



## **AQUATICS ADMINISTRATIVE BOARD MINUTES**

**City of Aurora & Fox Valley Park District**

**September 10, 2019 8:00AM**

**Cole Administration Center, 101 W. Illinois Av., Aurora**

### **1. Call Meeting to Order**

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

### **2. Roll Call**

President O'Connor directed the Board Secretary to take attendance by roll call. The following members of the Aquatics Administrative Board of Directors were present: Al Broholm, Scheketa Hart-Burns, Roberto Saenz, and President Robert O'Connor. Absent: MaryAnne Cummings. A quorum was present. Also present: Chuck Anderson, Executive Director Jim Pilmer, Department Directors, JEM Staff, and Administrative Staff.

### **3. Addenda to the Agenda**

None presented.

### **4. Minutes**

#### **4.1 Approve meeting minutes from July 23, 2019.**

Sheketa Hart-Burns made a motion to approve the minutes from July 23, 2019, seconded by Al Broholm. Voice voting Aye: Al Broholm, Scheketa Hart-Burns, Roberto Saenz, and President Robert O'Connor. Voting Nay: none, and the minutes were approved.

### **5. Continued Business**

#### **5.1 Aquatic Study Follow Up**

Director Pilmer reported that the Aquatic Study is with the Mayor's Office at the City of Aurora as they continue to explore areas of economic development opportunities and a public/private partnership that may include the Aquatics Administrative Board.

### **6. Financial Reports**

#### **6.1 Approve Statement of Revenues & Expenses for Period Ending July 31, 2019.**

Sheketa Hart-Burns made a motion to approve the statement of revenues and expenses for July 2019, seconded by Roberto Saenz. Roll call voting Aye: Al Broholm, Scheketa Hart-Burns, Roberto Saenz, and President Robert O'Connor. Voting Nay: none, and the statement was approved.

#### **6.2 Approve List of Bills for Month Ending July 31, 2019 totaling \$187,283.51.**

Sheketa Hart-Burns made a motion to approve the bills list for July 2019, seconded by Roberto Saenz. Roll call voting Aye: Al Broholm, Scheketa Hart-Burns, Roberto Saenz, and President Robert O'Connor. Voting Nay: none, and the statement was approved.

### **7. New Business**

#### **7.1 Season Wrap Up**

Jaime Ijams introduced the Recreation Aquatics staff and the Jeffrey Ellis Management staff and recognized their hard work in making the aquatics season a success.

Dan Leahy gave an overview of marketing efforts for outdoor aquatics including an aggressive buy one-get one campaign, a branded web platform with virtual tours that will be available next year, and Groupon sales. Al Broholm mentioned that Phillips Park was lacking signage that would bring awareness to the water park to passersby in that area.

Jaime Ijams reported on the season wrap-up:

- While season pass sales and revenues were down, daily admissions and revenues were up and overall projected revenue for the season was favorable at \$724,068.
- There was a 46% increase in non-resident usage.
- Participation and revenue numbers were the highest they've been since 2015.
- Outdoor swim lessons were expanded to include graduated levels of skill.
- Learn to Swim grants: Community Foundation served 17 kids; Rotary Club of Aurora served 78 kids.
- It was a very good year for maintenance closures, only 4 hours closed due to health code issues and 2 hours closed due to maintenance issues.
- Weather related closures were very high, as the first part of the season was extremely rainy.

Alyssa Moore of JEM reported on the following:

- Four training classes were held for JEM lifeguards through April to mid-June.
- A combined total of 133 Vigilance Awareness Trainings were conducted at both parks. Only one employee was let go as a result.
- The highest number of rescues were guests aged 5-12 years, with more males requiring assistance than females.

### **7.2 Facilities & Operations Report**

John Kramer gave a report on the repairs and corrections made at both facilities as a result of the IDPH annual inspection audit.

### **7.3 Public Safety Report**

Chief Summer had nothing to report.

### **7.4 Budget Presentation**

Jaime Ijams presented the proposed 2020 Aquatics budget which will be presented for approval on October 8, 2019. The budget includes proposed revenues of \$720,952 and proposed expenses of \$1,631,452 for a deficiency of \$910,500.

Jaime noted that the biggest change going forward will be that Reuland's will no longer be providing concessions at either park. The Recreation/Aquatics team is looking at alternative ways to provide/allow food in the facilities, including food trucks, and allowing families to bring their own food and drinks.

## **8. Adjourn**

Sheketa Hart-Burns made a motion to adjourn, seconded by Roberto Saenz. Voice voting Aye: Al Broholm, Sheketa Hart-Burns, Roberto Saenz, and President Robert O'Connor. Voting Nay: none, and the meeting was adjourned at 9:20AM.

Respectfully submitted by:

Kim Nooncaster  
Board Secretary