

Deerfield Park District

Recreation Center Advisory Committee

Minutes of February 23, 2023

(1) Call to Order

The meeting of the Recreation Center Advisory Committee was called to order at 7:00 p.m. by General Manager Tony Korzyniewski at the Sachs Recreation Center, Room E-1. The following were in attendance:

Present: Alan Barasky, Anne Dickerson, Jay Keltner, Nicholas Solomon, Ilyse Steiner, Executive Director Jeff Nehila, Director of Recreation Laura McCarty, Deputy Director of Recreation Tony Korzyniewski, Fitness Operations Supervisor Amy Kanzler and Lead Facility Engineer Sesar Botello

Absent: Steve Bierig, Lauren Gordon, Park Board Commissioner Michael Brown

(2) Matters from the Public

There were no matters from the public.

(3) Review of Minutes

The Committee reviewed the meeting minutes of October 27, 2022, noting no changes.

(4) General Manager Report

(4)(a) Promotional Postcard Results

General Manager Korzyniewski advised that the District sends out a promotional postcard to the entire Deerfield community and portions of Northbrook, Highland Park, Bannockburn and Riverwoods annually around Thanksgiving. There was a focus on the new fitness equipment, pickleball courts and the renovated front desk. The postcard also contained a two-week membership promotion and personal training promotion that lasted through the end of January 2023. 242 postcards were returned and 66 individuals signed up for a membership. Overall, staff is pleased with the results and will continue this practice in the future.

(4)(b) Competitive Market Analysis

General Manager Korzyniewski presented a Competitive Market Analysis (CMA) which compared SRC fees to surrounding Park Districts. The most comparable membership structure to Deerfield would be Highland Park, although Highland Park is priced differently. A Committee member noted that Highland Park also does not differentiate between residents and nonresidents. General Manager Korzyniewski advised this is a new practice for Highland Park to entice nonresidents to join. A separate Committee member noted that other Park Districts do not differentiate between all access and asked for clarification regarding the SRC All-Access Membership. General Manager Korzyniewski explained the All-Access Membership includes group fitness classes in addition to the fitness center. This is a great value considering there are over 50 group fitness classes and staff has added over 16 this past year alone. A brief discussion followed regarding how staff ensures the group fitness classes are only utilized by All-Access

Members. General Manager Korzyniewski advised instructors are given a class roster prior to each class and instructors are responsible for reporting attendance levels.

(4)(c) Membership Fee Increase – 4/1/2023

Based on the results of the CMA and annual expense increases primarily due to staffing and rising supply costs, staff is proposing a slight membership fee increase to keep revenue in line with expenses. This fee increase will take effect April 1st, 2023. A notification will be sent to members March 1st with a brief explanation. There will be no change to the daily fees at this time to remain competitive.

(4)(d) 2023 SRC Capital Projects Update

The District has a 7-year Capital Improvement Plan in which staff and the Board annually reassess to identify and act upon large scale projects. In 2023, the District will be replacing the lag boiler and the indoor track. Furthermore, there are some internal and external cosmetic improvements slated to be made to freshen up the facility. Two bids will be opened in March for carpeting and painting improvements. Lastly, the hallway couches and chairs are slated to be replaced after the painting improvements.

(4)(e) SRC Open House

Deputy Director Korzyniewski reported that staff will be hosting an open house March 14th through March 16th and Sunday, March 19th.

(5) Fitness Operations Supervisor Report

(5)(a) February-March 2023 Group Exercise Schedule

Fitness Operations Supervisor Amy Kanzler circulated the recent group exercise schedule. Minor changes have been made due to staff availability and participation levels. There are 51 group exercise classes offered on a weekly basis, which is a significant increase in offerings from 2022. Attendance remains high as there are over twelve people in each class on a consistent basis and there are increased evening offerings to capture more members.

Supervisor Kanzler briefly expanded upon the fitness and nutritional offerings discussed in the Spring/Summer Programming Guide which has since been released.

(5)(b) Personal Training/Nutritional Counseling Update

Staff offered an introductory promotion for personal training in an attempt to target new clients. This promotion ran from mid-November through January 23, 2023. This promotion was open to members and nonmembers alike. Nonmembers receiving personal training normally receive a 20% fee increase but staff decided to waive the fee increase for this particular offering. Overall, the promotion was received well. Staff sold a total of 23 packages and all of it was new business.

Supervisor Kanzler advised she is in the process of renewing the District's contract with Kim Blum, SRC's registered Dietitian. Participation was low for the free Nutritional Seminars and staff will be reevaluating this offering moving forward. Additionally, Supervisor Kanzler is updating the marketing material in collaboration with the Marketing Department.

(5)(c) Upcoming Fitness & Wellness Programming

Upcoming offerings include a youth triathlon in March. There are currently seven participants, however, the program needs more participants to run. If staff is unable to drum up interest, the event will be cancelled. A Committee member suggested staff change the event to an adult indoor triathlon to capture more participants.

Staff will be holding a Spring Fitness Step Challenge that is similar to the internal employee step challenge. This event will allow people of all ages and abilities an opportunity to participate.

Lastly, Supervisor Kanzler is coordinating an educational series for the remainder of the year. Each seminar will be presented by a knowledgeable Park District staff member in specific areas of expertise. So far, two staff members have committed to a presentation.

(6) Facility Operations & Membership Supervisor Report

(6)(a) SRC Membership Enrollment Update

In light of SRC Facility Operations Supervisor Chris Moilanen's absence, General Manager Korzyniewski reported that there were 974 active members as of January 31st. Currently, there are 1,065 members. Interest for the fitness center remains high. Prior to the pandemic, the fitness center was at 1,120 members.

(6)(b) Current SRC Operations Overview

Between tennis and pickleball programs, there are over 400 participants per week and over 100 pickleball court rentals a month. The online reservation system that went live January 8th has streamlined pickleball court requests and staff is generally pleased with its efficiency.

A Committee member asked if staff intends to institute outdoor court reservations at Shepherd Park pickleball courts. Executive Director Nehila advised that all outdoor courts will be open play in 2023. Reverting back to the pre-pandemic practice of first come first serve. Staff had experienced problems with nonauthorized private instruction taking place as a result of the reservation system.

Birthday parties have come back full swing. There is a birthday party scheduled for every weekend in March. Staff is witnessing high participation numbers for afterschool sports classes.

(7) Lead Facility Engineer Report

Lead Facility Engineer Sesar Botello reported that his team is working on repairs in the laundry room, boiler room wall repair and re-construction, lighting upgrades throughout the facility and general upkeep of the facility.

(8) Other Items

Advisory Committee Member Term Length

General Manager Korzyniewski advised that one Advisory Committee members three-year term will be ending in April of 2023 and two Advisory Committee member have since moved. He thanked the departing Committee member for his service to the District. He asked that members refer other qualified individuals who may be interested in serving their community.

(9) The next meeting is scheduled for Thursday, April 27, 2023, at 7:00 p.m.

(10) There being no further business or additional discussion, the meeting of the Recreation Advisory Committee was adjourned at 7:38 p.m.