



Oak Brook Park District

MINUTES OF THE SPECIAL MEETING OF THE OAK BROOK PARK DISTRICT BOARD OF COMMISSIONERS MAY 6, 2010

1) CALL TO ORDER THE SPECIAL MEETING OF THE OAK BROOK PARK DISTRICT BOARD OF COMMISSIONERS AND ROLL CALL

President Carson opened the special meeting of the Oak Brook Park District at 6:38pm in the Family Recreation Center, Rooms 2 and 3. Commissioners O'Brien, Knitter and Trombetta answered, "present". Commissioner Truedson was absent at the time of roll call. Also present were Laure Kosey, Executive Director and Nancy Strathdee, Finance & Human Resources Director.

2) APPROVAL OF AGENDA OF MAY 6, 2010

Motion: Commissioner O'Brien made a motion, seconded by Commissioner Knitter to approve the May 6, 2010 special meeting agenda.

Commissioner Truedson entered the meeting at 6:40 p.m.

There was no discussion and the motion passed by roll call vote.

Ayes: Commissioners O'Brien, Knitter, Truedson, Trombetta and President Carson
Nays: None

3) OPEN FORUM

No one addressed the board.

4) COMMUNICATIONS

a) Commissioners to share communications

Commissioner Trombetta stated that the speaker system in the aerobics room malfunctioned today and that Joe Nidea is the only staff member who knows how to fix it. He stated that this must be addressed now by teaching other staff members the procedure on how to fix the system as Mr. Nidea was not available.

5) NEW BUSINESS

a) DISCUSSION OF STRATEGIC PLAN

i) Mission Statement

Laure Kosey presented the mission statement materials which can be found in the Park District records.

Ms. Kosey asked the board whether they wished to change the current mission statement or consider switching to the other possibilities presented.

Ms. Kosey said she is very comfortable with the current mission statement but wants to implement it throughout the Park District. She noted that many staff members currently do not know the mission statement. It was Ms. Kosey's recommendation to keep the current mission statement and to update it if necessary as the strategic plan is formulated.

After lengthy discussion, the board concurred with Ms. Kosey's recommendation.

ii) Logo/Branding

Ms. Kosey presented the logo materials which can be found in the Park District records.

Ms. Kosey said she is very comfortable with the current logo and would like to aggressively implement its use throughout the Park District including on signage, documents and staff uniforms.

The board concurred and advised Ms. Kosey to follow brand standards when implementing the logo.

iii) Tagline

Ms. Kosey presented the tagline materials which can be found in the Park District records.

Ms. Kosey asked whether the board was comfortable with the current tagline: Discover the Oak Brook Experience.

After lengthy discussion, the board concurred to discontinue the use of the current tagline and to seek a new one but noted that there does not need to be a specific tagline but rather a tagline which can be customized to an event as long as there are key consistent words used.

iv) Direction for Strategic Plan

After lengthy discussion, the board concurred that a resident survey as well as conducting focus groups would benefit the Park District in its ability to offer programming that is desired by the community.

President Carson stressed that there must be improvements to programming.

6) ADJOURNMENT

Motion: Commissioner made a motion, seconded by Commissioner to adjourn from the special meeting at the hour of 7:33 p.m.

7) NEXT REGULAR MEETING May 11, 2010, 6:30 P.M.