



# GENESEO PARK DISTRICT

## GENESEO COMMUNITY CENTER

541 East North Street  
Geneseo, IL 61254

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## CENTRAL THEATER

111 North State Street  
Geneseo, IL 61254

(309) 944-3603

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

**To:** Geneseo Park District Board of Commissioners  
**From:** Andy Thurman, Executive Director  
**Date:** January 2, 2023  
**Memo Re:** 2022 Park District Goals Summary

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Staff Goals were established by the 2016 Strategic Plan and the current needs of the Park District by the Community, Staff and Members. The goals are separated by department and added each year for personal and departmental growth outside of the Strategic Plan. Goals are reviewed by staff several times throughout the year and updated where necessary. There are occasions where a goal will be moved to the next year or removed from the list based on needs or changes within the District.

### Administration and Finance Goals

- Start Accreditation Review process (2023 – 2028)
  - o *Prep work for Accreditation review implemented.*
- Update Comprehensive Plan
  - o *Completed Comprehensive Master Plan internally*
- Update ADA Plan
  - o *Completed in the spring of 2022 by Mark Trieglaff of ACT Services*
- Board Review of Mission & Vision
  - o *The Board reviewed the Mission and Vision in February 2022.*
- Review and updating of policies and procedures by Board and Staff
  - o *Completed throughout 2022*
- Target Marketing
  - o *Senior/Active Adults, Volunteers, Youth Programs to Schools, Individual Program Sheets, Online flip brochure, more social media post (Motivation Mondays, Throw Back Thursdays)*
- Create a quarterly full-time staff training plan
  - o *Trainings have been happening throughout the year in different areas including RecTrac, Aquatics and Cyber Security.*
- Create one Park District Team Building Event for ALL staff and Board
  - o *We will coordinate an all-staff event in 2023 during the summer months.*

### Recreation Department Goals

- Continue to evaluate programs and complete budget worksheets for all programs
  - o *Continued plan / ongoing process*
- Establish Core Programs and evaluate offerings based on Core Programs
  - o *Forward to 2023*
- *Investigate and run three new programs*

*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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## MEMO

- *Completed – Legos, STEM, Pokemon, Cooking, Gator Swim Comeback, Summit Pilates Reformer, Youth Pickleball Clinic, Wallyball League, Preschool Tumble Bugs, Advanced Rec Gymnastics, Jr. USAG, Tumbling, Jr. Lifeguard Training, Fitness on the Hennepin, S.O.S. Horses*
- Evaluate program pricing and class minimums based on a post COVID world
  - *Youth Athletic pricing to \$50 per six-hour sessions (M)*
- Update competitive programs to follow standards
  - *Updated USAG coaches and travel fees and expenses*
  - *Reviewing Gators program for 2023*
- Establish Staff expectations throughout positions
  - *Yearly continuation.*
  - *Day Camp had four Assistant Managers*
  - *Aquatic Center concession Assistant Managers increased responsibility*
  - *Renew CPO certifications for two FT staff*
  - *Custodial expectations will be reviewed for 2023 at the AC*
- Create a Plan for Summer Day Camp including training, games, theme weeks based on feedback from 2021
  - *Set weekly themes and field trips*
- Review Special Events and update events to bring new interest
  - *Back to School – Ch. 4, fire trucks, hot dogs/pop corn*
  - *MS Events – especially night at pool*
- Evaluate the Aquatic Center hours, staffing and concessions to minimize expenses/wages
  - *Evaluating staff-based attendance – releasing when appropriate. Continue in 2023*
- Review RecTrac and determine appropriate staff training
  - *Desk/Concession at AC*
  - *CCM continual process*
- Determine current program lifespan and retire programs that have reached their lifecycle
  - *Walk the water, Fit Beginnings, Aquacise*
  - *Men's Basketball*
- Provide training opportunities for current part-time staff
  - *NH IPRA, StarGuard Regional Mtg*
  - *SA – Renewal StarGuard Instructor training*
  - *Wards – Gymnastics Congress in Sycamore IL*
- Develop some type of club activity. This could be running, biking or mountain biking
  - *Continue in 2023*
- Create one cooking class/meal prep
  - *Spotted Apron (x3 in 2022) – Continue in 2023*
- Maintain program fixed asset inventory
  - *Yearly Continuation*

## Facilities Goals

- Compile and type job manual for Superintendent of Facilities position
  - *Continued to be pieced together as time allows, to be completed in 2023*
- Investigate native plantings or other additions to Anderson Memorial Park

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## MEMO

- *Planted a Viridis Laceleaf Maple and poured a concrete slab in anticipation of the Anderson family phone booth*
- Evaluate Theater scheduling and determine slow months and promotions and partnerships
  - *Theater went to second run movies showing Friday through Monday only Starting September 2<sup>nd</sup> for four weeks in an effort to save on expenses during the slow release season*
  - *Monday Bring Your own Bowl and Ticket Tuesday remain strong promotions*
  - *Central Bank's Classic Club began sponsoring a small pop & popcorn during the free monthly senior movies*
- Continue to work on maintenance and standards plan
  - *Continued into 2023*
- Complete PDRMA's risk management review
  - *Completed and will continue in 2023*
- Complete 2022 ADA Transition Plan
  - *Completed*
- Update old Indoor Pool Desk Area into Recovery Room space
  - *Completed*
- Maintain fixed asset inventory
  - *Updated and continued into 2023*
- Complete Anderson Park site plan noting memorials
  - *Completed*

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