



AQUATICS ADMINISTRATIVE BOARD
City of Aurora & Fox Valley Park District
Tuesday, May 17, 2016

MEETING MINUTES

1. Call Meeting to Order

President Ossyra called the meeting to order at 8:05 a.m.

2. Roll Call

The following members of the Aquatics Administrative Board were present: Chuck Anderson, Paul Greviskes, Scheketa Hart-Burns and Rachel Ossyra. Excused: Robert O'Connor. A quorum was present. Also present: Executive Director Jim Pilmer, Diana Erickson, Michael Hayes, Jaime Ijams, John Kramer, Dan Leahy, Ray Nugent, Jeff Palmquist, and Benjamin Strong and Alyssa Moore from Jeff Ellis Management.

3. Minutes

➤ **Approve meeting minutes from February 16, 2016**

Scheketa Hart-Burns moved, Paul Greviskes seconded, and the board unanimously approved the meeting minutes from February 16, 2016. Roll call – voting Aye: Chuck Anderson, Paul Greviskes, Scheketa Hart-Burns, and Rachel Ossyra; voting Nay: none. Motion carried.

4. Financial Reports

➤ **Approve Statement of Revenues & Expenses**

- **Period ending 02/29/16**
- **Period ending 03/31/16**
- **Period ending 04/30/16**

Scheketa Hart-Burns moved, Chuck Anderson seconded, and the board unanimously approved the Statements of Revenues & Expenses for the periods ending 02/29/16, 03/31/16 and 04/30/16. Roll call – voting Aye: Chuck Anderson, Paul Greviskes, Scheketa Hart-Burns, and Rachel Ossyra; voting Nay: none. Motion carried.

➤ **Approve List of Bills**

- **Month ending 02/29/16 totaling \$14,392.65.**
- **Month ending 03/31/16 totaling \$10,358.72.**
- **Month ending 04/30/16 totaling \$25,884.25.**

Diana Erickson said there was nothing unusual in the list of bills; it was a very slow period due to the winter. Scheketa Hart-Burns moved, Paul Greviskes seconded, and the board unanimously approved the List of Bills for the months ending 02/29/16 totaling \$14,392.65, 03/31/16 totaling 10,358.72, and 04/30/16 totaling 25,884.25. Roll call – voting Aye: Chuck Anderson, Paul Greviskes, Scheketa Hart-Burns, and Rachel Ossyra; voting Nay: none. Motion carried.

5. Continued Business – None presented.

6. New Business

➤ **Approve the agreement with Williams Architects & Williams Aquatics for \$54,800 to provide professional services for phase 1 improvements to the Phillips Park Family Aquatics Center improvements.**

Jaime Ijams presented to the board the proposed agreement between the Fox Valley Park District and Williams Architects and Williams Aquatics for phase I improvements to Phillips Park. Improvements include the bathhouse entry and entry plaza, activity pool and filtration system, deep pool climbing wall and concession deck. Jaime gave a timeline of: schematic design in May, design development in June, bidding in October and completion in December. Everything will be open in May 2017. Rachel Ossyra asked if these improvements are in the budget. Jaime said yes, there is \$500,000 in the budget.

Scheketa Hart-Burns moved, Chuck Anderson seconded the motion to approve the agreement with Williams Architects & Williams Aquatics for \$54,800 to provide professional services for phase 1 improvements to the Phillips Park Family Aquatics Center improvements.

Director Pilmer said there is a wish list of \$11 million – \$12 million. This phase shows the district is making improvements; it's a good course of action. Jaime added that construction will begin after the season ends. Paul Greviskes asked if the city needs to approve this. Chuck Anderson said the agreement between the park district and the city states the district does not need city approval. Roll call – voting Aye: Chuck Anderson, Paul Greviskes, Scheketa Hart-Burns, and Rachel Ossyra; voting Nay: none. Motion carried.

➤ **Preseason update and Marketing**

Dan Leahy supplied the board with a handout of the marketing efforts for aquatics. He said there is a shift away from print; it's a mix of print and digital. The district is using Constant Contact to send e-blasts. There are also pop-up ads on the district website routing traffic to a specific web page with season pass information. Additionally, social media ads are being utilized resulting in hundreds of "likes", shares and comments. Window clings have been applied to key entryways at Eola and Vaughan to capitalize on the high foot traffic. There is a new gatefold flap on the front cover of the activity guide featuring special offer coupons. Traffic to the outdoor aquatic pass web page is up 144 percent compared to the same timeframe as last year. Marketing will also offer a Groupon earlier than last year; early June and repeat in July.

Director Pilmer said the district is reaching out to community groups. As an example, the district donated an aquatics party to be auctioned off at the Family Counseling event; it brought in \$1,400. This helps bring awareness. Family Counseling will also be hosting a group event this year at one of our aquatics facilities. The Aurora Police Credit Union will also start marketing member benefits.

Rachel Ossyra asked what else can be done to reach out and encourage swim lessons/learning to swim. Director Pilmer said the Golf for Kids event will benefit more than golf this year. It can also benefit swim scholarships and promotional swim lessons such as an open house. Rachel added that learning to swim is a life skill; not drowning; life-giving is one of our pillars. Benjamin Strong said the district can cross-market with JEM and their Home Owners Associations.

➤ **Facilities and Operations report**

Michael Hayes updated the board regarding aquatics amenities: new lounge chairs at Splash Country, new inner tubes at Splash and Phillips Park, new covers on guard chairs and new tables at Phillips.

Ray Nugent said maintenance had detected and repaired a leak at Splash Country. Other repairs and upgrades include: painting the pools, new roping and netting at Phillips Park, and slide repairs. Additionally, a new boiler was installed at Splash. He expects to see significant water savings with the new filters and repairs.

Michael Hayes said the district is offering for sale new souvenir cups that include free refills.

7. Adjourn

Chuck Anderson moved, Paul Greviskes seconded, and the board unanimously approved by voice vote to adjourn the Aquatics Board meeting at 9:00 a.m. Motion carried.

Respectfully submitted:

*Arlene Kallien
Executive Administrator*