

Wildwood Park District
Committee of the Whole Meeting
September 23, 2015

President Richards called the Committee Meeting to order at 6:00pm to discuss the Strategic Plan.

The board began discussion with the intent of setting approximately 5 goals to attain in three to five years or five to seven years.

Homework for next budget meeting, October 19th at 6:00 is to think about what our new goal of reserve is after much money was depleted due to the tornado. Goal was \$50,000.00 by 2020.

President Richards shared information regarding our submission of the grant.

President Richards asked when we would be able to get the survey questions out to the public. There are 125 on the newsletter email list and the park district has many more in the user program.

Commissioner VanErden said that the goal is to obtain 50% of all residents email by 2020. With approximately 1700 households, the goal is 850 emails. Buying addresses was brought up.

President Richards feels that his main overall goal is to get the community involved and get them to know what the district is all about.

Signage and QR codes were also discussed along with a link on the website to sign-up for the email newsletter. There are challenges of QR codes on signage along roads but good in parks.

Getting the word out is important so we can find out what people really want.

Director Jekot talked about how many users the district has. Efforts could be consolidated to get information out to community members and possibly create a community wide event that produces identity.

Goal discussed is to build community and identity (brand awareness) and email is only one component of this goal. There needs to be several ways to get to this goal.

The board needs to build top line goals and then work down.

Ideas:

- A. Attaining \$50,000.00 in Reserve by 2020.
- B. Build Brand Awareness/Marketing.

Reaching people through ongoing post cards was discussed to see if people want to constantly be aware of what is happening. The idea of people wanting community involvement and not wanting community involvement was discussed.

Instead of mailings, hand delivery was mentioned.

A discussion of the different types of populations that are served was discussed.

A Town Hall Meeting in January will be further explored. Director Jekot will contact State Bank of the Lakes and the Warren Township Center for meeting room availability.

Survey questions will go out to email lists in October.

After getting resident input, we can work to better establish the goals.

We could establish some goals and then see how they are received. There will be some limitations with survey results.

The committee meeting adjourned at 7:45pm.