

MINUTES
FORWARD PLANNING COMMITTEE MEETING
August 20, 2024

1. Roll Call:

A regular meeting of the Hoffman Estates Park District Forward Planning Committee was held on August 20, 2024, at 8:02 p.m. at Triphahn Center in Hoffman Estates, IL.

Present: President Chhatwani, Commissioners Dressler, Evans, Friedman, Kaplan, MacGregor and McGinn, Community Reps Musial, Sernett, Pilafas, and Poeschel

Absent:

Also Present: Executive Director Talsma, Deputy Director Bechtold, Director of Parks, Planning and Maintenance Hugen, Director of Recreation Miletic, Executive Assistant Flynn, IT Specialist Hassler, Comm Rep Dowling

Audience:

2. Approval of Agenda:

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

3. Approval of the Minutes:

Commissioner Dressler made a motion, seconded by Comm Rep Poeschel to approve the minutes of the April 16, 2024, meeting as presented. The motion carried by voice vote.

4. Comments from the Audience:

None

5. Old Business:

None

6. **New Business:**

A. Mission, Vision, Values and Cornerstones / M24-067

Commissioner Kaplan made a motion, seconded by Comm Rep Sernett to recommend to the full board the approval of the District's Mission, Vision, Values and Cornerstones as presented, as part of the 2025-2029 Comprehensive District Plan (CDP).

Executive Director Talsma explained that as part of our Comprehensive District Plan, we conducted a community wide survey through our consultant, ETC Institute. We also reviewed our current mission, vision, values, and goals. He highlighted the following areas of discussion:

- As staff discussed this, we realized it has been confusing to use the terms “goals” and “objectives.” At PDRMA, they use the term “cornerstones,” and this goes along with the three “pillars” of NRPA.
- Our current mission and vision statements remain short, simple, strong and are still saying what we hope to achieve.
- Our I2CARE values have not changed in 23 years and still represent our best values as a district.
- Staff is recommending moving forward with these items as presented.
- We currently have six district Goals. If we move to the Cornerstone concept, we would have four cornerstones, and everything under each cornerstone would be considered a “goal.”
- All budget cycles and quarterly reports will show goals and the updates toward each goal under these cornerstones.
- Using the results from the survey along with our mission, vision, values, and cornerstones, we can create our goals for the next five years (including the capital replacement and spending plan).

Commissioner Evans said these are very good; he wanted to confirm that we are proposing to replace the six district goals with four cornerstones.

There was a discussion about the wording for the definition of the Operational Excellence cornerstone. Staff will revisit this.

The motion carried, subject to a change in the Operational Excellence definition.

B. Findings Report of the Community Interest and Opinion Survey / M24-066

Commissioner MacGregor made a motion, seconded by Commissioner Dressler to recommend to the full board the acceptance of the ETC Community Interest and Opinion Survey as presented.

Executive Director Talsma noted the following;

- Staff would like to ask ETC for a couple of changes before we publish the ETC Findings Report to show the numbers accurately and how they compare to 2018.
- We were curious about people's attitudes in general post-Covid. We found that satisfaction numbers are trending lower nationwide; ours are still very high comparatively.
- Staff will compare all graphs, charts, and percentages to 2018, and this will all be part of the final report.
- The responses to most questions regarding what residents want to see in the district are similar to 2018: overall the larger components mirror the last survey, with similar items still of high interest to the community, including some we have already addressed.
- We will use all of this to create our goals to support the cornerstones.
- There were several comments about wanting more splash pads. We have five in our district, which is more than any other community around us, and ours are all free.
- We have noted that 41% of respondents are over 55 years of age. Staff can compare this to community demographics.

Commissioner Evans said there are some themes regarding information our community does not understand. Perhaps we could put some of these items on the website to educate the public.

Commissioner Friedman said he would send some specific questions to staff.

Commissioner MacGregor said it might be good to have a FAQ section where we can explain to the public why things are what they are.

Commissioner McGinn asked about Triphahn Center facility attendance. Executive Director Talsma said we had this broken out into "fitness," "senior center" and "ice arena" and will combine these to compare to 2018.

Commissioner McGinn noted that there were some comments about the gymnastics program. Executive Director Talsma said we are looking at moving this to the Willow Rec Center and then using the Vogelei Barn space for a different activity or rental space.

The motion carried by voice vote.

7. **Committee Member Comments:**

Commissioner Evans said the survey was very well done.

Commissioner Dressler said that ETC also put the QR code on social media when they sent out the postcards.

Executive Director Talsma said that it might be better to send out only postcards or send them earlier. There might be a better mix than what occurred in terms of timing and postage cost.

8. **Adjournment:**

Commissioner Dressler made a motion, seconded by Commissioner Friedman to adjourn the meeting at 8:37 p.m. The motion carried by voice vote.

Respectfully submitted,

Craig Talsma
Secretary

Cindy Flynn
Executive Assistant