



Addison Park District
Citizens Advisory Committee
November 9, 2015
Minutes

1. CALL TO ORDER

The Citizens Advisory Committee (CAC) Meeting of the Addison Park District was called to order at 6:23 p.m. by Kelly Aramburu on Monday, November 9, 2015 at the Community Recreation Center, 120 E. Oak Street, Addison, DuPage County, Illinois.

2. ROLL CALL

Those in attendance were committee members, Kelly Aramburu, Jill Piekarski, Mark Butler. Also in attendance were Barry Gilbert and park district representatives Deb Pfaff and Steve Muenz. Absent; Laura Barca, Monique Sampey

3. CHANGE IN AGENDA

None

4. APPROVAL OF MINUTES

Mark Butler approved the minutes from September 10, 2015, second by Jill Piekarski

5. 2016 MEETING SCHEDULE AND TOPICS

Steve Muenz disseminated information regarding possible dates, times, locations and topics for 2016 meetings. It was decided to table the discussion until all members of the committee can review and confirm. Information will be emailed and votes collected electronically for approval.

6. PUBLIC RELATIONS REVIEW

Deb Pfaff, Marketing and Communications Supervisor, updated the committee on efforts used by staff members to market the park district in 2015. Included in the report: who makes up the marketing department, publications generated, print media used by district staff to market events and programs, digital and social media taken advantage of by staff, what direct mailing companies are used for couponing, TV and radio stations employed to release information, what Deb and staff are involved in to market the district including IPRA and intergovernmental meetings, and what other avenues are researched for new marketing opportunities. A discussion ensued regarding the use of surveys brought up by Mark Butler.

7. COMMITTEE MEMBER COMMENTS

Kelly Aramburu discussed the Turkey Trot and other, local races. The discussion included what districts can do to help gain more registration. Some thoughts discussed were the quality of giveaways and t-shirts, areas to market the race, groups to contact, examples of less conventional events such as Ugly Sweater Run, Elvis Run and The Ditka Dash.

Kelly Aramburu discussed a contact between the AGSP (Addison Girls Sports Program) and the park district for programming and the marketing of current programs.

Mark Butler discussed a sign at Army Trail Nature Center stating a new dock is to be installed. Staff was aware of the sign, but did not have information regarding the new dock.

8. STAFF REPORT

Staff updated the committee regarding recent programming such as the SwiBiRu, Fishing Derby, Park Pride, Senior Variety Show, Candy Carnival, Family Bingo, Free Movie in the Gym, Pumpkin Pitch, Fall Recycling Extravaganza and the Halloween House Contest Judging. Staff also updated on Club Fitness free week along with the health fair. Staff mentioned registration for the Turkey Trot is ongoing. The new special events committee was discussed.

9. NEXT MEETING

Monday, January 11, 2016 at the Community Recreation Center, 4:30pm. This meeting is the annual goals meeting including the CAC and district staff.

10. ADJOURNMENT

A motion by Mark Butler and second by Jill Piekarski to adjourn meeting at 7:57 p.m.

Respectfully Submitted By,
Steve Muenz