

Deerfield Park District
Pool Advisory Committee Meeting

Thursday, September 26, 2024
6:00 p.m.
Jewett Park Community Center

Agenda

1. Welcome
2. Matters from the Public
3. Review of Committee Meeting Minutes of July 25, 2024
4. Recap of 2024 Pool Season:
 - a. Pool survey results and brief overview of comments
 - i. Lessons learned from public opinion
 - ii. How the survey and data informs 2025
 - b. Public swim usage/revenue
 - c. Concessions
 - d. Swim lessons
 - e. Special events
 - f. 10am – 12pm public swim at Deerspring
 - g. Looking at permanent shade structure at Deerspring
 - h. Replacing old lawn chairs at Deerspring
5. Review of pool report:
 - a. Review of charts and graphs
 - b. Surrounding pool fee comparisons
 - c. Season pass fee history and proposed fees for 2025
 - d. Daily fee and rental fee history and proposed fees for 2025
 - e. Proposed 2025 pool operating hours
 - f. Proposed 2025 hourly wages
6. Discussion / Committee recommendations for 2025 fees and hours
7. Other items
8. Adjournment

More information:

Recap of 2024 Pool Season:

1. Pool survey results and brief overview of comments:
 - i. <https://forms.office.com/g/jbBMCGRaZr?origin=lprLink>
 - ii. Lessons learned from public opinion
 - i. Feeling of safety and cleanliness
 - ii. Lap swim neutral / positive
 - iii. Kid / Splash neutral / positive
 - iv. End of season hours
 - v. Demand for earlier public swim
 - vi. Dislike of the 12-12:30pm closure (confusion on what it is)
3. How the survey and data informs 2025
 - i. 10am - 12pm at Deerspring on Saturday and Sunday
 - ii. Numbers by hour of the day; consider operating hours
2. Public swim usage/revenue
 - i. Revenue for admissions is up; see charts
 - ii. Pool pass sales were slightly down
 - i. 2024: ~ \$157,516
 - ii. 2023: ~\$160,932
 - iii. 2022: ~\$163,146
 - iii. Overall higher entry fees
3. Concessions
 - i. Mitchell: \$19,499 (2023 = \$18,790)
 - ii. Deerspring: \$9,255 (2023 = \$3,233)
4. Swim lessons
 - i. 2024: \$83,115
 - ii. 2023: \$73,623
5. Special events
 - i. Flick and Float: move to weekend day and 1 hour earlier
 - ii. Splash-a-palooza
 - iii. Family Cookout at Deerspring
 - iv. Wacky Wednesdays
6. 10am – 12pm public swim at Deerspring

Review of pool report:

1. Review of charts and graphs
2. Surrounding pool fee comparisons
3. Season pass fee history and proposed fees for 2025
4. Daily fee and rental fee history and proposed fees for 2025
5. Proposed 2025 pool operating hours
6. Proposed 2025 hourly wages

Pool Advisory Committee Meeting Minutes

Date: Thursday, July 25, 2024 **Time:** 6:00 PM **Location:** Jewett Park Community Center

Attendees:

- Jeff N (Pool Manager)
- Rick P (Board Liaison)
- Tony K (Superintendent of Recreation)
- Jan K
- Mike F
- Nan S
- Gerard B

Absent:

- David [Arrived late to the meeting]

1. Call to Order The meeting was called to order at 6:00 PM.

2. Approval of Minutes The minutes from the previous meeting were reviewed. No questions or comments arose.

3. Public Matters No members of the public were present.

4. Operations Updates

- **Staffing:**
 - Jeff reported that the pool began the summer with 130 staff members and currently employs 129.
 - 73 staff members are high school students remaining in the area, with 45 having limited availability due to fall sports and other commitments.
 - Initiatives for 2024 include limiting staff hours to under 40 per week, enforcing labor laws (including required breaks), and promoting a healthier work-life balance.
 - Frozen schedules have been implemented for new hires to ensure coverage on the busiest days, while shift trades are encouraged to allow for flexibility.
- **Seasonal Pool Pass Sales:**
 - Total pool pass sales are down by approximately 170 compared to the same time last year.
 - The "Family of 4" pass is the most popular.
- **Rentals and Birthday Parties:**
 - A total of 29 rentals/parties have taken place this season.
 - Notably, weekend morning pool parties at Deerspring have been replaced with public swim time.
- **Swim Lessons:**
 - Public swim lessons generated \$12,000 in revenue, with 361 enrollments. Parent-tot classes and early summer open lessons were most popular.

- Private lessons, offered through a new online booking system, have been successful, with 69 lessons taught.
- **Concessions:**
 - Concession sales at Deerspring totaled just over \$7,000, with Italian ice freeze pops and Polar Bear Chocolate Chip sandwiches being top sellers.
 - Mitchell's concession sales reached over \$13,000.
 - A food truck from Michael's has been present on weekends, with Sundays showing stronger sales, likely due to concerts in the park.
 - Overall, concession sales are up compared to last year.
- **Coho Swim Club:**
 - Coho held a successful annual outdoor swim meet at Deerspring in collaboration with Highland Park.
- **Audits:**
 - Audits were conducted by Councilman Hunsaker, focusing on lifeguard vigilance.
 - While all audits were successful, some areas for improvement were identified regarding adherence to Red Cross procedures.
- **End of Season Hours:**
 - End-of-season pool and splash pad hours were reviewed (see source for specific details).
 - The rationale behind the chosen hours was discussed, primarily driven by staff availability.

5. New Business

- **Mechanical Failure at Mitchell Pool:**
 - The recent closure of Mitchell Pool due to a mechanical issue was discussed.
 - The malfunctioning part, a variable frequency driver for the circulation pump, required replacement.
- **Age Requirements for Unaccompanied Minors:**
 - The current age requirement for unaccompanied minors at the pool is 13 years old.
 - This policy is consistent with other area park districts.
 - The language used to communicate the policy will be reviewed for clarity.
- **Weekend Morning Attendance at Deerspring:**
 - Data was reviewed on attendance and revenue generated during weekend morning public swim hours at Deerspring (replacing previous party rentals).
- **Shade Structures:**
 - The recently purchased umbrella for Deerspring was deemed unsuitable due to wind instability.
 - A permanent shade structure is being considered for next year.
- **Accessibility at Deerspring:**
 - Positive feedback was shared regarding the staff's assistance with an elderly patron who had difficulty accessing the pool.

6. Adjournment

The meeting was adjourned at 6:50pm. The next meeting is scheduled for Thursday, September 26th, at 6:00 PM.