

## **MINUTES WORKSHOP MEETING BOARD OF PARK COMMISSIONERS September 3, 2020**

The Workshop Meeting of the Board of Park Commissioners was called to order by President Patinkin at 7:00 p.m. via Zoom video. The Secretary called the roll and the following were:

PRESENT: Antokal, Caron, Cohen, Lapin, Patinkin (5)  
ABSENT: None (0)

and there was a quorum in attendance. Also present was Jeff Nehila, Secretary/Executive Director; Jeff Harvey, Jay Zahn, Laura McCarty, Tony Korzyniewski, Jason Mannina, Sherry Prause, staff members.

### **PUBLIC COMMENT**

No public comment was received prior to the meeting.

### **DEERFIELD PARK DISTRICT LOGOS UPDATE**

Sherry Prause provided an update on the district strategic plan goals include establishing uniform branding, recognition and identity programs for the district. Marketing objectives are outlined in the plan including determining optimal methods for customer recognition of the district through logos, signage, etc. To achieve these goals and objectives, first a branding presentation was created by the Marketing Department and shared with groups of staff to receive their input on the specific details that encompass and portray the park district brand.

Once staff input from the branding presentation was compiled it was then utilized to create a district wide branding guide. The completed branding guide was presented to staff in March of 2020. Now that an internal tool exists for staff to follow and utilize for a cohesive voice and look for the district, the next step is to analyze the current family of logos that visually represent and communicate the Deerfield Park District brand to external stakeholders.

To accomplish the analysis, she hired the marketing firm Harvest Media. Harvest Media is analyzing a new logo system to showcase district services through a unified brand presentation of five coordinating logos for the Park District, Deerfield Golf Club and Learning Center, FORE Restaurant, Patty Turner Center and Sachs Recreation Center.

The process included a creative review, first draft of district logo options presentation and staff input. Three final choices were included for the board to discuss the parent logo options and for staff input to be shared. Following decisions made at the board workshop, the final chosen parent logo could be used to then create the offshoot logos for the four remaining entities. Although she presented the top three logos, she noted that some feedback was received from staff stating they are happy with the current district logo.

Discussion followed.

President Patinkin commented that he loves the current park district logo and that he likes brown deer and green trees, he doesn't understand a blue deer. He doesn't like the logo with the clouds and the blue deer. The gazebo is a trademark of our recent developments in the parks.

Treasurer Cohen commented that he doesn't like any of the new options but does like the current logo. He prefers the green over the blue.

Commissioner Lapin commented that he associates green and brown with the outdoors and likes to see green in the logo. He likes the look of the blue logo better except there is no green. He commented that the deer is lost in the current logo so maybe it should be bigger. He also likes President Patinkin's idea of making a hybrid using the new deer.

Commissioner Antokal likes the diversity of the current logo and the Sachs logo can be updated to fit in with the others. He wasn't sure how one the new logo would work for the other facilities. He commented that he likes the bigger logo but remove Deerfield, Illinois and the Estd. 1951.

Vice-President Caron commented that none of the logos look more current or stand out more than the current logo. She also commented that the Sachs logo needs the most changes.

Sherry commented that one option would be to pick a new logo and modify it for each facility. Another option would be to try to meld the Sachs logo with the current logo. She commented that a few staff commented that if they have to pick one of the new logos, they just picked one. She's not sure if it's the right time to change it.

Treasurer Cohen asked if the goal was to have 5 logos. Sherry responded that the goal is to have 5 representations of the district with a common element from the main logo. Treasurer Cohen asked how many options staff had to choose from. Director Nehila responded that there were 10 initial logos that he and Sherry picked 5 from. Those 5 were presented to staff and the top 3 were presented to commissioners.

Treasurer Cohen asked if commissioners were interested in keeping brown and green as the colors of the logo.

President Patinkin polled staff for their preference. Director Nehila commented that he wasn't blown away by any of the new logos presented. It is obvious that the current Sachs logo has no uniformity or no identity. There is room to make the other logos look better and still maintain the uniform characteristics of what the district has. There is no need to change overall. This is part of the process of what a firm would do for their identity and branding. He commented that he has seen places change logos without total staff buy in and it didn't go well. He doesn't want to push something through and try to convince people they like something if they don't. He stated that it sounds like he is hearing the same thing from the board. Laura commented that she likes the current logo but would like more identity for the other facilities to communicate that they are facilities of the Deerfield Park District. Compared to Sachs at least the other logos have the deer so the facilities could be identified that way if you are familiar with Deerfield Park District. Treasurer Cohen commented that it sounds like everyone is in agreement that the district should keep the main logo and work off that to fix the other 4. Vice-President Caron mentioned if there was a way to add Deerfield Park District to all the logos that would be nice. Maybe there are ways to update the current logo and use that as a starting point for the others. Jay commented that he likes the current logo and feels that it is a good representation of the district with the gazebo, deer and tree but the other facility logos need to be improved. Treasurer Cohen asked about a

logo for the pools since there is a logo for the other facilities. Jason commented that for branding for the course they use rotating logos for shirts and hats that have been tweaked for the retail side. Vice-President Caron commented that she is thinking the logos would be for letterhead and other printing materials and for clothing they could be different. Tony commented that when he started at Sachs there was confusion about the Sachs logo and when the current Sachs logo started being used on shirts, etc. people were wondering where it came from. The logo certainly doesn't represent what is being done at Sachs or the park district. He likes the current park district logo but feels that unifying the logos would make sense. He would welcome a new Sachs logo. Jeff Harvey commented that he likes the current logo and the idea of having commonality among all the logos and adding a logo for the pools was a good idea. He also liked the green and brown colors. Sherry commented that while she isn't opposed to changing anything and likes some of the options presented, she feels that seeing a Deerfield Park District current logo feels like Deerfield and feels like the look the district would want. Maybe the logo needs to be more streamlined. She commented that we have used a lot of color variations and none of them look bad. She likes the logo being out in the community. Vice-President Caron commented that it was helpful to see other suggestions and see if there was anything better out there. It doesn't sound like anyone was wowed by the options. Commissioner Lapin mentioned that the current logo meets the five criteria listed in the provided report.

President Patinkin commented that the thing everyone is in agreement on is that commonality is needed. The thing that is going to be common is the deer. The decision to be made is if the district should change the deer to the one in the options. Commissioners agreed that the existing deer should be kept, commonality among the logos should be created and add a new logo for the pools.

Commissioner Lapin asked about the feedback from staff regarding the current logo. Sherry responded that there were people reacting to the logos they saw rather than saying they like the current logo. She did not ask the staff in the survey if they liked or didn't like the current logo. Vice-President Caron was concerned about overruling what the staff feels. Director Nehila responded that he didn't believe that was happening. Commissioner Antokal commented that it sounds like the staff is unified about having a new Sachs logo. Vice-President Caron asked if that topic had come up at a Recreation Center Advisory meeting. Tony responded that the conversation was more the naming of the building than the logo. Advisory members felt that the community didn't know what Sachs Recreation Center was and if "and fitness center" should be added to the name. Vice-President Caron commented that she would like to see Deerfield Park District included on all the logos.

Sherry asked Vice-President Caron to clarify what she meant by putting Deerfield Park District on all the logos. Vice-President Caron stated that Deerfield Park District could be on the bottom of all the logos like the current main logo has. She also commented that a lot of time was spent picking out the current logo and it's nice to know that everyone still likes it. Sherry commented that it will be best moving forward if the masses buy in. Going back and relooking at it again is important and determining the current logo is great and just needs to be refreshed and updated.

Sherry will contact the marketing firm and explain the direction the district wants to go and find out the next steps.

**OTHER MATTERS**

**NovaCare Lease**

The district has been working with NovaCare to secure a rental lease for space at Sachs. One issue NovaCare has is the request for two months security deposit. They would prefer a one-month security deposit. The district is only renovating a couple of restrooms into storage space for them. President Patinkin asked if the conversion construction costs will be covered by the one-month security deposit. Tony responded that it would more than cover the minimal amount of work they have requested such as pulling sinks and toilets and capping the waterlines. President Patinkin commented that the district is fortunate to be getting a tenant. Director Nehila will bring the revised lease to the board for review at a future meeting.

**Budget Planning**

Director Nehila reported that staff will be budgeting under the mindset that Illinois will be in Phase 4 for all of 2021. This will affect our revenues as well as staffing. The district will be flexible moving staff as necessary to keep people employed. This will probably create a decrease in part-time expenses. Capital projects that were deferred in 2020 will be moved to 2021 and the other items in the 7-year plan will be bumped out a year.

**Mitchell Park Advisory Committee**

The first meeting of the Mitchell Park Advisory Committee was held on August 27, 2020. It was a lengthy but productive meeting. The next meeting is scheduled for September 10, 2020. A comprehensive update will be provided at the September board meeting.

**Winter Brochure**

The district's winter brochure will be digital this year. With the everchanging protocols and guidelines and the amount of time it takes to put together programs, staff has decided that this will be the best method to provide the most accurate and current program information.

**Mitchell Pool**

Mitchell Pool will be closing for the season on Monday, September 7. It was a short but great season. The staff did a fantastic job with all the protocols they had to follow. Staff received two 5-star audits this summer.

**Patty Turner Center**

Patty Turner Center will be open by reservation only starting Monday, September 14. There will be one morning and one afternoon program offered daily. The Zoom component will continue as there is excellent participation. A Native Plant Sale with limited attendance will be held on Saturday, September 12. There will be two 45-minute blocks that can each accommodate 50 people. Reservations are required.

**R.E.C Program (Remote Enrichment Care)**

The district's R.E.C. program has a morning and afternoon section. The program has 16 participants grades 1-4 and provides supervision for children doing their e-learning. The children are enjoying it and happy to be around each other.

**Preschool**

Deerfield Park District Preschool has 38 children enrolled and begins on Tuesday, September 8. Staff is looking forward to a wonderful year.

**Halloween Hoopla**

Plans are being made for the district's annual Halloween Hoopla event. The event will look a little different this year. Pre-registration will be required for the 3 separate events that will be offered outside.

**Golf Advisory Committee**

The Golf Advisory Committee will have their first meeting of the year on Wednesday, September 9. The committee will review the Competitive Market Analysis and determine fee recommendations. One suggestion is to include Fridays as a weekend for the Sr. Weekday pass. Several Weekday passholders are not happy with this. A compromise would be to let people use their pass two Fridays per month. This would still allow the course to hold two outings per month on Fridays. Information will be provided on what area courses have Fridays designated as a weekend as well as which courses don't sell passes any longer.

**Recreation Center Advisory Committee**

The Recreation Center Advisory Committee met on Thursday, August 27. Three new members joined the committee: Steve Bierig, Jay Keltner and Elizabeth Seward. Committee expectations were reviewed. Discussions topics included current operational guidelines, how to make reservations to use the facility and the cleanliness of the facility. The committee requested to see how things are being done at the center instead of hearing about it, so the Marketing Dept. made a video that was shared on social media. The committee also reviewed the membership options. A mailing is going out to all members requesting a decision be made by September 21. The facility's Capital Plan, Group Exercise Schedule, Personal Training items and current operations were also reviewed. Committee members mentioned enhanced procedures that could make the facility safer than it is now. Staff is looking at different things that can be done potentially with the air movement. The big question is when people are going to feel comfortable coming back. The goal is to get as much information out, so people know all the safety precautions being taken to keep everyone safe.

**Distinguished Accreditation**

Director Nehila reported that the district received 482 out of 500 points. Director Nehila will attend the Accreditation Committee Meeting in November where the review team of 5 will recommend to the entire committee that the district be accredited. The Distinguished Accreditation will begin in January, 2021 and is good for 5 years. The district will receive a marketing kit to help promote this honor.

Vice-President Caron thanked the staff for their hard work in accomplishing this big goal.

Motion made by Vice-President Caron, seconded by Commissioner Lapin, to adjourn the Regular Meeting at 8:15 p.m. Roll call vote as follows:

AYES: Caron, Cohen, Antokal, Lapin, Patinkin (5)


NAYS: None (0)

Motion passed in a roll call vote.

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The next Regular Meeting of the Board of Park Commissioners is scheduled for Thursday, September 17, 2020, at 7:00 p.m. via Zoom video.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "J. Nehila", is written over the typed name.

Jeff Nehila, Secretary