

**BUFFALO GROVE PARK DISTRICT  
WORKSHOP MINUTES  
MONDAY, FEBRUARY 25, 2013**

Commissioners Present: Scott Jacobson, Adriane Johnson, Larry Reiner and Jack Schmerer

Absent: Richard Drazner

Staff Present: Executive Director Dan Schimmel, Superintendent of Parks Bill Heider, Director of Recreation and Facilities Ryan Risinger, Superintendent of Revenue Facilities Kristy Vik, Public Relations and Marketing Manager Mike Terson and Administrative Assistant Martha Weiss

Attorney Steve Bloomberg was present.

**CALL TO ORDER**

President Reiner called the workshop to order at 7:00 p.m.

**Roll Call**

The roll was called and Commissioners Jacobson, Johnson, Reiner and Schmerer answered present.

**INTRODUCTION OF GUESTS**

Mike Schwartz, the Park District spring intern, was introduced. Buffalo Grove Fitness Center employees Andrew McDowell, Marcy Abrams, Carol Lucido and Mike Schulewitz were also present.

**APPROVAL OF THE WORKSHOP AGENDA**

Vice President Schmerer moved to approve the Workshop Agenda, seconded by Commissioner Johnson and passed with a voice vote.

**FINANCE**

**February Warrant 2013**

There were no comments or questions and the February Warrant 2013 was referred to the Committee Action Items for approval.

**January Financial Statement**

Business Manager Short reported that the Park District has received 46% of Cook County taxes through January 31 which is right on target.

**January Year to Date Statement**

There were no comments or questions and the January Year to Date Statement was referred to Committee Action Items for approval.

**February Refunds**

There were no comments or questions and it was accepted as written.

## POLICY AND LEGISLATION

### **Third Quarter Department Goals and Objectives**

There were no questions or comments and the goals and objectives were referred to the Consent Agenda for approval.

### **Comments on IAPD Lake and Cook Counties Legislative Breakfasts**

Executive Director Schimmel reported that there were six legislators at the Cook County breakfast and there was a lot of spirited discussion about issues relative to park districts. No legislators were able to attend the Lake County breakfast.

## RECREATION

### **Staff Report**

Director Risinger reported that the Alcott HVAC project is moving along well and is on time. The Arlington Heights Park District is accommodating our campers for open swim because the Aquadome will be closed. There will be a strategic planning follow-up meeting on Thursday.

## PUBLIC RELATIONS

### **Logo Concepts**

Public Relations and Marketing Manager Terson gave the history of the current logo which is a strong logo that is well recognized in the community. This is a defining point in our Park District history for a logo change. Logo changes are hard to accomplish because of different opinions and tastes. The logo needs to be something different and unique that encompasses who the park district is and the park district is more than just trees and parks.

Manager Terson presented two new logo concepts. In Concept 1, the buffalo in the logo is in motion moving forward and it is not the static profile of a buffalo that is seen more often in other logos in the Village. The white lines around the buffalo have motion and movement and represents growth and change. The entire logo has a lot of energy. The roundness of it shows how all the departments come together. The earth looks blue when viewed from outer space. Our community represents many different cultures and the logo is worldly. The typeface is clean and modern and has a feeling of depth. The logo is used in so many different ways and must work well, for instance, on sports uniforms, signage, flags, and municipal style signs. Manager Terson showed the Board examples of many area park district logos as well as corporate logos.

Commissioner Johnson was glad to see the logos of the many park districts. She thinks that the new logo is strong and different, and she likes the font choice. Manager Terson described the process of narrowing the choices down to the two concepts presented to the Board.

Vice President Schmerer agreed that the new logo was different and stated that he did not like it at first. He commented that the logo without the typeface does not identify it as a park district logo. Manager Terson said that the public would see the logo a lot throughout the community and they will gradually identify the symbol with the park district.

Commissioner Jacobson asked why the logo is not traditional green. Manager Terson noted that green is cliché and park districts are more than green. Commissioner Jacobson said that when he saw the logo in practical usage, for instance, on the park sign, it looked outstanding. The logo is simple and tasteful and says what it needs to say. He felt that the residents may not like the change at first, but in time it will be the recognized symbol of the Park District.

Manager Terson said that the logo without the type face is different and says that our Park District is innovative. Commissioner Johnson suggested adding white space where the horn would be to make it more stylized to stand out more. She said that the blue color will tie in branding with the fitness center and golf dome.

Manager Terson said that adding the branches in Concept 2 was an attempt to tie in the old logo. The Board was in favor of changing the logo and there was consensus that Concept 1 is the better option. Executive Director Schimmel suggested that the Board consider the logo for a while and discuss it again at the next meeting.

President Reiner asked Superintendent Heider if the park sign concept was workable and there was a discussion as to the signage material and supports. Manager Terson will bring samples of embroidered logos on swatches to the next meeting.

## **PARKS**

### **Staff Report**

Superintendent Heider reported that staff did a great job during the last snow event. This past week, park department staff learned a lot from the Village's arborist while taking down some ash trees in Kilmer Park. Superintendent Heider would like to see a parks department employee get certified as an arborist sometime in the future. The ice rinks are finished for the year. Staff has been repainting park identification signs and doing more organization of work areas.

### **Kilmer Park Project Update**

Executive Director Schimmel thanked the parks department staff for helping with the move of offices at Alcott during the HVAC project. Kilmer Park current cost estimates are higher than the 2009 estimates. The cost of the site work is much higher because of new standards for storm water maintenance. There were also some improvements in the baseball field and some other minor changes which have added to the cost. Superintendent Heider stated that the wish list has also been trimmed down to get the cost down. Executive Director Schimmel is still recommending that the Park District go ahead with the project. The Park District has received a \$394,000 OSLAD grant for the project.

## **FITNESS CENTER**

### **Staff Report**

Superintendent of Revenue Facilities Kristy Vik reported that the membership numbers are back to 2003-04 because the staff has done a great job in getting new membership and retaining the membership. The golf dome figures are doing well and staff is receiving a lot of park permit requests.

There are two teams for the fitness challenge that the Board suggested and each individual will determine his or her personal goals. There will be a joint fitness session before the next workshop on March 11. Incentives will be given out at the eight week mark, and again after another eight weeks. Packets were distributed to the participants that contained tracking tools for them to use.

### **Fitness Assessments**

Each participant will have to go through a fitness evaluation before the beginning of the challenge.

## **PRESIDENT AND COMMISSIONERS REPORTS**

There were no reports.

## **OLD BUSINESS**

There was no old business.

**NEW BUSINESS**

There was no new business.

**ADJOURNMENT**

Vice President Schmerer moved to adjourn the Workshop at 8:10 pm, seconded by Commissioner Johnson and approved with a voice vote.

Respectfully submitted,

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Secretary