

SOUTHWEST SPECIAL RECREATION ASSOCIATION
12521 SOUTH KOSTNER
ALSIP, IL 60803

MINUTES OF REGULAR MEETING

February 11, 2009

CALL TO ORDER

The regular meeting of the Board of Directors of South West Special Recreation Association (SWSRA) was called to order at 10:00 a.m. by Director Suhs. The meeting was held at the Blue Island Park District, Blue Island, Illinois.

ROLL CALL

Present at roll call were:

MIDLOTHIAN PARK DISTRICT	EVELYN GLEASON
ALSIP PARK DISTRICT	JEANETTE HUBER
PALOS HEIGHTS RECREATION DEPT.	MIKE LEONARD
SUMMIT PARK DISTRICT	TOM SUHS
JUSTICE PARK DISTRICT	CALI DEBELLA
BLUE ISLAND PARK DISTRICT	AUSTIN SANDUSKY
VILLAGE OF MERRIONETTE PARK	BRENDA DZIALLO (arrived at 10:07 a.m.)

SWSRA STAFF PRESENT:

LORI CHESNA	EXECUTIVE DIRECTOR
MARGE COZZONE	BUSINESS MANAGER
DENISE IWINSKI	MARKETING COORDINATOR

ABSENT

POSEN PARK DISTRICT	REPRESENTATIVE
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GUESTS:

CARLO CAPALBO	WORTH PARK DISTRICT
BRENDAN DIAMOND	BLUE ISLAND PARK DISTRICT
OSCAR SMITH	ALSIP PARK DISTRICT INTERN
ESPERANZA RIVERA	MORAIN VALLEY STUDENT

ADDITIONS OR REVISIONS TO THE AGENDA: M. PDRMA SAFETY AWARD

CITIZENS TO BE HEARD – Guests and board members exchanged introductions.

APPROVAL OF MINUTES OF JANUARY 14, 2008

Motion made by Director Gleason to approve Minutes of Regular Meeting held on January 14, 2008. Motion was seconded by Director Huber. All Directors were in favor; none opposed.

APPROVAL OF TREASURER'S REPORT

The Treasurer's Report was presented by Director Leonard. Director Huber made a motion to approve the Treasurer's Report with a combined ending balance of \$63,260.47 plus the two certificates of deposit. The motion was seconded by Director DeBella. A discussion followed regarding the renewal period of the C/D that is maturing today. Roll was called with all directors voting yes. The motion carried, 7—0.

EXECUTIVE DIRECTOR'S REPORT

A. JANUARY HIGHLIGHTS

Executive Director Chesna said that two programs were scheduled for January—Dancing Like the Stars and Catch a Flick Friday. Dancing Like the Stars was successful, but Catch a Flick Friday had to be cancelled due to low enrollment.

B. EMPLOYEE/VOLUNTEER OF THE MONTH

Denise Iwinski, our Marketing Coordinator, was awarded this honor because of her positive attitude. Denise recently finished the spring/ summer brochure "in house" and also sent several press releases recently that have put SWSRA in the news. Denise is a great addition to our staff.

C. WALK/RUN/ROLL RACE

Lori advised that we need volunteers for this race—helping to organize, but not sponsoring. We are talking it up with the group homes. That pool of money will be split for scholarship funds for those different organizations. Ryan, Erin, Denise and Lori will be talking to the group homes. One of the obstacles that we face is that the Area & Special Olympics games are the same weekend. Channel 4 in Palos Heights will be doing some coverage. In response to a question by Brendan Diamond from Blue Island, Lori reiterated that we definitely need volunteers. Brendan said that Blue Island also has a channel 4 that we should contact. Austin Sandusky said that he will get the name of the contact person for Lori. Director Suhs asked why we can't do the race after the half marathon. The main reason is that the street can only be closed for a certain period. Lori said that we will be working with the vendors and trying to keep the costs down. Lori explained that as soon as the last marathon runner goes off, we will line ours up. We will only have a 45 minute window, but we are planning to have them pre-assembled so they are ready to go. Anyone can participate, but they can only have one buddy per athlete, wheelchair, etc. We should pick up some new people. Lori has talked to the SRA directors and asked them to send at least one or two participants. Director Huber reinforced the need for volunteers to help with this event and said that one of her staff, Mike Biardo, is handling all of the volunteers and reminded the board that this event does benefit SWSRA in the amount of \$5,000.

D. SRA ASSESSMENT POOL

We need to get the word out about what SRAs do. We need to promote all SRAs and not be so possessive of our own agencies. We have been pooling our money together through the ITRS section. We have contributed about \$750 per year; and since we don't need the lobbyist from SB 1881 anymore, we can put our money into special projects. WDSRA has taken the lead on billing each agency and handling the funds. This year SWSRA's assessment was \$600. One of these projects is the NBC channel 5 commercial that introduces your agency. Lori brought this to the directors group to do a TV commercial and at the end we will put our web site address up for SRANI. We will take out a two week advertisement which will cost about \$3,000 per week. The directors thought it was great that we thought about it. Lori said that the commercial will run about ten times during the week during prime time.

See the handout for other items that the SRA assessment covers. The video is not complete yet. Greg Bazzaro got really ill recently, but said that the video should be finished sometime after conference.

E. NEW REGISTRATION SOFTWARE

Executive Director Chesna advised the board that our current membership software, Park District USA, has “timed out” recently. Lori had sent out a survey questionnaire to other SRAs to see what they use, how they like it and if they received any customization. SRAs have special issues they need addressed such as medical questions. The majority responded that they are using Rec Trac. This means that we could share the air and travel expenses when they come out to service more than one SRA. Lori got a quote from RecTrac for \$9,000 which is less than she had budgeted for new software in the 2008-2009 budget. Director Leonard made a motion to purchase the Rec Trac membership software. The motion was seconded by Director Huber. Roll was called and the motion passed 7—0.

F. MARKETING/MEDIA

SWSRA had several articles in the news thanks to Denise. Lori has Denise keeping a “media log.” Lori knows a marketing guy in another city that has been quite successful with his SRA, and we are trying to do what he does.

We are sending a photo out to each participant after a program, along with a thank you note from Ryan, which they all seem to like.

Upcoming booths: Alsip Chamber Community Expo on February 28th, School District 218 on April 23rd and Palos Heights Community Health Expo on May 2nd.

Lori has joined the Palos Heights and Blue Island Chambers of Commerce and will be attending meetings on a regular basis.

The Education Foundation for SD 126 just hosted a “Bags Tournament” fundraiser and will be hosting “The Big Game” which is a basketball game between teachers vs. police and firemen.

Alsip Park District, SWSRA and Sertoma will be hosting a new type of golf tournament on Friday, August 21st. We will be auctioning off celebrity “caddies.” Proceeds will benefit all agencies.

We are currently getting quotes for signs for both Alsip and Summit Park Districts. Summit may need board approval for this. We saw a company at conference that does outdoor signs. Both Blue Island and Justice have used them and they are very reasonable.

We will be doing a cable interview in the near future for the Walk/Run/Roll race (time and date to be announced).

G. SUMMIT/JUSTICE “FREE” AFTER-SCHOOL PROGRAM

We have finally gotten the free after-school program off the ground. This is an “open gym” sports program on Tuesdays and Thursdays from 3 p.m. to 4 p.m. The school district has been very supportive, and Lula has worked hard to promote this program. We have three Summit residents and one Justice resident participating. We are hoping to go to two days a week in each school. We sent out a different type of flyer. Lori said that it is changing the way we are operating—we are thinking “outside the box.” We have a client who would like transportation for this program. It would be an extra cost, but we are looking to provide that.

H. PRELIMINARY BUDGET

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This topic was moved to the end of the meeting. At that point, Lori introduced the preliminary draft, and the board gave her direction on how to proceed.

I. NO EMPLOYEE LEFT BEHIND (NELB) PROGRAM AT SWSRA

Executive Director Chesna said she learned about this program at the IAPD/IPRA conference in January. It is a wellness program that focuses on the physical, emotional, spiritual, social, intellectual and environmental dimensions of wellness. Lori said that 70% of health issues are preventable; and by supporting this program, SWSRA should be able to reduce health care costs, etc. We could “go green” by getting a water cooler rather than drinking bottled water, etc. This could trickle down to our full time and part time staff as well as our clients.

J. SWSRA WILL PARTICIPATE IN THE “BE SAFE AT WORK & PLAY CAMPAIGN CHALLENGE”

Lori said that SWSRA is a little behind on this program. This program will go along with the NELB program. We need to get employees involved and encourage them to make the right choices in the areas of wellness as well as home and work safety.

K. PARENT’S SUPPORT GROUP

Although the speaker was excellent, we only had four people attend the last parent’s meeting. This month Senator Maloney will be the speaker at the February 16th meeting

L. www.swsra.com

Although Jennifer Belter was scheduled to take the board through a tour of our web site today, she was unable to do this since Blue Island Park District does not have a wireless network.

M. PDRMA SAFETY AWARD

We received a check from PDRMA in the amount of \$1,500 as our safety incentive award. There is a formula that we use to distribute some of this among employees. We are going to keep a little more of it in reserve this time.

ATTORNEY’S REPORT - None.

CORRESPONDENCE – All board members received a complimentary letter about Ryan Cortez. There was no signature, but we suspect that it was written by a part time staff. We just wish they had signed it.

COMMITTEE REPORTS

A. RECREATION - No report.

B. FINANCE

1. Approval of Bills & Payroll

Motion made by Director Sandusky to approve bills for the month of January, 2009 in the amount of \$24,361.91. Motion was seconded by Director DeBella. Roll was called with all Directors voting yes. The motion passed 7—0.

C. PLANNING & POLICY – No report

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D. PUBLIC RELATIONS - No report

OLD BUSINESS

NEW BUSINESS

ADJOURNMENT

Motion was made by Director Gleason to adjourn the meeting. Motion was seconded by Director DeBella. All Directors were in favor, none opposed. Meeting adjourned at 11:10 a.m.

Marge Cozzone, Corresponding Secretary

Austin Sandusky, Corporate Secretary