



AQUATICS ADMINISTRATIVE BOARD MINUTES

City of Aurora & Fox Valley Park District

June 21, 2022 10:00AM

Cole Administration Center 101 W. Illinois Avenue, Aurora

1.0 Call Meeting to Order

President Broholm called the meeting to order at 10:00AM.

2.0 Roll Call

President Broholm directed the Board Secretary to take attendance by roll call. The following members of the Aquatics Administrative Board were present: Sherman Jenkins and President Al Broholm. Present via Teams: Marea Clement and Scheketa Hart-Burns. Absent: Robert O'Connor. A quorum was present. Also present: Director Pilmer, Directors Halverson, Ijams, Kramer, Michael, Palmquist and Summer, Julia Gabbard, John Goll, and Anthony Cervini, Partner in Charge, Government Services, Sikich.

3.0 Addenda to the Agenda

None presented.

4.0 Minutes

4.1 Approve meeting minutes from May 17, 2022.

Scheketa Hart-Burns made a motion to approve the minutes from May 17, 2022, seconded by Sherman Jenkins. Roll call voting Aye: Marea Clement, Scheketa Hart-Burns, Sherman Jenkins, and President Al Broholm. Voting Nay: none and the minutes were approved.

5.0 Continued Business

None presented.

6.0 Presentation of the Annual Financial Report for the Outdoor Family Aquatic Centers for financial year ending December 31, 2021.

Anthony Cervini presented the aquatics report for financial years ending 2021 and 2020 and was pleased to announce the clean, unmodified opinion of the District's financial reporting for the outdoor family aquatic centers.

7.0 Financial Reports

7.1 Approve Statement of Revenues & Expenses for April 2022.

Scheketa Hart-Burns made a motion to approve the statement of revenue and expenses for April 2022, seconded by Sherman Jenkins. Roll call voting Aye: Marea Clement, Scheketa Hart-Burns, Sherman Jenkins, and President Al Broholm. Voting Nay: none and the statement was approved.

7.2 Approve List of Bills for Month of May 2022 in the amount of \$57,320.29.

Scheketa Hart-Burns made a motion to approve the list of bills for May 2022, seconded by Marea Clement. Roll call voting Aye: Marea Clement, Scheketa Hart-Burns, Sherman Jenkins, and President Al Broholm. Voting Nay: none and the list of bills was approved.

8.0 New Business

8.1 Departmental Reports

8.1.1 Recreation

Jaime Ijams reported that the additional recruiting efforts to hire enough aquatic staff to open Phillips Park for even a limited number of hours per day did not yield enough applicants to support the opening. 59% of the hiring goal was attained which does not allow the park to be opened safely or responsibly. Hiring efforts are still being made to fully staff Splash Country and Vaughan with 6 lifeguard positions left to fill.

Jaime also reported that swim lesson and camp programming at Splash have exceeded expectations; there are several special events scheduled for the rest of the season; Snack Shack concessions, in its second year, is doing very well and has already exceeded revenues earned in 2021.

8.1.2 Operations

John Kramer reported that there have been no issues at Splash Country and planned work at Phillips Park continues this summer.

8.1.3 Marketing & Communications

Kyle Halverson reported on the marketing efforts for outdoor aquatics including a 45% open rate for season pass flash sales e-blasts which is well above the industry average, and a 28% increase in memberships sold since reporting on May 30 for a total of 731. Kyle also reported on the additional efforts to hire lifeguards at Phillips Park.

8.1.4 Police and Public Safety

Chief Summer reported that the only issues to date are that of parking on heavy attendance days at Splash, requiring overflow cars to park at Blackberry Farm.

Prior to adjournment, President Broholm asked that an increase in lifeguard pay be considered for next year. It was discussed that this is currently being reviewed as well as balancing overall expenses with revenues in outdoor aquatics.

President Broholm thanked the District staff for their tremendous effort in hiring and getting Splash Country prepared for opening this season.

9.0 Adjourn

Sherman Jenkins made a motion to adjourn, seconded by Scheketa Hart-Burns. Voice voting Aye: Marea Clement, Scheketa Hart-Burns, Sherman Jenkins, and President Al Broholm. Voting Nay: none and the meeting was adjourned at 10:45AM.

Respectfully submitted by:



*Kim Nooncaster
Board Secretary*