

VILLAGE OF ORLAND PARK

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



Meeting Minutes

Monday, December 3, 2012

6:00 PM

Village Hall

Parks and Recreation Committee

*Chairman Patricia A. Gira
Trustees Brad S. O'Halloran and James V. Dodge
Village Clerk David P. Maher*

CALL TO ORDER/ROLL CALL

The meeting was called to order at 6:11 PM.

In the absence of Village Clerk David P. Maher, Deputy Clerk Joseph S. La Margo was present.

Present: 3 - Chairman Gira; Trustee O'Halloran and Trustee Dodge

APPROVAL OF MINUTES**2012-0696 Approval of the November 5, 2012 Parks and Recreation Minutes**

I move to approve the Minutes of the Regular Meeting of the Parks and Recreation Committee of November 5, 2012.

ITEMS FOR SEPARATE ACTION**2012-0700 Native Landscape Stewardship 2013 Quote**

Park's Division Director Frank Stec reported that a proposal for the fourth year of the Native Landscape Stewardship to maintain the natural landscape surrounding the Police Station. Pizzo & Associates, Ltd. has maintained this area for the past 3 years after we settled with the construction management company. They have done a great job and it is improving. Their cost is \$9,500 for the year 2013.

I move to recommend to the Village Board to accept the quote not to exceed \$9,500 from Pizzo & Associates, Ltd. for the 2013 landscape stewardship.

A motion was made by Trustee O'Halloran, seconded by Trustee Dodge, that this matter be RECOMMENDED FOR APPROVAL to the Board of Trustees. The motion carried by the following vote:

Aye: 3 - Chairman Gira, Trustee O'Halloran, and Trustee Dodge

Nay: 0

2012-0701 Controlled Burn Quote Award

Director Stec reported that a quote was received from Pizzo & Associates, Ltd. for the controlled burn of Humphrey Woods in the amount of \$6,350.00. JF New was the low bidder for the PW and Parks controlled burns for the years 2010 - 2013 but has defaulted on their contract due to insurance complications. The burn was never conducted in 2010 and Pizzo conducted the burn in 2011. Pizzo has performed this service satisfactorily in previous years and can get the job completed in 2012. They have applied for permits. They are also under contract to manage the controlled burn of the Police Station natural area this year.

I move to recommend to the Village Board to approve accepting the quote from Pizzo & Associates, Ltd at a cost not to exceed \$6,350.00.

A motion was made by Trustee Dodge, seconded by Trustee O'Halloran, that this matter be RECOMMENDED FOR APPROVAL to the Board of Trustees. The motion carried by the following vote:

Aye: 3 - Chairman Gira, Trustee O'Halloran, and Trustee Dodge

Nay: 0

2012-0672 Civic Center Carpet Replacement Bid

Director Stec reported that three bids were received for the Civic Center Carpet replacement bid and low bid was Consolidated Tile & Carpet Company at a cost of \$26,010.00. This carpet will replace all glued down carpeting in the building with new carpet squares. By utilizing the squares rather than a rolled carpet, staff can remove and replace worn or damaged areas without having to replace the entire carpet.

Staff recommends the low bid and has confidence that Consolidated Tile & Carpet Company can perform the work in a timely manner.

I move to recommend to the Village Board to accept the bid and award the contract to Consolidated Tile & Carpet Company in an amount not to exceed \$26,010.00.

A motion was made by Trustee O'Halloran, seconded by Trustee Dodge, that this matter be RECOMMENDED FOR APPROVAL to the Board of Trustees. The motion carried by the following vote:

Aye: 3 - Chairman Gira, Trustee O'Halloran, and Trustee Dodge

Nay: 0

2012-0681 Winter 2013 Program Brochure - Distribution

Assistant Village Manager Ellen Baer stated that Recreation Division Director Nancy Flores is home with the flu. Assistant Village Manager Baer reported that the Village has budgeted for the distribution of the Winter 2013 Program Brochure in the Orland Park Prairie. The final cost to mail 23,750 brochures to residents through 22nd Century Media, LLC (Orland Park Prairie) is \$5,782.00. The remaining 1,250 brochures will be distributed to the public at Village facilities.

The brochure weight of 6.24 oz. has increased due to the higher quality paper, foldout cover, and added pages dedicated to community outreach.

I move to recommend to the Village Board to approve payment to 22nd Century Media, LLC in the amount of \$5,782.00 for the distribution of the Winter 2013 Program Brochure.

A motion was made by Trustee O'Halloran, seconded by Trustee Dodge, that this matter be RECOMMENDED FOR APPROVAL to the Board of Trustees. The motion carried by the following vote:

Aye: 3 - Chairman Gira, Trustee O'Halloran, and Trustee Dodge

Nay: 0

2012-0675 Recreation and Parks Department Program Brochure - 2013 Spring/Summer Programs

Lists of recommended programs to be offered in the Recreation and Parks Department 2013 Spring/Summer brochure are attached in the Committee packet for your review. Included in the lists are contractual costs (over \$5,000) that would need Board approval associated with the spring and/or summer sessions. These costs are covered by revenue generated through registration fees and actual costs are dependent on the number of participants registered.

Staff is requesting approval of the recommended programs and payment to the contractual instructors at time of invoicing.

I move to recommend to the Village Board to approve the 2013 Spring/Summer programs as presented by staff; and approve payment to contractual instructors at time of invoicing.

A motion was made by Trustee Dodge, seconded by Trustee O'Halloran, that this matter be RECOMMENDED FOR APPROVAL to the Board of Trustees. The motion carried by the following vote:

Aye: 3 - Chairman Gira, Trustee O'Halloran, and Trustee Dodge

Nay: 0

2012-0680 Pyrotechnical Services 2013

Melrose Pyrotechnics have been a specialized contractual vendor with the Village of Orland Park for the last several years. In 2010, staff issued an RFP and two proposals were submitted, Melrose Pyrotechnics and ACE Pyro, LLC. Melrose Pyrotechnics has now provided a proposal for a three year contract at the same rate and length of show as the prior contract with a cost of \$23,000 per year for July 4, 2013 - 2015. Staff is requesting to renew the contract with Melrose Pyrotechnics. The safety record and successful track record combined with Melrose's price offering makes this agreement very desirable.

Melrose Pyrotechnics provides expert event producers, display technicians, and soundtrack artists who work closely with staff to deliver the required length of show, intensity, and choreography. Melrose has raised the bar for safety within the industry with its on-site training facility and full time staff member dedicated exclusively to training technicians. The curriculum developed at Melrose expands the curriculum of the America Pyrotechnics Association. In addition to safety Melrose was among the first to adopt new technology for firing shells electronically. Melrose insists on 100% electronic firing for their shows. Some clients of Melrose Pyrotechnics include: Chicago White Sox, Chicago Bulls,

Chicago Bears, Northwestern University, University of Notre Dame, Allstate, McDonalds, Okinawa Fireworks Fest in Japan, and World Pyro Olympics in the Philippines.

I move to recommend to the Village Board to approve a contract with Melrose Pyrotechnics, Inc. of Kingsbury, IN for pyrotechnical services on July 4, 2013, 2014, and 2015 for the Independence Day Bash at a total not to exceed \$23,000 per year.

A motion was made by Trustee O'Halloran, seconded by Trustee Dodge, that this matter be RECOMMENDED FOR APPROVAL to the Board of Trustees. The motion carried by the following vote:

Aye: 3 - Chairman Gira, Trustee O'Halloran, and Trustee Dodge

Nay: 0

2012-0714 Sportsplex Membership Fees

Assistant Village Manager Baer and Facility Administrator Kurt Heinlen reported that the Recreation Department constantly monitors Fitness Center memberships at the Sportsplex to understand our customer base and continue to expand the market we draw from. Sportsplex derives revenue from memberships and also from gym and field rentals, programs held at this facility and through partnerships with organizations who call Sportsplex their home.

The fitness center memberships are an integral part of the operation of this important facility. The number of active memberships changes daily with expiration dates occurring and new membership purchases each day. Because of the constant fluctuation and the wide array of membership types, it isn't always easy to identify trends. What has become evident, however, is that the number of non-resident memberships and corporate memberships has steadily declined in recent years. These membership types can both be broken down further into sub-categories such as "Family", "Individual" and "Couple", however for this discussion they have been grouped into the broader category types. This discussion is intended to offer options for addressing the aforementioned decline while maintaining the integrity of the fee structure and ensuring that the rates stay consistent with the surrounding market.

The spreadsheet marked "Attachment A", illustrates a comparison of Non-Resident Members and Resident Members. The chart illustrates a 54% decline in Non-Resident Members as compared to just a 5% decline in resident members from 2005 to 2011.

"Attachment B" in the Committee packet illustrates a comparison of Membership Revenues from the same time period and includes projected 2012 year-end revenue. The chart illustrates the change in revenue from year to year taking into account a fee increase in early 2006 and a 15 month fiscal year in 2009. The

decline in revenue is steady with significant decreases in the toughest economic years.

Since 2005 the fitness market has increased with many large and small fitness facilities both public and private that compete for the very same customers. The Recreation Department surveyed several municipal facilities (in blue header area of Attachment C) to determine if the membership rates were appropriate. Of note, the Tinley Park Park District recently made non-resident fees the same as their resident fees to further appeal to those outside the district. The new facility expansion at Tinley Park will further make their facility attractive to those who reside on the south and east sides of Orland Park.

Fees at private facilities in the Orland Park area were also reviewed and are outlined in Attachment C (green header area). For all facilities, it is important to review the membership types and rates as well as the amenities offered (pool, childcare, group fitness, towel service, etc).

The focus on developing non-residents and corporate customers for the Sportsplex will help ensure that the facility stays competitive and continues to build the membership base. Staff is suggesting a revised fee structure as outlined in Attachment D. The proposed rates include a 10% reduction in Non-Resident rates to bring Sportsplex fees more in line with other area fitness centers. Corporate memberships have consistently been the least utilized membership over the course of the last seven years.

Bringing the Corporate Rate in line with Resident fees is proposed in order to attract the business community to join Sportsplex and taps into a market that is well established in Orland Park, but which has not been our focus in attracting new members.

As part of the proposed Corporate Rate, the Recreation Department is preparing a 2013 outreach plan to touch the business community including through the economic development partnership with the Chamber of Commerce. Staff is defining a program for businesses that would utilize Sportsplex and the expertise of our staff to develop wellness programs and incentives for area businesses. Incentives will be offered to businesses with multiple employees purchasing Corporate Memberships.

The budgeted revenue for memberships in 2013 was estimated conservatively given the trends seen in recent years. By offering the revised rates and implementing the new approach to Corporate Memberships, staff believes that we can exceed the expected revenues and make a marked shift in the current trend.

As people add back amenities such as fitness memberships this winter, the timing on changing the fees is recommended to coincide with the new year. To bridge the difference between the current and proposed rates, revenue of approximately \$12,522 will need to be realized through the new memberships.

This means attracting some combination of memberships such as those outlined in the green box on Attachment D. Staff believes that capturing these additional memberships is very attainable and would expect to exceed these numbers with attractive and appropriate new rates for these categories.

Should the Village Board approve the proposed rates for Non-Resident and Corporate Memberships, the new strategy would go into effect January 1, 2013.

I move to recommend approval of the revised Sportsplex non-resident and corporate rates effective January 1, 2013 as presented.

A motion was made by Trustee O'Halloran, seconded by Trustee Dodge, that this matter be RECOMMENDED FOR APPROVAL to the Board of Trustees. The motion carried by the following vote:

Aye: 3 - Chairman Gira, Trustee O'Halloran, and Trustee Dodge

Nay: 0

ADJOURNMENT - 6:25 PM

A motion was made by Trustee Dodge, seconded by Trustee O'Halloran, that this matter be ADJOURNED. The motion carried by the following vote:

Aye: 3 - Chairman Gira, Trustee O'Halloran, and Trustee Dodge

Nay: 0

/nm

APPROVED: January 7, 2012

Respectfully Submitted,

/s/ David P. Maher

David P. Maher, Village Clerk

/s/ Joseph S. La Margo

Joseph S. La Margo, Deputy Clerk