

MINUTES OF WORKSHOP MEETING BOARD OF PARK COMMISSIONERS NOVEMBER 5, 2020

The Workshop Meeting of the Board of Park Commissioners was called to order by President Patinkin at 7:03 p.m. via remote access by Zoom video. Attendance was taken and the following were:

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

Absent: None (0)

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

PUBLIC COMMENT

No public comments were received by email prior to the meeting.

Deerfield Park District Proposed Logos

In September staff presented the board with parent logo options for a new Deerfield Park District logo and input from staff regarding the new logo and color pallet options. Discussion outcomes included the decision to stay with the current logo and color scheme branding of the park district, but to continue analysis and create a cohesive Deerfield Park District family of logos.

The focus included upgrading all five logos to share the same color scheme, sizing, scale and recognizable district brand. Simultaneously, a fresh feel would be introduced. Consideration would also be given to stay true to the current color scheme that represents the parks and outdoors. Additionally, elements present should include trees, a shelter and a trail representing nature and wildlife as well as consideration of an exercise and fitness component for Sachs Recreation Center.

Prior to presenting the proposed logos to the board, versions of logos have been discussed with Jeff Nehila, with Skylar Greenberg and with Harvest Media, considering nuances that would make the logos encompass the vision of the board and staff. Input was also requested from Jason Mannina, Laura McCarty, David Shamrock and Tony Korzyniewski about their respectively managed facilities, and discussed the reasoning behind the elements utilized in the proposed new family of logos.

Notably, the new parent logo contains subtle changes. Enhancements of the artwork refine and sharpen the features. Life was added to the deer through changing the shape and adding an eye. More depth was added to the logo through the addition of a third color. The scale of each logo's features is also consistent.

Additionally, the Patty Turner Center building now includes depth and welcoming aspects including adding windows and a close similarity to the true architecture of the beautiful building. The new logo visually represents an inviting atmosphere and now more than ever, continues to include both indoor and outdoor facets.

The golf course logo most notably has excluded the and Learning Center wording. Keeping the words learning center in the logo potentially portrayed our services to include a stand-alone indoor facility for lessons and practice. Eliminating the additional words does not detract from what our facility services include and lends the logo a clearer, cleaner look. Small subtle changes to the logo include the consistent family of logos color pallet and the movement of the pin flag from through the letter f to through the letter e, allowing the course name to pop rather than loose the letter in the flag image.

The FORE logo is presented in a slightly different font since it is a sub brand of the golf course. This simplistic logo well represents FORE as a dining establishment at our golf course. Consideration was also given to including restaurant and bar vs. restaurant only in the name/logo. Choosing restaurant and bar portrays the current facility atmosphere without billing FORE as a stand-alone or upscale restaurant.

The Sachs Recreation Center logo is a complete revamp of the current logo. Constraints when designing this logo included a facility name that does not accurately describe the facets and offerings of the facility. Movement, flow, energy and liveliness are important components staff wanted to portray. The proposed logo also literally showcases the abundance of facility offerings through tennis, fitness and ball sports. Consistent aspects in the SRC logo and family of logos include color combination, font choices and the path/track.

A new swimming pool logo was requested at the last board meeting as an option to consider adding to the Deerfield Park District family of logos. The additional logo could be considered if a new contract is established with Harvest Media.

Pending favorable discussion of the presented new family of logos, staff would move forward in confirming the family of logos with Harvest Media. Harvest Media would then create a logo package to deliver to Deerfield Park District for branding the district. The new family of logos would start to be introduced district wide in 2021.

Sherry will report back to Harvest Media the outcome of the meeting and will start implementing the new logo onto our marketing materials in early 2021. President Patinkin commented about how outdated the foundation's logo is and suggesting putting a review of the logo on the agenda for the foundation's next meeting.

Consideration for Deerfield Youth Lacrosse to Become an Affiliate

Deerfield Youth Lacrosse (DYLC) is interested in becoming an affiliate organization of the Deerfield Park District and would like to begin the process involved with achieving this status. DYLC is a community based non-for-profit organization committed to creating a competitive, positive, challenging, and fun environment for all participants. The organization is governed by an eight (8) person volunteer board.

Over the last couple of years, DYLC has rented field space at Woodland Park to run their program. However, the program is growing and DYLC has full confidence they will be able to serve the needs of Deerfield children now and in the future. Their goal is not only to properly teach the game of lacrosse and mentor male and female lacrosse players, but to teach the youth to understand the values of teamwork, and the virtues of having a strong work ethic. They feel the lessons and relationships forged on the lacrosse field extend far beyond the sidelines and end lines.

DYLC lacrosse serves boys and girls between the ages of 5-18 years. The program consists of two primary seasons, spring, and fall, and they also intend to run some outdoor clinics during the summer. There were 78 participants enrolled in the program this past spring season and there are currently 54 participants enrolled in the winter training session which will begin in November. In 2021, they are projecting 90-year round participants and an additional 20-30 seasonal participants. In 2022 they anticipate 110-year round participants and an additional 30-40 seasonal participants.

In terms of field space, DYLC would require between 75-85 hours of outdoor field space and 20-30 hours of indoor field space each year. This breaks down to 3-6 hours each week of outdoor space during the spring, fall and summer clinic season (outdoor season) and 2-3 hours each week of indoor space for the winter season (indoor season). Traditionally, unless an Affiliate Organization is running an instructional program with the Park District in which the Park District receives a percentage of the revenue, indoor space has not been allotted to the Affiliate Organizations.

The standard size of a lacrosse field is 120 yards by 55 yards, but most teams play on area soccer fields which would work for DYLC as well. DYLC understands they will need to work closely with the current and established Park District Affiliated Organizations to secure field space. DYLC would provide their own goals.

Yearly membership for DYLC is \$1,500 which includes the participants helmet, gloves, elbow pads and jersey set which go on two-year cycles. Cost without equipment provided is \$1,200 a year and \$450 seasonally.

Staff has reviewed the Guidelines for Affiliated Organizations as outlined in the Board Policies and Procedures with DYLC and they are confident they can adhere to all established guidelines to become and remain a qualified affiliated organization.

Today, lacrosse is one of the fastest growing sports nationwide, in Illinois, and in the North Shore. Together, DYLC and the Deerfield Park District can ensure a safe, fun, and educational opportunity based in sportsmanship and development exists for local players of all levels. This is a unique opportunity to coach the game the right way, play the game the right way, and represent Deerfield the right way. In addition, the Deerfield Park District does not currently offer a lacrosse program, so this would be a great opportunity to expose more Deerfield residents to the sport of lacrosse.

In conclusion, DYLC is interested in becoming an Affiliate Organization with the Park District. Staff looks forward to the Board's feedback on this possibility prior to this topic becoming a Board agenda item in the future.

Commissioner Antokal asked about the percentage of Deerfield participants in the program. Staff responded that they met with DYLC and explained the guidelines. They are looking to grow the program in Deerfield. The new person in charge lives in Deerfield.

Commissioner Lapin asked if the organization could attend a meeting to discuss with the board. Director Nehila responded with a brief account of the district's relationship with the group.

Treasurer Cohen asked what season lacrosse is played. Director Nehila responded that lacrosse has a spring and fall season.

Director Nehila stated that he believes they are truly interested in growing lacrosse in Deerfield. Vice-President Caron commented that she wants to make sure that they understand all the requirements of being an affiliate. She thinks it's great that they want to grow lacrosse in Deerfield.

Commissioners agreed that it would be wonderful to have them as an affiliate as long as they comply with the guidelines.

2021 Meeting Schedule Review

Commissioners reviewed the draft 2021 meeting schedule. There is one holiday conflict in September. Commissioners agreed to move the September 2021 Regular Meeting from Thursday, September 16, to Tuesday, September 14, 2021.

Director Nehila asked about moving the start time of the meetings to 7:00 p.m. going forward. Commissioners agreed to change start time of regular and workshop meetings to 7:00 p.m. The start time can be revisited when we resume in-person meetings.

Director Nehila asked Commissioners if they prefer to hold the budget workshop on November 30, 2020, in-person or via Zoom. Commissioners agreed they prefer to meet via Zoom.

Director Nehila acknowledged the receipt of two letters from Senator Morrison congratulating the district on the receipt of an arts and museum grant and the receipt of the IAPD Best of the Best Award for our partnership with North Shore Rhythmic Gymnastics.

The next regular meeting of the Board of Park Commissioners is scheduled for Thursday, November 19, 2020 at 7:00 p.m.

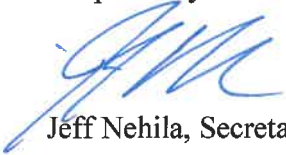
Motion made by Commissioner Antokal, seconded by Treasurer Cohen, to adjourn the Workshop Meeting at 7:34 p.m. Roll call vote as follows:

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

NAYS: None (0)

Motion passed in a roll call vote.

Respectfully submitted,



Jeff Nehila, Secretary