

**MINUTES OF THE  
BOARD WORKSHOP  
OF THE  
BOARD OF PARK COMMISSIONERS  
SKOKIE PARK DISTRICT  
OCTOBER 9, 2018  
7:00 P.M.**

**ATTENDANCE AT MEETING**

Board Members Present: President Susan Aberman  
Vice-President Mike Reid  
Commissioner Khemarey Khoeun  
Commissioner Maureen Yanes

Staff Present: Executive Director/Secretary John V. Ohrlund  
Superintendent of Recreation and Facilities Michelle Tuft  
Marketing/Communications Manager Jim Bottorff  
Skatium Facility Manager Kurt von Helms  
Risk Management and Special Facilities Manager Scott Runkle  
Weber Center Facility Manager Emily Guynn  
Recreation Supervisor Breanne Labus

**CALL TO ORDER**

President Aberman called the Workshop of the Board of Park Commissioners to order at 7:00 p.m., followed by the recitation of the Pledge of Allegiance.

**REVIEW OF EDUCATIONAL/TRAINING**

Various educational sessions that staff and commissioners attended at the NRPA Congress in Indianapolis were discussed including:

- Innovative playgrounds including a tour of four playgrounds in Indianapolis and Carmel, Indiana. Discussed design decisions including design mistakes, park elements, financing and accessibility
- Inclusive/universal playgrounds for all abilities and disabilities including non-physical disabilities
- Lifeguard bystander effect and teaching lifeguard staff how to respond to emergencies
- Inclusion and equity related to aquatics programs, a new field of research
- Healthy eating and physical activity
- Promote what is great about your community and park (don't dwell on negatives)
- NRPA's CAPRA certification and how it differs from the Illinois distinguished accreditation program
- App from Carmel, IN which provides feedback from users, promotional opportunities, information, surveys, etc.
- Use of data and staff input to drive decisions
- Leading from the middle (level of management)
- Design glitches and building blunders; how to learn from mistakes others have made
- New recreation programs
- Supervising and empowering supervisors

- Invisible repellent paint that only shows up when wet (for messages and promotions)
- Spray park design; there are no national standards
- Setting and raising fees and charges
- Staff customer service training
- Onboarding of new staff (vs. orientation)
- Leadership and staff motivation
- Marketing boot camp: writing guidelines, metal banner signs, community input meetings at parks
- Gen-X characteristics and how to market to them

**ADJOURNMENT**

President Aberman adjourned the meeting at 8:21 p.m.

---

Susan Aberman  
President

---

John V. Ohrlund  
Secretary