

**MINUTES OF A SPECIAL MEETING  
OF THE  
OAK BROOK PARK DISTRICT BOARD OF COMMISSIONERS  
August 29, 2023**

NOTICE IS HEREBY GIVEN that a special meeting of the Oak Brook Park District Board of Commissioners will be on Tuesday, August 29, 2023 at the hour of 5:00 p.m. The Special Meeting will be held at the Oak Brook Park District Central Park West facility, 1500 Forest Gate Road, Oak Brook, IL 60523 for the purpose of considering the following agenda.

Minutes

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

President Knitter called to order the Special Meeting of the Oak Brook Park District Board of Commissioners at the hour of 5:03 p.m. at the Central Park West facility, 1500 Forest Gate Road, Oak Brook, IL 60523. Commissioners Gondek, Ivkovic Kelley, Suleiman, Vescovi and President Knitter answered "present." Also present were Laure Kosey, Executive Director; Marco Salinas, Chief Financial Officer; Katie Basile, Director of Recreation and Facilities; Bob Johnson, Director of Parks and Planning; Rob Bond, Superintendent of Aquatics; Mike Contreras, Superintendent of Recreation; Robert Pechous, Superintendent of Communications & IT; Alin Pop, Superintendent of Enterprise Operations; Jake Stachowiak, Superintendent of Parks; and Haley Colucci, Marketing & Communications Manager.

Also in attendance was Carol Sente, Founder & Principal Consultant, Carol Sente Consulting LLC.

2) APPROVAL OF THE AUGUST 29, 2023 AGENDA OF THE SPECIAL MEETING

Motion: Commissioner Suleiman made a motion, seconded by Commissioner Gondek to approve the August 29, 2023 Agenda of the Special Meeting.

Ayes: Gondek, Ivkovic Kelley, Suleiman, Vescovi, and President Knitter  
Nays: None

3) OPEN FORUM

President Knitter asked if there were any public comments. No one addressed the Board.

4) SPECIAL MEETING BUSINESS

a) Discussion of the strategic plan of the Oak Brook Park District.

Ms. Carol Sente thanked the board and Leadership team for attending the strategic planning retreat. She stated that this retreat will be a good meeting for the commissioners to ask questions and share comments concerning Strengths, Weaknesses, Opportunities, & Challenges (SWOC) Analysis and strategic plan goals.

**SWOC Analysis**

**Strengths**

Dr. Laure Kosey presented the Strengths listed with the highest priorities being highlighted in the SWOC Analysis, which can be found in the Park District's records.

President Knitter asked if the loyal customer base should be included under Strengths. She stated that repeat customers should be explored to see how to encourage them to visit more.

Dr. Kosey stated that aquatics and tennis are strong programs for the loyal customer base.

Ms. Sente asked the commissioners if they had any additions to the Strengths.

Commissioner Suleiman stated that camps should be added as a strength.

Ms. Sente added "camps" to the list of Strengths.

Commissioner Gondek continued to mention that nonresident aquatic programming participation is strong.

President Knitter stated that the demographics should be examined.

Commissioner Vescovi agreed. He mentioned the aging population of 60 years old and over in Oak Brook is growing in comparison to the other age groups.

Ms. Sente suggested adding "creating more programs for active adults" under Opportunities.

### **Weaknesses**

Mr. Marco Salinas reviewed the Weaknesses listed in the SWOC Analysis, which can be found in the Park District's records.

Commissioner Vescovi added some Oak Brook residents are not aware of what is available at the Park District. He asked what can be done to demonstrate what is available.

Ms. Sente stated that "exploring additional ways to market our programs" should be addressed under Challenges.

The Board moved on to discuss the resident versus nonresident membership.

Dr. Kosey stated the comparison of nonresident to resident membership is more of a challenge and not a weakness since this is possible to overcome.

Commissioner Suleiman agreed that this is a challenge, that we can overcome the perception so should be moved to Challenges.

President Knitter went on to discuss the relationship with the Village Board and suggested rewording the phrase.

Ms. Sente suggested rewording to "Desire or opportunity to strengthen our relationship with the Village."

President Knitter and Dr. Kosey added that it should be an opportunity, not a weakness.

## **Challenges**

Mr. Bob Johnson read through the list of Challenges under the SWOC Analysis, which can be found in the Park District's records.

The Board discussed challenges in DEI perception and then continued to talk about customer demand for programming.

Mr. Rob Bond, Superintendent of Aquatics, shared demand is high for aquatics due to the quality of the programming, so protecting the integrity of the program by considering the number of students to instructor and the time of the program is important. The program is more dynamic if we continue the quality of the program.

## **Strategic Initiatives and Goal Draft**

Ms. Basile introduced establishing identity at Central Park West in the 2025-2029 Strategic Plan goals, which can be found in the Park District's records.

Another goal was to create partnerships with the local government officials.

Mr. Robert Pechous, Superintendent of Communications & IT, presented the technology goal in the 2025-2029 Strategic Plan Goals, which can be found in the Park District's records.

Mr. Salinas explained a new opportunity with neighboring park districts in the 2025-2029 Strategic Plan Goals, which can be found in the Park District's records.

Dr. Kosey presented that being regarded as one of the most inclusive park districts in the state is a goal in the 2025-2029 Strategic Plan Goals, which can be found in the Park District's records.

Mr. Alin Pop spoke on developing strategies to promote staff recruitment and retention as a goal in the 2025-2029 Strategic Plan Goals, which can be found in the Park District's records.

Commissioner Suleiman asked about the Orientation Passport.

Mr. Pop explained the Orientation Passport assists new hires to learn about Oak Brook Park District as an organization.

Mr. Contreras reviewed the Special Recreation Association as a goal in the 2025-2029 Strategic Plan Goals, which can be found in the Park District's records.

Mr. Bond stated that maintaining state and national accreditations as a goal in the 2025-2029 Strategic Plan Goals, which can be found in the Park District's records.

Commissioner Vescovi then added we should show in a public document how we are being fiscally responsible and what we are doing to reduce costs.

Dr. Kosey and President Knitter stated that sustainability and recreational programs should be added to the list of goals that staff still needs to address.

- 5) THE NEXT REGULAR MEETING WILL BE HELD ON SEPTEMBER 18, 2023, 6:30 p.m. The next regular meeting of the Oak Brook Park District Board of Commissioners will be held on September 18, 2023, 6:30 p.m., at the Family Recreation Center, Canterbury Room, 1450 Forest Gate Road, Oak Brook, IL 60523.

President Knitter announced the next regular meeting of the Oak Brook Park District Board of Commissioners will be held on September 18, 2023, 6:30 p.m., in the Canterbury Room of the Family Recreation Center.

6) ADJOURNMENT

Motion: Commissioner Suleiman made a motion, seconded by Commissioner Gondek, to adjourn the August 29, 2023, Special Meeting of the Oak Brook Park District Board of Commissioners. The motion passed by voice vote and the meeting adjourned at the hour of 8:42 p.m.



Dr. Laure L. Kosey, Executive Director