

**KENDALL COUNTY FOREST PRESERVE DISTRICT
OPERATIONS COMMITTEE MEETING MINUTES**

FEBRUARY 7, 2018

I. Call to Order

Committee Chair Flowers called the Operations Committee meeting to order at 6:02 pm in the Kendall County Board Room.

II. Roll Call

Commissioners Hendrix, Prochaska, Purcell, and Flowers all were present.

III. Approval of Agenda

Commissioner Prochaska made a motion to approve the agenda as presented. Seconded by Commissioner Purcell. All, aye. Opposed, none.

IV. Citizens to be Heard

No public comments were offered by those in attendance.

**V. Review of Preliminary Financial and Income Statement Reports
through January 31, 2018**

Director Guritz presented the District's income statements through January 31, 2018. The Operations Committee discussed the financial statements.

Director Guritz reported that the District's financial statements are positive over last year's report. Adjustments to the financials include approximately \$20,000 of farm lease yield payments that will be accrued to FY17. The District also incurred the full cost for the Ellis tent in FY17 that is currently pending for FY18. However, program revenue is up over this time last year, including increased revenues for facility rentals for Ellis House and Meadowhawk Lodge. Director Guritz stated that while some of the increased program revenue has to do with the timing for receipt of payments, generally, it appears that programs are generally ahead of the previous year.

VI. Special Use Permits

a. Rheta Murdaugh – Shoop Scoot 5K at Baker Woods Forest Preserve

Director Guritz presented an approved special use permit for Rheta Murdaugh for the Shoop Scoot 5K run at Baker Woods Forest Preserve. The run is co-sponsored by the Minooka-Channahon Running Club, with proceeds donated to the American Heart Association. The special use permit was approved for a cost of \$250.00.

Director Guritz reported that the SKY 5K run special use permit will be forthcoming, as well as an amendment to the University of Illinois – 4H special use permit for an additional event. Direction was received to list the dates for the special use permits as part of the review process.

The Operations Committee discussed the process for approval of special use permits. The Committee requested to be informed of approved special use permits, with a continued requirement to review all special use permits requesting the waiving of District permit fees and facility use charges.

VII. Environmental Education Department Agenda Items

- **Spring 2018 Public Programs Fees and Charges**

Director Guritz presented a report from Emily Dombrowski, Environmental Education Program Manager for the 2018 spring public program fees and charges. All program fees presented are consistent with past fees for similar programs.

Commissioner Prochaska made a motion to forward the 2018 spring program fees and charges to Commission for approval as presented. Seconded by Commissioner Hendrix. Aye, all. Opposed, none.

VIII. Ellis House and Equestrian Center Agenda Items

- a. **“The Knot” Wedding Planning Website Metrics and Subscription Upgrade**

Director Guritz presented a report on the user interaction metrics for the Ellis House venue storefront on “The Knot.” The District has an opportunity to upgrade from a standard storefront subscription to a preferred storefront subscription.

Director Guritz stated that while the District’s subscription to “The Knot” is generating traffic, upgrading to the preferred storefront subscription may or may not generate additional traffic. Director Guritz stated that it is unclear at this point whether the subscription is resulting in event contracts.

Chairman Flowers asked what the ratio is of tours delivered to wedding contract bookings. Director Guritz stated that this also is not currently known, but could be researched.

The Operations Committee discussed the opportunity, with direction received to bring the renewal of the standard storefront to the Committee of the Whole before the current contract expiration date.

Direction was also provided to expand efforts to track metrics for all referrals and tours extended to help inform future marketing cost decisions and strategies.

The Operations Committee provided direction to present a proposal for promoting discounted rental program rates for 2018, with promotional codes, in order to provide

incentive to book additional weddings and special events and track the sources for referrals, to the Committee of the Whole in February, with Groupon recommended as a possible platform for promoting event rentals with the promotional discount.

b. PNA Field Day Program

Director Guritz presented a report on the negotiated fees and charges for hosting over ninety students from the Polish National Alliance Camp in Plano/Yorkville in summer 2018. Cost per student will be \$35, with services extended over two program dates. This will be the second year the group selected Ellis House and Equestrian Center to enhance PNA camp offerings.

Director Guritz reported that there is an operating cost due to the cancellation of one 3-day 6-8 year old camps, but represents a significant boost to the Ellis Camps budget and cost center.

c. Preferred Caterers Program Update and Request to Waive Certain Coverage Requirements for Martin Gonzalez DBA Botaneros

Director Guritz presented a report and recommendations to waive the \$5M umbrella liability requirement to allow Martin Gonzalez DBA Botaneros to participate in the District's Preferred Caterers' Program.

The Operating Committee discussed the insurance requirements.

The Operating Committee provided instruction not to waive the insurance coverage amounts, suggesting that the catering firm may be able to secure the required umbrella policy for the event date in order to potentially reduce costs for the required coverage. Additional direction was received to discuss this item at a Committee of the Whole meeting should the need arise to examine the District's insurance requirements.

IX. Meadowhawk Lodge FY 18 YTD Rental Contracts Report

Director Guritz presented a report developed by Administrative Assistant Rebecca Antrim highlighting the status of current rental contracts for use of Meadowhawk Lodge in 2018.

The total number of events under contract have significantly increased, with revenue generation for Lodge rentals exceeding \$7,500 year-to-date, with \$10,500 budgeted for FY18.

X. TCF Spring Benefit Dinner Silent Auction Item Request and Participation

Director Guritz requested direction for extending support of The Conservation Foundation's spring benefit dinner and silent auction.

The Operations Committee provided direction to extend the same opportunities presented in the previous year, including a free rental at Meadowhawk Lodge, and weekend overnight use of a bunkhouse for The Conservation Foundation's silent auction. The Operating Committee provided direction to discuss ticket purchases for the event at an upcoming Committee of the Whole meeting.

The Operations Committee discussed the pending acquisition of the Little Rock Creek Forest Preserve, suggesting that if The Conservation Foundation moves forward with that effort at no costs, other than closing, to the District, that participation should be considered.

XI. Operations Updates

a. 2018 Marketing Initiatives Updates

Director Guritz presented a report on 2018 marketing initiatives. The Operations Committee discussed the District's storefront website. Director Guritz stated that while there are site management issues, the low cost of the site is worth the extra time required to manage changes to the website.

Director Guritz presented the recently completed trail map, which includes interactive links online to other preserve trail maps.

b. Little Rock Creek Acquisition Project Updates

Director Guritz provided an update on the Little Rock Creek acquisition project, with the State's certification of the appraisal anticipated within the next week.

c. General Use Ordinance Violations and Enforcement Discussions

Director Guritz reported on initial outreach to other forest preserve and park districts to examine how use violations are enforced, with initial responses indicating that violations are reported to local law enforcement agencies for enforcement.

d. Hoover Forest Preserve – NPDES Permit and Lift Station Pump Replacements

Director Guritz reported that efforts are underway to identify the types of pumps installed at the lift station, with RJ Kuhn Plumbing of Oswego supporting the investigation in order to develop a proposal for replacement.

e. Hoover Forest Preserve – Parking Lot Lighting Inspection

Director Guritz reported that Scott Riemenschneider has been contacted to request an inspection of the parking lot light fixtures.

f. FHA-RTP Public Hearing

Director Guritz reported that the FHA-IDNR Recreational Trails Program grant project hearing is scheduled for Thursday, February 15 at the Kendall County Historic Courthouse from 5:30 to 7:00 pm.

g. Millbrook Bridge Conservation Plan Public Notice

Director Guritz reported that the Millbrook Bridge Conservation Plan public notice has been posted as part of the process for securing an incidental take permit for the in-stream work necessary to remove the structure.

Commissioner Hendrix reported on social media postings from individuals expressing concerns over the removal of Millbrook Bridge.

XII. Executive Session

None.

XIII. Other Items of Business

None.

XIV. Citizens to be Heard

No public comments were offered by those in attendance.

XV. Adjournment

Commissioner Prochaska made a motion to adjourn. Seconded by Commissioner Hendrix. Aye, all. Meeting adjourned at 7:26 pm.

Respectfully submitted,

David Guritz
Executive Director, Kendall County Forest Preserve District