

**GENESEO COMMUNITY CENTER**

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**CENTRAL THEATER**

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[www.GeneseoParkDistrict.org](http://www.GeneseoParkDistrict.org)

**To:** Geneseo Park District Board of Commissioners  
**From:** Andy Thurman, Executive Director  
**Date:** November 23, 2020  
**Memo Re:** 2021 Goals



**GENESEO  
PARK DISTRICT**

The Park District Board and Staff approve yearly goals set forth by the Strategic Plan and areas of need in the Park District. The goals are separated by department and goals are added each year for personal and departmental growth outside of the Strategic Plan. We have shifted our focus of goals to acknowledge the pandemic and changes to the Park District due to the pandemic. The 2021 Department Goals are stated below:

**Administration and Finance Goals**

- Establish Fixed Asset process and reporting in INCODE
- Continue to update job manuals
- Maintain tax rate
- Continued delegation of budget monitoring and ownership development for each department
- Complete Athletic Field Building project
- Monitor 10-year capital improvement plan
- Cross train positions and establish expectations throughout
- Rollout Core Values and educate staff on values
- Create more video content for social media and website
- Update/add policies to websites
- Implement Membership Promotions

**Recreation Department Goals**

- Complete job manuals
- Continue to evaluate programs and complete budget worksheets for all programs
- Establish Core Programs and evaluate offerings based on Core Programs
- Evaluate program pricing and class minimums
- Establish Staff expectations throughout positions
- Update job descriptions and define expectations
- Continue to build and expand internship program and marketing opportunities
- Evaluate the Summer Day Camp program to Net ~\$15,000 or greater
- Evaluate the Aquatic Center hours, staffing and concessions to minimize expenses/wages
- Create Cost Recovery Model
- Update RecTrac Software with photographs and new household member protocol
- Evaluate registration and check-in process to streamline

*The mission of the Geneseo Park District is to enhance the quality of life in our community by providing a positive recreational experience for all.*

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## **Facilities Goals**

- Complete job manual for Superintendent of Facilities position
- Upgrade fire alarm devices in Indoor Pool section to include weatherproof devices for the pool and filter room and horn & strobe for pool lounge and locker room areas for ADA compliance
- Investigate and implement a butterfly garden at Anderson Park
- Investigate and implement a third themed night at Central Theater such as Bring Your Own Bowl and Ticket Tuesday
- Continue to work on maintenance and standards plan
- Complete PDRMA's risk management review
- Foundation sponsored matinees at the Central Theater along with Central Bank matinees
- Complete Anderson park site plan noting memorials