



The mission of the Hoffman Estates Park District is to offer healthy and enjoyable experiences to our residents and guests by providing first class parks, facilities, programs and services in an environmentally and fiscally responsible manner.

**MINUTES
RECREATION COMMITTEE MEETING
March 8, 2016**

1. Roll Call:

A regular meeting of the Hoffman Estates Park District Recreation Committee was held on at the Triphahn Center in Hoffman Estates, IL.

Present: Commissioner R. Evans, Comm Rep Dressler, Henderson, Koltz, Neel, Chairman Kinnane

Absent: Comm Rep Wittkamp

Also Present: Executive Director Bostrom, Rec/Facilities Director Kies, Golf Director Bechtold

Audience: President Bickham, Commissioner McGinn, Kaplan; C&M Superintendent Manisco, Graphic Designer Grace, Mr. K. Evans

2. Approval of Agenda:

Comm Rep Koltz made a motion, seconded by Commissioner R. Evans to approve the agenda as presented. The motion carried by voice vote.

3. Minutes:

Commissioner R. Evans made a motion, seconded by Comm Rep Neel to approve the minutes of the February 9, 2016 meeting as presented. The motion carried by voice vote.

4. Comments From the Audience:

None

5. Old Business:

None

6. New Business:

A. Brochure Print Bids/M16-038:

C&M Superintendent Manisco reviewed the memo. Commissioner R. Evans asked how many printers were contacted and Superintendent Manisco noted that she had approximately 50 contacts. Commissioner Evans asked about the insert and Superintendent Manisco explained that there was an additional charge for the 4-page insert and that once a year they also did an 8-page insert.

Comm Rep Koltz asked about the difference in cost and Superintendent Manisco noted that they all received the same specifications for the brochure and was not able to explain the cost difference. Graphic Designer Grace noted that some printers had formatting that allowed for faster printing and lower costs.

Superintendent Manisco noted that the district requested sheet feed printing (similar to single sheet printing on a copy machine) versus web printing (similar to newspaper printing) because of the quality of the print job.

Commissioner McGinn asked how long the district could hold a contract and Executive Director Bostrom noted that it could be 3 years in certain categories, however usually 1 year with possible renewals. Director Kies noted that the department built a relationship with the printers and looked to be able to expand those contracts by offering additional extensions.

Comm Rep Dressler asked if the district had worked with this printer before and it was noted that they had and they were very reliable.

Chairman Kinnane asked if they would do other print jobs for the district and Superintendent Manisco noted that depending on the type and cost of the print job and if the other job required being bid out.

Comm Rep Neel made a motion, seconded by Comm Rep Dressler to recommend the Recreation Committee recommend the board award the 2016 contract for the printing of the seasonal program guide to Paulson Press at \$57,000 with the option to renew for two additional one-year terms in 2017 and 2018. The motion carried by voice vote.

B. HEPD Logo Change/M16-039:

Director Kies noted that both the printed memorandum and the computer packets had better resolution than the presentation would

have. Superintendent Manisco reviewed the memo noting the different types of logos and staff's recommendation to tie the district logo into the district website address. Director Kies congratulated staff on their hard work and acknowledged Graphics Designer Grace on designing the new logo.

Executive Director Bostrom reviewed the issues of trade marking and infringing on trademarks noting that staff had reviewed the issues with council who did not recommend trade marking the new logo or tag line or investing in IP insurance for the same purpose. He reviewed the costs for trade marking the logo and/or tag line. He also explained that they had researched the new logo and tag line and had not found any other company that offered the exact same logo or tag line or similar logos and tag lines within the same field (Parks and Recreation). Commissioner McGinn asked if the current logo was trademarked and it was noted that it was not.

Comm Rep Dressler expressed concern that no one else used just lower case font. Graphic Designer Grace noted that the upper case lettering seemed more formal and less friendly.

Commissioner R. Evans noted that he thought the logo was a great idea but was concerned that the logo did not say 'park district'. Director Kies noted that the 'heparks' would be used when there was not a need to spell out the district's name and it would help drive customers to the district's website. Commissioner Evans also asked why the tag line read 'Making Life Fun' versus 'Make Life Fun' and it was noted that the first phrase was an action verb.

Comm Rep Henderson expressed concern that the district's name was not spelled out. Comm Rep Neel noted that she liked the sun. Executive Director Bostrom read an email from Comm Rep Utas whereby he expressed his concern regarding the new logo. Discussion ensued regarding the lack of use for the "hoffman estates park district" versus the "heparks" use. It was noted that the full district name could be used in any situation where it would be necessary to make the public aware of exactly who we were i.e. the Hoffman Estates Park District.

Chairman Kinnane asked what the projected costs were to replace the logo and Executive Director Bostrom noted that the district would incur costs changing out the logo on the vehicles, buses but that many items would not have a cost attached, i.e. ordering camp shirts with the new logo, changing out the electronic items and many others would be replaced as needed i.e. re-ordering business cards, letterhead. He noted that the employee ID badges would cost

approximately \$.50 each and that other items like the Marquee Signs would be budgeted in the coming year.

Commissioner Kaplan asked about the colors and Graphic Designer Grace noted that they were starting to use 'brand colors' for the district and specific facilities. Commissioner Kaplan asked why they did not use the same colors with all the facilities and Superintendent Manisco explained that each facility had its own brand color. Commissioner Kaplan asked about putting the change out to the public and Executive Director Bostrom explained that they were bringing it to the committee instead.

Comm Rep Koltz noted that his wife was a branding manager for 30 years and loved the new look.

President Bickham asked about sending it out to other communities. He noted that it would be important to use the full name of the district. He also noted that the trade marks had to be self-policed and Executive Director Bostrom confirmed that noting that it would be up to the district to go after someone. President Bickham commended staff on their presentation.

Executive Director Bostrom noted that the item could be brought to the Committee of the Whole next week for their input.

Mr. K. Evans noted that he liked the logo; asked if the district needed a license to use that font. Graphic Designer Grace noted that they would have to pay for a license if that font was approved.

President Bickham asked about the Marquee Signs and Executive Director Bostrom noted that much of it could be done in-house.

Comm Rep Henderson asked if the public had been involved with the last change to the logo and Executive Director Bostrom explained that they had not, however, the changes had been minimal.

Comm Rep Dressler made a motion, seconded by Comm Rep Dressler to recommend the Recreation Committee recommend the board approve of the new "heparks" logo and "making life fun" tag line as outlined in M16-039. The motion carried by voice vote.

C. IAPD Conference Education Summary/M16-036:

Superintendent Manisco reviewed "Brain Science and Digital Marketing" noting that it used human nature to get a better return on the social media. She noted that testimonials were important.

Director Kies reviewed “Early Childhood Forum” noting that it addressed interaction with special needs children.

Executive Director Bostrom reviewed “The Changing Image of Aging” noting that 50% of the population was 50+ and controlled 70% of the disposable income. He also explained that younger baby boomers no longer felt “entitled” or that all services should be free.

Executive Director Bostrom reviewed “A Mile Wide and an Inch Deep” noting that it was a model of cost recovery and subsidy. He noted that you did not want to spread yourself too thin and that the biggest issue was deferred maintenance and that cost.

Executive Director Bostrom reviewed “Lending Optimistically” and the importance of positive self-talk. He explained that the non-verbal communication was more important than the actual words.

Comm Rep Henderson asked about using the “scarcity” of program space, etc. legitimately and Superintendent Manisco noted that the district did not use it indiscriminately.

Comm Rep Dressler noted that the Chamber missed their chairman, Director Kies, as he was at this conference.

No vote required.

D. Rec, Fac & Golf Report/M16-037:

Director Kies reviewed the item noting that the Fit-Pals Program was a great program allowing kids to track their healthy activities.

He also wanted to recognize the team from BPC for all their assistance with the Daddy Daughter and Mother Son events.

Director Bechtold reviewed his report noting that they had 300 rounds of golf in February; that they were doing a Painting Night on March 9 that had 50 participants; the last Fish Fry had 129 guests and the Easter Brunch was up to 215 and counting.

Mr. K. Evans asked if there were changes to the Fish Fry menu and it was noted that there was not.

Comm Rep Dressler asked about the line dancing and Director Bechtold noted that January had 100 participants and the next class would be March 25.

Commissioner R. Evans made a motion, seconded by Comm Rep Koltz to send the board report M16-037 to the board as presented. The motion carried by voice vote.

7. Committee Member Comments:

Commissioner R. Evans noted that the warm weather was making everyone friendlier.

Comm Rep Henderson said staff did a great job on the logo but would still like to see what the community thought about it.

Comm Rep Dressler noted that she had an open house and was happy to see the district's Guide opened to her ad.

Comm Rep Neel said she loved the new logo.

Chairman Kinnane noted that he played golf on Sunday and wanted to acknowledge Sharon and Joe for doing a great job. He also noted that he golfed with a Chicago Public School teacher who had come all the way to golf at BPC and that was exciting to see.

8. Adjournment:

Comm Rep Koltz made a motion, seconded by Com Rep Neel to adjourn the meeting at 8:35 p.m. The motion carried by voice vote.

Respectfully submitted,

Dean R. Bostrom
Secretary

Peg Kusmierski
Recording Secretary