



AQUATICS ADMINISTRATIVE BOARD MINUTES

City of Aurora & Fox Valley Park District

May 14, 2019 8:00AM

Cole Center Administrative Office

Welcome and Introductions

Director Pilmer welcomed new Commissioner Al Broholm. Commissioner Broholm was recently appointed to the Aquatics Administrative Board, and Commissioner Cummings was reappointed.

1. Call Meeting to Order

Vice President Hart-Burns called the meeting to order at 8:04am.

2. Roll Call

Vice President Hart-Burns directed the Board Secretary to take attendance by roll call. The following members of the Aquatics Administrative Board were present: Al Broholm, MaryAnne Cummings, Robert O'Connor, Roberto Saenz, and Vice President Scheketa Hart-Burns. A quorum was present. Also present: FVPD Department Directors FVPD Administrative and Aquatic staff, Jeffrey Ellis Management Staff, and guests.

3. Election of President

Vice President Hart-Burns called for a motion to elect Robert O'Connor as President of the Aquatics Administrative Board. Roberto Saenz made a motion, seconded by Al Broholm. Voice Voting Aye: Al Broholm, MaryAnne Cummings, Robert O'Connor, Roberto Saenz, and Vice President Scheketa Hart-Burns. Voting Nay: none, and the motion carried.

4. Addenda to the Agenda

President O'Connor thanked everyone for their support and asked that all in the room introduce themselves.

5. President O'Connor asked that Agenda Item 7: Acceptance of the Annual Financial Report for the Family Aquatic Centers financial year January 1, 2018 to December 31, 2018 be moved up to the next item of business.

6. Acceptance of the Annual Financial Report for the Family Aquatic Centers financial year January 1, 2018 to December 31, 2018.

Anthony Cervini, CPA, CFE, of Sikich LLP presented the audit report for the years ended December 31, 2018 and 2017. He was pleased to announce that Sikich offered a clean, unmodified opinion of the Aquatic Administrative Board's financial records.

Director Pilmer added that District staff is currently working on the completion of deferred maintenance projects. Scheketa Hart-Burns made a motion to accept the audit report, seconded by Al Broholm. Roll call voting Aye: Al Broholm, MaryAnne Cummings, Scheketa Hart-Burns, Roberto Saenz, and President Robert O'Connor. Voting Nay: none, and the audit report was accepted.

7. Minutes

6.1 Approve meeting minutes from October 16, 2018.

Scheketa Hart-Burns made a motion to approve the minutes from October 2018, seconded by MaryAnne Cummings. Roll call voting Aye: Al Broholm, MaryAnne Cummings, Scheketa Hart-Burns, Roberto Saenz, and President Robert O'Connor. Voting Nay: none, and the minutes were approved.

8. Continued Business

7.1 Aquatic Study Report

Director Pilmer introduced Steve Collins and Kim Lombardozi from Wight and Company, and Jeff Palmquist who presented the results of the community survey which was open to the public from February-March 2019. There were 764 responses with very good geographic representation.

Some of the noteworthy results include:

For all three aquatic facilities, the majority of users visited 1-4 times per year. VAC had a large percentage of users with 100+ visits annually as it is an indoor facility.

Daily admission guests and season pass holders make up the majority of users.

83% of respondents felt it was very important that FVPD/COA provide aquatics facilities.

56% of respondents preferred both an indoor and outdoor pool. 26% prefer an indoor pool.

The ranking of most important aquatic amenities is led by competition swimming, accessibility, lap lanes, family changing areas, and therapy pool.

58% of respondents felt there is not a need for a new aquatics center.

Steve Collins finished by stating the two biggest surprises of the survey are:

1. The respondents indicated less of a concern about amenities and a greater concern for swimming;
2. The age of respondents/users with a majority being 35-44 years (34%) and 45-54 year (30%), and only 15.5% of users being 15-19 years.

9. Financial Reports

8.1 Approve Statements of Revenues & Expenses for months of October through December 2018 and January through March 2019.

Scheketa Hart-Burns made a motion to approve the Statements of Revenues and Expenses for October thru December 2018, seconded by Al Broholm. Roll call voting Aye: Al Broholm, MaryAnne Cummings, Scheketa Hart-Burns, Roberto Saenz, and President Robert O'Connor.

Voting Nay: none, and the statements were approved.

8.2 Approve Lists of Bills for months of October, November, and December 2018 and January, February, March, and April to date 2019.

Scheketa Hart-Burns made a motion to approve the lists of bills for October thru December 2018, seconded by Roberto Saenz. Roll call voting Aye: Al Broholm, MaryAnne Cummings, Scheketa Hart-Burns, Roberto Saenz, and President Robert O'Connor. Voting Nay: none, and the bills lists were approved.

10. New Business

9.1 Aquatic Strategic Management

Director Pilmer reported that the Directors reports will show that there was great effort in the offseason to prepare the outdoor facilities for opening this spring.

9.2 Preseason Aquatics Report

Jaime Ijams presented a preseason report, including an explanation of the staffing structure. JEM provides day to day management for the outdoor aquatics centers and lifeguard services.

The Spring Break pass sale showed a 21% increase over last year with a 23% increase in passes for families of 4 or more. Online purchasing of passes is a new offering this season.

Outdoor parks will open for Memorial Day Weekend, and then close for the following week, then remain open for the season on June 2.

Parker's Swim School launches this summer at all three facilities with progressive swimming lessons, including Parker's Pros for those that have completed all levels of swim and want to further develop swim skills and perhaps train as a lifeguard.

A part-time Aquatics Rental Coordinator was hired to provide a better overall rental experience. Rentals are also being marketed to area agencies to promote field trip opportunities to FVPD seasonal facilities, including aquatics. There has been 50% growth in group rentals.

There are enhanced birthday party offerings that now include an attendant, which brings a slight increase birthday party rates, and there are now more birthday party slots available.

Training is underway for staff, and there will be new signage at the outdoor facilities.

9.3 Marketing Report

Dan Leahy presented a report on Marketing Department efforts, including a new aquatic branded website landing page, and a marketing push for the Spring Break season pass sale and birthday party sales that saw a marked increase in sales, as mentioned in the Recreation report.

There is a 50% increase in visits to the aquatics webpage which translates to increased sales.

There are several ad initiatives including e-blasts, Groupon, social media and direct mailings.

Dan mentioned that FVPD does an excellent job promoting the District's aquatic offerings on a much lower budget than other businesses, and Marketing has done more this year than ever before.

President O'Connor noted that the increased efforts are noted and appreciated.

9.4 Facilities & Operations Report

John Kramer presented a facilities and Operations report, including a report that all emergency repairs are complete at Splash Country. There were 45 process piping breaks discovered since closing last season. All features have been repaired and are fully functional for the first time in years. Other work at Splash Country includes the painting of slides, bridge repairs, and the addition of synthetic turf in the play area. Due to concrete curing times, the pool floor cannot be repainted until next season.

Phillips Park had a filling issue that is resolved. The facility also had a color change on the playground and upgrades in the bathhouse. John thanked the Operations staff for their diligence in getting the outdoor facilities ready for opening.

11. Adjourn

President O'Connor thanked all of the staff for their hard work and announced the next board meeting is June 11, 2019 at Phillips Park.

Sheketa Hart-Burns made a motion to adjourn, seconded by Roberto Saenz. Roll call voting Aye: Al Broholm, MaryAnne Cummings, Sheketa Hart-Burns, Roberto Saenz, and President Robert O'Connor. Voting Nay: none, and the Aquatics Administrative Board meeting was adjourned at 9:49AM.

Respectfully submitted by:

*Kim Nooncaster
Board Secretary*