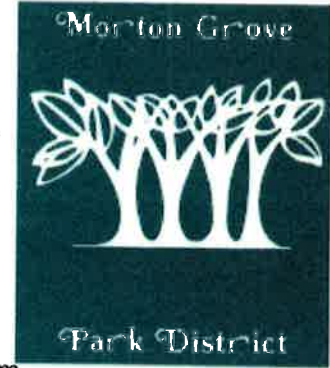


Morton Grove Park District

6834 Dempster Street • Morton Grove, Illinois • 60053 847/965-1200



Minutes of the Special
Board Meeting
March 27, 2019

I. **Roll Call:** Commissioner Schmidt called the meeting to order at 6:30pm.

Commissioners Present: Paul Minx, Steve Schmidt, Keith White and Mark Manno

Commissioners Absent: Dorothy Coletta

Attorney Present: None.

Staff Present: Jeffrey Wait, Executive Director; Marty O'Brien, Superintendent of Finance; Keith Gorczyca, Superintendent of Parks and Maintenance; Laura Kee, Superintendent of HR and Risk Management and Claudia Marren, Administrative Assistant.

Guests Present: Rita Minx, Village Trustee and resident, Craig Pugh and Amanda ReCupido of Public Communication Inc., and Jeff Andreasen of aQity.

II. **Pledge of Allegiance:** The Pledge of Allegiance was recited.

III. **Public Comments on Agenda Items:** None.

IV. **New Business:**

- a. **Presentation - PCI:** Craig Pugh and Amanda ReCupido presented the credentials for Public Communications Inc. Mr. Pugh explained PCI emphasizes the power of communication for the good. He also noted PCI assisted Lake Bluff and Bloomingdale in successfully passing referendums. Pugh suggested coordinating community discussion groups of different ages, backgrounds and opinions. Next the District must decide the message that will resonate with each audience and have the front-line staff speak to as many groups as possible with a positive, consistent message. PCI also offers digital support to help send the message out, including where to vote, how to vote and what exactly will be on the ballot. PCI helps write press releases and will help with a readied response in anticipation of the opposition. Pugh explained that several of the biggest challenges are to have a plan and stick to it, have a clear sense of where you are going, and most importantly everyone must be on the same page.
- b. **Presentation – aQity Research:** Jeff Andreasen returned to the Park District to give a presentation on conducting a survey to gather more insight in the resident's opinion of what direction to take with Harrer Pool since the pool is past its life expectancy and the condition continues to decline. Andreasen explained the survey must include accurate information, the dollar amount and the impact of the dollar amount on each household. Approximately 3,000 to 5,000 surveys would be sent out with the option to reply via mail, phone or on-line. This survey would target registered voters. Andreasen also noted he was willing to work closely with PCI.

COMMITTED TO QUALITY PARK AND RECREATION SERVICES

V. Old Business:

The Commissioners voiced concerns regarding the costs involved in hiring outside services to guide the District and conduct another survey. The Commissioners were also uncomfortable making any decisions without a full Board of Commissioners present. The Commissioners discussed waiting to make sure they move ahead with the right decision. Commissioner Minx suggested doing much of the work in-house by gathering information through community meetings. Director Wait expressed the value of using professionals to more effectively reach the Morton Grove voters. Commissioner Manno stressed the safety factor of opening Harrer Pool for the 2019 summer season. The Commissioners agreed to discuss this subject further at another special meeting.

a. **ACTION ITEM – Community Education Proposal:** The Community Education Proposal was tabled.

b. **ACTION ITEM – Community Survey Proposal:** The Community Survey Proposal was tabled.

VI. Public Comment on Non-Agenda Items: Resident Minx noted that the listening sessions would be conducted first and therefore it was not necessary to make a decision on conducting a survey at this point. She also suggested holding town hall meetings with renderings of pool options for the community to see.

VII. Adjournment:

Commissioner White made a motion, seconded by Commissioner Minx to adjourn the meeting.
Motion carried by voice vote.

Meeting ended at approximately 8:37pm.



Board President, Steve Schmidt



Board Secretary, Jeffrey Wait