

VILLAGE OF ORLAND PARK

14700 Ravinia Avenue
Orland Park, IL 60462
www.orland-park.il.us



Meeting Minutes

Monday, April 19, 2010

7:00 PM

Village Hall

Board of Trustees

Village President Daniel J. McLaughlin

Village Clerk David P. Maher

*Trustees Bernard A. Murphy, Kathleen M. Fenton, Brad S. O'Halloran,
James V. Dodge, Jr., Edward G. Schussler, and Patricia Gira*

CALL TO ORDER/ROLL CALL

The meeting was call to order at 7:04 PM.

Present: 5 - Trustee Murphy, Trustee Fenton, Trustee O'Halloran, Trustee Schussler and Village President McLaughlin

Absent: 2 - Trustee Dodge and Trustee Gira

VILLAGE CLERK'S OFFICE

2010-0174 Approval of the April 5, 2010 Regular Meeting Minutes

The Minutes of the Regular Meeting of April 5, 2010, were previously distributed to the members of the Board of Trustees. President McLaughlin asked if there were any corrections or additions to be made to said Minutes. There being no corrections or additions,

I move to approve the minutes of the Board of Trustees Meeting of April 5, 2010.

A motion was made by Trustee Kathleen Fenton, seconded by Trustee Brad O'Halloran, that this matter be APPROVED. The motion CARRIED by the following vote:

Aye: 5 - Trustee Murphy, Trustee Fenton, Trustee O'Halloran, Trustee Schussler, and Village President McLaughlin

Nay: 0

Absent: 2 - Trustee Dodge and Trustee Gira

2010-0175 The Toy Box Connection - Raffle License

The Toy Box Connection is requesting a license to conduct a raffle on Wednesday, April 28, 2010 at the Orland Chateau during the SPAtastic SHOPPortunity fundraiser event.

Money raised at this event will benefit both the Toy Box Connection and the Orland Township Food Pantry.

I move to approve issuing a raffle license to the Toy Box Connection to conduct a raffle at the SPAtastic SHOPPortunity fundraiser on Wednesday, April 28, 2010 at the Orland Chateau.

A motion was made by Trustee Kathleen Fenton, seconded by Trustee Edward Schussler, that this matter be APPROVED. The motion CARRIED by the following vote:

Aye: 5 - Trustee Murphy, Trustee Fenton, Trustee O'Halloran, Trustee Schussler, and Village President McLaughlin

Nay: 0

Absent: 2 - Trustee Dodge and Trustee Gira

PROCLAMATIONS/APPOINTMENTS/PRESENTATIONS

2010-0186 Waste Management/Keep America Beautiful - Presentation

Jim Carlson from Waste Management on behalf of Keep America Beautiful presented the Village of Orland Park with a check in the amount of \$5,000 for its community greening efforts.

Orland Park is among only 23 recipients in the United States and Puerto Rico to receive the Target City Award, presented by the non-profit organization Keep American Beautiful. The group recognizes grassroots groups across the country that work to prevent litter, reduce waste and beautify public spaces. The Target City Program is sponsored by Waste Management, Inc.

President McLaughlin stated that these funds will be used to support the Village's green initiative, Smart Living Orland Park, which includes five components, Smart Neighborhood, Smart Living, Smart Business, Smart Village and Smart Codes.

This was a presentation, NO ACTION was required.

CONSENT AGENDA

Passed the Consent Agenda

A motion was made by Trustee Murphy, seconded by Trustee Fenton, to PASS THE CONSENT AGENDA, including all the following items marked as having been adopted on the Consent Agenda. The motion carried by the following vote:

Aye: 5 - Trustee Murphy, Trustee Fenton, Trustee O'Halloran, Trustee Schussler, and Village President McLaughlin

Nay: 0

Absent: 2 - Trustee Dodge and Trustee Gira

2010-0178 Payroll - Approval

The lists of Payroll having been submitted to the Board of Trustees for approval and the lists having been determined by the Board of Trustees to be in order and having been approved by the various Department Heads,

I move to approve the Bi-Weekly Payroll for April 2, 2010 in the amount of \$825,791.47 and the Monthly Hourly Payroll for April 9, 2010 in the amount of \$27,380.33.

This matter was APPROVED on the Consent Agenda.

2010-0183 Accounts Payable - Approval

The lists of Accounts Payable having been submitted to the Board of Trustees for

approval and the lists having been determined by the Board of Trustees to be in order and having been approved by the various Department Heads,

I move to approve the Accounts Payable from April 6, 2010 through April 19, 2010 in the amount of \$2,325,331.61.

This matter was APPROVED on the Consent Agenda.

2010-0150 Village Network Proxy Server Upgrade - Approve Purchase

The Village uses an Internet proxy server which manages and speeds Internet connections and allows for web-site content and malicious web-site filtering as staff uses the Internet.

The existing proxy server is 5 years old and has reached end of life support and needs to be replaced.

GSA schedule pricing for the Blue Coat Proxy Server SG510-5 is available to the Village through Sayers.

Blue Coat Proxy SGS510-5 Proxy Edition
With 1year hardware & software support \$ 6,909.00

I move to approve the purchase of the Blue Coat proxy server and support from Sayers in an amount not to exceed \$6,909.00.

This matter was APPROVED on the Consent Agenda.

2010-0143 2010-2011 Road Salt Joint Purchasing Requisition - Renewal

In an effort to acquire the best possible price for road salt, the Public Works Department participates in the State Joint Purchasing Program of the Illinois Department of Central Management Services. At this time, the State of Illinois requires that we renew our option to participate in this annual procurement bid process for next winter (2010-2011). In doing so, we must complete the Illinois Joint Purchasing Requisition indicating both the tonnage and amount anticipated to be budgeted for our 2010-2011 road salt requirements.

After the State completes their bid process, we will be notified by the Illinois Department of Central Management Services of the successful vendor and their delivered contract price per ton. We will then return to Committee and Board for approval of funding required for our 2010-2011 salt purchase.

I move to approve authorizing the Village Manager to renew and execute the Illinois Joint Purchasing Requisition with the Illinois Department of Central Management Services for road salt for the 2010-2011 winter season.

This matter was APPROVED on the Consent Agenda.

2010-0144 Traffic Signal Modification - 151st Street and 80th Avenue - Board Approval

In order to improve traffic flow at the intersection of 151st Street and 80th Avenue, the Village would like to add an eastbound right-turn overlap indication at the intersection. In addition, the Orland Fire Protection District requests an emergency vehicle preemption light detector interconnect be installed at this intersection as a part of this enhancement.

Christopher B. Burke Engineering Ltd. (CBBEL) of Rosemont, Illinois, has submitted a proposal in the amount of \$9,500 for professional engineering services which will include data collection, topographic survey, traffic signal modification plans and consultation during the design process.

This enhancement will greatly improve mobility for motorists traveling through this intersection. Three enhancement options have been developed, ranging from the addition of a simple right-turn arrow to a more complex option which includes modernizing the current pedestrian signal.

I move to approve accepting the proposal from Christopher B. Burke Engineering Ltd. (CBBEL) of Rosemont, Illinois, for professional engineering services for the traffic signal modification at 151st Street and 80th Avenue in an amount not to exceed \$9,500;

And

Approve authorizing the Village Manager to execute the proposal.

This matter was APPROVED on the Consent Agenda.

2010-0145 Elevated Water Tower #1 and Tower #8 Exterior Cleaning - Proposal

Elevated Water Tower #8 located at 15501 Park Station Boulevard was constructed in 1978 and was last painted in 1998. Tower #1 located at 17801 Wolf Road was constructed in 1994 and was recoated in 2001. In order to extend the life of the exterior coating system, periodic removal of mildew stains and dirt buildup is required. Proposals were requested from three contractors for spray cleaning and fungicide coating application.

Proposals were received from:

Midwest Mobile Washers LLC of Morrison, Illinois	\$11,750
Prism Painting Company of Highland, Indiana	\$16,850
H2O Towers LLC of Saline, Michigan	\$10,000

Note: H2O Towers LLC has proposed to clean both towers for \$7,800 if both are cleaned together.

Therefore, it is recommended that the proposal from H2O Towers LLC of Saline, Michigan, for the cleaning of both towers be accepted.

I move to approve accepting the proposal from H2O Towers LLC of Saline, Michigan, for the cleaning of Elevated Water Tower #1 and Elevated Water Tower #8 for an amount not to exceed \$7,800;

And

Approve authorizing the Village Manager to execute the proposal.

This matter was APPROVED on the Consent Agenda.

2010-0148 143rd Street and LaGrange Road Watermain Relocation Environmental Oversight

On March 3, 2009, V3 Companies of Illinois was awarded a contract to provide Professional Construction Management Services for a scope of work that had been developed by Village Staff to include "...professional civil engineering services for the completion of the proposed intersection improvement at 143rd Street and LaGrange Road in the amount of \$835,700. Purchase Order 52393 was provided shortly thereafter to the vendor for the value of the award. Included within the original scope of services document dated February 18, 2009, were three construction project management scopes of services including - Pre-construction, Construction Management and Project Close-out Phases.

On March 15, 2010, a Notice to Proceed was provided to V3 for Task Order Number 1 to provide Construction Management services germane to the original scope of work in the amount of \$139,552 to provide a clear understanding of the effort anticipated. These fees represent anticipated costs to be incurred by the Village to provide professional engineering services for the three project phases noted above as the fees are directly related to the watermain relocation construction work awarded under a separate contract to Brothers Asphalt. These fees identified within Task Order Number 1 are a portion of the total fees awarded by the Board in March 2009, for overall construction management.

In anticipation of the excavation of soils within the watermain relocation project site that are believed to be contaminated as a result of spills and/or leaks from prior uses of adjacent properties involving petroleum products, Staff requested that V3 develop and provide a scope and fee proposal to provide Environmental Oversight and Management for the watermain relocation project in those areas where known or suspected contaminated soils may be found, as the original scope did not anticipate the need for Environmental Oversight and Management services. On March 1, 2010, a revised proposal was received from V3 for the requested services that have been proposed to be provided to ensure that all work undertaken by the watermain contractor meets the environmental requirements related to the discovery, excavation, transport and disposal of

contaminated soils.

On March 15, 2010, following negotiations with V3 regarding scope and fees related to the anticipated Environmental work, V3 finalized their proposal for anticipated work in an amount not to exceed \$20,000 for Task Order 2.

At this point, there is no request being made for additional funding for Purchase Order 52393 for the fees associated with Task Order Number 2 (Task Order Number 1 germane to original scope). These fees are a partial allocation of the total construction management engineering services fees envisioned to be required for the 143rd Street and LaGrange Road Intersection Improvement project.

As additional construction management efforts are undertaken during the course of this intersection improvement project, additional Task Orders will be presented for consideration which may include a request for additional funding.

I move to approve the professional engineering services fee to provide Environmental Engineering Oversight and Management to V3 Companies, Ltd. of Woodridge, Illinois, in an amount not to exceed \$20,000 of the existing purchase order.

This matter was APPROVED on the Consent Agenda.

2010-0151 143rd Street & LaGrange Road Intersection Improvement Supplement 2

On February 16, 2009, V3 Companies of Illinois was awarded a contract to provide Professional Design Engineering Services for a scope of work that had been developed by Village Staff to include "...professional civil engineering services for the completion of the planning and design engineering for the 143rd Street and LaGrange Road Intersection Improvement Project" in the amount of \$280,300. Included in this original scope of services document provided by V3 dated February 4, 2009, were services envisioned to be required to update and finalize a 90% complete plan set that had previously been developed and approved by the Village and submitted to IDOT. The update, as requested by the Village and proposed by V3, was to include the addition of an expanded project totaling 4800 linear feet (added 2100 linear feet to the original project length to accommodate Village needs at 142nd Street and provide better traffic management during construction). Additionally, added to the revised scope of services were such elements as dual left turn lanes in all directions, traffic signal improvements (142nd Street and LaGrange Road, and 143rd Street and Ravinia), basic improved medians within the two roadways and plans for relocating a watermain within the expanded project limits.

Since the awarding of the original contract, a Supplement to provide Professional Surveying Services was approved by the Board on July 20, 2009, adding \$34,200 to the existing contract. Since July 2009, V3 has responded to the numerous

requests for services requested by the Village as the Intersection Improvement Project has continued to evolve. V3 has represented the Village at project coordination and review meetings with IDOT, has attended and coordinated regularly scheduled stakeholder meetings with Village staff and affected utilities, and has supplied modifications to the design documents submitted to IDOT as required following multiple IDOT design review comments.

V3, as a part of the services provided within the existing contract, has provided high-level right-of-way requirements for the proposed improvements based upon the Village's vision and the requirements set forth by IDOT. When it became clear that elements of the IDOT requirements were adding significant additional cost to the project due to the right of way that would be required to meet the criteria set forth by IDOT, the Village directed V3 to provide a modified plan set that removed elements that were originally submitted to IDOT for approval. The removal of the elements (dedicated right-turn lanes) reduced significantly the amount and number of property acquisitions that would be required to build the final improvement and simplified the traffic signal control work that would have to be undertaken to add traffic control signals to the project as a whole.

During the internal Village review process, the Village directed that the overhead utilities that exist within the project limits be relocated underground as the Village wished to present an aesthetically pleasing improvement for this project. It was not anticipated during the initial discussions for the design work nor during the course of discussion for the first Supplement, that the overhead utilities would be relocated underground. As the effort required to move overhead utilities underground is very significant, these added costs have been included in Supplement 2.

As property acquisition for the planned roadway improvements, the watermain relocation project, the overhead utility relocation project became more finitely identified, plats and legal descriptions were prepared for use by Counsel to facilitate the property acquisition efforts. This effort was not originally anticipated.

Also, as the project evolved, the Village was in the process of finalizing a Master Plan for the LaGrange Road Corridor and the streets that intersect with it. Included in that Master Plan are elements that provide multiple forms of mobility and build upon a "Complete Street" concept wherein vehicular and mass transportation, as well as pedestrian and bicycle mobility requirements are designed integral to the project. The "Complete Street" concept also includes the aesthetic elements that the Village has adopted as a part of the corridor Master Plan and will include intersection enhancements and color treatments and plantings.

Supplement 2 includes professional services to provide:

Property Acquisition Support	\$ 39,910.12
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Watermain Construction Document Revision	\$ 25,385.52
Roadway Corridor Enhancements	\$114,105.11
142nd Street Temporary Traffic Signal	\$ 33,227.58
Utility Relocation - Utility Support	\$ 14,273.83
Utility Relocation - Property Acquisition Support	\$ 26,866.27
Utility Relocation - Conduit Construction Document Prep	\$ 29,079.66
IDOT Project - Support and Coordination Meetings	\$ 17,935.05
Internal Project Support and Coordination Effort	\$ 35,106.81
Allowable Direct Costs	\$ 5,000.00
Total	\$340,889.95

I move to approve accepting Supplement Number 2 to the Design Engineering Contract from V3 Companies, Ltd. of Woodridge, Illinois, for professional engineering services required to complete plans and specifications for interim improvements at 142nd Street and LaGrange Road, for the underground relocation of overhead utility facilities, and the completion of plans, specifications and estimates required for the reconstruction of the 142nd/143rd Streets and LaGrange Road intersection improvements for an amount not to exceed \$340,889.95;

And

Approve authorizing the Village Manager to execute the supplement.

This matter was APPROVED on the Consent Agenda.

PUBLIC WORKS AND ENGINEERING

2010-0152 143rd Street & LaGrange Road Intersection Improvement Project - Aesthetic Enhancements - Brief Presentation

Edward Wilmes introduced George Schober V3's Design Engineer and Project Manager for the 143rd Street Corridor and Keith Demchinski from Norris Design Group who will be presenting the Board with a power point presentation (EXHIBIT A).

During the design work undertaken as a part of the 143rd Street and LaGrange Road Intersection Improvement Project, the Village was in the process of finalizing a Master Plan for the LaGrange Road Corridor and the streets that intersect with it. Included in that Master Plan are elements that provide multiple forms of mobility and build upon a "Complete Street" concept wherein vehicular and mass transportation, as well as pedestrian and bicycle mobility requirements are designed integrally into the project. It is Staff's desire that the roadway design undertaken for this business corridor include prime aesthetic elements that the Village has adopted as a part of the corridor Master Plan. As such, the final design proposed will include intersection enhancements, lighting, color and surface texture treatments, and median and parkway plantings that will tie the

corridor together from the Triangle south to approximately 159th Street.

As concepts and visions for the corridor were discussed over the past few months, Staff further directed that the concepts being developed for Board review and acceptance include signature elements that tie the LaGrange Road corridor to existing signature elements that have been incorporated into past projects at the Village Triangle. V3 Companies of Illinois was directed by Staff to coordinate efforts to develop and provide concept renderings and cost estimates to Staff for consideration for Aesthetic Enhancements that may be proposed and included in the final plans that are developed for the current 142nd/143rd Street and LaGrange Road intersection improvement project. It is extremely good timing and very fortunate that the Village is afforded an opportunity to work with IDOT to include all or a portion of the Village's Aesthetic Enhancements in the plans being developed for the LaGrange Road Corridor. Phase II Engineering work is currently underway for the corridor from 131st Street south to 179th Street.

During the month of February 2010, V3 and Norris Engineering reviewed concept renderings and cost estimates for the proposed Aesthetic Enhancements and presented two concepts to Staff for review and comment, whereupon Norris was directed to develop Option "C" representing select optimum elements from Options "A" and "B."

Staff is requesting that the Committee and Board review the three Aesthetic Enhancement concepts that have been developed: Options "A," "B," and "C." Staff's recommendation is Option "C," a select blend of "A" and "B" as previously discussed. Option "C" captures signature elements of the Triangle, as well as providing a visual link throughout the corridor through the use of color and texture in materials selected. Crosswalk treatments are designed to encourage pedestrian appeal and use and add connective elements throughout the corridor. It is estimated that the inclusion of Option "C" elements will add approximately \$1.5 million dollars to the 143rd Street and LaGrange Road Intersection Improvement Project cost, currently estimated at approximately \$12 million dollars. No estimate has been made regarding added Aesthetic Enhancement costs for the balance of the LaGrange Road Corridor work being designed.

It is understood that the limits for the Aesthetic Enhancement Option "C" elements being approved for inclusion in the final plans being developed are generally:

On LaGrange Road from south of the Metra-LaGrange Road overpass, south to approximately 400 feet south of 143rd Street Intersection;

At the final fully improved and signalized 142nd Street and LaGrange Road Intersection;

At the final fully improved and signalized 143rd Street and LaGrange Road Intersection;

On 143rd Street between the Metra tracks east of Southwest Highway, east to approximately John Humphrey Drive.

Upon adoption of a corridor Aesthetic Enhancement Plan, the design details will be conveyed to IDOT with a request that they be included, wholly or in part, in the Phase II plans being developed for the LaGrange Road Corridor. The added cost related to construction to the Village for adding these enhancements to the balance (or partial section) of the corridor will be the difference between the standard IDOT line-item cost within IDOT plans and the line-item cost for the enhanced item desired by the Village.

After the power point presentation (EXHIBIT A) the Board presented questions and ideas to Director Wilmes, Mr. Schober, and Mr. Demchinski who were able to answer and explain the reasoning behind the different options.

I move to approve including Option "C" Aesthetic Enhancements as presented by Norris Engineering for the 143rd Street and LaGrange Road Intersection Improvement Project in the final plans that will be developed within the project limits.

A motion was made by Trustee Bernard Murphy, seconded by Trustee Edward Schussler, that this matter be APPROVED. The motion CARRIED by the following vote:

Aye: 5 - Trustee Murphy, Trustee Fenton, Trustee O'Halloran, Trustee Schussler, and Village President McLaughlin

Nay: 0

Absent: 2 - Trustee Dodge and Trustee Gira

DEVELOPMENT SERVICES AND PLANNING

2009-0534 La Grange Road Corridor Plan - Adoption

Director of Development Services Karie Friling reported that the Village is the recipient of a Regional Technical Assistance Program grant from the Regional Transportation Authority (RTA) to complete a Plan for the La Grange Road Corridor between 131st Street and I-80. The Final Plan is now complete, and was presented to the Village Board for final action.

Senior Planner and Project Manager Jane Turley reviewed the final plan. The purpose of the plan is to help improve the quality of life in Orland Park by reviewing the existing conditions along La Grange Road, identifying issues and challenges, and making recommendations to support Village objectives to reduce traffic congestion, provide for non-motorized transportation, improve public transportation, encourage transit oriented development, leverage public and private investment in a manner that strengthens the Village economy, and create a

more attractive environment and sense of place. Thirty-two specific recommendations are included in the plan. The implementation of many of the recommendations is subject to IDOT approval.

A Steering Committee was created to oversee the plan through the development process. In addition to Village of Orland Park representatives, the Committee includes representatives from the RTA (Regional Transportation Authority), Metra, Pace, the Forest Preserve District of Cook County, and the Village of Tinley Park. Tinley Park also has significant frontage along this section of La Grange Road. Public input has been incorporated into the plan, including feedback from an August 2008 Public Open House that introduced the project. Additionally, a Citizens Advisory Group met to discuss issues and ideas.

This plan is particularly timely because the widening of La Grange Road is listed in the State of Illinois Capital Improvements Plan. Although the timing is uncertain, Phase I preliminary engineering for the road widening has been completed and Phase II final engineering (by McDonough Associates Inc.) is underway. It is noted that McDonough representatives are aware of the Lagrange Corridor Plan recommendations and have been supplied with a copy of the plan. The plan is intended to influence Phase II engineering design as well as future improvements, and to help La Grange Road become a more "Complete Street" that accommodates autos, pedestrians, and transit. Some of the elements in IDOT's Phase I Preliminary Engineering Plan do not meet goals and objectives stated in the Corridor Plan, particularly in relation to the accommodation of pedestrians. Adoption of the Corridor Plan by the Village Board may strengthen the Village's position in the negotiating with IDOT for changes to the Phase II Engineering Plans.

Director Friling stated that once this plan is approved it will be given to McDonough who has been involved with the creation of this plan. Staff will then begin working with IDOT to implement some of these recommendations in their phase II engineering.

I move to adopt the La Grange Road Corridor Plan, prepared by T.Y. Lin International and dated April 2010, as a policy guide for the Village of Orland Park with removal of 30 mph speed limit in section 5.1 of the policy booklet.

A motion was made by Trustee Brad O'Halloran, seconded by Trustee Kathleen Fenton, that this matter be APPROVED. The motion CARRIED by the following vote:

Aye: 5 - Trustee Murphy, Trustee Fenton, Trustee O'Halloran, Trustee Schussler, and Village President McLaughlin

Nay: 0

Absent: 2 - Trustee Dodge and Trustee Gira

PARKS, RECREATION & ENVIRONMENTAL INITIATIVES

2010-0176 Recreation Department Program Brochure - Fall 2010 Programs

A list of recommended programs to be offered in the Recreation Department 2010 Fall brochure were given to the Board for review. Included in the lists were contractual costs (over \$5,000) that would need Board approval associated with the fall session. These costs are covered by revenue generated through registration fees and actual costs are dependent on the number of participants registered.

I move to approve the 2010 Fall programs as presented by staff; and

Approve payment to contractual instructors at time of invoicing.

A motion was made by Trustee Brad O'Halloran, seconded by Trustee Kathleen Fenton, that this matter be APPROVED. The motion CARRIED by the following vote:

Aye: 5 - Trustee Murphy, Trustee Fenton, Trustee O'Halloran, Trustee Schussler, and Village President McLaughlin

Nay: 0

Absent: 2 - Trustee Dodge and Trustee Gira

2010-0177 Day Camp Field Trip Bussing - Approval

On March 26, 2010, requests for proposals were sent out regarding bussing needs for camp participants during the day camp season. Transportation is used for all camp groups (Buddies, Voyagers, Adventurers, and Summer Pals) for field trips and pool shuttles.

Two bus companies submitted proposals (Illinois School Bus and Illinois Central School Bus). After review of the proposals, staff determined that Illinois School Bus met all the required needs of the program. This company has also serviced our summer camp program in the past without incident and staff has been satisfied with their service.

Staff is requesting approval to accept the proposal and award the contract to Illinois School Bus for summer 2010 with the option to renew for the summer 2011 season. Staff is also requesting approval of a blanket order for \$32,000 to draw payment for services to the bus company at time of invoicing.

I move to approve accepting the proposal and awarding the contract for day camp bus service to Illinois School Bus Company for the 2010 summer season with the option to renew the contract for the 2011 summer season; and

I move to approve a blanket order for \$32,000.00 to draw payment for services to

the bus company at time of invoicing for the 2010 season.

A motion was made by Trustee Brad O'Halloran, seconded by Trustee Edward Schussler, that this matter be APPROVED. The motion CARRIED by the following vote:

Aye: 5 - Trustee Murphy, Trustee Fenton, Trustee O'Halloran, Trustee Schussler, and Village President McLaughlin

Nay: 0

Absent: 2 - Trustee Dodge and Trustee Gira

2010-0181 Sportsplex/Centennial Park Aquatic Center - Membership Crossover

In an effort to analyze cross promotional opportunities, the Recreation Department is proposing a crossover promotion to Sportsplex members to increase Centennial Park Aquatic Center (CPAC) membership sales. Staff members have identified Sportsplex members who currently do not take advantage of the Centennial Aquatic Pool as members. This is an untapped market that can be captured with an incentive to purchase a pool membership.

A spreadsheet was provided that illustrated memberships from the Sportsplex that are part of the potential market for CPAC. In 2009, the Sportsplex & CPAC common & uncommon memberships totaled 91. A 20% discount on CPAC membership is proposed to be provided to those Sportsplex members who purchase a 2010 CPAC membership.

In 2009, there were 91 Sportsplex membership holders that also held a CPAC membership. These members would be eligible for the new discount and would likely take advantage of it. The "lost" revenue for those 91 discounted CPAC memberships would be \$2,701.60. To make up this amount with new sales, 21 Family Memberships would need to be sold or as the spreadsheet shows, the amount could also be made up with 15 individual, 5 couple, 7 family and 2 senior membership purchases.

There are 1,512 potential Sportsplex members who could take advantage of this special. CPAC memberships from 2009 show that 73% of memberships were Family Membership holders, therefore Family and Couple membership holders would be the primary target for this crossover promotion.

The budgeted revenue for memberships in 2010 at CPAC is approximately \$167,000. By offering an option to current Sportsplex members, it may entice them to take advantage of a discount that has not been offered in the past. During these tough economic times there is a sense that this discount may be well received and may capture the attention of families who are staying local this summer season.

Staff is requesting approval of the cross promotional opportunity to offer to

Sportsplex members in an effort to promote and increase CPAC memberships.

Trustee Fenton questioned how the revenue loss will be covered if this does not occur the way it is presented to the Board. What will be cut from the Recreation budget to cover this revenue loss?

Recreation Division Director Nancy Flores stated by offering a 20% discount to the Sportsplex members, she believes that it will be an incentive for those members to purchase a pool membership at a discounted price.

Trustee Fenton questioned what would happen if a Sportsplex member has a pool pass and the pool is at capacity.

Assistant Village Manager Baer stated that pool members get priority over daily rate entries. What is done, as someone leaves the pool then another person would be allowed to enter. First to enter would be a person from the pool membership line.

Village Manager Grimes stated if there is a loss in revenue then something will need to be reduced from the Recreation budget. There could possibly be a very hot summer and then the daily rate entries would increase significantly. It is important to have the fixed revenues which are the membership.

Village Manager Grimes agreed it is a calculated risk, but a good one. The Village is trying to market a crossover promotion trying to increase overall membership at both the Sportsplex as well as the Aquatic Center.

Trustee Murphy stated that he believes this is a creative way (in these tough times) to encourage new membership at the Sportsplex and Aquatic Center. This is a great idea and he commended staff with coming up with new ideas.

Trustee Schussler stated that staff is attempting to act in a very business like manner. Good business has to be concerned about marketing. Cross selling is a very accepted and well used marketing technique. He has confidence in Village staff. In difficult times there needs to be aggressive marketing and as Village Manager Grimes stated this is a risk, however, Trustee Schussler believes it is worth the risk.

Trustee O'Halloran questioned if staff surveyed all the Sportsplex members to see if they would have an interest in joining the Aquatic Center for a reduced fee.

Division Director Flores stated no survey was taken.

Trustee O'Halloran questioned if some type of marketing material is going to be distributed to the Sportsplex members regarding this discount.

Division Director Flores stated yes a direct mailing will be done.

Trustee O'Halloran agreed that everything in business is a calculated risk. He believes that a survey should have been taken (even if it was through email) to get a quick idea of how much of a calculated risk this is.

President McLaughlin stated that the risk taken here is \$2,700. He believes staff came up with a great idea that potentially has a payoff. He believes the risk is minimal.

I move to approve a promotional offering of a 20% discount on CPAC memberships to Sportsplex members for the 2010 season.

A motion was made by Trustee Edward Schussler, seconded by Trustee Bernard Murphy, that this matter be APPROVED. The motion CARRIED by the following vote:

Aye: 5 - Trustee Murphy, Trustee Fenton, Trustee O'Halloran, Trustee Schussler, and Village President McLaughlin

Nay: 0

Absent: 2 - Trustee Dodge and Trustee Gira

BOARD COMMENTS

TRUSTEE SCHUSSLER - Reported to staff on a few locations in the Village where existing pot-holes were in need of repair.

Trustee Schussler stated that he noticed in the vending machines at the Sportsplex, junk food instead of healthy food. He questioned if the vending machines could have healthier selections.

Trustee Schussler reminded the public to please return their census forms.

Trustee Schussler requested that at the next Board meeting that Village Manager Grimes report on two items:

1. The status of the repayment of the funds owed to the Village of Orland Park from the parents whose children vandalized the playground equipment at Grasslands Park.
2. The status of the cross-access roadway that is being constructed between the parking lot by Kohls and the Lowe's development.

Trustee Schussler reminded everyone this Saturday, April 24th is a busy day in Orland Park. The Green Fair will take place at the Civic Center from 9:00 AM to 2:00 PM; The Health Fair is at the Sportsplex from 9:00 AM to 2:00 PM; Spring Cleanup is at Public Works as well as the Electronic Recycling Event from 9:00 AM to 3:00 PM; and The Grasslands Group has an Earth Day at the Grasslands from 9:00 AM to 12:00 PM.

VILLAGE CLERK MAHER - Reported that Orland Park has had an 83% return rate of the census forms and is 4th in the country for returns. He thanked his staff, the newspapers, and media relations for informing the public of the importance of returning these forms.

PRESIDENT McLAUGHLIN – Reported that Governor Pat Quinn presented only 22 awards in the State of Illinois, for work done to improve and protect the environment. President McLaughlin stated that he was honored to accept, on behalf of The Village of Orland Park, this award from Governor Quinn.

President McLaughlin commented that when the Village's budget was approved back in December, the Board had agreed to consider a dollar amount to charge the public as an entry fee into the Taste of Orland. Over the past few weeks he has spoken to staff asking them to research what the estimated income would be along with additional expenses this would cause by collecting money (ticket sellers, security, supervision, etc).

President McLaughlin questioned if there has been or will be enough income to support not charging for the Taste of Orland.

President McLaughlin stated that he would like the Boards opinions so direction can be given to staff to find a way to cover the costs of the Taste of Orland without charging an entry fee.

Trustee Fenton – As Chairman of Community Events and Outreach, she would like to meet with President McLaughlin, Media & Special Events Coordinator Patty Vlazny, and any other staff to discuss this first. Sponsorship is lower than in years past. Trustee Fenton is aware of the cost of this event from last year and what is budgeted for this year. She is unaware of any extra money that would cover the cost for the Taste.

Assistant Village Manager Baer questioned if President McLaughlin wanted staff to review the entire organization and other projects that may have come in under budget, to see if there is any extra money to cover the costs of the Taste of Orland.

President McLaughlin stated that was correct. He would like this information shared with the Board unless the Board is sold on the idea of charging an entry fee for the Taste of Orland.

Trustee O'Halloran – Agreed to have staff research if there has been any savings over the past months or what revenues may be projected. He would rather not charge an entrance fee for the Taste.

Trustee Murphy – No Charge

Trustee Schussler – As Chairman of Finance, he would like to review this. He

suggested this be a third item for Village Manager Grimes to discuss at the next Board meeting under the Village Manager's Report.

EXECUTIVE SESSION

I move to recess to a Closed Executive Session for the purpose of discussion of a) pending litigation against, affecting or on behalf of the village or when found by the board that such action is probable or imminent.

A motion was made by Trustee Bernard Murphy, seconded by Trustee Brad O'Halloran, that this matter be RECESS. The motion CARRIED by the following vote:

Aye: 5 - Trustee Murphy, Trustee Fenton, Trustee O'Halloran, Trustee Schussler, and Village President McLaughlin

Nay: 0

Absent: 2 - Trustee Dodge and Trustee Gira

RECONVENE BOARD MEETING

The roll was called to reconvene the Regular Meeting and Trustees Murphy, Fenton, O'Halloran, Schussler, and President McLaughlin were present. Trustees Dodge and Gira were absent.

Purpose of the Executive Session was for the discussion of a) pending litigation against, affecting or on behalf of the village or when found by the board that such action is probable or imminent.

ADJOURNMENT - 9:20 PM

A motion was made by Trustee Kathleen Fenton, seconded by Trustee Brad O'Halloran, that this matter be ADJOURNED. The motion CARRIED by the following vote:

Aye: 5 - Trustee Murphy, Trustee Fenton, Trustee O'Halloran, Trustee Schussler, and Village President McLaughlin

Nay: 0

Absent: 2 - Trustee Dodge and Trustee Gira

/nm

APPROVED:

Respectfully Submitted,

David P. Maher, Village Clerk