitude's end).

GLCC in 2024 intends to have a fisheries expert out to their January meeting. GLCC also is considering two aquatic weed treatment installments in May and late July. GLCC also is considering proactively taking on the lily pads at the beginning of the season earlier and also during late summer.

## **IX. Valley Lake Report**

Aerator pumps were turned off in early November and winterized.

## **X. Staff Reports**

### **A. Recreation/Administration**

The Recreation/Administration Report was read. Discussion.

**I. *Summer Programs Report*** – The Summer Programs Report was read. Discussion.

**II. *Professional Development School Recap*** – The Professional Development School Report was read. Discussion. Park District Manager Magnini recapped his professional development and management skills training/conference at the Eagle Ridge Hotel in Galena, IL from November 5<sup>th</sup>-8<sup>th</sup>. Discussion was had on the District being reimbursed \$500.00 of the registration fees as Magnini qualified for a Professional Scholarship.

### **B. Maintenance**

The Maintenance Report was read. Discussion.

### **C. Marketing/Promotions**

The Marketing/Promotions Report was read. Discussion.

## **XI. Unfinished Business**

### **A. Valley Lake Stormwater Improvements DCEO/SMC Intergovernmental Agreement (IGA) Review and Discussion**

Park District Manager Magnini stated that President Jante and he continue to attend weekly Stormwater Project Meetings at the Warren Township Highway Department. Magnini stated that he spoke to a resident that lives to the right of the park property informing him of some brush line that will be removed (on the park side) near his backyard property line. This work was done to make way for ditching for the new stormwater drain coming from the new outflow structure in the park all the way to Mill Road and beyond. New outflow structure piece will be installed as soon as possible.

### **B. Gages Lake Channel Piers Inquiry**

Park District Manager Magnini circled back to this item as the Park District continues to await counsel review to get to the bottom of the issue. Will remain on agenda until counsel provides final guidance.

**C. IPRA/IAPD Soaring to New Heights 2024 Conference Registration**

President Jante entertained a motion to approve IAPD/IPRA Soaring to New Heights Conference Registration for \$310.00 per person for Park District Manager Magnini and Maintenance Supervisor Dykes; and hotel accommodations up to \$900.00 (including city tax at 5.5% per night and state tax at 11.1% per night). So moved, Commissioner Corrigan. Seconded, Commissioner Brueck. Roll Call: Commissioner Bruno, aye, Commissioner Brueck, aye, Commissioner Corrigan, aye, Commissioner Nelson, aye, Commissioner Jante, aye. All in favor, motion carries.

President Jante entertained a motion to approve IAPD/IPRA Soaring to New Heights Conference Registration for Commissioners Bruno, Jante, and Nelson; and hotel accommodations (including city tax at 5.5% per night and state tax at 11.1% per night) at \$450.00 per Commissioner at a total of \$1,350.00. So moved, Commissioner Brueck. Seconded, Commissioner Nelson. Roll Call: Commissioner Bruno, aye, Commissioner Brueck, aye, Commissioner Corrigan, aye, Commissioner Nelson, aye, Commissioner Jante, aye. All in favor, motion carries.

Kathy Atkins stated that 2024 Chicago Per Diem is \$79.00 per day. Discussion. President Jante entertained a motion to approve IAPD/IPRA Soaring to New Heights Conference Per Diem at \$79.00 per day per attendee. So moved, Commissioner Brueck. Seconded, Commissioner Nelson. Roll Call: Commissioner Bruno, aye, Commissioner Brueck, aye, Commissioner Corrigan, aye, Commissioner Nelson, aye, Commissioner Jante, aye. All in favor, motion carries.

**XII. New Business**

**A. Tax Year 2023 Tax Levy Approval**

Park District Manager Magnini noted that there had been no questions or comments from the public during the period the Tentative Tax Levy was available for public view in its Tentative form. This notice was posted on the Rule House outdoor information board, WPD website on the home page (latest news, home page slider, Forms and Financials), disseminated in the monthly e-newsletter, and published in the Daily Herald. Commissioner Brueck stated that he believed the requested Levy Ordinance was too high. President Jante entertained a motion to approve the Tax Levy Ordinance NO: 2023-11-01 for Tax Year 2023 as presented. So moved, Commissioner Bruno. Seconded, Commissioner Corrigan. Roll Call: Commissioner Bruno, aye, Commissioner Brueck, nay, Commissioner Corrigan, aye, Commissioner Nelson, aye, Commissioner Jante, aye. Motion carries.

**B. Pebble Beach Park Shoreline Project Permit**

Park District Manager Magnini stated to the Board that he met with Maintenance Supervisor Dykes, Kathy Atkins, and President Jante to discuss the status of the permitting process and overall project logistics for the upcoming shoreline stabilization project at Pebble Beach Park. Project estimates of potential project cost were included in the Board Packet. Discussion. Finalized permit application has been submitted to Army Core of Engineers and we will await their approval to then get permit from Lake County.

**XIII. Other Business**

-No Other Business

**XIV. Matters from the Public**

- No further matters from the Public.

**XV. Executive Session**

President Jante entertained a motion that pursuant to Section 5ILCS 120/2 of the Open Meetings Act, the Board will enter closed session to discuss personnel as mandated by Section 2.06 5 ILCS 120/2 c1. The Board will now enter into closed session, where no action will be taken. Those present during the executive session will include all Commissioners, Park District Manager Magnini, and Accountant Kathy Atkins. So moved, Commissioner Brueck. Seconded, Commissioner Nelson. All in favor, motion carried. The time is 8:01pm.

President Jante entertained a motion to return to the open session of the Regular Board Meeting of the Wildwood Park District of Monday, November 20<sup>th</sup>, 2023. So moved, Commissioner Brueck. Seconded, Commissioner Corrigan. All in favor, motion carried. The time is 8:31pm.

**XIV. XVI.** President Jante entertained a motion to approve/process the bonus to Katherine Atkins as discussed in the Executive Session. So moved, Commissioner Brueck. Seconded, Commissioner Corrigan. Roll Call: Commissioner Bruno, aye, Commissioner Nelson, aye, Commissioner Corrigan, aye, Commissioner Brueck, aye, Commissioner Jante, aye. All in favor, motion carries.

**XV. XVII. Adjournment**

President Jante moved to adjourn the Regular Board Meeting of Monday, November 20<sup>th</sup>, 2023, at 8:34pm. So moved, Commissioner Brueck. Seconded, Commissioner Corrigan. All in favor, motion carried. Meeting adjourned.

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**Secretary**  
**Board of Park Commissioners**

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**President**  
**Board of Park Commissioners**

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**Date**

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**Date**

**Wildwood Park District**  
**Recreation/Administration Report**  
**December 11<sup>th</sup>, 2023**

1. Routine administrative tasks such as sorting through bills, payroll, depositing funds, PDRMA reporting requirements, meeting with Treasurer Corrigan for bi-weekly financials, and assisting Kathy with various administrative tasks and reports.
2. Continuing to meet weekly with SMC staff, Warren Township Highway Department, and other stakeholders to move along Valley Lake Stormwater project.
3. Monitoring work being done at Valley Lake North Park as part of Stormwater Project.
4. Website management and board duties.
5. Continuing to await counsel update on Gages Lake Channel piers inquiry.
6. Continued requests for room rentals throughout December and already into the new year.
7. Cookies and Milk with Santa co-op event with Grandwood Park Park District taking place on December 8<sup>th</sup>. We have 20 enrolled on the Wildwood Park District end for that event.
8. Holiday Gingerbread House Decorating event took place on December 6<sup>th</sup> at Rule House. We had 11 total participants enrolled.
9. Completed registration and hotel accommodations for Staff and Commissioners attending IPRA Conference in January.
10. Working on draft of Decennial Local Government Efficiency Committee template for use at upcoming Efficiency Committee meetings beginning in January 2024 (TBD).
11. Followed up with Resident Local Government Efficiency Committee members to ensure their completion of online Open Meetings Act Training.
12. Continue looking into possibility of metal piers at Sunset.
13. Parks walk-through with Bartlett Tree Service for possible winter safety pruning proposal.
14. Assisted Maggie with Winter/Spring Brochure production and backend logistics like postage and permitting with the post office for mailing.
15. Schopen Pest Solutions treated Rule House in early December as part of quarterly pest prevention treatment.
16. Staff Safety Committee Meeting on 12/6.
17. Working with Maggie on year-end Community Needs/Satisfaction Survey for our Residents. Survey will be available to public December 15<sup>th</sup>- January 31<sup>st</sup>. Survey results will be more quantitative data (along with short-response answers). Data will be used to put together a Community Needs Assessment which will be published on our site in 2024.



**Wildwood Park District**  
**Maintenance Report**  
**December 11<sup>th</sup>, 2023**

1. Ongoing park garbage control and maintenance/Mutt Mitts replacements.
2. Routine maintenance and upkeep of equipment.
3. Clean Rule bathrooms, community rooms, floors, and office spaces as needed - restock paper towels and soap.
4. Park, playground, building inspections - corrective actions as needed.
5. Finished leaf collection throughout the parks as for the season.
6. Continue to use belt sanders to restore 12ft. long pavilion picnic benches and sitting bench wood pieces.
7. Progress continues to be made on SMC Stormwater Project at Valley North Park with replacement of outflow structure.
8. Completed firewood rack install and purchased covers for built wood racks. Highway Department picked up their log splitter from the Shop.
9. Will be putting up no snowmobile signs and chains.
10. Planning on putting up holiday/winter décor around Rule Park light poles and string lights as part of January winter lights display.
11. Continued planning for 2024 projects and timelines.
12. Further organization and consolidation of equipment in garage.
13. Purchased resupply of buoy reflective marking tape and adhesive for buoy restoration for next season.
14. Snow plowing parking lots, walking paths, and ice melt on public paths and building entrances as needed.

## Marketing Report November 2023

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### Website

- Routine Maintenance- keeping website up to date with current announcements, events, news, and programs, as well as removing old content.
- Updates
  - 2024 Winter/Spring Brochure
    - Uploaded digital brochure version to 'Current Brochure' page and Homepage slider.
    - Updated all brochure and registration information on website to reflect 2024 Winter/Spring registration dates and details.
    - Put all 2024 winter/spring special events and programs on their respective pages.
    - Advertised Valley Lake North Park temporary closure on the 'Capital Projects & Planning' page and Homepage slider.
- Metrics (last 30 days)- note: we are going to see a downward trend in metrics because we have entered our slow season with events and programs. We will see an upswing once we release our 2024 Winter Brochure (digital and hard copy) which will drive residents/users to our website to browse our winter/spring offerings, programs, events, and to register.
  - Sessions: a session is the browsing session of a single user to our website
    - 583- down 29% from previous 30 days.
  - Pageviews: a view of a page on our site that is being tracked by the Analytics tracking code.
    - 1.359 – up 19% from previous 30 days
  - Average Session Duration: total duration of all sessions, in seconds
    - 46 seconds – up 1% from previous 30 days
  - Total Users: the number of distinct tracked users
    - 404- down 36% from previous 30 days
  - New vs Returning Visitors
    - New- 93%, Returning- 7%
  - Device Breakdown
    - Desktop- 46%, Tablet- 2%, Mobile- 52%
  - Top Referrals: the top websites that send your website traffic, known as referral traffic.
    - 1. Facebook
    - 2. Instagram
    - 3. NextDoor
  - Top Pages
    - 1. Home
    - 2. Special Events
    - 3. Calendar
    - 4. Program Brochure
    - 5. Pavilion & Room Rentals
    - 6. Parks & Facilities
    - 7. Early Childhood & Tot Programs
    - 8. Board of Commissioners & Board Meetings
    - 9. Registration
    - 10. Capital Projects & Planning

## Social Media

- Routine Maintenance- checking social media pages daily for comments, messages, etc. and responding accordingly.
- Posts- posting weekly to drive program registration, event attendance, engagement, follows, and to remain visible in people's newsfeeds. Also, information sharing and raising public awareness regarding Park District initiatives and projects.
- Updates/Posts
  - Published and promoted Digital 2024 Winter/Spring brochure on all social media handles via posts, stories, and highlights.
  - Promoted Cookies & Milk with Santa event on all social media handles via posts, stories, and highlights.
- Analytics
  - Facebook
    - Total page followers: 1,824- up 3 followers in last 30 days
    - Total page visits: 497- down 42.2% in the last 30 days
    - Post Reach- The number of people who saw any of our posts at least once.
      - 7,400- up 9.2% last 90 days prior
    - Post Engagement- reactions, comments & shares
      - 1,300 up 8.9% last 90 days prior
    - Audience: 25% men, 75% women
  - Instagram
    - Accounts Reached: 86- up 186% in the last 30 days.
    - Accounts engaged: 5- up/down 0% in last 30 days.
    - Total followers: 238- up 2.1% in last 30 days

## Monthly E-Newsletter

- We are up to 574 people/emails in our database (+5 from last month). 502 of those are subscribers to our monthly e-newsletter emails.
  - Since creating an e-newsletter subscribe landing page, we have had 133 new people subscribe to our e-newsletter.
- Average Open Rate (% of people who open the emails we send) is 55% (down 2.9% from November e-newsletter).
- Average Click Rate (% of people who open our emails AND click on a link) is 6.9% (down 31% from November e-newsletter).
- December e-newsletter included:
  - News & Announcements
    - Valley Lake North Park Temporary Closure.
    - 2023-2024 Preschool spots still available
    - Sponsorship Opportunities
    - Staff Reports
  - Save the Dates for December events, programs, and important dates.
  - Email highlights
  - All upcoming December events and programs details.

### **Gages Lake Conservation Committee**

- Maggie published new Gages Lake Conservation Committee landing page on our WPD website. Page includes:
  - GLCC's new logo
  - About Us
  - Mission/Purpose
  - Gages Lake Care and Maintenance Initiatives
  - 2023 Projects
  - Events
- Rob Flood has viewed page and will be meeting with other GLCC members to view and provide us with edits/feedback. We are still waiting on the following information from Rob Flood to add to the GLCC landing page:
  - Contact information
  - Board structure/org chart
  - Meeting dates
  - Info for where people can donate.

### **2024 Winter/Spring Program Brochure**

- Digital 2024 Winter/Spring brochure is on the WPD website.
- Hard copy brochure is in production at American Litho printer and will be dropped off at the post office around 12/12 and presumed to be in resident's hands by 12/18.

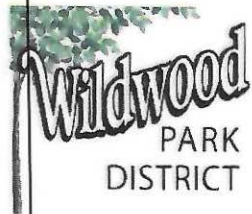
### **Community Needs Assessment**

- Brandon and Maggie are working together to conduct a Community Needs Assessment, which will be a survey available for Wildwood residents. The purpose of this community study is to obtain input from Wildwood Park District residents on: 1) use of parks, facilities, and programs; 2) opinions regarding operations (e.g., staffing, facilities/parks condition/upkeep, programs); 3) understanding reasons for not using parks, facilities, and programs/events; 4) assess resident opinions of priorities for capital improvement projects; and 5) evaluate programs and special events (e.g., *programs* - preschool, tot and early childhood, youth, adult and senior, camps, and *special events* – summer concert series, Harvest Fest, Snow Much Fun, Blues Soiree, etc.).
- Survey will be available via a link on Facebook, Instagram, and NextDoor, in our e-newsletter, on our website, and hard copies will be available at the office as well.
- Brandon and Maggie are working internally with staff and department heads to gather questions they would like to include in the survey that pertain directly to their department and jobs. This ensures that: 1) all Park District areas of operations are included in the survey; 2) we gain a full understanding and complete picture of our resident's attitudes, interests, and opinions of the Park District as a whole; 3) each department head gains valuable feedback and data regarding their strengths, areas of improvement, and ideas for the future to share with their team(s).
- Community Needs Assessment Survey will be available to residents beginning on Friday, December 15<sup>th</sup> and will be open until January 31<sup>st</sup>. Once the survey is closed we put together a Community Needs Assessment Findings Report which will be shared internally with staff to serve as a guide for continuous improvement and growth, as well as shared externally with Wildwood residents.

## Schoolhouse Adventures Community Preschool

- Creating, improving, and growing Schoolhouse Adventures Community Preschool online presence and marketing to increase awareness about SACP and boost enrollment.
- Created Google business profile for preschool in November so they now show up/rank on Google when people search for preschools in our area. SACP did not previously have any presence on Google- the only way for someone to find out about preschool was through visiting our website directly and navigating to the preschool page or seeing a social media post. SACP is now on Google and Google Maps.
  - Google business profile analytics
    - Business Profile Views- 60.
    - Business Profile Interactions (when people call, message, make bookings, click for directions, view pictures, etc. on our Google Business profile)- 39.
    - Calls made from Business Profile- 1.
    - Google Directions Requested- 35.
    - Website Clicks- 3.
  - Third-party websites that have advertised our preschool info and offerings:
    - [www.activekids.com](http://www.activekids.com)
      - ACTIVE.com is the leading online community for people who want to discover, learn about, share, register for and ultimately participate in activities about which they are passionate. Millions of active individuals visit ACTIVE.com each month to search and register online for races, events, team sports and recreational activities; interact with others who have similar interests; start online training programs; and access nutrition, fitness and training tips. ACTIVE.com hosts the world's largest directory of sports and recreational activities, facilities, venues and classes, which includes more than 290,000 races, leagues, tournaments, camps and other recreational listings in more than 80 sports and 5,000 cities.
    - <https://schoolhouseadventures.weebly.com/>
- Strengthened the SEO (search engine optimization) of the preschool page on our website. What that means is that there are keywords and key phrases we can add to the backend of the preschool page that are linked to Google and will trigger our page to pop up during searches. I've added the following keywords: prek, preschool, prek near me, prek in my area, preschool near me, preschool in my area, Grayslake prek, prek

Grayslake, Grayslake preschool, preschool Grayslake, Grayslake early childhood education, and other variations of the above.



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TO: WPD Department Heads, Tamara Rasmussen, Kathy Zawadzki  
CC: Board of Commissioners  
FROM: Brandon Magnini, Park District Manager  
SUBJECT: Wildwood Park District Resident Community Survey Questions Needed  
DATE: November 29<sup>th</sup>, 2023

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The Wildwood Park District is in the planning phase of a year-end Resident General Satisfaction/Programming/Parks survey to our constituents that will be administered through MailChimp and disseminated in several online sources. Specifically, we are looking to put together a well-thought-out survey that covers all our major operational areas (Administration, Parks Maintenance, Marketing/Programming/Events, and Park Safety). Eventually, these responses from our Residents will serve as a baseline for an eventual data-driven Needs Assessment project that we hope to begin working on in the new year. This Needs Assessment will be curated and modified so that it can be shared on our website for our Residents to see. The goal is to ensure our actions align with our mission/vision statements/core values. We also seek to build off of the Resident Focus Groups and surveys we have done (with our Board) in the past 1-2 years that have guided the direction of the Park District since then.

Here is an example of a Needs Assessment in its final form from the Comprehensive Master Plan of the Hoffman Estates Park District (Pgs. 12-22): <https://www.heparks.org/wp-content/uploads/2019/10/HEParks-CMP-2019.pdf>

I am reaching out to you all as Department Heads (and Preschool Teachers); to gain your feedback with potential survey questions that we can further curate and use for our Community Survey. I am requesting that each Department Head and Preschool Teacher submit to me at least 5 (but not more than 10) survey questions that you would like to see as part of this community survey. Please take time to think specifically of areas within your department and job duties that these questions may pertain to. Please have these questions emailed to me no later than Friday, December 8<sup>th</sup>.

Once received, Maggie and I will further whittle down the questions and submit to Staff to gain final approval before disseminating to the public. The goal is to release the survey on Friday, December 15<sup>th</sup> – with an eventual closing of the public survey on Wednesday, January 31, 2024. We will remind the public via social media on a bi-weekly basis during this time frame that the survey is still active.

Please do not hesitate to reach out should you have any questions or concerns on the task or the procedures for this survey.

Sincerely,

*Brandon Magnini*

Brandon Magnini  
Park District Manager