



Village of Elburn Parks Commission Strategic Plan Kick-Off Meeting

July 26, 2022 at 2:00 pm via Zoom

Join Zoom Meeting

<https://us02web.zoom.us/j/82438273223>

Meeting ID: 824 3827 3223

MINUTES

PRESENT: Alli Hoebing, NIU-CGS
Mel Henriksen, NIU-CGS
John Nevenhoven, Village Administrator
Dawn Kuefler, Parks Commissioner
Rob Reilley, Parks Commissioner
Dan Kolzow, Parks Commissioner
Jeff Walter, Village President

I. CALL TO ORDER at 2:03 p.m.

II. ESTABLISH MAIN POINT OF CONTACT

- John Nevenhoven, Village Administrator, jnevehoven@elburn.il.us

III. BACKGROUND

The Parks Commission was established five years ago assist in the management and future use planning of Village parks and recreational assets. As an outgrowth of the strategic planning process for the Village, it was determined that developing a strategic plan for the Parks Commission is the next step for the Commission to determine how to move forward given the growth of the community and needs of its residents. The Commission would like a more defined path forward for the Park Commission out of this process.

Some questions to consider: What does the community want? What do residents want? What is missing? NIU-CGS will send John all notes from correspondence and PowerPoint presentation from today's meeting since these are considered public meetings per FOIA. There was not a quorum present at the meeting today, which is not required since this meeting is only informational and there are no decisions being made at this stage.

IV. COMMUNITY OPINION SURVEY (NOT STATISTICALLY SIGNIFICANT)

- Objective: What do residents want regarding parks and recreation and what do they expect? How will parks and recreation be funded in the future? What
- Distribution of the survey will focus on current and future Elburn residents. For the residential developments happening now, the Commission can consider sending survey link to the sales office to send to future residents (if known).
- The survey will be an online survey via Survey Monkey.
- Timeline for survey:
 - i. NIU-CGS is aiming to have the survey out by Elburn Days August 19-21, 2022. NIU-CGS will work to get the draft to this Commission in the next couple of weeks and hopefully receive feedback in a timely manner.
 - ii. NIU-CGS will work to create a QR code and Village will provide an iPad at their booth at Elburn Days with the survey link and QR code handouts as needed.
- NIU-CGS will draft a press release for residents to announce the survey is forthcoming
- Survey will also ask residents if they are interested in participating in a focus group for the process.

II. BEST PRACTICES RESEARCH

- NIU-CGS will conduct best practices research about Park Districts vs. Park Commission vs. Parks Department. CGS may engage a park expert to inform discussions.

V. FOCUS GROUPS

1. Residents (cross-sectional, volunteers from survey)
2. Junior High/High School Residents (approx. 1 hr.)
 - John will reach out to school administration. Rob Reilley will assist.
3. Civic Institutions/Intergovernmental Groups – need to determine if other surrounding communities w/o park districts may be included in discussions

VI. INTERVIEWS

- Village Administrator (45-60 min.)
- Village President (45-60 min.)
- Park Commissioners – all virtual, via Zoom (30-min. each)
- Village Board of Trustees (30-min. each)
- Director of Public Works (30-45 min.)

VII. WORKSHOP (approx. 3 hr.)

- The strategic planning workshop will consist of a small working group (this Commission and Village administrative staff) coming together to discuss stakeholder feedback, best practices, identify strengths and weaknesses, opportunities, and challenges (SWOC), and develop goals and structure going forward
 - i. NIU-CGS will help this Commission refine these goals and rank/prioritize goals as needed.
- John noted the workshop should take place on a regularly scheduled meeting night (the third Tuesday of the month) at 6:00 p.m. Tentatively aiming for January 2023, location TBD.

VIII. ACTION PLANNING LAUNCH

- NIU-CGS returns to help operationalize the goals
 - Who does what? How are we going to pay for it? Which Departments are going to be involved and partner with the Commission to achieve these goals?

IX. NEXT STEPS

- NIU-CGS will create a full tentative schedule by narrowing down dates for focus groups, the workshop, and interviews.
- NIU-CGS will finalize the Community Input Survey questions to share with the Commission – aiming for August 19th for final version to be shared at Elburn Days.
- NIU-CGS will share schedule with John for review and approval.

X. ADJOURNMENT at 2:49 p.m.