

**KENDALL COUNTY FOREST PRESERVE DISTRICT  
PROGRAMMING AND EVENTS COMMITTEE MEETING MINUTES  
MAY 3, 2017**

**I. Call to Order**

Commissioner Flowers called the meeting to order at 6:08 pm.

**II. Roll Call**

Commissioners Hendrix, Purcell, and Flowers all were present.

**III. Approval of Agenda**

Commissioner Hendrix made a motion to approve the agenda as presented. Seconded by Commissioner Purcell. Aye, all. Opposed, none.

**IV. Citizens to be Heard**

No citizens were present at the meeting.

**V. Ellis Wedding and Rental Program Agenda Topics**

- a. 2017 Ellis Scheduled Rental and Wedding Events Budget Report and Update**
- b. Wedding Security Deposit Return Request (Wargowsky & Mancuso Wedding June 17, 2017)**

Director Guritz presented reports on scheduled rental and wedding events for 2017 for Ellis House and Equestrian Center, reporting that revenues are on track for the year, with booking of a new fall wedding event in process. Director Guritz stated that with the new cost center budgets and RecPro software tracking in place, the District can now provide up-to-date reports on scheduled rentals and revenue projections for the year.

The Programming and Events Committee discussed the District's pricing for wedding events, including discounts extended for Friday and Sunday events.

The Programming and Events Committee discussed the return of the wedding security deposit for the Wargowsky and Mancuso wedding scheduled for June 17, 2017.

The Programming and Events Committee discussed correspondence with the clients, including rejection of the District's offer to retain their deposit towards a rescheduled event in the future.

The Programming and Events Committee provided direction to Director Guritz to contact the family at his discretion to discuss options up to and including possible return of the security deposit based on the extenuating circumstances reported by the family, provided sufficient documentation is presented.

## **VI. Ellis Equestrian Center Agenda Topics**

### **a. Lesson Cancellation Policy Recommendations**

### **b. Lesson Horse Updates and Needs**

Equestrian Center Program Coordinator Amy Martin presented lesson cancellation policy recommendations. The updated policy increases the timeframe for notification of client cancellation of a scheduled lesson program to 48-hours advanced notice. Cancellations or no-shows for non-extenuating circumstances (illnesses and emergencies) will result in forfeiture of the lesson fee for the scheduled lesson. The current policy requires 24-hour advanced notice.

Director Guritz asked whether the revised policy requires presentation to Commission for approval.

Commissioner Purcell stated that the policy should be reviewed and approved by Commission. Consensus and direction was received to present the revised cancellation policy to Commission for approval.

Amy Martin reported that she will be extending use of her horse, Promise, to Ellis Equestrian Summer over the summer months following an evaluation period by District and Sunrise Center staff members. Amy Martin reported that the horses at Ellis are all in good shape going into the lesson and summer program season.

## **VII. Marketing Plan Report and Updates – Discussion of Promotional Discounts**

The Programming and Events Committee reviewed proposed promotional discounts for returning equestrian center program clients. Amy Martin provided insights into the proposed program, which will extend promotional discounts for returning program participants. The goal is to increase program participation by marketing services provided to lesson, birthday, and field trip program participants.

Amy Martin reported that word of mouth is a common stated reason for returning program participants.

Commissioner Purcell asked whether the discounts would be stackable, and whether the discounts would expire by the end of the year.

Amy Martin stated that the one discount would be accepted for each single program registration or lesson package purchase.

Director Guritz stated that the coupons will be printed with an expiration date of December 31, 2017.

Commissioner Purcell stated that the coupons need to include information on all of the services as part of the promotional opportunity.

Director Guritz stated that all of the information requested can be printed on the coupon pages.

Direction was provided to present the proposed promotional discounts to the Committee of the Whole for review.

The Programming and Events Committee reviewed the comprehensive marketing report for the year. The report included all District promotional expenditures by campaign, including engagement metrics for each campaign.

Director Guritz stated that District staff will be working to examine the opportunity to create a multi-platform sponsorship program for the District to generate revenues to offset costs for marketing and operations. This will include development of an annual calendar of events, with acknowledgement on the District's website and social media platforms.

Director Guritz stated that he would formulate sponsorship platform levels for review and discussion.

Commissioner Flowers suggested that portions of revenue earned could be used for special presenters.

The Programming and Events Committee discussed the concept and encouraged staff to begin efforts to design the program.

Director Guritz stated that costs for the ad and web presence in the Chicago Wedding Guide will go up significantly in the upcoming year. A portion of the marketing budget will be set aside to partially fund renewal of a subscription in the current fiscal year. Program information will be presented to the Programming and Events Committee once received.

Emily Dombrowski provided an overview report on growth of social media online presence, and growth of followers of District Facebook assets. Director Guritz stated that Emily Dombrowski has been heading up efforts to use the District's social media assets to reach out to community groups, which is resulting in noticeable increases in program registrations.

Emily Dombrowski reported on efforts to change site content to make it interesting, and looking for creative program connections to formal and informal proclamations for State and national cause-based focuses and celebrations (i.e.; International Migratory Bird Day).

## **VIII. Environmental Education Agenda Topics**

### **a. Review of the School Program Guide**

### **b. School Program YTD Report**

### **c. Spring and Summer Camp Programs YTD Report**

The Programming and Events Committee reviewed the District's School Program Guide for environmental education programs.

Commissioner Hendrix made a motion to forward the Summer 2017 program descriptions, fees and charges to Commission for approval. Seconded by Commissioner Purcell. Aye, all. Opposed, none.

## **IX. Operations Agenda Topics**

### **a. Approval of Special Use Permit – Yorkville HS District 115 Cross Country Meet**

- b. KCFPD Cost Center Budget Report through March 31, 2017**
- c. Telecommunications System Changes Updates**
- d. Henneberry Restoration Project Updates**
- e. RTP and LWCF Grant Application Updates**

Environmental Director Guritz presented operational updates for the District.

Commissioner Purcell made a motion to approve the special use permit for the Yorkville School District 108 Cross Country event at Hoover Forest Preserve. Seconded by Commissioner Hendrix. Aye, all. Opposed, none.

Director Guritz reported that the District has reduced AT&T service in favor of lower cost Verizon services now in place at Ellis House and Hoover Forest Preserve.

Director Guritz reported that the District is more or less on track to meet budget in the current fiscal year.

#### **X. Citizens to be Heard**

No citizens were present at the meeting.

#### **XI. General Discussions and Updates**

- a. The Conservation Foundation – Morton Arboretum “The Future of Woodlands and Forests in Kendall County” May 16, 2016 Program at Hoover Forest Preserve**
- b. Hoover Nature Play Space Updates**
- c. Forest Foundation Native-Plant Sale – May 28, 2017 at Harris Forest Preserve**

General discussion and updates topics were not presented due to meeting time constraints.

#### **XII. Executive Session**

None.

#### **XIII. Adjournment**

Commissioner Purcell made a motion to adjourn. Seconded by Commissioner Hendrix. Aye, all. Meeting adjourned at 7:17 pm.

Respectfully submitted,

David Guritz  
Director, Kendall County Forest Preserve District