

**GENESEO COMMUNITY CENTER**

541 East North Street

Geneseo, IL 61254

(309) 944-5695 Phone

(309) 944-8395 Fax

CENTRAL THEATER

111 North State Street

Geneseo, IL 61254

(309) 944-3603

To: Park District Board of Commissioners**From:** Andy Thurman, Executive Directorwww.GeneseoParkDistrict.org**Date:** November 29, 2023**Memo Re:** 2024 Goals for Review

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.

Recreation Goals:

- Develop and Train the new Recreation Program Manager Position
- Review program trends and offer a new outdoor recreation program
- Create after school Middle School options for kids
- Work to develop programs with the School District at the new CTE building
- Research opportunity for After School program and initiate in Fall of 2024
- New E-Sports event or program at Central Theater
- Recreation/Aquatics Supervisor to attend NRPA in Atlanta GA
- Review options for Concession Supplies (RFP)
- Review AC Staffing hours at the Front Desk, drop slide and current channel to reduce expenses
- Develop new Middle School event using new equipment
- Develop and maintain staff wellness program
- Develop a monthly membership challenge / information board in coordination with HHH
- Review Business Membership program and reach out to at least three new businesses
- Evaluate and update Day Camp Staff Trainings
- CPO or AFO certification training for Recreation Program Manager position
- Evaluate Credit Card Carrier and update equipment at desks

Facility Goals:

- Work with updated Master Plan drawings to create a phased improvement plan for the CC
- Coordinate efforts to develop an entryway on the west side of the Athletic Field at 2nd Street
- Analyze current Facilities job descriptions and make recommendations
- Create capital facility inventory and replacement plans
- Evaluate Theater offerings, movies, days, times

*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

- Review accepting credit cards at the Theater
- Scan floor plan documents of all facilities onto our servers

Administration Goals:

- Accreditation Renewal
- Master Plan hire consultant and develop facility plans
- New Website Implementation
- Payoff Debt Certificates for the Aquatic Center
- Maintain stable tax rate while shifting to a larger operational levy and lower annual rollover amount
- Continued Promotion of the Geneseo Park District Foundation
- Enhance Communication
- Capital Inventory & Replacement Plans for each Department/Facility/Program area
- Enhance & Promote our Volunteer Program
- Promote & Expand current Sponsorship/Partnership Program

Long Term Goals:

- Maintain the 2024 IPRA/IAPD Accredited Agency Award
- Pay off Debt Certificates issued to finance new Aquatic Center
- Evaluate life cycle of programs and end programs that have reached their life cycle
- Maintain 10 year capital replacement plan
- Maintain tax rate
- Complete Master Plan Designs in 2024 for 2025 – 2029
- Maintain Healthy Fund Balances
- Continue to seek grants/donations
- Department & Position Task Manuals developed

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