

**PARK DISTRICT OF HIGHLAND PARK  
BOARD OF PARK COMMISSIONERS  
MINUTES OF WORKSHOP MEETING  
NOVEMBER 13, 2024**

The meeting was called to order at 6:00 p.m. President Bernstein.

**ROLL CALL**

**Present:** Commissioner Labrador, Commissioner Ruttenberg, Commissioner Grossberg, Vice President Freeman, President Bernstein

**Absent:** None

**Staff Present:** Executive Director Romes; Deputy Director Carr; Director Smith; Director Peters; Director Voss; Director Gogola; Director Hall; Director Baird; Assistant Director Soto; Manager Kutscheid; Manager Schwartz; Manager Ochs, Manager Lapin, Manager Nichols, Coordinator Hejnowski

**Guest:** None

**ADDITIONS TO THE AGENDA**

None.

**PUBLIC COMMENT FOR ITEMS ON THE AGENDA**

None.

**SPONSORSHIP PROGRAM REPORT**

Manager Lapin reported there is value for both the Park District of Highland Park and Businesses regarding sponsorship and advertising. However, it's all about sponsors and their needs, so the District needs to understand a business's budgeting process, sell manageable assets, and set pricing that reflects the market, neighboring facilities, communities, and competition.

He compared sponsorship revenue from 2020 through today. Since 2020, the District has worked with over 80 partners. All 30 partners from 2023 continued to work with the District in 2024 and allocate sponsor dollars. He is pleased to report that the average spend per partner rose 91% from \$1,889 in 2020 to \$3,618 in 2024. Furthermore, as of today, the District has generated \$181,915 in sponsorship revenue. He shared images of where you can find sponsorship advertising throughout the District's parks and facilities.

Lastly, he shared sponsorship and advertising plans for 2025, focusing on Club Pickle and Padel.

Commissioner Labrador reported that Manager Lapin is a significant contributor to sponsorship for the Parks Foundation.

**CONSTRUCTION PROJECT UPDATES**

***A. New Facility and Site Improvements at West Ridge Park***

Construction bids were released and are due November 19, 2024. Staff will review the bid results and provide a recommendation at the December Finance Committee Meeting, and request contract approval

from the Park Board of Commissioners at the December Workshop or Regular Meeting. Construction is anticipated to commence in March 2025.

***B. Club Pickle and Padel Facility Project***

Director Smith shared photos of construction occurring over the last couple of weeks. Highlights: electrical conduit is being installed, concrete footings are being laid for padel courts, retaining walls are being constructed, and asphaltting will occur next week.

***C. Recreation Center of Highland Park Construction updates***

Deputy Director Carr shared images of the Parking Lot Improvements project. He is pleased to report phase 1 improvements (east side of the lot) and phase 2 improvements (central part of the lot, facility vehicular turnaround, and vehicular access points from Park Avenue West) are complete. Currently, they are laying sod and installing electrical conduit for light poles. Light poles will be installed in December. In 2025, landscaping will occur, and the lighting controller and monument sign will be installed.

***D. Sunset Valley Golf Club Cart Path project***

Manager Ochs is pleased to report that all the cart paths have been replaced. The project began in 2022.

***E. Old Elm Playground Improvements project***

Manager Kutscheid reported that demolition, grading, and field restoration are complete. The playground installation has begun.

***F. Port Clinton Playground Improvements project***

Demolition is complete and playground equipment has been replaced.

***G. Sunset Woods Park Improvements project***

Asphalt paving for the site and framing for the bocce ball courts are complete. Concrete for the skate park will occur next week.

***H. Park Avenue Boating Facility North Beach Improvements project***

Concrete curbs and sidewalks, retaining walls, and overlook are complete. Piers for the boardwalk will be installed in December. Construction is anticipated to be completed in February of 2025.

**REVIEW OF VOUCHERS**

Commissioner Ruttenberg reported that he reviewed the vouchers and found no discrepancies.

**OTHER BUSINESS**

Executive Director Romes reported staff would like to provide a preview of the proposed process to update the GreenPrint Master Plan.

In 2025 the Park District has funds earmarked to update the GreenPrint Master Plan. Staff are recommending a comprehensive update through the next five years, so that a 10-year Master Plan can be developed in 2029. The District is issuing an RFP in November. Staff would like to hire a consultant in January. Project would start in February and staff would like to approve the updated five-year plan in July.

**OPEN TO THE PUBLIC TO ADDRESS THE BOARD**

None.

**CLOSED SESSION**

A motion was made by Commissioner Labrador, seconded by Commissioner Grossberg to adjourn into Closed Session for discussion of Section 2(c)5: the purchase or lease of real estate including discussion on whether a certain parcel of property should be acquired.

**Roll Call:**

**Aye:** Commissioner Labrador, Commissioner Ruttenberg, Commissioner Grossberg, Vice President Freeman, President Bernstein

**Nay:** None

**Absent:** None

**Abstain:**

**Motion Carried**

The meeting adjourned into Closed Session at 7:21 p.m.

The meeting was reconvened into Open Session at 7:37 p.m.

**ACTION FROM CLOSED SESSION IF ANY**

President Bernstein reported that the Park Board of Commissioners met in Closed Session under Section 2(c)5: the purchase or lease of real estate including discussion on whether a certain parcel of property should be acquired.

No action was taken.

**ADJOURNMENT**

A motion was made by Commissioner Ruttenberg and seconded by Commissioner Grossberg and approved by a unanimous vote. The Board Meeting adjourned at 7:38 p.m.

Respectfully submitted,

*Roxanne Hejnowski*

Roxanne Hejnowski, Assistant Secretary