



AQUATICS ADMINISTRATIVE BOARD MINUTES
City of Aurora & Fox Valley Park District
July 23, 2019 8:00AM
Splash Country Water Park, 195 S. Barnes Rd, Aurora

1.0 Call Meeting to Order

President O'Connor called the meeting to order at 8:00am.

2.0 Roll Call

President O'Connor directed the Assistant Board Secretary to take attendance by roll call. The following members of the Aquatics Administrative Board were present: Al Broholm, Scheketa Hart-Burns, and President Robert O'Connor. Excused absent: Roberto Saenz. Mary Anne Cummings arrived at 8:03am, after roll call was taken. A quorum was present. Also present: FVPD Department Directors and administrative staff, JEM staff, and guests.

3.0 Addenda to the Agenda

Al Broholm asked for an item to be added to New Business.

4.0 Minutes

4.1 Approve meeting minutes from June 11, 2019.

Sheketa Hart-Burns made a motion to approve the minutes as presented from June 11, 2019, seconded by Al Broholm. Voice voting Aye: Al Broholm, Mary Anne Cummings, Scheketa Hart-Burns and President O'Connor. Voting Nay: none and the minutes were approved.

5.0 Continued Business

None presented.

6.0 Financial Reports

6.1 Approve Statements of Revenues & Expenses for Period Ending May 31, 2019.

6.2 Approve Statements of Revenues & Expenses for Period Ending June 30, 2019.

Sheketa Hart-Burns made a motion to approve the statements of revenue and expenses for periods ending May 31, 2019 and June 30, 2019, seconded by Al Broholm. Roll call voting Aye: Al Broholm, Mary Anne Cummings, Scheketa Hart-Burns, and President Robert O'Connor. Voting Nay: none, and the statements were approved.

6.3 Approve List of Bills for Month Ending June 30, 2019 totaling \$223,510.35.

President O'Connor inquired about two invoices for \$600 each from Carrico Aquatic Resources. Director Kramer advised that for the last two years, on a contractual basis, Carrico has advised FVPD staff on pool chemical usage and has provided maintenance filtration systems and pumps.

Mary Anne Cummings inquired about two invoices from Deuchler Environmental, Inc. Director Kramer advised that these expenses were for environmental testing of the effluent from both aquatic facilities.

Sheketa Hart-Burns made a motion to approve the list of bills from month ending June 30, 2019, seconded by Mary Anne Cummings. Roll call voting Aye: Al Broholm, Mary Anne Cummings, Scheketa Hart-Burns, and President Robert O'Connor. Voting Nay: none, and the list of bills was approved.

7.0 New Business

7.1 Season Update

- Jaime Ijams reported that the number daily admissions are favorable to last year by 5%. There was one weekend that generated over \$18,000 in admissions from both parks combined.
- Memberships are down from last year by \$18,000, primarily due to the poor weather in spring when the majority of memberships are purchased.
- There are currently 1,455 enrolled in swim lessons across all three facilities, and 24 students have participated in the Learn to Swim grant program to date this summer. Director Pilmer added that there is progressive growth in our swim lesson programming. Jaime indicated that the increase in swim lesson participants is a result of our quality programs and word of mouth among patrons. Jaime also thanked Aquatic Manager, Dan Chambers for his work in monitoring the weather and letting our patrons know when programs are disrupted due to weather.
- Online ticket sales are new this year and have sold 181 to date, they are expected to increase next year as the system becomes more widely used.
- Facility reservations are slightly up over last year. After hour and birthday parties are directly affected by the poor weather early in the season.
- Upcoming events include a Glow Swim, Deck Art Day, Sundae Sunday and a Back to School Luau.
- Jaime will have a consolidated calendar at the September meeting with a breakdown of days open/closed as a result of weather.

FVPD Board President Chuck Anderson reported that he and his grandchildren visited Phillips Park Family Aquatic Center a few weeks prior and had a great experience. The camps run by the FVPD were excellent, run very well, and the camp counselors were attentive and engaging with the children. PSO Sammy did an excellent job observing and monitoring the pools. Overall, he was very impressed.

7.2 Marketing Report

- Dan Leahy reported that at this point in the season, the push has shifted to daily admissions and 2500 Buy One Get One offers were printed and distributed to all children in District programs. The aquatics billboard run was extended through July, as well as continued marketing efforts at Kane County Cougar games, radio, and the AACVB.
- Due to changes in the Groupon process, the aquatics Groupons were not available until July this year. To date we have received \$6,000 in revenue and if the weather holds, we can expect to reach \$15,000-\$20,000 in revenue. Groupon has also changed their process for passing on revenue to us as they now wait until the offer is redeemed in the parks, therefore we lose out on any revenues for unredeemed sales, which accounts for about 30% of sales.
- Social Media reach for aquatics jumped up in May and June with a 4-5% engagement rate (anything higher than 2% is favorable).
- Website page views increased significantly in May and June which tells Marketing that people are engaged and interested in the information. FVPD launched a new website in February and the aquatics parks were up 64-87% in page views as a result of increased marketing of the URL specific to water parks.

7.3 Facilities & Operations Report

- John Kramer reported that there have been only minor issues at the facilities but no issues requiring closing or loss of service. One propulsion pump is down on the lazy river at Splash Country but has caused no disruption in service. There is a leak in the filter building that requires repair but is not causing an issue with service.
- At the June 2019 meeting, staff was asked to provide a solution to the vandalism that is occurring at the facilities, particularly Splash Country. John Kramer, Jon Michael and Chief Summer met to identify several methods to solve the problem and determined that a proposal for an intuitive video surveillance system from Miner Electric was the best option. The system will provide notification to staff and

Alarm Detection Service when a vehicle or person enters the property after hours. It is a customizable solution that will cost \$26,000 to purchase with pro-rated maintenance and service costs of \$2,000-\$3,000. The cost for service and maintenance will cost approximately \$8,000 per year going forward.

This solution will not add additional labor cost to the District and will need to be approved by the FVPD Board of Commissioners before the purchase can be made. Chief Summer added that the system provides visual evidence that can be used in court, and this may be the best deterrent. President Robert O'Connor asked if there have been any incidents of vandalism since June, it was reported that there has not.

Scheketa Hart-Burns made a motion to approve the Miner Electric Security System, seconded by Al Broholm. Roll call voting Aye: Al Broholm, Mary Anne Cummings, Scheketa Hart-Burns and President Robert O'Connor. Voting Nay: none, and the security purchase was approved. It will now be presented to the Fox Valley Park District Board of Commissioners for approval.

7.4 Public Safety Report

- Chief Summer reported that the youth causing problems at Phillips Park have been banned from the park for the remainder of the season and there have been no other issues there. There has been no incidents at Splash Country to date this season.
- Since the discussion at the June meeting regarding vandalism, Chief indicated that he has been using some passive deterrent measures as well as placement of a PSO during high risk times.

Addenda to the Agenda Items:

- Al Broholm inquired about the meeting with Mayor Irvin regarding the presentation of the results of the aquatics study. President O'Connor replied that the results were received positively, and the takeaway was that new services are not needed, rather the focus was on improving current services. Director Pilmer added that the agreement between the FVPD and COA would not sunset and would instead be expanded. President O'Connor also stated that a study is underway for a conference center/hotel on Farnsworth Avenue near the outlet mall with the possibility of an aquatic facility on location. He also asked that the discussion of the future of aquatics and the study results be added to the agenda for the September board meeting.
- Al Broholm inquired about who has control of Galena Blvd near Splash Country. He suggested that signage be placed on the road for Splash Country as there is nothing to tell passersby that there is a water park located there. The State of Illinois has control over the road and Jeff Palmquist will make inquiry about the installation of signage.

8.0 Adjourn

Scheketa Hart-Burns made a motion to adjourn, seconded by Mary Anne Cummings. Voice voting Aye: Al Broholm, Mary Anne Cummings, Scheketa Hart-Burns, and President Robert O'Connor. Voting Nay: none, and the meeting was adjourned at 9:07am.

Respectfully submitted by:

*Kim Nooncaster
Board Secretary*