

2013-14 Goals and Objectives

Buffalo Grove Park District		Dept. <u>Revenue Facilities</u>		
Goal Statement: Character				
Objectives	Quarter to be Complete	Staff	Status	Comments
Marcy will meet with Prairie Stone on their business operations and facility management.	A	Marcy Abrams	Not Complete	
Marcy will work with John Short in an effort to increase her understanding of park district business procedures by November 1.	B	Marcy Abrams	Not Complete	
Marcy will work with Andrew McDowell and Kristy Vik to increase her knowledge of the park services operations. This includes learning the concessions services we provide as well as learning to process park and field applications.	B	Marcy Abrams	Not Complete	
		Andrew McDowell		
		Kristy Vik		
Marcy will learn the point of sale operations at the Golf and Sports Center.	C	Marcy Abrams	Not Complete	
Laura will create training material and educate team member (TBD) on fitness center software, Compete, and the functions associated with troubleshooting and managing accounts.	B	Laura Camastro	Not Complete	
Mike Jost will collaborate with departments in the fitness center in order to increase child enrollments in Kids Club by an average of 10 per week.	C	Mike Jost	Not Complete	
		Sharon Stark		
		New Program Specialist		
Mike Schulewitz will develop training protocol for the facility in the form of a manual that all staff will be trained on.	B	Mike Schulewitz	Not Complete	

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Objectives	Quarter to be Complete	Staff	Status	Comments
Learn more about the operations at the fitness center, and help out fitness center staff during any of the events they offer.	D	Andrew McDowell	Not Complete	
Foster teamwork among instructors by including them in the development of new class offerings. A brainstorming meeting will be held to develop three new class formats for the new year.	B	Sharon Stark	Not Complete	
Cross train Marcy Abrams in the golf and sports center operations. This includes but is not limited to facility bookings, golf class registrations, and supervisory responsibilities.	B	Kristy Vik	Not Complete	
Collaborate with Kim Cashmore to develop an excellent internship program. Objectives will be developed by Kristy to ensure a quality learning experience within the facilities, park services, and concessions.	A	Kristy Vik Kim Cashmore	Not Complete	
Train the personal training staff on Healthy Minds Healthy Bodies new protocols including equipment use, PTSD sensitivities, communication issues and documentation procedures.	A	New Program Specialist	Not Complete	
Write appropriate questions and train the sales team on the questions to ask potential participants in the Healthy Minds Healthy Bodies program. This will serve as an initial screening tool for potential participants.	A	New Program Specialist	Not Complete	
Rewrite the training manual for the fitness specialist position.	A	New Program Specialist	Not Complete	

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Goal Statement: Character and Excellence

Objectives	Quarter to be Complete	Staff	Status	Comments
Attend at least 2 management/leadership seminars.	D	Andrew McDowell	Not Complete	
Marcy will attend two IPRA events/workshops.	D	Marcy Abrams	Not Complete	
Provide further education for Pilates Instructors. A series of workshops will be held to educate staff on a variety of Pilates equipment. These workshops will raise the quality of instruction to our members.	B	Sharon Stark	Not Complete	
Sharon will acquire her personal training certification.	D	Sharon Stark	Not Complete	
Develop a monthly in service training program for full time staff	C	Mike Schulewitz Kristy Vik	Not Complete	
Develop weekly email distribution lists for members so they can be informed regarding changes to the facility that might affect their work outs.	A	Mike Schulewitz	Not Complete	
Develop a member survey so a master plan can be developed for future operation needs in line with the members needs	C	Mike Schulewitz	Not Complete	

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Goal Statement: Excellence				
Objectives	Quarter to be Complete	Staff	Status	Comments
Marcy will assume the responsibility of personnel relations in the fitness center.	D	Marcy Abrams	Not Complete	
Dave and Felix will clean all roof exhaust vent duct systems.	A	Dave Anderson	Not Complete	
		Felix Yarovsky		
Felix and Dave will clean dryer vent systems.	B	Dave Anderson	Not Complete	
		Felix Yarovsky		
Dave and Felix will continue coating the roof with roof sealant	B	Dave Anderson	Not Complete	
		Felix Yarovsky		
Create a membership survey for the fitness center. This will be done in collaboration with Mike Schulewitz and the fitness center management team.	C	Kristy Vik	Not Complete	
		Mike Schulewitz		
Schedule training meetings with the management team and the membership services team. These trainings will involve role playing to develop excellent customer service skills.	A	Kristy Vik	Not Complete	
Obtain pricing and specifications for the new dome from 3 vendors by September 1.	B	Kristy Vik	Not Complete	

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Goal Statement: Excellence

Objectives	Quarter to be Complete	Staff	Status	Comments
Carol will strive to build a fitness center membership at 6000 members.	D	Carol Lucido	Not Complete	
Mike will reorganize areas within Kids Club to allow for increased efficiency and enrichment of members, children, and staff.	A	Mike Jost	Not Complete	
Mike Jost will implement current software used in facility into Kids Club for additional safety of children.	C	Mike Jost	Not Complete	
Establish regular meetings with the guest services department and membership services department to facilitate cross training initiatives.	D	Carol Lucido	Not Complete	
Establish a member incentive program by promoting a stronger referral program for our members. Giving the opportunity for members to obtain more guest passes by referring their friends and family.	A	Carol Lucido	Not Complete	
Streamline processes in the membership services department to facilitate efficiency and organization by restructuring our current filing system.	B	Carol Lucido	Select One	
Update the equipment for the group exercise program and the fitness floor	A	Mike Schulewitz	Select One	

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Goal Statement: Excellence				
Objectives	Quarter to be Complete	Staff	Status	Comments
Alter the layout of the pro shop area of the dome to better display golf products and apparel.	B	Andrew McDowell	Not Complete	
Meet with and sample food products and new vendors.	A	Andrew McDowell	Not Complete	
Work with park services staff to increase sales on the concessions carts.	A/B	Andrew McDowell	Not Complete	
Develop employee training program that facilitates consistency of policies and procedures at member service areas by July 31 to reduce customer complaint forms by 50%.	A	Andrea Pheiffer	Not Complete	
Develop lunch box specials from the Barbell's Café to coincide with special events within the facility by August 1 to increase revenue from special events by \$200 per event.	B	Andrea Pheiffer	Not Complete	
Redesign existing birthday party packages offered in Kids Club to increase revenues by booking one party per month by July 1.	B	Andrea Pheiffer	Not Complete	
Work with Bob Shiel, Andrew McDowell and the dome supervisors to develop the interior design specifications for the new dome. This work will be completed by July 31.	A	Kristy Vik	Not Complete	
		Andrew McDowell		
		Bob Shiel		

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Goal Statement: Stewardship

Objectives	Quarter to be Complete	Staff	Status	Comments
Mike Jost will research and implement readily available options to reduce expenses on key items within the fitness center that are used on a regular basis.	C	Mike Jost 	Not Complete	
Mike Jost will research and implement options, if possible, that will allow for local sustainable items to be used in the café by March 1.	D	Mike Jost Andrea Pheiffer 	Not Complete	
Work with human resources departments of companies that have a corporate relationship with the fitness center to promote and embrace a healthier lifestyle for their employees, while increasing membership.	D	Carol Lucido John Short 	Not Complete	
Review the requests and suggestions of our staff professionals at the golf and sports center. Implement the new technology while ensuring resource efficiency and fiscal responsibility. All work will be completed by October 31.	B	Kristy Vik 	Not Complete	
Review the usage of the outside golf professionals and the staff professionals to ensure the greatest financial gain for the golf and sports center.	B	Kristy Vik 	Not Complete	
Develop cross marketing programs between Athletico, the Vitality Spa and the fitness center.	B	Kristy Vik 	Not Complete	
Review the current consulting contract with WTS for the fitness center and Vitality Spa. The fiscal implications and the resources available to us will be used to determine a recommendation for continuation of the partnership.	D	Kristy Vik 	Not Complete	

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Goal Statement: Innovation				
Objectives	Quarter to be Complete	Staff	Status	Comments
Marcy will restructure the gift card component in Rec Trac.	D		Not Complete	
Laura plans to expand upon the current use of digital media and signage throughout the fitness center.	C	Laura Camastro	Not Complete	
Laura plans to work with Mike Schulewitz and Sharon Stark to develop email distribution lists for e-alerts and email cross marketing.	A	Laura Camastro	Not Complete	
Mike Jost will develop and implement programs associated for children to allow for the enrichment of their body and minds.	B	Mike Jost	Not Complete	
Mike Jost will develop and implement a birthday party program within the Kids Club at the fitness center. One party per month will be running by January of 2014.	D	Mike Jost	Not Complete	
Mike Jost will develop a birthday party brochure with options associated around current trends in today's society by November 1.	C	Mike Jost	Not Complete	
Develop a way to keep golf balls from getting stuck behind the dome's netting.	C	Andrew McDowell	Not Complete	

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Goal Statement: Innovation				
Objectives	Quarter to be Complete	Staff	Status	Comments
Review with Andrew McDowell the usage trends in our parks and revise our schedules to provide excellent service to our guests. This must be done in June and again in August.	B	Kristy Vik	Not Complete	
Laura to develop a marketing calendar for 2013-2014, to express the marketing and advertising plans, needs, and responsibilities for each fitness center area throughout the year. Collection of content will be a collaborative effort among all departments.	A	Laura Camastro	Not Complete	
Laura will market the health and wellness observances for each quarter with themed incentive programs, decorations and retention offerings. Examples include: Heart Health Month, National Nutrition Month, Senior Health and Fitness Day, and many more.	D	Laura Camastro	Not Complete	
Laura will reformat all forms, templates, permanent, and semi-permanent signage to meet fitness center and park district brand consistency guidelines. This will improve aesthetic professionalism and effectiveness of internal and external communication.	D	Laura Camastro	Not Complete	
Meet with and sample food products of new vendors.	A	Andrew McDowell	Not Complete	
Alter the layout of the pro shop area of the dome to better display golf products and apparel.	B	Andrew McDowell	Not Complete	
Work with the personal training manager to develop an annual plan for increasing personal training revenue by 5%	C	Mike Schulewitz	Not complete	

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Goal Statement: Community

Objectives	Quarter to be Complete	Staff	Status	Comments
Bring in guest speakers to address topics that interest our members.	D	Carol Lucido	Not Complete	
Work with NovaCare to provide TPI clinics during the winter season.	D	Andrew McDowell	Not Complete	
Offer two demo days during the month at the golf and sports center during the winter season.	D	Andrew McDowell	Not Complete	
Develop a book club to be held once a month on the free guest Friday to embrace positive socialization of members and increase revenue for the café by \$50 on book club days.	C	Andrea Pheiffer	Not Complete	
Offer board, staff, and volunteers an exclusive class offering as a thank you for their contributions. Participants will be offered to take part in mid day yoga sessions once a week during the month of September, National Yoga month.	B	Sharon Stark	Not Complete	
Have facility representation at all park district special events	D	Mike Schulewitz	Not Complete	
Develop a TRX program that includes having a visible TRX structure in the facility for members to be exposed to the new technology	C	Mike Schulewitz	Not Complete	