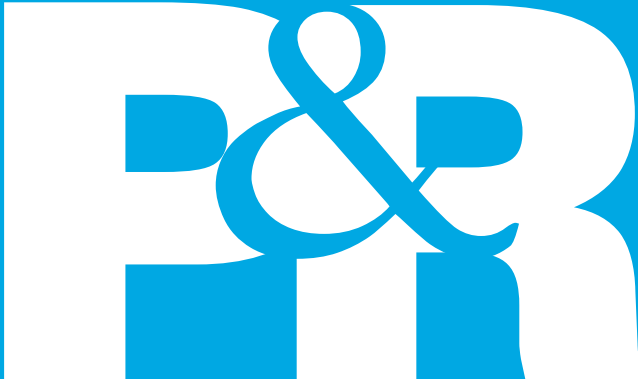


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Volume 44, Number 6 | November/December 2013



PARKS AND RECREATION

The magazine of the Illinois Association of Park Districts and the Illinois Park and Recreation Association



successful **marketing** strategies

PLUS: The 2014 Legal Calendar & Best of the Best Awards Gala Winners

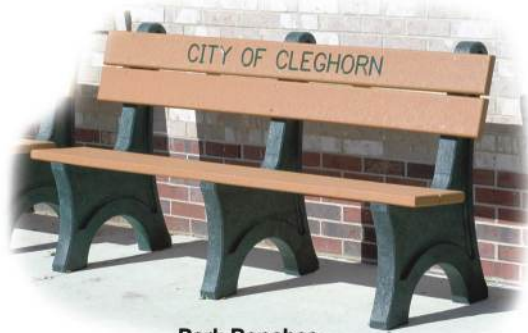
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FROM THE EDITOR

Recently, my husband Chris and I opened a pet store. Our niche is free home delivery of premium dog food. These dog food customers often provide us with repeat business for many years and they usually tell their family, friends and coworkers about our unique service. Spreading the word is an ongoing challenge for any business, so we partnered with local animal shelters to hold pet adoptions at our store each weekend. We use their networking channels to not only help them but also further our business.



Lesson 1: Know what facilities and programs drive your revenue

Lesson 2: Offer something unique and people are bound to tell others

Lesson 3: Utilize partnerships with organizations that have similar goals and everyone wins

No matter what your field, good marketing is key to a successful business model. You can build it but they may not come unless they know it is there. In this issue of IP&R magazine, we bring you a few articles to get you thinking about what you can do to promote your own agency, programs and even marketing campaigns that help solve problems.

You will also find a Legal Calendar providing insight to every legal date you need to know in the world of parks and recreation.

Congratulations to all the winners of the Best of the Best Awards Gala! You'll be able to see a summary of the winners from the Gala held on September 27, 2013 on page 23.



"Give Us Your Best Shot" Photo Contest Announcement

Do you have a great photo from one of your agency events you would like to share? Enter them in this year's photo contest! You may enter up to five photos in each of the following categories:

- Recreation / People at Play
- Sports
- Wildlife (live animals and insects, etc.)
- Nature / Landscapes (flowers, sunsets, lakes and other landscapes, etc.)

Contest rules and waiver form can be found online at ILparks.org/Publications/IP&Rmag/PhotoContest. Please send us your "Best Shots" soon. The deadline for entry is December 2, 2013.

Rachel Laier

— Rachel Laier, Editor



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Peter M. Murphy
IAPD President and CEO

Building Your Brand and Making it Count

This issue of the magazine is filled with great ideas about marketing programs at your agency and I encourage you to give them a good read. Please also share with us your agency's best ideas.

One of the things I am continually impressed with is the tremendous impact that park and recreation agencies in Illinois are making on their communities. This is coupled many times, however, with a lack of effectively letting the community know who delivers the program, service or event. Your brand is very important, but surveys show that there are people in many cities and villages across Illinois that don't realize that the parks, as well as the many recreation programs are provided by the park district. So my challenge to you is to see how many ways you can communicate your agency's value and relevance to your constituency.

What do Disney, Coca Cola, Starbucks, Apple and Harley Davidson all have in common? They are all uniquely identifiable brands. By having a high impact brand, you can drive citizen participation and support. This is especially useful during tax levy time or when a referendum initiative is being contemplated.

Part of any good strategic plan should incorporate brand positioning by identifying the channels and developing creative messaging to create strong connections for your agency. Plan to harness the power of social media to put your branding plan into action. Identify how to couple the plethora of social media tools available with building meaningful relationships with news media, other local governments and community groups through a more personalized approach to your communication and public relations strategies. It is also important to harness them to offset negative impressions from taking hold. The power of social media was conveyed on the video that went viral on the cleanliness of the Kohl's department store fitting rooms and subsequent posts by store employees turned a localized issue into a public relations nightmare that affected the brand.

The following is an agency branding, marketing and public relations check list for your consideration. I encourage you to use it as a platform for discussions on how to effectively market and brand your agency.

- ___ Clear and concise Mission Statement for your organization
- ___ Vision Statement for your organization ("To Serve and Protect," which I consider one of the very best is already taken.)
- ___ History of your organization
- ___ Media contact list

- ___ General quotes from your media spokesperson for use in news releases, etc.
- ___ Promotional timeline for each major public awareness event
- ___ List of your agency's target markets, and the best method of reaching each one
- ___ Customer satisfaction survey (for programs/events, etc.)
- ___ "Chain of Command" identifying the spokespeople from your organization – who speaks to the media and in what order (plan for times the main spokesperson is unreachable)
- ___ Fact sheet about your organization

"A brand for a company is like a reputation for a person. You earn reputation by trying to do hard things well."
- Jeff Bezos



- ___ High resolution photographs of your organization's facilities and its high profile programs/events
- ___ High resolution head shots of your board members
- ___ High resolution head shots of your executive director
- ___ Identified photographer for each event/activity (if your agency does not have a professional photographer on hand)
- ___ Position papers (your organization's position on 'hot topics' such as concealed carry, eliminating secondhand smoke in public places, preserving natural resources, recycling, etc.)
- ___ Social media guidelines for your organization (internal policy for employees – and board members as well.)

- ___ Social media policy (dealing with negative comments, etc.)
- ___ Frequently updated Facebook page
- ___ Updated user-friendly website
- ___ Use of Instagram and YouTube video
- ___ Use of Screenr.com – instant screencasts. Record a demo of online registration, application or virtual training process
- ___ Use of Tagxedo – Word Cloud maker in any shape unique to your agency or event
- ___ Use of Smore.com – beautiful web-ready flyers with interactivity
- ___ Use of Twitter/Tweet Chat
- ___ Use of Free Certificate Maker for recognition of excellence
- ___ Use of DudaMobile.com – converts your current website into a mobile site in minutes
- ___ Creative use of QR codes

If you read through interviews, magazine articles and stories about Steve Jobs, you're never going to hear him say, "Here are my branding tips." For Steve Jobs, branding was *within* everything that he did. Check out these quotes, through which you can get a taste of Steve Jobs's brand-building philosophy.

"Be a yardstick of quality. Some people aren't used to an environment where excellence is expected."

"Go the extra mile in everything, and the value of your brand will make itself evident to your clients and partners."

It is clear that the Job's philosophy was key to the evolution of the Apple brand and that innovative products flowed from it. As you consider the question of how to best market and brand your agency, remember as well that word of mouth is still the very best marketing and branding tool. In fact, in a recent study 92% of respondents reported that a positive recommendation from a friend, family member, or someone they trust is the biggest influence on whether they buy a product or service. With the advent of social media that group has grown exponentially.

We should always remember that we are in the experience business so make your brand count in 2014.

Recommended Reading on Branding:

- *Pour Your Heart Into It: How Starbucks Built a Company One Cup at a Time*, by Howard Schultz
- *Highly Recommended: Harnessing the Power of Word of Mouth and Social Media to Build Your Brand and Your Business*, by Paul M. Rand
- *The Little Big Things: 163 Ways to Pursue EXCELLENCE*, by Tom Peters

2014 CALENDAR OF EVENTS

January 23-25, 2014
IAPD/IPRA Conference
Hyatt Regency, Chicago

April-May, 2014
Flying for Kids Month
Statewide Kite Fly

April 29, 2014
Parks Day at the Capitol
Springfield

April 29, 2014
Legislative Reception
Illini Country Club
Springfield

April 30, 2014
Legislative Conference
Crowne Plaza Springfield

July 17, 2014
Legislative Golf Outing
White Pines Golf Course
Bensenville Park District

August 16, 2014
Park District Conservation Day
Illinois State Fair Grounds

September 6, 2014
Legislative Awareness Picnic
Inwood Park
Joliet Park District

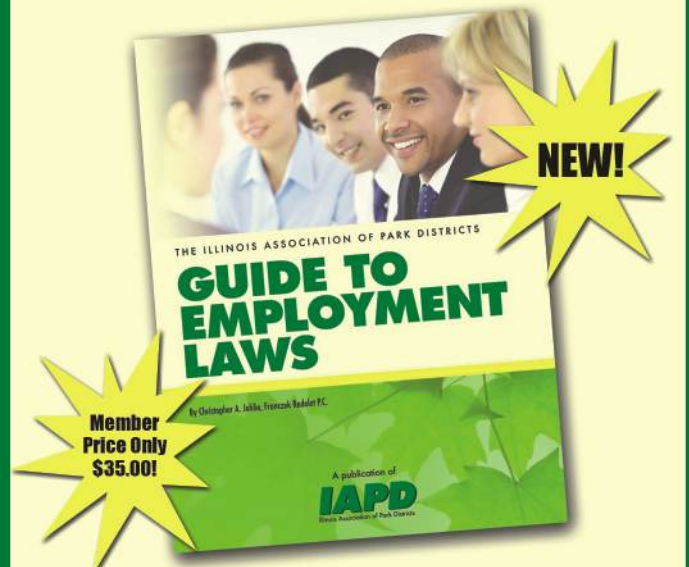
October 14-16, 2014
NRPA Congress
Charlotte, NC

October 24, 2014
Best of the Best Awards Gala
Traditions at Chevy Chase Country Club
Wheeling

November 6, 2014
Legal Symposium
McDonald's University/
Hyatt Lodge
Oak Brook

For the most up-to-date Calendar of Events, please visit the IAPD website at www.ILparks.org.

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This is a great resource to help you understand the employment laws and how they may apply to your agency.

This Guide Covers:

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- 🔍 Equal Employment Opportunity Law
- 🔍 Worker Classification Issues
- 🔍 Workplace Investigations
- 🔍 Wage and Hour Laws
- 🔍 Employee Privacy
- 🔍 Labor Relations
- 🔍 Leave of Absence
- 🔍 Benefits
- 🔍 Law Clarification

EYE ON THE PROFESSION

A CLOSER LOOK AT TRENDS AND ISSUES IN THE PARK AND RECREATION PROFESSION



By Debbie Trueblood
IPRA Executive Director

IPRA Has a New Strategic Plan

This was a process that started last fall when we selected a nationally known consultant, Ann Atkinson, to work with us to develop a “revolutionary” plan that will respect our history while moving us purposefully into a new position. Ann worked with our board for a day in January, and then Ann, IPRA’s chair, Allison Niemela, and I toured the state of Illinois doing fourteen focus groups with various constituency groups. Every IPRA member was invited to participate in the process. The results were used to create a draft which the board considered at several meetings over two months. After careful thought, revisions and the addition of several complimentary proposals that bring it all together, the board approved the package in September. This plan will be a five year plan, beginning January 1, 2014, going through 2018.

Our new mission is to provide and promote exceptional standards of education, networking and resources for all professionals in the Illinois park, recreation and conservation communities.

Our new purpose is to improve individual lives, we strategically mobilize current and future stakeholders and serve as the unbiased resource for parks, recreation and conservation.

Our new vision is “IPRA leads the nation in providing premier education, networking and resources for professionals in parks, recreation and conservation.”

What We Believe: a) inclusiveness of diverse stakeholder groups, b) intentional improvement of all lives, c) fiscal responsibility, accountability and transparency in all of our activities and d) creating a forum for uniting the diverse IPRA Community around common ideas and future trends.

Strategic partnerships/alliances: We will expand our reach into specific target markets, growing our membership base, conference attendees and partnerships. Some themes in this area include developing sponsorship relationships with like-minded corporations, partnering with surrounding states, pursuing grant opportunities, recruiting new members and partnering with schools to create stronger connections with students.

Brand identity (reputation): We will develop IPRA as a resource for our members and the public to show the value of parks and recreation. Some themes in this area include: investing in improved technology to allow us to better communicate with members, actively pursuing improvements to our conference, elevating IPRA’s image in the media and the public to educate the public about parks and

recreation, developing an improved plan to better describe the values of membership, developing relationships with donors, actively benchmarking ourselves related to diversity and inclusion, creating strategies to develop a diverse membership and conference attendance base, implementing programs to support our young professional members, identifying services which specifically benefit people in the central and southern regions, developing our board and creating a Volunteer Career Path to allow for members to get more involved with IPRA.

Research and advocacy: We will create Communities of Interest (COIs) which are online communities with a start date and an end date which are focused on a key question or issue. This will give members an additional resource for information, networking opportunity, opportunity to engage in IPRA, and will give IPRA an

“IPRA’s new mission is to provide and promote exceptional standards of education, networking and resources for all professionals in the Illinois park, recreation and conservation communities.”



additional way for us to connect with our members, research issues and communicate reciprocally. Themes in this area include: developing a scorecard of jobs related to our field, developing online Communities of Interest and developing research collaborations and funding opportunities. Of note, it is NOT our intent to mirror IAPD’s advocacy efforts, only to do what is noted above in terms of advocacy from a very broad perspective.

Knowledge management: We will develop new ways that we can gather and distribute information to our members, including through networking. Themes in this area include: developing a series of networking events for members, improving our e-newsletter, hosting a leadership summit of top leaders from Illinois and surrounding states and developing a mentorship program for professionals at all levels.

Finances: We will diversify our revenue streams. Themes in this area include: diversifying our revenue streams so that we are less dependent on any one area of funding, protecting our financial base, growing our operating budget, supporting the organization’s sponsorship efforts, growing the conference, growing the job board,

identifying new ways to raise funds, and expanding our staff to better meet the needs of the new plan, doing so carefully, primarily using outside contractors to "experiment" before creating new staff positions.

Our communication plan to ensure that all members have received communication about the plan will start with a newsletter article on October 3, and include presentations at IPRA's quarterly open house and networking events, presenting the information separately to the IPRA past chairs/presidents, foundation board members, membership council and section boards, and finally a member-wide event in December. We will then complete a statewide tour presenting the information regionally throughout the state.

As part of our positioning, the new governance model is that the board will meet four times annually instead of six, meeting in each of the regions of the state. In each region, the board meeting will be tied to a local event whenever possible to allow board members to participate in local park and recreation activities. At each board meeting, local IPRA leaders and leaders of affiliate groups will be invited to join the IPRA board for networking opportunities in each region. IPRA's board will be in the Chicago Metro region in February, the southern region in March, the central region in August (with Park District Conservation Day at the State Fair), and the northwest region in November.

Additionally, as part of our new plan, we have added a full time position to our team and an outsource contractor. Alicia Welstein joins our team as our new administrative assistant and Dave Whorton will be on contract with us as our sponsorship manager to help us develop our sponsorship opportunities.

We have updated our bylaws: a) the Nominating Committee became the Governance Committee, b) the chair of the Governance Committee will be the past chair instead of the chair elect, c) the chair elect will now be a non-voting member of the Finance Committee, d) IPRA's region in the Rockford area has been renamed the "northwestern" region instead of the "northern" region which was confusing, e) we have clarified the process for electing the Membership Council rep to the IPRA board, f) we have given the Governance Committee the opportunity to be actively involved in recruiting strong leaders for the future and given them the authorization to make a recommendation to the board for a candidate to be excluded from the slate, g) the Governance Committee will also be tasked with evaluating the board as a whole, as well as each individual board member annually and determining ongoing educational needs of the board, and h) we have created a process for situations where the Governance Committee cannot find two qualified candidates to run for a board seat which would allow them first to recruit and then eventually to petition the board for an exception.

The plan included a structure for dues in 2014. We will keep the rates the same in 2014 and we will continue our incentives for early renewal and online renewal. Additionally, we will offer a \$10 discount for members outside of the Chicago Metro region- anyone with the main administrative office outside Cook, DuPage, Kane, Lake, and Will counties.

Our new plan includes several components: mission, vision, purpose, belief statements, strategic plan, and framework of the plan, 2014 work plan, staffing/space plan, governance model, volunteer career path, bylaws revisions, and a communication plan for the new strategic plan, dues proposal, and a schedule for board meetings next year. This fall we will also develop a budget for 2014 based on the 2014 work plan. While there are many pieces that fit together that will move us forward to our new vision, they are the result of over nine months of research, careful consideration, membership feedback gathering from 14 focus groups, analysis of trends, and financial planning. The board thoroughly reviewed several drafts of the documents before approving the package. None of it was taken lightly or without careful thought for our history, our members, or the character and the people we represent. I would invite you to join us for one of our local presentations on the plan. All members will have an opportunity to attend at least one local event to learn more about it.

IPRA CALENDAR OF EVENTS

November 2, 2013

Early Childhood Trends Workshop
Downers Grove Park District
Lincoln Center
8:30AM - 11:45AM

November 8, 2013

Joint Section Awards Luncheon
Chevy Chase Country Club
12:00PM - 3:00PM

November 10-13, 2013

Professional Development School
Decatur Conference Center & Hotel

November 14, 2013

IPRA Board Meeting
IPRA Headquarters
10:00AM - 12:00PM

December 6, 2013

**Certified Park and Recreation
Professional (CPRP) Exam
Preparation**
Prisco Community Center
10:00AM - 3:00PM

December 13, 2013

**IPRA New Member Webinar - 4th
Quarter**
online
10:00AM - 11:00AM

January 23-25, 2014

IAPD/IPRA Annual Conference
Hyatt Regency Chicago



For the most up-to-date Calendar
of Events, please visit the IPRA
website at www.ILipra.org.



Jason Anselment
Legal/Legislative Counsel

Careful Attention to Law and Facts Key to Buying and Selling Park Property

IAPD receives hundreds of legal inquiries from our member agencies each year. A number of those questions relate to the requirements for buying and selling park district property. Perhaps the frequency of these queries is because park districts have acquired thousands of acres of open space, but the confusion may also result from the number of applicable statutes depending upon the details of the transaction.

Below are the answers to some of the most common questions which provide guidance on the rules for buying and selling park property.

Acquiring Park Property

1. *Can a park district accept the donation of real property like it often does with cash gifts?*

Park districts have general authority to acquire real estate for park purposes under the general powers set forth in the Park District Code.¹ These powers are not limited to purchases of real property. The Park District Code also expressly provides the authority to acquire property by gift or legacy.

Before accepting a gift of real property, however, it is important to exercise the same level of due diligence as when buying property with cash or bond proceeds. For example, it is important to know the historical uses of the property and whether there are any environmental risks. It is also important to determine whether the donor-grantor has fee simple title to the property, whether the property is free and clear of all liens or other encumbrances, and whether there are any other deed restrictions.

The fact that property may be “free” does not obviate the need for due diligence. The park district should still ensure that it has all relevant information to minimize risk and liability before accepting gifted property. So, as with nearly all real estate transactions, it is critical to involve local counsel.

2. *Can park districts acquire property through eminent domain?*

Though rarely used, park districts do possess eminent domain authority. In order to exercise these condemnation powers, the specific procedures set forth in the Eminent Domain Act² must be followed. Ultimately, the park district must commence a lawsuit to condemn property, so this method can be very costly, time consuming and contentious.

3. *Is a park district permitted to own property outside the park district's corporate boundaries?*

Park districts may acquire property outside of their corporate boundaries.³ Where a park district owns property outside its

boundaries, the Park District Code specifically provides that it has the same control and power over that property that it does with property it owns within its corporate limits.

A few members have also sought clarity between owning property outside the district's corporate boundaries and annexation. Annexation is the method by which a district expands its corporate boundaries for jurisdictional and property tax purposes by bringing additional territory within its borders.⁴ However, annexation does not equate to ownership. A district can, and typically does, annex property without actually purchasing it. Likewise, ownership does not equate to annexation. A district can acquire property outside its boundaries without annexing that territory into the district's corporate boundaries, though where such property is contiguous to the district's existing boundaries it usually makes sense to also annex it.

4. *Are there other ways to obtain an interest in real property besides ownership?*

Park districts can also lease real property for up to 99 years with the approval of two-thirds of the board.⁵ Many agencies that are in densely populated areas with a high demand for recreational services and scarce open space have found lease agreements to be particularly helpful. Of course, park districts have also obtained access to land through intergovernmental agreements and public-private partnerships.

Selling Park District Property

Because park districts are organized in part to preserve and protect open space for public enjoyment, the Park District Code makes it much more difficult to sell or dispose of park district property than to acquire it. That said, the Park District Code also recognizes that there may be times where it is advantageous to exchange one parcel of land for another, to cooperate with other units of government, or, in rare instances, to sell property that is no longer needed for park purposes.

Selling park property is complex and often controversial. In addition to citizen objections, the applicable statutes and procedures depend upon a number of factors including the size of the parcel, the proposed purchaser, current and future use, and whether substitute property will be provided. Deed restrictions may also impact the proposed transfer, particularly if the property was acquired by gift or legacy. So, as is the case with all real estate transactions, it is important to engage local counsel when considering the sale of park district property.

1. *A recently deceased individual left her home to the park district. The property is about an acre. The district has explored possible options for utilizing the residence for park purposes, but the property is simply not needed. Do we have to go to referendum for permission to sell this residential real estate?*

Perhaps to address circumstances just like this, the Park Commissioners Land Sale Actⁱ provides an alternative to the standard procedures for selling property by referendum under the Park District Code. Where a parcel is 3 acres or less and the park board determines that it is no longer needed by, or useful to, the park district, the board may seek court approval to sell the parcel without a referendum. This abbreviated process still requires the court to conduct a hearing, and the district must provide notice by newspaper publication.

This simpler process does not excuse the need for the park district to exercise sound business judgment such as having the property appraised. Again, selling park property can be very controversial, and the park district should always ensure that it receives fair market value to help mitigate criticism or the likelihood of objection to the proposed sale.

2. *The park district acquired 40 acres of open space many years ago with the intention to develop a park in the future. Our community is much different today, and the location is no longer desirable for park purposes. A local developer would like to acquire the property for commercial development. Can we sell it without going to referendum?*

There is no statutory authority to sell park property in excess of 3 acres to a commercial developer for a cash payment unless the district utilizes the referendum procedures outlined in #4 below. However, another option may exist if the developer owns and is willing to exchange property that is of substantially equal or greater value and of substantially the same or greater suitability for park purposes without additional cost to the park district. Prior to such an exchange, two appraisals are required, the park board must hold a public meeting to consider the exchange and publish three notices in the newspaper more than 10 days prior to the meeting. These notices cannot be more than 10 days apart.ⁱⁱ

3. *Our village may also be interested in acquiring the 40 acre tract. Does this change the analysis or are there other options?*

Subject to certain limits, there is somewhat more flexibility when it comes to selling property to another governmental entity. First, the Park District Code provides authority for conveyances to another governmental unit if the deed contains a covenant to hold and maintain the property as a public park or for recreational purposes.ⁱⁱⁱ This covenant must provide that ownership automatically reverts to the park district if the governmental unit violates the covenant. Alternatively, the Park District Code allows another governmental unit to exchange property of substantially the same size or larger and of substantially the same or greater suitability for park purposes without additional costs to the park district.^{iv}

A third option exists under the Park Commissioners Land Conveyance Act if the property lies wholly within the limits of a city. In that case, a park district is permitted to transfer property to the city to be held and maintained for park, playground and neighborhood center purposes.^v That statute still requires a referendum, but voters can approve the transfer to the city without a public auction if the city accepts it by ordinance within 90 days of the referendum.

A fourth and much simpler option for transferring park property to another governmental unit can be found in the Local Government Property Transfer Act.^{vi} This Act allows a municipal corporation or political subdivision such as a park district to approve a resolution or ordinance by a two-thirds vote to transfer property to another governmental unit that is wholly within, coextensive with, or partly within and partly without its corporate limits. This is by far the easiest process for transferring park district property if the proposed transfer qualifies.

4. *Is a park district ever permitted to sell property greater than 3 acres to a non-governmental entity without a restriction requiring recreational use or without receiving an exchange of substantially similar property?*

As noted in the prior examples, the procedures for selling property depend upon specific facts such as the characteristics of the buyer, the size of the parcel, deed restrictions, and whether there is a substitute conveyance or exchange. However, unless the proposed transfer satisfies an exception outlined above, the general rule is that a park district may only sell property after following these procedures:^{vii}

- Park board adopts a resolution by a four-fifths vote declaring its intention to sell or transfer the property because it is no longer useful or necessary for park purposes;
- The resolution is published at least 3 times in a newspaper in general circulation in the district (the notices may not be more than 10 days apart and the resolution is not effective until 10 days after the publication);
- The district then certifies the question of selling or transferring the property to the proper election officials to be placed on the ballot at a regular election, and notice of the referendum is provided in accordance with general election law;
- A majority of voters voting at a regular election approve the transfer or sale;
- Board adopts a second resolution fixing the time, place and terms of sale that meet the minimum requirements spelled out in the Park District Code;
- Board gives two weeks' notice of the time, place and terms of the sale by newspaper publication each week for two successive weeks beginning not less than 15 days prior to the sale in the form set forth in section 10-7d of the Park District Code;
- Thereafter, the board may sell the property to the highest responsible bidder at a public auction.

Although these procedures may seem burdensome, it is important to remember that park districts are in the business of preserving and protecting open space in perpetuity, not disposing of it.

5. *Can the park district simply lease the property instead?*

A park district may retain its ownership interest in the real estate and lease it in order to collect rents if the board of commissioners determines the property is not required for park and recreational purposes. However, the lease term may not exceed 50 years, i.e., 2 ½ times the term allowed for installment purchases. Additionally, if the park district's population is 3,000 or less, the property is greater than 70% of the district's total property, and the current use will be substantially altered, the district still must follow the referendum procedures set forth in the answer to #4 above.^{viii}

As with sales, a park district can also lease property to another governmental unit that commits to hold and maintain the property as a public park or for recreational purposes or to provide property of substantially the same size or larger for park purposes without additional costs to the park district.^{ix} Note that the Park District Code contains a few additional restrictions on the sale or lease of property to the State of Illinois.^x

ⁱ 70 ILCS 1205/8-1(b)(1)

ⁱⁱ 735 ILCS 30/1-1-1 *et seq.* Note also that this authority generally does not allow a park district to condemn property outside its borders.

ⁱⁱⁱ See 70 ILCS 1205/8-1(b)(1)

^{iv} 70 ILCS 1205/3-1 *et seq.*

^v 70 ILCS 1205/8-16

^{vi} 70 ILCS 1235/1

^{vii} 70 ILCS 1205/10-7(b)

^{viii} 70 ILCS 1205/10-7 (a)

^{ix} *Id.*

^x 70 ILCS 1240/1

^{xi} 50 ILCS 605/1 *et seq.*

^{xii} 70 ILCS 1205/10-7a-7d

^{xiii} 70 ILCS 1205/10-7(e)-(f)

^{xiv} 70 ILCS 1205/10-7(a)

^{xv} *Id.*

Legal calendar 2014

Prepared by Peter M. Murphy, IAPD President/CEO & Jason Anselment, IAPD Legal/Legislative Counsel

The following park district calendar includes key dates based on a fiscal year that begins on May 1 and ends on April 30. For those park districts that have adopted another date for the commencement of the fiscal year (70 ILCS 1205/4-4), this calendar must be adjusted for those duties that must be performed at times related to the fiscal year. The calendar is also established around regular park board meetings held on the third Thursday of each month selected. Selected election dates are based on the General Primary Election to be held on March 18, 2014, and the General Election to take place on November 4, 2014.

All references are to the Illinois Compiled Statutes (ILCS).

ANNUAL REQUIREMENTS

AT THE BEGINNING OF THE CALENDAR (OR FISCAL) YEAR:

Post the date, time and place of park district regular meetings for the year. Mail copies to the news media. (5 ILCS 120/2.02)

Review the requirement that all closed sessions are to be recorded verbatim by audio or video. (5 ILCS 120/2.06)

Review requirement that open meeting minutes must be approved within 30 days after the meeting or at the public body's second subsequent regular meeting, whichever is later, and made available for public inspection within 10 days after approval. (5 ILCS 120/2.06)

Review the requirements that all Open Meetings Act and Freedom of Information Act officers must complete the Attorney General's annual training requirements. Newly appointed officers must complete the training within 30 days after designation or assuming the position. (5 ILCS 120/1.05; 5 ILCS 140/3.5(b))

Review requirement that newly elected or appointed members of a public body must successfully complete the electronic training curriculum on the Open Meetings Act developed by the Illinois Attorney General's Public Access Counselor within 90 days of their oath of office or otherwise assuming their responsibilities if no oath is required. (Public Act 97-0504; 5 ILCS 140/1.05)

Review with the park district treasurer the requirement that all funds of the district not immediately needed for disbursement must be invested within two working days at prevailing interest rates or better. (30 ILCS 225/1)

Review the requirement that every person, other than the treasurer, receiving money for the district must keep a triplicate record of the money, and deliver the money to the treasurer not later than the middle of

the month following the month of receipt. (30 ILCS 20/1)

The American flag must be displayed and flown each day of the week from each City Hall or Village Hall and Village Square and at the principal entrance to all supervised public parks. (5 ILCS 465/3b)

Contributions to the Illinois Municipal Retirement Fund (IMRF) must be deducted each pay period from covered employees' pay and remitted to the IMRF along with the contribution from the local government. This requirement is mandatory for municipalities over 5,000 population where Social Security is not provided, and elective for others. (40 ILCS 5/7-132, 7-172, 7-173)

Districts that have employees under Social Security must send their FICA contributions at such times as may be designated by the Internal Revenue Service. (40 ILCS 5/21-105.2, 21-109)

Review the requirements that all newly hired employees must be reported to the Illinois Department of Security. (820 ILCS 405/1801.1)

Review the requirement that while participating in a public works project, each contractor and subcontractor must submit a certified payroll to the public body in charge of the project every month. The public body must maintain these records for at least 3 years if submitted prior to January 1, 2014. Pursuant to Public Act 98-0328, the public body must maintain these records submitted on or after January 1, 2014 for at least 5 years, but can do so in paper or electronic format. (820 ILCS 130/5)

For persons or entities required to report under the Lobbyist Registration Act, review reporting requirements for expenditures made during the 2013 calendar year. (25 ILCS 170/6, 170/6.5)

EVERY SIX MONTHS

Unpublished written minutes of all closed meetings are to be reviewed not less than semiannually. Minutes

are to be reviewed to determine if (a) the need for confidentiality still exists as to all or part of those minutes, or (b) if the minutes or portions thereof no longer require confidential treatment and are available for public inspection. The results of the review are to be reported in the open session of the board of commissioners. (5 ILCS 120/2.06)

Check IAPD database to verify that all information is up-to-date for your agency.

OCTOBER 2013

OCTOBER 17

First day notice of intention to file a petition to create a political subdivision whose officers are to be elected, rather than appointed, may be published in a newspaper within the proposed political subdivision, or, if none, in a newspaper of general circulation within the proposed territory for General Primary Election. (10 ILCS 5/28-2(g))

NOVEMBER 2013

NOVEMBER 18

Last day notice of intention to file a petition to create a political subdivision whose officers are to be elected, rather than appointed, may be published in a newspaper within the proposed political subdivision, or, if none, in a newspaper of general circulation within the proposed territory for General Primary Election. (10 ILCS 5/28-2(g))

NOVEMBER 18

Last day to file petitions (must contain original sheets signed by voters and circulators) to create a political subdivision with the appropriate circuit court clerk for General Primary Election. (10 ILCS 5/28-2(b))

NOTE: The specific statutory provisions governing the creation of the political subdivision can be found in the relevant code governing such subdivisions.

NOTE: Objections can be filed on or before the date of the hearing with the appropriate circuit court clerk. (10 ILCS 5/28-4)

NOTE: If initial officers are to be elected at the election for creation of a new unit of government, candidates for such offices shall file nomination papers 113-106 days before such election (November 25 – December 2, 2013). (10 ILCS 5/10-6)

NOTE: The circuit court clerk shall publish the hearing date for a public policy petition filed in his/her office not later than 14 days after the petition is actually filed, but at least 5 days before actual hearing (final orders within 7 days of hearing). (10 ILCS 5/28-4)

NOVEMBER 25

Last day to file objections to petitions to create a political subdivision in the office of the circuit clerk for General Primary Election. (10 ILCS 5/10-8, 5/28-4)

DECEMBER 2013

DECEMBER 16

Last day for filing of petitions (must contain original sheets signed by voters and circulators) for referendum for the submission of questions of public policy (local) for General Primary Election. Objections to petitions for local referendum are filed with the same officer in which the original petitions were filed. (10 ILCS 5/28-2(a), 28-6, 28-7)

[EXCEPTION: Proposition to create a political subdivision, referendum initiated under the Liquor Control Act, and Section 18-120 of the Property Tax Code.]

DECEMBER 23

Last day to file objections to petitions for the submission of questions of public policy (local) for General Primary Election. Objections to petitions for local referendum are filed with the same office that has the original petitions. (10 ILCS 5/10-8, 28-4)

[EXCEPTION: Proposition to create a political subdivision, referenda held under the provisions of Article IX of the Liquor Control Act, and Section 18-120 of the Property Tax Code.]

DECEMBER 30

Last day for local governing boards to adopt a resolution or ordinance to allow **binding** public questions to appear on the ballot for General Primary Election. (10 ILCS 5/28-2(c))

DECEMBER 30

Last day for County, Municipal, School, Township and Park Boards to adopt a resolution to allow **advisory** public questions to appear on the ballot for General Primary Election. (55 ILCS 5/5-1005.5; 60 ILCS 1/80-80; 65 ILCS 5/3.1-40-60; 70 ILCS 1205/8-30; 105 ILCS 5/9-1.5)

JANUARY 2014

JANUARY 9

Last day for the circuit court clerk and the local election official to certify any binding public question or advisory referenda to the election authority having jurisdiction over the political subdivision for General Primary Election. (10 ILCS 5/28-5)

JANUARY 16

Regular January Board Meeting.

JANUARY 23-25

Attend the IAPD/IPRA Annual Conference, Hyatt Chicago.

JANUARY 31

Last day to file with the chief county assessment officer for all tax-exempt real estate an affidavit/certificate of exempt status stating whether there has been any change in the ownership or use of the exempt real estate and the nature of any such change to continue the exemption of park property from real estate taxes. (35 ILCS 200/15-10)

NOTE: Copies of leases or agreements related to exempt property that is leased, loaned, or otherwise available for profit must be filed with the assessment officer. (35 ILCS 200/15-15)

FEBRUARY 2014

FEBRUARY 1

Last day by which the chief administrative officer or his or her designee for a unit of local government with persons described in items (h), (i) and (k) of Section 4A-101 shall certify to the appropriate county clerk a list of names and addresses of those persons described in items (h), (i) and (k) of Section 4A-101 that are required to file statements of economic interest pursuant to the Illinois Governmental Ethics Act. In preparing the lists, each chief

administrative officer or his or her designee shall set out the names in alphabetical order. (5 ILCS 420/4A-106)

FEBRUARY 18

First day for the election authority to publish a notice of any question of public policy to be voted upon within the jurisdiction for the General Primary Election. (10 ILCS 5/12-5)

FEBRUARY 20

Regular February board meeting.

MARCH 2014

MARCH 10

Last day for the election authority to publish a notice of any question of public policy to be voted upon within the jurisdiction for the General Primary Election. The election authority shall also post a copy of the notice at the principal office of the election authority. The local election official shall also post a copy of the notice at the principal office of the political or governmental subdivision. If there is no principal office, the local election official shall post the notice at the building in which the governing body of the political or governmental subdivision held its first meeting of the calendar year in which the referenda is being held. (10 ILCS 5/12-5)

MARCH 18 GENERAL PRIMARY ELECTION

MARCH 20

Regular March board meeting.

MARCH 25-26, 2014

Attend NRPRA Legislative Forum in Washington, D.C.

APRIL 2014

APRIL 1

Last day by which the county clerk of each county shall notify all persons whose names have been certified to him, other than candidates for office who have filed their statements with their nominating petitions, of the requirements for filing statements of economic interests. The Illinois Governmental Ethics Act, 5 ILCS 420/4A-101, requires the following persons to file verified written statements of economic interests: (g) Persons who are elected to office in a unit of local government, and candidates for nomination or election to that office; (h) Persons appointed to the governing board of a unit of local government and persons appointed to a board or commission of a unit of local government who have the authority to authorize the expenditure of public funds but not members of boards or commissions who function in an advisory capacity; (i) Persons who are employed by a unit of local government and are compensated for services as employees and not as independent contractors and who:

1. are, or function as, the head of a department, division, bureau, authority or other administrative unit within the unit of local government, or who exercise similar authority within the unit of local government;

2. have direct supervisory authority over, or direct responsibility for the formulation, negotiation, issuance or execution of contracts entered into by the unit of local government in the amount of \$1,000 or greater;

3. have authority to approve licenses and permits by the unit of local government (this item does not include employees who function in a ministerial capacity);

4. adjudicate, arbitrate, or decide any judicial or administrative proceeding, or review the adjudication, arbitration or decision of any judicial or administrative proceeding within the authority of the unit of local government;

5. have authority to issue or promulgate rules and regulations within areas under the authority of the unit of local government; or

6. have supervisory responsibility for 20 or more employees of the unit of local government. (5 ILCS 420/4A-106; 5 ILCS 420/4A-101)

APRIL 3

The suggested date to prepare the budget and appropriation ordinance in tentative form and place on file for public inspection at least 30 days prior to final action. (All park districts are required to adopt a combined budget and appropriation ordinance within or before the first quarter of each fiscal year.) (70 ILCS 1205/4-4)

NOTE 1: IMRF employers must post on their website or at their principal office the total compensation package of employees with a total compensation of \$150,000 or more per year at least 6 days before the employer approves the total compensation package. The employer must also post the total compensation package within 6 business days after approving their budget for employees with a total compensation package in excess of \$75,000 or more. (5 ILCS 120/7.3)

NOTE 2: Before an IMRF employer increases the earnings of an officer, executive or manager by more than 12%, the employer must obtain a "Pension Impact Statement" from the IMRF which states the effects of the salary increase on the employee's pension benefits. (40 ILCS 5/7-225)

APRIL 17

Regular April board meeting.

APRIL 29 - 30

Attend the IAPD Legislative Conference in Springfield. The Legislative Reception is held the evening of April 29 with the conference starting the next morning on April 30. April 29 is Parks Day at the Capitol with park district, forest preserve, conservation district and special recreation displays lining the Capitol Rotunda.

MAY 2014

MAY 1

The last date for filing Statements of Economic Interest for persons who have not previously filed during the calendar year. (5 ILCS 420/4A-105)

NOTE 1: Failure to file a statement of economic interests within the time prescribed shall not result in a fine or ineligibility for, or forfeiture of, office or position of employment, provided that the failure to file results from not being included for notification by the appropriate agency, clerk, secretary, officer or unit of government, and that a statement is filed within 30 days of actual notice of the failure to file. (5 ILCS 420/4A-105)

NOTE 2: All statements of economic interests shall be available for examination and copying by the public at all reasonable times. (5 ILCS 420/4A-105)

NOTE 3: Any person required to file a statement of economic interests who willfully files a false or incomplete statement shall be guilty of a class A misdemeanor. Failure to file a statement within the time prescribed shall result in ineligibility for, or forfeiture of, office or position of employment, as the case may be; provided, however, that if the notice of failure to file a statement of economic interests is not given by the county clerk, no forfeiture shall result if a statement is filed within 30 days of actual notice of the failure to file. (5 ILCS 420/4A-107)

NOTE 4: The County Clerk with whom a statement is to be filed may, in his or her discretion, waive the late fees & penalties, and the ineligibility for or forfeiture of office or position for failure to file when the person's late filing or failure to file is due to (i) serious or catastrophic illness that renders the person temporarily incapable of completing the statement or (ii) military service. (5 ILCS 420/4A-105)

MAY 1

Suggested date to send notice to the Illinois Department of Labor requesting determination of current prevailing rate of wages for the district's area. (820 ILCS 130/4; 130/9)

MAY 1

(Beginning of new fiscal year.) The date to post the dates, times and places of park district regular meetings for the fiscal year. Mail copies to news media. (As an alternative, this can be done at the beginning of the calendar year.) (5 ILCS 120/2.02; 2.03)

MAY 1

The date to start the annual audit. Every governmental unit is required to make an annual audit to cover the immediately preceding fiscal year. The audit must be completed and the audit report filed with the Comptroller within six months after the close of the fiscal year. All governmental units are also required to file a copy of the completed report with the county clerk. (50 ILCS 310/2 and 310/3)

NOTE 1: Any governmental unit receiving revenue of less than \$850,000 for any fiscal year is required to file a financial report with the Comptroller in lieu of an audit. Any governmental unit receiving revenue of \$850,000 or more shall, in addition to complying with the audit requirements, file a financial report on forms required by the Comptroller. (50 ILCS 310/3)

NOTE 2: Pursuant to Public Act 97-0890 and Public Act 97-1142, these reports must be submitted to the Comptroller electronically unless the governmental unit provides the Comptroller's Office with sufficient evidence that the reports cannot be filed electronically and the Comptroller waives the requirement.

MAY 1

The date to begin preparation of the Statement of Receipts and Disbursements. (30 ILCS 15/1)

MAY 1

Update IAPD database with information pertaining to commissioners and verify accuracy of other information.

MAY 2

The suggested date to publish notice of public hearing on the budget and appropriation ordinance (must be done at least one week prior to hearing). (70 ILCS 1205/4-4)

MAY 15

Regular May board meeting. This is the suggested date to hold the public hearing on the budget and appropriation ordinance and the date for enacting the ordinance at the board meeting following the hearing. (70 ILCS 1205/4-4)

NOTE 1: The budget and appropriation ordinance must be made available in tentative form for public inspection at least 30 days prior to final action thereon.

NOTE 2: All taxing districts are also required to file a certified copy of their budget and appropriation ordinances with the county clerk within 30 days of adoption, as well as an estimate, certified by the district's chief fiscal officer, of revenues, by source, anticipated to be received by the taxing district in the following fiscal year. Failure of a district to file the required document will authorize the county clerk to refuse to extend the tax levy imposed by the governing authority until such documents are filed. (35 ILCS 200/18-50)

MAY 31

General Assembly scheduled to adjourn.

JUNE 2014

JUNE 5

First day notice of intention to file a petition to create a political subdivision, whose officers are to be elected rather than appointed, may be published in a newspaper within the proposed political subdivision, or if none, in a newspaper of general circulation within the proposed territory for General Election. (10 ILCS 5/28-2(g))

JUNE 13

The last day for filing a copy of the district's budget and appropriation ordinance with the county clerk, as well as a certified estimate of revenue by source anticipated to be received in the following fiscal year (assuming a passage adoption date of May 15).

JUNE 19

Regular June board meeting.

JUNE 30

The last day to: (a) investigate & ascertain prevailing rate of wages to be paid for work on public works projects, and (b) publicly post or keep available for inspection in the main office of the public body its determination of such prevailing wage rates. The district must promptly file, no later than July 15 of each year, a certified copy of its determination with the office of the Illinois Department of Labor. (820 ILCS 130/9)

NOTE: Pursuant to 820 ILCS 130/4, a park district may request the Illinois Department of Labor to ascertain the prevailing rate of wages.

NOTE: Pursuant to Public Act 98-173, a public body is no longer required to also file a certified copy of its determination with the Illinois Secretary of State.

JULY 2014

JULY 7

Last day notice of intention to file a petition to create a political subdivision, whose officers are to be elected rather than appointed, may be published in a newspaper within the proposed political subdivision, or if none, in a newspaper of general circulation within the proposed territory for General Election. (10 ILCS 5/28-2(g))

JULY 7

Last day to file a petition (must contain original sheets signed by voters and circulators) to create a political subdivision with the appropriate circuit court clerk for General Election. (10 ILCS 5/28-2(b))

NOTE: The specific statutory provisions governing the creation of political subdivisions can be found in the relevant Code governing such subdivisions.

NOTE: Objections can be filed on or before the date of the hearing with the appropriate circuit court clerk. (10 ILCS 5/28-4)

NOTE: If initial officers are to be elected at the election for creation of a new unit of government, candidates for such offices shall file nomination papers 113-106 days before such election. (July 14 – 21, 2014). (10 ILCS 5/10-6)

NOTE: The circuit court clerk shall publish the hearing date for a public policy petition filed in his/her office not later than 14 days after the petition is actually filed, but at least 5 days before actual hearing. Final order within 7 days of hearing. (10 ILCS 5/28-4)

JULY 15

Last day to file certified copy of prevailing wage rate determination with the office of the Illinois Department of Labor. (820 ILCS 130/9)

NOTE: Pursuant to Public Act 98-173, a public body is no longer required to also file a certified copy of its determination with the Illinois Secretary of State.

JULY 17

Attend the Legislative Golf Outing at the Bensenville Park District.

JULY 17

Regular July board meeting.

AUGUST 2014

AUGUST 1

First date nominations for the Board of Trustees of the Illinois Municipal Retirement Fund Board are to be made for terms beginning the next January 1. (Between August 1 and September 15.) (40 ILCS 5/7-175)

AUGUST 4

Last day for filing petitions (must contain original sheets signed by voters and circulators) for referenda for the submission of questions of public policy (local) for General Election. Objections to petitions for local referenda are filed with the same officer in which the original petitions were filed. (10 ILCS 5/28-2(a), 28-6, 28-7)

[EXCEPTION: Proposition to create a political subdivision, referenda held under the provisions of Article IX of the Liquor Control Act, and Section 18-120 of the Property Tax Code.]

AUGUST 11

Last day to file objections to petitions for the submission of questions of public policy (local) for General Election. Objections to petitions for local referenda are filed with the same office that has the original petitions. (10 ILCS 5/10-8, 28-4)

[EXCEPTION: Proposition to create a political subdivision, referenda held under the provisions of Article IX of the Liquor Control Act, and Section 18-120 of the Property Tax Code.]

AUGUST 14

The last date to publish determination of prevailing rate of wages and mail copies of rates to requesting parties if filed with Department of Labor on the last possible date (July 15). (Publication must be within 30 days of date of filing with Department of Labor.) (820 ILCS 130/9)

AUGUST 18

Last day for local governing boards to adopt a resolution or ordinance to allow **binding** public questions to appear on the ballot for General Election. (10 ILCS 5/28-2(c))

AUGUST 18

Last day for County, Municipal, School, Township and Park Boards to adopt a resolution to allow **advisory** public questions to appear on the ballot for General Election. (55 ILCS 5/5-1005.5; 60 ILCS 1/80-80; 65 ILCS 5/3.1-40-60; 70 ILCS 1205/8-30; 105 ILCS 5/9-1.5)

AUGUST 21

Regular August board meeting.

AUGUST 28

Last day for the circuit court clerk and the local election official to certify any **binding** public question or **advisory** referenda to the election authority having jurisdiction over the political subdivision for General Election. (10 ILCS 5/28-5)

SEPTEMBER 2014

A good month to review and update park district policies and ordinances.

SEPTEMBER 6

Attend Legislative Awareness Picnic at the Joliet Park District.

SEPTEMBER 18

Regular September board meeting.

OCTOBER 2014

OCTOBER 1

The suggested date to review documents to determine which records can be destroyed.

Permission of Local Records Commission required. See 50 ILCS 205/7 for authorization to digitize records. (50 ILCS 205/1)

OCTOBER 6

First day for the election authority to publish a notice of any question of public policy to be voted upon within the jurisdiction for General Election. (10 ILCS 5/12-5)

OCTOBER 14-16, 2014

Attend the NRPA Congress in Charlotte, North Carolina.

OCTOBER 16

Regular October board meeting. Review non-referendum bonding needs preparatory to selling bonds before close of calendar year. (70 ILCS 1205/6-4)

NOTE: Before adopting any ordinance selling non-referendum general obligation bonds or limited bonds, the district must hold a public hearing concerning the intent to sell the bonds. Although the hearing may be part of a regular meeting, the ordinance authorizing the bonds may not be adopted for a period of 7 days after the hearing. Notice of the hearing must be published not less than 7 nor more than 30 days before the hearing. (30 ILCS 352/10, 352/15, 352/25)

OCTOBER 16

The suggested date for the board to determine the amount of money estimated to be necessary to be raised by the tax levy ordinance and to determine whether the funds to be raised exceed, by more than 105 percent of the amount, which has been extended or is estimated to be extended, upon the final aggregate levy of the preceding year. (This determination must be made at least 20 days prior to enactment of the levy ordinance.) (35 ILCS 200/18-60; 200/18-65)

NOTE 1: Local governments must file either a certificate of compliance or a certificate indicating the inapplicability of the Truth in Taxation Law with the tax levy ordinance filed with the county clerk. (35 ILCS 200/18-90)

NOTE 2: 35 ILCS 200/18-185 provides park districts in the tax cap counties the authority to levy a tax for handicapped programs outside the restrictions of the tax cap.

NOTE 3: It is recommended that the park district attorney review all determinations and proceedings relating to this reference, which is the Truth in Taxation Law. (35 ILCS 200/18-55 *et seq.*)

OCTOBER 27

Last day for the election authority to publish a notice of any question of public policy to be voted upon within its jurisdiction for the General Election. The election authority shall also post a copy of the notice at the principal office of the election authority. The local election official shall also post a copy of the notice at the principal office of the political or governmental subdivision. If there is no principal office, the local election official shall post the notice at the building in which the governing body of the political or governmental subdivision held its first meeting of the calendar year in which the referenda is being held for General Election. (10 ILCS 5/12-5)

OCTOBER 31

The last day to publish annual statement of receipts and disbursements and file a copy with the county clerk for districts on a May 1-April 30 fiscal year. In lieu of publishing the annual statement of receipts and disbursements, the district can publish a notice of availability of its audit report that includes the time period covered by the audit, the name of the firm conducting the audit, and the address and business hours where the audit may be publicly inspected. (Must be accomplished within six months after expiration of fiscal year.) (30 ILCS 15/1; 15/2)

OCTOBER 31

The last day to file annual audit report (or financial report if district received revenue of less than \$850,000) with the Comptroller of the State of Illinois and county clerk (within six months of close of fiscal year) and make a copy open to public inspection. Any governmental unit receiving revenue of \$850,000 or more shall, in addition to complying with the audit requirements, file a financial report on forms required by the Comptroller. (50 ILCS 310/2; 310/3; 310/6)

NOTE: Pursuant to Public Acts 97-0890 and 97-1142, these reports must be submitted to the Comptroller electronically unless the governmental unit provides the Comptroller's Office with sufficient evidence that the report cannot be filed electronically and the Comptroller waives the requirement.

OCTOBER 31

Update IAPD database with financial information from audit report and verify accuracy of other information.

NOVEMBER 2014

NOVEMBER 4 GENERAL ELECTION

NOVEMBER 6

Attend the IAPD Legal Symposium Hamburger University, Oak Brook

NOVEMBER 10

The suggested date to publish notice of hearing (Truth in Taxation Law) if the district's proposed levy is greater than 105 percent of last year's extension or estimated extension. Must publish not more than 14 days, nor less than 7 days prior to the date of the public hearing. Publication date assumes a hearing date of November 17-21, 2014. (35 ILCS 200/18-70; 200/18-75)

NOTE: The form of the notice is set forth in the Truth in Taxation Law. Be sure to check special publication requirements found in statute. Further, any notice that includes information in excess of that specified and required by the Act shall be considered an invalid notice. (35 ILCS 200/18-80)

NOVEMBER 20

Regular November board meeting and the suggested date to hold a hearing pursuant to the Truth in Taxation Law. (35 ILCS 200/18-55 *et seq.*)

NOVEMBER 20

The suggested date to enact tax levy ordinance at the regular meeting following the Truth in Taxation hearing (if required).

NOVEMBER 25

Last day for appropriate canvassing board to canvass the results of referenda submitted to the voters at the General Election. (10 ILCS 5/22-17)

DECEMBER 2014

DECEMBER 1

The suggested date to verify that, for real estate acquired in 2014, appropriate applications have been filed to exempt the real estate from real estate taxes. (35 ILCS 200/15-5)

DECEMBER 5

(If levy ordinance was enacted on November 20, 2014) The last day to publish Truth in Taxation notice if levy amounts as enacted exceed prior published figures, or if levy exceeds 105 percent of last year's extension and there was not prior publication. (Notice must be given within 15 days of the date the levy ordinance was enacted.) (35 ILCS 200/18-85)

DECEMBER 9

The suggested date to confirm that a certified copy of the levy ordinance was properly filed with the county clerk. (70 ILCS 1205/5-1 and 35 ILCS 200/18-15 require that a certified copy of the levy ordinance be filed with the county clerk not later than the last Tuesday in December.)

DECEMBER 18

The regular December board meeting date and suggested date to enact bond ordinance for non-referendum bonds to be issued prior to the end of calendar year. (70 ILCS 1205/6-4)

DECEMBER 26

The suggested date to prepare and file with the Supervisor of Assessments the annual affidavit/certificate of exempt status stating whether there has been a change in the ownership or use of the district's exempt real estate and the nature of any such change to continue the exemption of park property from real estate taxes. (Last day for filing is January 31, 2015.) (35 ILCS 200/15-10)

DECEMBER 26

The suggested day by which bond ordinances should be filed with county clerk in order to receive extensions of taxes for the payment of principal and interest on general obligation bonds or limited bonds for 2014 taxes collected in 2015. The filing must actually take place prior to March 1, 2015. (30 ILCS 350/16)

NOTE: This filing has no relationship to the General Tax Levy filed by park districts.

DECEMBER 30

In most counties the last day to: (a) file certified copy of tax levy ordinance with county clerk (70 ILCS 1205/5-1; 35 ILCS 200/18-15), and (b) file board president's certificate of compliance with county clerk. (35 ILCS 200/18-90)

NOTE: State statutes require a certified copy of the tax levy ordinance to be filed with the county clerk on or before the last Tuesday in December.

NOTE: State statute requires that all local governments file either certificate of compliance or a certificate indicating the inapplicability of the Truth in Taxation Law with the certified copy of the tax levy ordinance filed with the county clerk.

JANUARY 2015

JANUARY 14

Newly elected members of the General Assembly shall convene and organize their respective chambers. (Illinois Constitution, Article IV, Sections 5 (a) & 6 (b))



Park District Marketing Primer

A SHIFT IN STAFFING; A SHIFT IN STRATEGY

There is no doubt that “marketing” is still a major topic of interest for park districts across Illinois. The individual or team charged with such responsibilities is shifting. Until recently, many districts operated under a public information structure where parks and recreation professionals or other customer service staff with an interest or talent for communications and marketing, would take on the role of developing the brochure, creating some posters and flyers and possibly placing some advertising with the assistance of consultants or media sales people.

By Jennifer Gilbert

Marketing and Public Relations Manager, Gurnee Park District



It is imperative that your district gives ample time and professional resources to marketing it!



The primary reason for such an approach is that up until recently, most government agencies had not fully recognized the operational need for marketing and public relations professionals comparable to that of other professional roles such as accounting, human resources or legal among their leadership team. Times are changing!

Just as the field of parks and recreation needs professionals to develop, maintain and innovate programs, services and facilities, so too is there a growing need to have marketing and public relations professionals support the parks and recreation field in developing strategic marketing plans which align with the strategic goals and objectives of the organization. In other words, marketing professionals are directly tied to revenue outcomes for major program areas, driving attendance to events and ensuring that the agency brand and reputation remain favorable within the community. An informal poll of individuals in northern Illinois districts shows that more positions are being held by individuals who hold degrees and/or advanced education in marketing, PR, graphic design and/or communications.

With a shift in the types of individuals managing the marketing and PR work, so too is there a shift in how the results are being achieved. A keen understanding of marketing principles and the changing face of marketing in an overtly technological landscape and increasingly competitive market, is forcing agencies to make an even larger leap into employing tactics similar to that of the private sector. Why so, you ask? It is partly because there are more players in the market offering similar programs and services but more so because the customer has changed. No longer is a customer accepting of the digital divide between government agencies and other retail environments. Your agency's website had better hold its water against the chain stores and the transactional process had better be every bit as intuitive as their experience on Amazon. Gone are the days where a customer is willing to leave home to pick up a form or wait for one to arrive in the mail. Printing a PDF isn't even enough. Your summer camper information form had better be online and easy to fill out and submit in a few short clicks of the mouse at 12:35 in the morning.

So what are districts' marketing teams doing to keep up with all the change and increase in demand? For starters they are getting more selective in their efforts. They are prioritizing their tactics to those that have the best use of resources and time and project to have the best results to agency objectives. How does a department determine that? By looking at the numbers. We could leave that for the accountants but developing good tactics comes with a great degree of market research. Your marketers need to look internally to analyze programs for registration trends and their impact on the bottom line. They need to get to know the customer. What does that household typically participate in? To what degree are they involved in programs on a quarterly or annual basis? What demographics do they represent? Do they live close to the program you are offering? Are there multiple locations that offer the same program? Are there major deterrents such as large highways, traffic or a perceived quality issue collected through a recent satisfaction survey? How about your residents who aren't necessarily registered customers? You know the ones that walk through your parks and use the fields and playground equipment? They need your time and attention too. How do you reach them when you don't have household information in your system? And how do you do it all within a park district marketing budget and a staff of one or two? Below are just a few of the tactics the Gurnee Park District has employed to successfully market programs and services.

1. Online services - Online services are broad in their capabilities. With a simple Google search you can find anything from email services to social media mapping tools. There are hundreds of services that can support your marketing objectives with ease and little cost. In the last five years, Gurnee Park District has employed email services with Constant Contact to manage the large amount of targeted blasts while following best business practices for managing opt outs and other customer-protected customer privacies. We have used mapping systems to plot our customers to look for geographic trends as well as to promote hyper-local activities such as our RecMobile, which is geared to residents in a small radius around a

neighborhood park. When it comes to Social Media, there is no denying its immeasurable value as a marketing and communication tool. All Gurnee Park District managers are supplied with smart phones and the ability to make posts about programs and events while in the field. It's true, a picture is worth a thousand words and since marketing staff cannot be in all places at once, the teamwork and dedication to providing social content is the reason for our very active social media sites.

2. Robust services of media groups - Believe it or not, a sales person can be your friend. These days media groups have figured out that your needs go beyond that of the print ad in your local newspaper and even that of online ads on their website. They have partnered, pooled resources and absorbed small service providers to provide you with multi-channeled solutions to advertising which include print, video, direct mail services and online advertising and Search Engine Optimization support. Some of the finest designers work for such media groups and can develop advertising campaigns that if completed at the district level, often lack the punch that will get you noticed above all the other competing clutter. Always ask if the media group will provide design services as part of your advertising fee. Typically the work is not proprietary in nature which can allow your department to modify or duplicate the designs for other materials such as the web, flyers or posters. Gurnee Park District has utilized the talent of media groups to develop flash ads and other print ads/inserts when there is a tight deadline or our creativity is tapped.

3. Consultants & specialty services - If the marketing department has one or two staff, it is better to know your limits and outsource jobs that exceed your talents or available time. There are so many niche professionals, from designers and web developers to branding firms, which can help you on small projects or complete large scale campaigns for your major revenue-producing programs. Many park agencies are now starting to better understand the broad range of talents and intricacies that fall under the marketing umbrella. While it may seem like a good idea to be a jack of all trades to show your own employment value, consider how much more value you can provide to your district when you balance time, talent and budget. Good isn't always good enough. Those in charge of marketing must be willing to constantly adapt and bring in new tactics to be successful. At Gurnee Park District we utilize web developers to help us with the design and functionality of our site. We always pose our ideas and new projects by asking, "I know this can be done. How can we integrate it into a park district setting?"

There are so many efforts to remain focused on as part of an integrated marketing plan. These tactics are just some of the many new efforts Gurnee Park District has executed in the last five years. The most important takeaways from this contemporary primer on park district marketing strategies is to acknowledge the shift in your agency's needs, seek out professionals who are educated and experienced in marketing principles and be ready for rapid changes to your existing plans. Parks and recreation is one of the most rewarding industries to market. It is imperative that your district gives ample time and professional resources to marketing it.



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Program Promotion From



By Joan Scovic
Marketing Coordinator,
Palatine Park District

Not all districts have budgets for large marketing departments. In some cases, recreation coordinators are responsible for marketing their own programs and services. The good news is that there are many creative, low-cost and immediately applicable ideas that can be used to help increase awareness, registration numbers and the bottom line. There are, in fact, promotional ideas ranging from A to Z.

A is for Audience

Audience is key. While your programs may be designed for a wide range of ages, your efforts need to be geared to the decision maker in the household. Your camps may be great fun for the kids, but it is the parents, usually the mom, who will be making the decision on which camp to choose. Craft your message with this in mind.

B is for Branding

According to Scott Kolbe, creative director at Sikich Marketing & Public Relations, "Branding is more than a logo. It is everything you do in every interaction that creates a unique experience that sets you apart from everyone else. While a logo is certainly a visual representation of your company, all the experiences someone has is the true brand." Which leads us to...

C is for Customer Service

Your goal should be to create an experience that people will remember and want to repeat. While it is great to increase your registration numbers, if attendees aren't greeted at the door in a welcoming manner, if the pizza is cold or if they have trouble registering online, will they have a positive experience? Will they return? Will they tell their friends, and more importantly, what will they tell their friends?

D is for Design

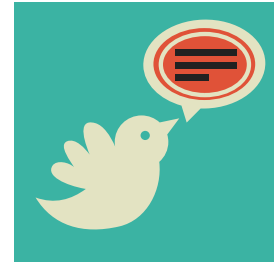
Even as the communications and marketing departments in many districts are growing, not many have the luxury of an on-staff graphic designer. That doesn't mean you can't create attractive and effective flyers, posters, and social media graphics. Use bold graphics, don't be afraid of white space, and be sure your contact information and logo are on everything you send out.

E is for Early Efforts

Last minute marketing can look a bit desperate. Even if you don't have the tools or experience to create a full-blown marketing plan, you can still create a timeline of goals for your promotional efforts. Start with your event date or registration deadline, and work the goals back from there. When do you need details to go out, when should items be printed, how will you disseminate the information? Planning ahead will ensure success in the future.

F is for Focus Groups

Focus groups can be a powerful tool, not only for planning what programs and services are desired in your community, but also to determine how your residents want to receive their information. Create polls, surveys or live focus groups to help you shape your plans.



G is for Going Green

Helping the environment is something park districts should be doing as part of their natural stewardship. Environmental events are easy to promote and are newsworthy events that will gain positive exposure for your agency.

H is for Help

Don't be afraid to ask for help. All of your staff members have different talents, and from my experience, park and recreation professionals are a very creative group. Brainstorm together to identify creative ways to enhance your promotional efforts.

I is for Informed Staff Members

Know your stuff and be a source of information for your community. Make sure all of your staff members can answer questions, especially key front line employees. Effective internal communication is necessary for external success.

J is for Justifying Some Expense

Marketing is often perceived as an "overhead" or non-revenue producing department. With the addition of dedicated sponsorship professionals in some districts, this is changing. There are also many free and low cost marketing options available today. Figure out what fits your budget and which avenues are most effective. You need to keep your community informed in order to increase participation, registration or the bottom line.

K is Keeping it Simple

Short and simple messages are easier to understand, easier to remember and easier to act upon. Don't clutter up your message, your flyer, your poster or your social post.

L is for Links

In this day of constant connection and immediate online gratification, make it easy for your community to find you. Include links to your website, your registration information, your social media pages and your staff that are easy to find and follow.

M is for Monitoring

Until you know what works and resonates with your community, you should try a variety of methods to communicate with your residents. Be sure to monitor your efforts. Survey people, ask "how did you hear about this," and find out what worked and what didn't. This will help you focus your efforts for the next campaign.

N is for Networking

Some of the best ideas I have received have come from my colleagues. Build a network of people to whom you can turn for advice and information. Network throughout your community as well, working with area businesses, governmental agencies and non-profits to help each other with promotional efforts.

O is for Objectives

As part of your planning process, identify your goals and objectives. What are you trying to accomplish with your promotional efforts? Is it high registration numbers, a more informed community, goodwill with your residents? After your event, evaluate your efforts to see how you did. Then make adjustments for the future.

P is for Proofread

And I don't mean run a spell check. I mean really read what you have written for spelling, typos, grammatical errors and accuracy and have someone else read it too. You probably have a few good proofreaders in your agency. Find them and ask for their help. Both you and your agency will look more professional.

Q is for Question

Question your methods, question what works, question "The way we've always done it." Determine how you can creatively make your efforts more effective.

R is for Running Great Programs

Great programs, quality instructors, flourishing classes, and quality events will resonate with your community and will sell themselves. All of these considerations go back to the fact that everything we do is our brand. Get creative. Brainstorm with your colleagues during both the planning stages and the post event wrap up; make your offerings great.

S is for Smart Phones

Be sure you are creating marketing plans that incorporate smart phone friendly technology. Is your website mobile friendly? Are your emails? Do you send texts, post to social media sites and send out electronic newsletters? Be sure to keep your communications relevant as technology continues to evolve.

T is for Testimonials

Potential users want to hear about the benefits of attending your programs or using your services. Find influencers or frequent users in your community and ask them for a testimonial or endorsement. Use these quotes throughout your social media, brochures and flyers to help you promote upcoming events and activities.

U is for Utilizing Your Agency's Strengths

This goes back to the creativity in your agency. You never know when you will find your next great source of inspiration. Get your staff on board. Brainstorm what programs to offer, how to promote them, and how to make your agency more consumer friendly.

V is for Variety

Use a variety of methods to communicate with your community. Different messages and methods will reach different people, and multiple avenues of exposure will increase the likelihood that the viewer will follow your call to action.

W is for Word of Mouth


People tend to trust people they know. Participants will spread the good news about your agency when they are happy. Keep in mind, they will be even more vocal when they are unhappy. I attended a National PTA workshop this summer presented by Katen Consulting. According to Laura Katen, "It takes seven seconds to make a first impression, and eight positive encounters to correct a bad first impression." Make those seven seconds count – at your registration desks, at your welcome tables and during your programs.

X, Y, and Z are for Generations X, Y, and Z

This topic of generational marketing brings us back full circle to the letter A - knowing your audience. Generational data shows significant differences between these younger generations. As these generations grow older, into head of household and purchaser positions, it is important to know what captures their attention and what causes them to act. Stay relevant and current in order to reach new consumers as they age up. The Generation Z's who are in high school now will be sending their children to t-ball and preschool before you know it.

Altogether, these basic ABC's of marketing will serve you well as you venture into the realm of communicating more effectively with your community. By using clear, concise, accurate and targeted methods to reach your users and potential users, you will make it easier for them to access information and answer your calls to action. Be knowledgeable, be creative, be great and your marketing, and your bottom line, will be the better for it.

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Rebranding In Uncharted Waters

How a New Marketing Model Brought Fresh Appeal to Historic Fox River Race

By Jeff Long, Public Relations Manager,
Fox Valley Park District



During its heyday, the Fox Valley Park District's Mid-America Canoe Race was a smash hit. In the 1970s and early 80s, registration routinely maxed out at 1,000 canoes as paddlers converged on the Fox River for this historic, all-day event.

Times changed and free time became more and more scarce. Meanwhile, the menu of recreational opportunities continued to explode – triathlons and 5Ks and marathons – everywhere, every weekend. People's busy lives kept getting busier, with jam-packed schedules on a 24/7 timeline.

The new generation had more choices than ever. Paddling in a 17-mile-long canoe race – and sacrificing most of a Sunday to do so – didn't necessarily top the "must-do" lists anymore for the tight-scheduled masses.

Registrations for the Mid-Am slowly trickled down. In the 1990s, the race was shortened to 10 miles between St. Charles and Aurora (it previously started in South Elgin). Dangerously high water levels and bridge construction forced it to cancel several times. By 2006, fewer than 200 boats participated in this storied event.

Something needed to be done to right the ship and put the Mid-Am back on course so we came up with a plan.

Read the Full Story Online

Go to ILparks.org and select Publications/
IP&R Magazine/WebXtras from the left column.



Congratulations

to the Illinois Association of Park Districts' 2013 Best of the Best Awards Gala Winners

IAPD's seventh annual Best of the Best Awards Gala/85th Anniversary Celebration was a night to remember, with more than 200 guests enjoying an evening of celebration and inspiration!

More than 50 awards were presented to board members, agencies, citizen volunteers, businesses and members of the media in recognition of their remarkable contributions to Illinois parks, recreation and conservation. Congratulations to all of our Best of the Best Awards Gala winners!

Intergovernmental Cooperation

Glenview Park District

with the Village of Glenview

Gurnee Park District

with the Lake County Stormwater Management Commission and Gurnee School District #56

Lockport Township Park District

with the City of Lockport and Lockport Township Government

Partnership

McHenry County Conservation District

with The Land Conservancy of McHenry County, the Illinois Clean Energy Community Foundation and Private Landowner Al Van Maren

Park Ridge Park District

with Our Parks Legacy Committee

St. Charles Park District

with the Forest Preserve District of Kane County, The Illinois Department of Natural Resources and River Bend Community Group

Best Friend of Illinois Parks – Small Business

BMO Harris Bank of Frankfurt

nominated by Frankfort Park District

Egg Harbor Café

nominated by Glenview Park District

Evergreen Bank Group

nominated by Oak Brook Park District

Best Friend of Illinois Parks –

Mid-Sized Business

Team Soy Capital

nominated by Decatur Park District

Comcast

nominated by Forest Preserve District of Will County

Best Friend of Illinois Parks – Large Business

Adventist GlenOaks Hospital

nominated by Bloomingdale Park District

Outstanding Citizen Volunteer of the Year

Tom Allison

nominated by Forest Preserve District of Will County

John Lovestrand

nominated by Lincolnwood Parks and Recreation Department

Tim Harrigan

nominated by Oak Lawn Park District

Top Illinois Parks Journalist

The Kane County Chronicle –

Kathy Gresey & Eric Schelkopf

nominated by the Batavia Park District

Allison Petty of the

Decatur Herald & Review

nominated by the Decatur Park District

Ramona Squire of the South Suburban Standard

nominated by the Dolton Park District

Best Green Practices

Forest Preserve District of Kane County

McHenry County Conservation District

Waukegan Park District

Arts in the Park

Champaign Park District

Lincolnwood Parks and Recreation Department

Schaumburg Park District

Board Member Service Anniversary Awards

10 Years of Service

Joseph A. Petry

Champaign Park District

Mary Jean Coulson

Glenview Park District

William M. Casey

Glenview Park District

Libby A. Baker

Gurnee Park District

Brett Gould

Joliet Park District

Bonnie Leahy

McHenry County Conservation District

Roy Sansone

Park District of Forest Park

Brenda Britt-Cox

Riverdale Park District

Patti Weicker

Rolling Meadows Park District

Robert Schmidt

Schaumburg Park District

Keith Pecka

Wheeling Park District

15 Years of Service

Mike Vogl

Bloomington Park District

Barbara Wojnicki

Forest Preserve District of Kane County

20 Years of Service

Joseph A. Welkome

Addison Park District

Jack Kenny

Decatur Park District

Vicki Paddock

Gurnee Park District

Kathleen Hogan

Lombard Park District

John T. O'Brien

Oak Brook Park District

Cheri Klumpp

Wheeling Park District

35 Years of Service

Diane Main

Westmont Park District

40 Years of Service

Bernard Semasko

Foss Park District

David Johnson

Schaumburg Park District

Robert Bernas

Westmont Park District

Agency Anniversary Awards

40 Years

Grove Heritage Association

50 Years

Bloomington Park District

Schaumburg Park District

"Too often we underestimate the power of a touch, a smile, a kind word, a listening ear, an honest compliment or the smallest act of caring ... all of which have the potential to turn a life around."

- John Lovestrand, 2013 Outstanding Citizen Volunteer of the Year

(Winners listed in alphabetical order by agency)



By Lauren A. Lotz,
Communications/
Marketing Supervisor,
New Lenox Community Park District

A Unique Marketing Campaign

Combats Vandalism One Refrigerator at a Time

The New Lenox Community Park District recently embarked on a marketing campaign that directly targeted the increase of vandalism most park districts encounter as soon as the weather turns warm. All park districts encounter various levels of damage at park sites throughout their district. Over the past few years, New Lenox park sites were vandalized in some way resulting in repairs and/or insurance claims above \$100,000 and involving approximately 80 incidents. Additionally, this figure does not include the manpower hours needed to remove, repair or replace park amenities. One of the most costly incidents involved an entire playground area being destroyed by arson.

George Travnicsek, New Lenox Community Park District's parks maintenance superintendent, oversees all park sites and began to become disheartened with the rash of park vandalism events. "No one can be there 24 hours a day, seven days a week to ensure that our parks are not vandalized. We take pride in each of our parks and to see them damaged is difficult to accept." In addition, New Lenox Community Park District's executive director, Greg Lewis, knew that the number of vandalism events was increasing and that the district needed to take a more pro-active approach. "Today, the cost of building and maintaining parks is well over a half a million dollars. With the limited budgets that most districts are faced with, it is imperative that each district find a way to combat and hopefully deter the possible damage that vandalism and illegal activities create."

Vandalism not only robs park districts of capital dollars in order to replace or repair equipment, it also takes away the positive park experience for patrons, especially children, and many times for an extended period of time. In the field of parks and recreation, the subject of vandalism and its effects continues to be addressed. Through strong advocacy promoted by the IAPD, IPRA and local legislators, laws have been enacted to hold an adult financially responsible for the illegal activities of a minor where a park site and/or equipment are damaged. In addition, with advances in technology, more and more park districts are investing in security systems to help prevent these occurrences. Further, park insurance premiums are also increased as the number of claims that are submitted continues to rise. Although these efforts continue to be effective ways in which to discourage vandalism, the individual park patron residents remain the most effective deterrent when time becomes critical for preventing and reporting illegal park activities. The New Lenox Community Park District developed a specific marketing plan to highlight and address the issue.

Although, the New Lenox Community Park District does have a long-standing "S.T.O.P. Trashing Our Parks" campaign, they needed to find a way to energize it and to increase public awareness. The district began researching options to revitalize the program. The idea of using a readily-available postcard magnet was explored. The postcard and magnet design were designed in-house and economically produced (less than \$1 each) by a company that specializes in postcard magnet design and printing. For the postcard magnets, a reliable spot glue process is used thereby ensuring that the magnets remain attached for mailing. Further, when the postcard was removed the message remained.

When it comes to promotional items, everyone's goal is to keep your information prominently displayed in front of your residents. This means the item needs to be useful and informative, so the customer will not simply toss it in the trash. The "S.T.O.P. Trashing Our Parks" magnet mailing provided a solution that the New Lenox Community Park District was in search of.

According to the DMA (Direct Marketing Association) Statistical Fact Book, postcards with removable magnets attached are read at least 51.9% more often than traditional postcards. In addition, people often use the magnets to attach photos, memos, grocery lists, and other important items on their refrigerator door or metal filing cabinet, keeping your agency name and targeted message visible to everyone in the household all year long. Further statistics from the Promotional Products Association International report that the average person visits the refrigerator over 10 times per day, thereby providing great exposure of the message at a very reasonable cost. In one year, the average family of four can be exposed to your district's branding and marketing message over 14,000 times.

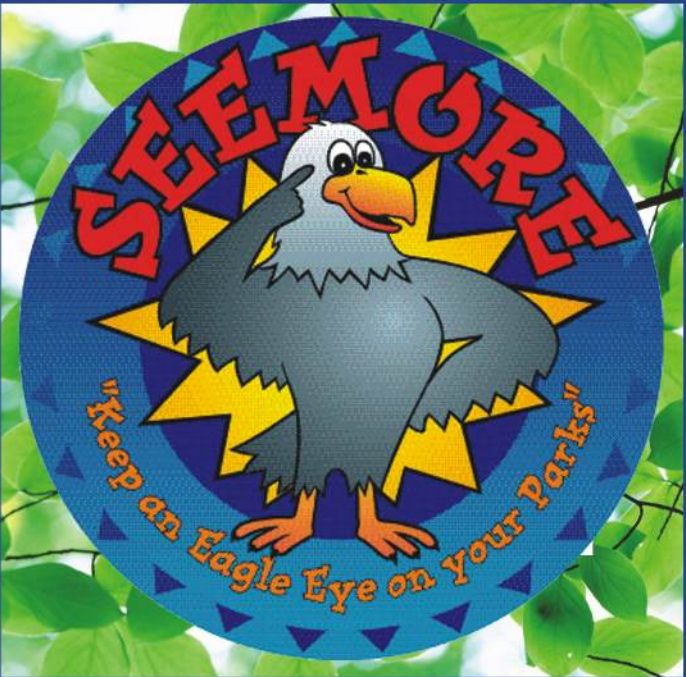
For a subject as serious as park vandalism and illegal park activities, and in turn, asking for residents to please contact the police, the copy used to relay the message needed to be direct, but also ensure that the public knew that all reports were anonymous. Many residents are

hesitant to get involved for fear of retaliation in some way. To maintain accuracy of the law and legal consequences, the New Lenox Community Park District worked with their local police department to verify that the copy for the postcard was correct. Additionally, the message for park vandalism further conveyed that they as residents were the eyes and ears of the New Lenox Community Park District and provided residents of parks that were damaged with ownership in the park sites. It was their parks that were being damaged and vandalized and they should care enough to do whatever they could to stop the situation. Their goal was a simple one, please call the police department immediately when they saw any suspicious activity.

Another significant component of the New Lenox Community Park District's S.T.O.P. Trashing Our Parks magnet program was its ability to provide expedited target mailings to those residents whose parks had been vandalized recently. A simple blanketed resident mailing to those addresses in the surrounding subdivisions and streets was then completed. With the news and viewing of park vandalism fresh in their minds, their feeling a need to react by contacting the police was heightened and, in turn, more effective. One of the success stories of this magnet program included a nearby resident who witnessed suspicious activity at the park located near his backyard. His quick thinking and call to the police resulted in another playground apparatus area not being destroyed by arson.

All park and recreation professionals will agree that park vandalism and illegal activities is nothing new to any of us. We all are committed to improving each of the communities we live in by providing safe recreational programming and facilities. This targeted type of promotional magnet campaign can only help to encourage park patrons to do their part in keeping our parks safe and to deter vandalism.

KEEP AN EAGLE EYE ON OUR PARKS WITH SEEMORE!!!



For more information on Seemore's Eagle Eye program contact IAPD at (217) 523-4554 or visit ILparks.org

PEOPLE & PLACES



St. Charles Park District Names New Director of Parks and Recreation

Holly Cabel has been named director of parks and recreation for the St. Charles Park District. Cabel has served as the district's superintendent of recreation for eight years, assistant superintendent of recreation for five years and a recreation supervisor the previous four years.

As superintendent of recreation, Cabel's responsibilities included management of the recreation budget, which includes 1,500 annual programs and a multitude of services at Pottawatomie Community Center, Otter Cove Aquatic Park, Swanson Swimming Pool, River View Miniature Golf Course and the STC Underground Teen Center.

Cabel has been directly involved in the district's facility and park improvement projects, most recently the construction and grand openings of Otter Cove Aquatic Park and Hickory Knolls Discovery Center and the renovation of Swanson Swimming Pool in 2011.

Cabel earned a bachelor of arts degree in elementary education from the University of Iowa in 1992. She is in the process of acquiring a masters in public administration.



Des Plaines Park District Announces Selection of the Next Executive Director

The Des Plaines Park District has announced the selection of their next executive director by the park board of commissioners. **Mr. Don Miletic**, the current superintendent of business & golf operations, was

appointed to a newly created position of assistant executive director. "The park board has taken a proactive approach to the succession process, which is clearly in the best interest of the district. We are very pleased that Mr. Miletic has accepted the new position, and we're confident that this will provide the district with the consistently fine leadership we have all come to expect," said park board president Joe Weber. Mr. Miletic was selected following a year-long search conducted by the park board, after current executive director, John Hecker, indicated to them in June of 2012 that he planned to retire in 12-18 months.



Champaign Park District Executive Director Retires

The Champaign Park District announces the retirement of **Bobbie Herakovich**, as its executive director. Bobbie has served as executive director for the last 12 years.

Achievements by the Champaign Park District under Herakovich's leadership include building a new Sholem Aquatic Center, renovating the historic Virginia Theatre, development of five new parks, construction of 15 miles of trails, restoration of over 35 acres of prairie, and success in many programs that promote fun and healthy lifestyles. The Champaign Parks Foundation was also created and has helped to add to the quality of life of Champaign residents, neighborhoods, and the city through generous donors. Bobbie has worked in local government for over 39 years throughout her career.

Winnetka Park District Announces Retirement of Dr. Terry G. Schwartz

During the past four years, the Winnetka Park District has been fortunate to be guided by the professional leadership of executive director, **Dr. Terry G. Schwartz**; therefore it is with sadness that the board of commissioners announces his retirement.



During his tenure at the Winnetka Park District he has led the district through agency-wide business plans, the current strategic plan, Gold LEED Certified Parks Service Center completion, Intergovernmental Cooperation Award with the Village of Winnetka through the Illinois Association of Park Districts (IAPD), Parks Service Center Outstanding Facility and Parks Award from the Illinois Parks and Recreation Association (IPRA), IAPD/IPRA Distinguished Accredited Agency Award and more.

Terry has recently been elected into the American Academy for Park and Recreation Administration (AAPRA). Terry has also served as director of the Glen Ellyn Park District and the South Barrington Park District, revenue facilities superintendent of the Arlington Heights Park District and superintendent of recreation for the Champaign Park District.



In Memorium

David James (Jim) Brademas, Ph.D., 83 passed away on August 19, 2013. After the Navy, Jim spent the next five years at the University of Illinois Urbana-Champaign, graduating with a bachelor's degree in 1954 and a master's degree in 1955, both in recreation, sports and tourism management.

Upon his return to the U.S. in 1956, he was appointed the first superintendent of recreation for the Rockford Park District. He returned to the University of Illinois as a doctoral student, earning his Ph.D. in recreation management in 1976. He stayed at the University and taught for 26 years. In 1982, he was elected as a member of the American Academy for Park and Recreation Administration. In 2005, he was selected as one of the American Academy Legends for having made outstanding contributions to the field of parks and recreation. Jim was honored with the Charles K. Brightbill Alumnus Award in 2010 for his scholarship and leadership in parks and recreation.



In Memorium

Korean War Army Veteran, **Donald W. Burns** retired from Local 17, and from the Oak Forest Police Dept. He was very active in the Oak Forest community, serving as an elected official on the park district, director of the park district, vice president of the Oak Forest Baseball Association, founding member of Oak Forest Flag Football League, president of the Gingerwood Homeowner Association, alderman of the 3rd Ward in Oak Forest for 8 years, served on the Executive Board of The Illinois Association Park Districts in 1991, Don also volunteered countless hours as a coach for a variety of sports, member of St. Damian Men's Club, and a member of the Mason Lodge 1398.



Elk Grove Park District Announces New Director of Parks and Planning

The Elk Grove Park District is pleased to announce the appointment of **Ben Curcio** as the director of parks and planning. Ben has been the superintendent of parks and facilities for the Elk Grove Park District since 2011. He has a bachelor of science degree in recreation administration from Eastern Illinois University in 1997 and his masters of public administration from Roosevelt University in 2002. His previous work in the field of recreation includes superintendent of parks and facilities at Barrington Park District and the director of operations at Lake Barrington Field House.

District and the director of operations at Lake Barrington Field House.



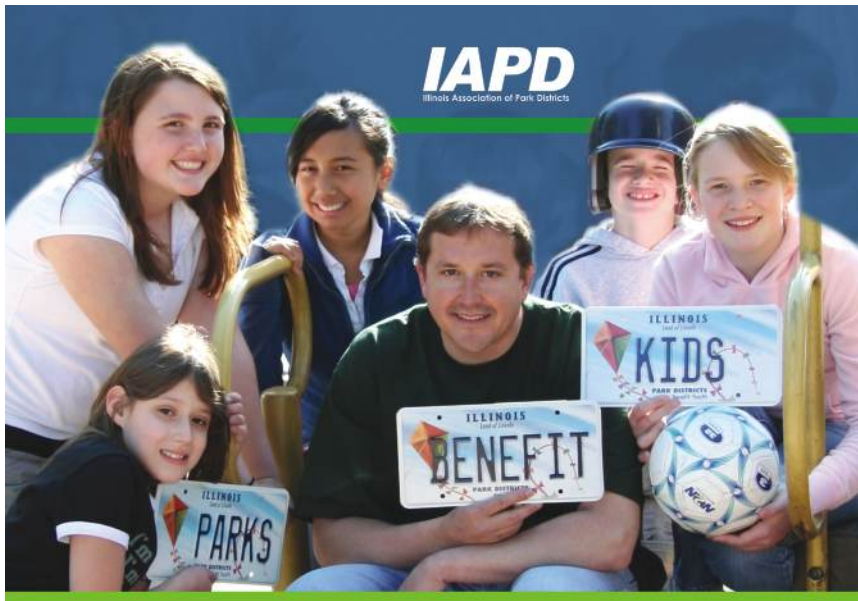
Decatur Park District Announces Director of Operations

The Decatur Park District is pleased to announce the promotion of **Ryan Raleigh** to director of operations. During his 11-year tenure at the Decatur Park District, Ryan has served as risk manager and human resources

manager. Prior to these roles, he was shared safety coordinator at Bloomingdale, Itasca, Wood Dale, and Medinah Park Districts, and loss control consultant at Loss Control Services (Davenport, IA). He holds a bachelor's degree in occupational safety from Illinois State University. In his new position, Ryan will oversee the park district's maintenance, construction, electrical, fleet, safety and horticulture staffs.

Illinois Park Districts Earn National Recognition for Excellence

Congratulations to the 2013 National Recreation and Park Association's Gold Medal Winner and Finalists. The Waukegan Park District won the Class III Gold Medal Award. Frankfort Square Park District, Class V, Oak Brook Park District, Class V and St. Charles Park District, Class IV were also finalists.



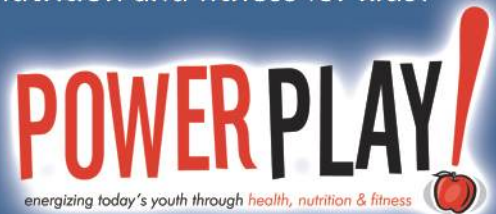
IAPD
Illinois Association of Park Districts

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Toll Free: **1-877-783-KIDS**

Each Park District Youth License Plate purchase supports the Power Play! Beyond School Grant Program. The program focuses on health, nutrition and fitness for kids!



To date, IPAD has given \$210,000 from park district license plate funds to IAPD member agencies in the form of PowerPlay! grants.

The next application guide will be available for download on IAPD's website, ILparks.org in December.

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TRUE STORY

Nestled within picturesque southern Illinois, Carbondale Park District is located in Jackson County and borders the northern edge of the Shawnee National Forest. In 1991, Carbondale Park District became the second park district to join IPARKS.

Over time, the park district grew from maintaining four park sites to 16 sites. Carbondale Park District then acquired the former Jackson County YMCA, which became the district's recreation center. The LIFE Community Center, as it is now called, offers a wide variety of programs. Guests enjoy swimming lessons, aqua fitness programs, and a waterslide. The Community Center is also home to many of the Carbondale Park District's recreational programs, including adult and senior fitness classes, educational classes, and preschool and youth recreational special interests programs. In addition to the community center, the park district built a beautiful 18-hole championship public golf course.



In 2008, hurricane-force winds ravaged southern Illinois. Sustaining winds were estimated between 86 and 96 miles per hour, and in some areas, gusted above 120 miles per hour. Hovering for 45 frightening minutes, the storm's effects were devastating. IPARKS Members were not immune to the storm's fury.

Carbondale Park District experienced significant damage. Most of the park district's properties were affected. An estimated 4,000 trees were destroyed. In the aftermath, Kathy Renfro, Carbondale Park District Executive Director, filed claims with IPARKS.

"Working with IPARKS was one of the positive outcomes of the storm," commented Renfro. "We worked closely with the staff as they guided us through the claims process. They provided guidance and information that allowed us to rebuild after this devastating experience. The personal connection I felt with the staff was enormously reassuring," Renfro reflected. "IPARKS was the silver lining."

At Times Like These...

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IPARKS *Specializing in risk management services for Illinois park districts since 1991.*

If your park district, forest preserve, conservation, recreation or special recreation agency is not yet an IPARKS Member, we encourage you to learn more about IPARKS at www.iparks.org or by calling **800.748.0554** to speak with an IPARKS Representative.



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