

QUINCY PARK DISTRICT  
1310 Washington Street  
Quincy, Illinois

Special Meeting  
Board Room-Emerson Community Center

November 1, 2010  
5:15 P.M.

The Quincy Park District Board of Commissioners of the Quincy Park District held a Special Meeting in the Board Room at Emerson Community Center, 1310 Washington, Quincy, IL.

**ROLL CALL:** Present: President John Frankenhoff, Vice President Tom Behrens, Commissioners Terry Anastas, Patty McGlothlin, Don Adolfs, Chris Hogge and Mike Ridder. Absent: None.

Staff in attendance included: Executive Director – Dan Gible, Director of Business Services Hilgenbrinck, Director of Parks Ed Seger, Director of Program Services Mike Bruns, Director of Golf Matt Burry, Maintenance Supervisors Chris Veihl, Rome Frericks and Rick Miles, Recreation Supervisors Mark Callaway and Melinda Murk, Park Safety Supervisor Robin Schild and Recording Secretary – Vicky Egbert.

President Frankenhoff called the meeting to order.

Executive Director Gible stated that we have had discussions regarding the mission statement and staff has revised it as part of the planning process for the comprehensive plan.

COMMISSIONER ANASTAS MOVED, SECONDED BY COMMISSIONER HOGGE TO APPROVE THE QUINCY PARK DISTRICT'S MISSION STATEMENT AS PRESENTED. UNANIMOUS. PRESIDENT FRANKENHOFF DECLARED THE MOTION CARRIED.

Director of Business Services Hilgenbrinck stated that this item was tabled at the last board meeting and referred to the special meeting with wording changes/clarifications to be made and those have been completed and are highlighted in the packet for board approval as presented. VICE PRESIDENT BEHRENS MOVED, SECONDED BY COMMISSIONER ANASTAS TO APPROVE THE QUINCY PARK DISTRICT'S FUND RESERVE POLICY AS PRESENTED. UNANIMOUS. PRESIDENT FRANKENHOFF DECLARED THE MOTION CARRIED.

Executive Director Gible stated that the SWOT analysis from the previous study session is being presented as a working document to use in the planning process. He stated that he is not asking for adoption of it at this time.

At this time, Gible introduced Ron Vine from Leisure Vision is here to discuss the focus group process and begin the process of talking to the board about their interests, desires, perspective relating to the Quincy Park District. Mr. Ron Vine introduced himself. He has worked on the public and private side doing surveys and does lots of focus groups and surveys. He stated they are a tool to give board members better information to make decisions and takes the controversy out of the decision making. He stated that he was going to go through the process that he would use in a focus group with the board so they could see what will happen.

He asked the board a series of questions:

What do you think the most pressing issue to the Quincy Park District is?

Board answers:

When are you going to finish Cedar Creek Linear Parkway?

How much are you going to raise taxes?

When are you going to build a new park?

When are you going to update Wavering Aquatic Center?

How are we going to maintain the overall cost of maintenance of present parks?

When is the soccer complex going to be finished?

Qualitative feedback: Overall Outdoor System (no roof) on a scale of 1 to 5 (5 is fantastic)  
7 gave a 4.

Mr. Vine asked what would get you to move that up to a 5?

Board answered: Finish CCLP, upgrade older park playground equipment, improve ballfield drainage, complete the soccer complex, completion of Bob Mays Park, additional amenities in other parks.

Mr. Vine stated that what they do with the focus group is show them this list and state that with limited funds, what is the number one priority in your mind?

Board answered: 6 said finish the CCLP, 1 said improve ballfields.

Mr. Vine stated if you had a second choice?

Board answered: 2 said energize older parks, 4 said complete soccer fields, 1 said completion of Bob Mays Park.

Mr. Vine stated that what we are trying to do is get information from the focus groups and bring it to the board prioritized to see how it fits with the board's priority. The focus groups will start with blank paper and come up with their own ideas.

Quincy Park District's Indoor Systems: same scale as above

Mr. Vine asked how the board would rank them?

Board answered: 4 gave a 3; 3 gave a 2.

Mr. Vine asked what they would do to increase that number?

Board answered: upgrade pool bathhouse at WAC, upgrade Maintenance 1 facility, update Emerson.

Mr. Vine asked what would be the board's vision for a new building?

Board answered: new community center with basketball courts, functional layout for business office. Mr. Vine stated that the public would most likely have a different opinion on what a new community center would look like to include amenities such as a walking track, fitness center, etc.

Quincy Park District's Revenue Facilities: (same scale as above)

Board answered: 2 gave a 5, 5 gave a 4.

Mr. Vine asked the commissioners what should the park district do to keep us at a 5?

Board answered: improve the locker/restrooms at Westview, improve pools as a whole, maintain marina bay siltation/dredging.

Programs: (same scale as above)

Board answered: 1 gave a 5, 6 gave 4.

Mr. Vine asked how do we keep it at 5?

Board answered: quality marketing to keep patrons informed, maintain affordability, provide more revenue generating programs, expand educational and outdoor winter programs.

Mr. Vine asked if there are any questions we don't want to ask in the focus groups? President Frankenhoff asked that we make sure you identify the indoor versus outdoor facilities. Commissioner Anastas asked how do you introduce the affordability question to the groups? Mr. Vine stated that he would ask them what are revenue sources the park district should look at for funding? He stated that usually the answers are grants, private fundraising and tax dollars. Commissioners wanted to know how we ask them about the CCLP trail. Mr. Vine stated that we wouldn't ask the focus groups but we would ask that question on the survey itself. Mr. Vine suggested he might ask a focus group if you had \$100 to invest – how would you spend it? What would you be willing to pay for these improvements if the Quincy Park District did them? What is that dollar amount? Executive Director Gible stated that the focus groups are coming up with the most pressing issues of the district and we'll use their ideas to narrow the focus of the community wide survey. Mr. Vine explained that as a board you don't want to ask questions on the survey you have no intention of doing as a board so that it looks like you're going against the public wants. Commissioner Ridder asked how do you get a group of dog lovers to not focus on a dog park when we need a new maintenance building. Mr. Vine answered that we would have to show them the "wants versus needs" but reality is that the public will never think we need new buildings or offices. Mr. Vine stated that he will only put things on the survey that come up several times in several different focus groups. Mr. Vine stated that the focus groups and surveys will be done from a random sample geographically with 10 to 12 people in each focus group that represents the community at large in that area. He stated they use a stratified sampling of phone numbers from a firm in New York and will be calling them to verify their address and their age, gender, household size to determine their status also. Mr. Vine stated that the focus groups will be held in January with presentation to the board in February. Gible stated that we are offering a \$25 stipend and we will also be providing childcare in the auditorium with Melinda's staff. He stated the focus group sessions will be videotaped and a DVD will be given to the board.

At this time, Ron Vine thanked the board for their time and left the meeting.

The Board discussed how to break down the geographic quadrants for the focus groups. On the last survey 18<sup>th</sup> & Broadway was used as the break. A consensus of the board agreed to use 12<sup>th</sup> & Broadway for the 4 geographic quadrants this time. When asked, Gible stated that there would be some participants that have used park district facilities/programs and some that have not in the sampling. Gible stated that he feels the planning process is important to see what staff feels needs fixed, what the public feels needs to be done and then the board will prioritize those projects.

The next study session will be held in January separate from the regular board meeting and Gible stated that he would email commissioners to find a common date.

With no further business to discuss, COMMISSIONER ADOLFS MOVED, SECONDED BY COMMISSIONER HOGGE TO ADJOURN THE SPECIAL MEETING. UNANIMOUS. PRESIDENT FRANKENHOFF DECLARED THE MOTION CARRIED.

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Secretary

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President

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Date

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Date