



## **AQUATICS ADMINISTRATIVE BOARD MINUTES**

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

**July 19, 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 10:04AM.

### **2.0 Roll Call**

President Broholm directed the Board Secretary to take attendance by roll call. The following members of the Aquatic Administrative Board were physically present: Sherman Jenkins and President Al Broholm; present via Teams: Marea Clement; Scheketa Hart-Burns joined the meeting via telephone at 10:23AM, after roll call was taken. Absent: Robert O'Connor. A quorum was present. Also present: Executive Director Jim Pilmer, Directors Ijams, Kramer, Paprocki, and Summer, and Katie Garrett representing Marketing.

### **3.0 Addenda to the Agenda**

None presented.

### **4.0 Minutes**

#### **4.1 Approve meeting minutes from June 21, 2022.**

Sherman Jenkins made a motion to approve the minutes from June 2022, seconded by Marea Clement.

Roll call voting Aye: Marea Clement, Sherman Jenkins, and President Al Broholm. Voting Nay: none and the minutes were approved.

### **5.0 Continued Business**

President Broholm asked about lifeguard staffing and a discussion was had about the many hiring issues facing FVPD and employers nationwide. President Broholm asked what could be done during the winter to begin recruiting, Director Ijams assured him staff is always looking for ways to improve recruiting and connecting with students and schools and will consider beginning the process earlier than the usual December start. Director Pilmer stated that the bigger discussion must be centered around long-term solutions for antiquated facilities and called for a joint conversation between the school districts, Park District and municipalities to discuss the possibility of a partnership that would provide a facility that would benefit the school districts and citizens of our shared communities to include North Aurora and Montgomery. Sherman Jenkins agreed that an action plan must be created and enacted to encompass the next 10 years and he will work with Mayor Irvin and Alderwoman Hart-Burns to bring the agencies together for initial discussions.

### **6.0 Financial Reports**

#### **6.1 Approve Statement of Revenues & Expenses for May 2022.**

Sherman Jenkins made a motion to approve the Statement of Revenues & Expenses, seconded by Marea Clement. Roll call voting Aye: Marea Clement, Scheketa Hart-Burns, Sherman Jenkins, and President Al Broholm. Voting Nay: none, and the statement was approved.

#### **6.2 Approve List of Bills for Month of June 2022 in the amount of \$142,363.79.**

Scheketa Hart-Burns made a motion to approve the list of bills, seconded by Sherman Jenkins.

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.

## **7.0 New Business**

### **7.1 Departmental Reports**

#### **7.1.1 Recreation**

Jaime Ijams reported that with the opening of one water park this year, the staff is less stressed this year and have been able to concentrate on details to make the overall guest experience better. Season pass sales to date are 1,162; Parker's Swim School has 572 enrolled and 324 are enrolled in camps, water aerobics and other special events; Snack Shack continues to do well with total revenue of \$18,356 to date; Jeff Ellis conducted an unannounced audit on July 2 and the staff received an "Overall Meets Expectations"; the last lifeguard class was held on June 25-26-there were 20 enrolled, 14 actually attended, and 12 passed; Splash will remain fully open through August 7, then weekends only through September 5.

#### **7.1.2 Operations**

John Kramer reported that there have been no major inconveniences at Splash Country and no shutdowns.

#### **7.1.3 Marketing & Communications**

Katie Garrett reported that billboard ad buys are concluding in mid-August, total spent was \$4,260 which yielded 1,874,796 impressions; digital ads run 8 minutes per game at Kane County Cougar games; Facebook ads were run for Floatchella reaching 5,578 people via paid ad and 5,338 organically; there were Groupon sales of \$10,500; Facebook has seen positive trends in page likes, # of posts, and reach.

#### **7.1.4 Police & Public Safety**

Chief Summer reported that Splash Country is a safe environment and most calls to 9-1-1 regarding the park are for disturbances between patrons who are escorted off the property. FVPD Public Safety Officers patrol the park between 12:30 and 7:00PM.

## **8 Adjourn**

Sheketa Hart-Burns made a motion to adjourn, seconded by Sherman Jenkins. Roll call voting Aye: Marea Clement, Sheketa Hart-Burns, Sherman Jenkins, and President Al Broholm. Voting Nay: none, and the meeting was adjourned at 11:15AM.

*Respectfully submitted by:*



*Kim Nooncaster  
Board Secretary*