

**Wildwood Park District
Regular Board Meeting
Monday, June 21, 2021
7:00pm – Regular Board Meeting**

Due to the COVID-19 pandemic and state guidelines/restrictions, this meeting will be held virtually through Microsoft Teams. All are welcome, but for security reasons, the link to the meeting is available by emailing the Park District Manager Brandon Magnini at bmagnini@wildwoodparkdistrict.com or calling 224-723-2795. Public Comments are welcomed and encouraged. Public Comments should be emailed to bmagnini@wildwoodparkdistrict.com and contain the following information:

- *Name
- *Street Address (Optional)
- *City, State (Optional)
- *Phone (Optional)
- *Organization, agency, etc. being represented. (If representing yourself, put "Self")
- *Topic or Agenda Item Number followed by Public Comment

AGENDA

- I. Call to Order - Pledge of Allegiance**
- II. Roll Call**
- III. Approval of Agenda – Regular Board Meeting – Monday, June 21st, 2021.**
- IV. Approval of Minutes**
 - A. Minutes of the Regular Board Meeting – Monday, May 24th, 2021**
 - B. Minutes of the Budget and Appropriation Hearing – Monday, May 24th, 2021**
- V. Public Comment**

(Anyone that would like to address the board may do so at this point in the meeting, or you may email your comments to bmagnini@wildwoodparkdistrict.com before 6:45pm the day of the meeting. You may also call (224) 723-2795 during the Public Comment section of the meeting. All emails will be addressed during the Public Comment section of the meeting.
- VI. Financial Report**
- VII. WSRA**
- VIII. GLCC Report**
- IX. Valley Lake Report**
- X. Staff Reports**
 - A. Recreation/Administration**
 - B. Maintenance**
 - C. Marketing/Promotions**
 - D. Park Safety**
- XI. Unfinished Business**
 - A. Valley Lake Drain/Monitoring**
- XII. New Business**
 - A. Approval of Lawn Doctor Quote Weed Spraying and Fertilization at Rule and Willow Point Parks**
 - B. Military Veteran Boat Key Sales Discount and Revisiting Boat Launch Access Fee for Non-Residents Who Reside Across Lake**
- XIII. Public Comment**
- XIV. Executive Session**
 - A. Personnel 5 ILCS 120/2(c)(1)**

XV. Adjournment

The Wildwood Park District welcomes the opportunity to assist residents and visitors with disabilities. If you need special accommodations for this meeting, please call 847-223-7275 or email info@wildwoodparkdistrict.com.

**Wildwood Park District
Regular Board Meeting
Monday, May 24th, 2021, at 7:15pm**

Due to the COVID-19 pandemic and state guidelines/restrictions, this meeting was held virtually through Microsoft Teams. All are welcome, but for security reasons, the link to the meeting is available by emailing the Park District Manager Brandon Magnini at bmagnini@wildwoodparkdistrict.com or calling 224-723-2795. Public Comments are welcomed and encouraged. Public Comments should be emailed to bmagnini@wildwoodparkdistrict.com and contain the following information:

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Minutes

- I. **Call to Order:** The meeting was called to order at 7:15pm. The Pledge of Allegiance was recited.
- II. **Roll Call:**
Present: Commissioners Anna Nelson, Matt Brueck, Becky Jante, Dan Corrigan.
Absent:

Park District Staff Present: Brandon Magnini, Park District Manager; Katherine Atkins, Accountant
- III. **Approval of Agenda – Regular Board Meeting – Monday, May 24th, 2021**
Commissioner Nelson moved to approve the agenda including adding under New Business Item B “Nomination of Officers” the appointment of the Board’s GLCC, WSRA, FOIA Officer, ADA Compliance Officer, and Attorney for the FY 21-22. Commissioner Brueck seconded the motion. Roll Call: Anna Nelson, aye, Matt Brueck, aye, Dan Corrigan, aye, Becky Jante, aye. All in favor, motion carried.
- IV. **Approval of Minutes**
A. Minutes of the Regular Board Meeting Monday, April 19th, 2021 - Commissioner Nelson moved to approve the minutes of the Regular Board Meeting of Monday April 19th, 2021, with the correction of Commissioner Brueck seconding the motion made under item VI “Financial Report” accepting the financial report for that meeting and NOT Commissioner Nelson. Commissioner Brueck seconded the motion. Roll Call: Anna Nelson, aye, Matt Brueck, aye, Dan Corrigan, aye, Becky Jante, aye. All in favor, motion carried.
- V. **Public Comment**
- Frank Bruno was present.
- VI. **Financial Report**
The Financial Report was read. Discussion. Commissioner Nelson waited to hold off on approving the Financial Report with a motion until item C “Recreation Fund Reallocation” under New Business was completed.

VII. WSRA

Commissioner Nelson stated the meeting was held May 10th. Susan Markie of the WSRA Board resigned and will no longer be in that position due to a family move. Commissioner Nelson spoke her praises and said she will be greatly missed. The budget and summer programs were reviewed especially in the wake of COVID restrictions being lifted. Discussion. The WSRA 2021 Budget was approved. The open Executive Director position for WSRA has been whittled down to the last candidates. At the June Board Meeting, Commissioner Nelson will be able to share with the Board the results of that job search. The next WSRA meeting will be July 12th.

VIII. GLCC

Park District Manager Brandon Magnini and Commissioner Brueck stated the GLCC Carp Fishing Derby will be held Saturday, June 5th at Willow Point Park. The March meeting minutes for GLCC were included in this board packet along with preliminary charts and treatment zones for Clarke on Gages Lake approved by GLCC. May minutes for the GLCC meeting will be forthcoming. Discussion.

IX. Valley Lake Report

Park District Manager Brandon Magnini included the May 10th Valley Lake Committee meeting minutes in this packet for review. Lake County Health Department will be coming out each Mondays in the summer for beach/lake testing. Clarke Aquatics came out for the season and will continue to come and treat the lake bi-weekly. He will be meeting with Jennifer Biancalana of Clarke on Friday the 28th of May to go over Clarke's aquatic mapping and water/sediment testing results of Valley Lake.

X. Staff Reports

A. Recreation

The Recreation Report was read. Discussion.

B. Maintenance

The Maintenance Report was read. Discussion.

C. Marketing/Promotions

The Marketing/Promotions Report was read. Discussion.

D. Park Safety:

Park Safety is being run by Park District Manager Brandon Magnini. Discussion.

XI. Unfinished Business

A. Valley Lake Drain/Monitoring

Commissioner Jante had no further information at this time. Warren Township Highway Department is still waiting to hear from down state with how funds are going to be allocated to the specific agencies for this project to start.

XII. New Business

A. Swearing in of New Commissioner Frank Bruno

Frank Bruno recited the Oath of Office.

B. Nomination of Officers

Commissioner Nelson made a motion to keep President Becky Jante, Vice President Matt Brueck, and Treasurer Anna Nelson in the same positions for FY 21-22 as they were previous year. Commissioner Corrigan seconded the motion. Roll Call: Anna Nelson aye, Matt Brueck aye, Dan Corrigan aye, Becky Jante, aye, Frank Bruno, aye. All in favor, motion carried. Commissioner Nelson made a motion to remain the Board's liaison and Board Member for

WSRA. Commissioner Nelson seconded the motion. Roll Call: Anna Nelson, aye, Becky Jante, aye, Matt Brueck, aye, Dan Corrigan, aye Frank Bruno, aye. All in favor, motion carried. Commissioner Brueck made a motion to remain the Board's liaison to the GLCC. Commissioner Nelson seconded the motion. Roll Call: Anna Nelson, aye, Matt Brueck, aye, Becky Jante, aye, Dan Corrigan, aye, Frank Bruno aye. All in favor, motion carries. Commissioner Nelson made a motion to retain Ancel and Glink for the District's legal counsel for FY 2021-2022. Commissioner Brueck seconded the motion. Roll Call: Anna Nelson aye, Becky Jante, aye, Frank Bruno, aye, Dan Corrigan, aye, Matt Brueck, aye. All in favor, motion carried. Commissioner Brueck moved to nominate Park District Manager Brandon Magnini as Board Secretary. Commissioner Nelson seconded the motion. Roll Call: Anna Nelson, aye, Becky Jante, aye, Matt Brueck, aye, Dan Corrigan, aye, Frank Bruno, aye. All in favor, motion carried. Commissioner Corrigan stated that he would act as liaison to the Valley Lake Committee and attend their meetings as often as possible even though they are not an official committee of the Board. Commissioner Brueck made a motion to designate Park District Manager Brandon Magnini the WSRA liaison for Anna Nelson to WSRA from Wildwood Park District if Commissioner Nelson is unavailable to attend. Commissioner Nelson seconded the motion. Roll Call: Anna Nelson, aye, Frank Bruno, aye, Matt Brueck, aye, Dan Corrigan, aye, Becky Jante, aye. All in favor, motion carried. Commissioner Nelson made a motion to appoint Park District Brandon Magnini to be the District's FOIA and ADA Officer for the FY 21-22 year. Commissioner Brueck seconded the motion. Roll Call: Anna Nelson, aye, Matt Brueck, aye, Becky Jante, aye, Dan Corrigan, aye, Frank Bruno, aye. All in favor, motion carried.

C. Recreation Fund Reallocation

Commissioner Nelson made a motion to recommend that \$8,000.00 of the \$10,968.00 available at least with balance of \$2,960.66 from the General Fund to the Recreation Fund to the Audit Fund as of 4/30/2021. Commissioner Brueck seconded the motion. Roll Call: Anna Nelson aye, Matt Brueck aye, Frank Bruno aye, Dan Corrigan aye, Becky Jante, aye. All in favor, motion carried. Commissioner Nelson moved to accept the Financial Report. Commissioner Corrigan seconded the motion. Roll Call: Anna Nelson aye, Frank Bruno, aye, Becky Jante, aye, Matt Brueck, aye, Dan Corrigan, aye. All in favor, motion carried.

D. FY 2021-2022 Budget and Appropriation Ordinance for Approval

Commissioner Nelson made a motion to accept the FY 2021-2022 Budget and Appropriation Ordinance #21-05-01. Commissioner Brueck seconded the motion. Roll Call: Anna Nelson, aye, Matt Brueck, aye, Frank Bruno, aye, Dan Corrigan, aye, Dan Corrigan, aye. All in favor, motion carries.

XIII. Public Comment

- None

XIV. Executive Session

A. Personnel 5 ILCS 120/2(c)(1)

XVI. Adjournment

Commissioner Brueck moved to adjourn the Regular Board Meeting of Monday, May 24th, 2021. Commissioner Nelson seconded the motion. Roll Call: Anna Nelson, aye, Matt Brueck, aye, Dan Corrigan, aye, Frank Bruno, aye, Becky Jante, aye. All in favor, motion carried. Meeting adjourned at 8:03pm.

Secretary
Board of Park Commissioners

President
Board of Park Commissioners

Date

Date

**Wildwood Park District
Budget & Appropriation Hearing
Monday, May 24th, 2021, at 7:00pm**

Due to the COVID-19 pandemic and state guidelines/restrictions, this meeting was held virtually through Microsoft Teams. All are welcome, but for security reasons, the link to the meeting is available by emailing the Park District Manager Brandon Magnini at bmagnini@wildwoodparkdistrict.com or calling 224-723-2795. Public Comments are welcomed and encouraged. Public Comments should be emailed to bmagnini@wildwoodparkdistrict.com and contain the following information:

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Minutes

- I. **Call to Order:** The hearing was called to order at 7:00pm. The Pledge of Allegiance was recited.

- II. **Roll Call**
Present: Commissioners Becky Jante, Matt Brueck, Anna Nelson, Dan Corrigan

Absent: None

Park District Staff Present: Park District Manager Brandon Magnini and Accountant Kathy Atkins.

- III. **Public Comment:** None

- IV. **Approval of Agenda Budget and Appropriation Ordinance Hearing for FY 2021-2022 Monday, May 24th, 2021:**
Commissioner Nelson made a motion to approve the Agenda for the Budget and Appropriation Hearing for FY 2021-2022 for Monday, May 24th, 2021. Commissioner Corrigan seconded the motion. Roll Call: Anna Nelson, aye, Becky Jante, aye, Matt Brueck aye, Dan Corrigan, aye. All in favor, motion carried.

Park District Manager Brandon Magnini stated the purpose of the hearing is to receive comments from the public on the proposed budget and appropriation ordinance. The ordinance was prepared in tentative form and made available to the public for at least 30 days prior to tonight's meeting and notice was published in the Daily Herald.

- V. **Adjournment:** Commissioner Nelson motioned, seconded by Commissioner Corrigan to adjourn the Hearing at 7:03pm. Roll Call: Anna Nelson, aye, Matt Brueck, aye, Becky Jante, aye, Dan Corrigan, aye. All in favor, motion carried. Meeting adjourned at 7:03pm.

Secretary
Board of Park Commissioners

Date

President
Board of Park Commissioners

Date

Wildwood Park District
Recreation/Administration Report
June 21, 2021

1. Opened up Fall 2021 preschool enrollment and have 3 kids signed up thus far.
2. Working with Michelle on planning Harvest Fest Event at Rule for 10/2/2021. More details to come, but we will be including food trucks, pony show/petting zoo, magic show/face painting/balloon animals, local breweries, multiple live music acts, antique car show, apple and corn sales, artisan/craft tables, and much more! We have already been receiving agreements and contracts for vendors and booking key event sponsors with a financial commitment to paying the Park District for exposure and premium sponsorship for the event.
3. Beginning planning food trucks for end of Fall/Christmas in the Park event.
4. Next Special Event is the Blues Soi-ree Concert/Mardi Gras event taking place at Willow Point Park on Friday, July 25th. We will have a food truck, live music on the lake, and a Mardi Gras theme and décor for everyone.
5. Ran Movie in the Park event on 6/11. We had a food truck, bounce house, games, giveaways, and concessions available for families before the movie began. We watched "The Emperor's New Groove" on the big screen outside. In total, we estimated between 60-70 attendees.
6. Marketing Coordinator Michaela Matthys helped the GLCC run the Carp Fishing Derby at Willow on 6/5. She captured some great pictures and it seemed like a nice turnout with some good catches.
7. Boat Key and Decal Sales continue to go well. We have sold 128 keys and 24 extra decals for a total of \$12,280.00 since April 1 – about \$4,000.00 more in revenue from last month.
8. Pavilion Rentals: 19 at Willow, 7 at Sunset since April 1 for a grand total of \$1,100.00 (increase of \$500 in revenue from last month).
9. Daily Parking, Non-Resident Parking, and Permits since April 1: \$362.00 (includes extra parking for pavilion renters).
10. Camp Fees (Revenue) since May 1: \$21,172.00. 54 campers enrolled total thus far across all camps. Camps have been going well so far. We will have a reptile show in July and other fun events to come.
11. Swim Lesson Fees (Revenue) since May 1: \$9,331.00. All sessions are full with 40 enrolled for Session 1.
12. Aqua Guard Lifeguard company is working out quite well so far for guarding our beaches during camp swim. I will be looking to purchase some newer lifeguard/lifeguard bench supplies (rescue tube, etc.) to replace old, broken ones.
13. Children's Class Fees (Revenue) since May 1: \$1,598.00. Intro to T-Ball, Tot Soccer, and Youth Fishing all have 9, 12, and 8 kids enrolled respectively.
14. Tropical Chill Ice Cream Food Truck came out again to Rule on 6/11 as part of our Movie in the Park event. They were successful with over \$300.00 in sales. Next food truck will be the "Daily Special" on June 25th at Willow for our Blues Soi-ree event.
15. Keeping up to date on updated vendor Certificates of Insurance, W-9's, invoices, and contracts.
16. Set up new Commissioner Frank Bruno with his email, office orientation, and District manuals.

Wildwood Park District
Recreation/Administration Report

June 21, 2021

17. Continuing dispersal of 2021-2022 resident parking stickers at the office. Park Safety methods are effective and get people to come in the office right away when they receive warning flyers.
18. Routine administrative tasks such as sorting through bills, depositing funds, and assisting Kathy with various financial tasks including finishing the very last pieces of the Audit in mid-June.
19. Sent approved 2021-2022 Budget to County.
20. Directing Park Safety and Boat Ramp monitor staff throughout the weeks.
21. Worked with Clarke Aquatics and Lake County Health Department to handle Valley Lake/Gages Lake questions and issues throughout the season thus far.
22. Directed Maintenance Staff to complete monthly building and playground inspections.
23. Insured new UTV Kawasaki Mule through PDRMA. Working on getting the Title.
24. Had preliminary meetings with Weblinx (new website company) to help them design our new website homepage and functionality in phase one of project.
25. Planning on beginning quoting process for new playground swing equipment at Pebble Beach Park.

Wildwood Park District

Maintenance Report

June 21, 2021

1. Ongoing park garbage control and maintenance.
2. Routine maintenance and upkeep of equipment.
3. Clean Rule bathrooms and office spaces as needed - re-stock paper towels and soap.
4. Wash trucks and equipment.
5. Replaced spark plugs, fuel filter/element, did oil change, and general upkeep for Gator. Will replace balding front tires as soon as possible.
6. Obtained (for free) 5-piece metal pier from Wildwood resident with metal base legs and wooden boards. Storing at Maintenance Facility for potential future use at park(s).
7. Drove to Clark Powersports in Wisconsin and executed purchase of Kawasaki Mule UTV for \$9,048.80. Maintenance and Park Safety Staff have made great use of vehicle already. Park District Manager used it for Movie in the Park event on 6/11.
8. Dug out garage door at Rule storage garage and confirmed the garage door locks with existing key and switch system. Garage will be totally vacuummed out and WD-40 will be added to lock system. Park District Manager will make duplicate keys for garage and move Park Safety headquarters to garage right away.
9. Added brand-new red mulch to areas/flower beds surrounding Rule House, Boulder Park signboard, Cove Park tree bases, Sunset Park tree bases, and Willow Point Park memorial flagpole area.
10. Assisted Park District Manager in set-up and takedown of Movie in the Park event 6/11.
11. Park and playground inspections, corrective actions as needed.
12. Building inspections conducted monthly.
13. Routine raking of beaches, removal of seaweed/debris on beaches and boat ramps.
14. Added brand new mulch for Rule Park Gaga Pit and leaf blew the area. Contracted pest company to eliminate ants in pit.
15. Maintaining water and care for donated trees.
16. Lawn Doctor treatment (weed killing and fertilization) was completed at Rule on 6/15 and Willow 6/10.
17. Remaining porta potties were delivered to Sunset, Pebble, and Valley Lake South Memorial Day weekend.
18. Completed Rule House plumbing leak project. Duane Blanton plumbing dug, found the leak, and replaced the affected piping and filled in the hole. Maintenance Team flattened dirt, added peat moss, and new grass is growing over spot. Total project cost \$5,150.00.
19. Removing brush and debris from parks when needed.
20. Adjusted loose swim buoy at Sunset Beach Park.
21. Completely weeded, cleaned out, and beautified large flower/plant bed in middle of Rule parking lot.
22. Planted Hostas at Rule Park "side library" flower bed, and side program entrance deck.
23. Planted marigolds, geraniums, hostas, petunias, and other annuals around Rule House, Willow Point Park, Sunset Beach Park, and Boulder Park signboard flower beds and common areas.
24. Striped baselines and batter's boxes at both Willow Point and Twin Lakes baseball backstops for T-Ball program and general public use.
25. Working with Wildwood resident volunteer(s) to plan flower plantings and more beautification of parks for next season as well as end of this season.
26. Have been mowing parks throughout month of May/June. Weed whipping where necessary.

Wildwood Park District

Maintenance Report

June 21, 2021

27. Warren Township Highway Department installed new "Park Exit" sign at Rule Ct. and will put back up the "Drive like Your Kids Live Here" sign as well.
28. Maintaining watering schedule at Butterfly Garden, Rule flowers, and all flower beds around parks. Hooked up hoses for the season at Rule.
29. Handling signage and cleanup for weekend pavilion rentals.
30. Clarke has continued to treat as necessary on a bi-weekly basis Valley Lake and provide reports.
31. Lucas Piers installed the Sunset Beach Park temporary piers before Memorial Day weekend.
32. Was able to recruit Max Campbell back to Maintenance Team for couple days a week this year as well as hiring a 5th seasonal maintenance staff person starting in early June.
33. Permanently chained down to the ground Sunset Beach Park picnic benches that were target of prior vandalism and tossed into lake.
34. Installed two motion sensing lights at Sunset Beach Park (one under Pavilion, one on park entrance sign illuminating the playground).
35. Continued planning for Sunset Beach Park gravel trailer parking project.
36. Will begin conducting park grill inventory throughout parks in June to determine District grill replacement/maintenance needs for future.

Wildwood Park District
Marketing Report
June 16, 2021

1. Maintaining desktop and mobile pages of website
2. Keep the website updated with current programs and information
3. Put updated pictures of parks onto website
4. Marketed GO Wildwood, Gages Lake Carp Derby, Movie in the Park on Facebook, Instagram and Nextdoor and had a great turn out to all events
5. Created flyers for more events and programs, specifically programs that have low enrollment
6. Put out monthly flyers with all programs and events for that month
7. Pushing upcoming programs on Facebook
8. Facebook stats for last month:
 - Engagement: Down 4% at 1,306 people total
 - Page Likes: 24 new from May 19th -up 50%
 - Page Views: up 43%
 - Post Reach: up 65%-2,681 people
 - Page Followers: up 41%-24 new
9. Post upcoming events and programs on Instagram
10. Instagram numbers:
 - Reached 73 accounts in the last month (up 30.3%)
 - Content interactions: 28 (up 27.2%)
 - 117 total followers (up 3.5%)
11. Adding photos of events on Facebook and Instagram
12. Created a Twitter and have made some tweets
13. Working with Michelle planning summer/fall events
14. Currently working on the Harvest Festival with Michelle
15. Put out food truck flyers monthly
16. Added a food truck page to website and continue to keep information up to date
17. Creating food truck events on Facebook-response has been great
18. Sponsorship research for events
19. Created a Marketing Master Plan
20. Working on new website with Brandon
21. Continue to update Boulder Park sign with upcoming events and programs
22. Taking new cohesive headshots of commissioners for new website

Wildwood Park District Marketing Plan

Overview

Wildwood Park District's main marketing priority is to get the word out about our programs, events and the park district as a whole to maximize attendance and community engagement. Following the master plan will optimize the outcome of our programs and events and create a better sense of community throughout Wildwood. Building a positive relationship with the Wildwood community and the communities nearby will encourage residents and visitors to participate more and create a strong camaraderie between the residents and the park district.

Marketing toward targeted audiences for specific programs and events is done through our several marketing strategies listed below. Following these strategies consistently will create a brand for the park district that people will begin to recognize and associate with the park district. Having a brand that people associate with the park district will make the park district distinguishable and recognizable which will set us apart from other park districts. Things that people will associate with the Park District are: Events (ex: Apple Fest), our colors (ex: green), social media posts ("theme"), etc.

The Marketing Coordinator's responsibility is to market the Park District and the programs and events as well. The marketing strategies that the Marketing Coordinator comes up with should be approved by the Park District Manager but overall, all marketing should be done by the Marketing Coordinator and follow Master Plan. Having a master plan outline the Park District's marketing strategy and an overall plan will help train others to become familiar with the marketing process in the situation someone other than the Marketing Coordinator or Park District Manager needs to promote something.

Goals and Objectives

- Our objective is to have a marketing plan in place that is consistent throughout the whole year.
 - All programs and events will have a consistent way to be advertise and marketed so targeted audiences and others are made aware of what is going on in the park district.
 - Having common knowledge of the marketing plan is important for all employees who work in the marketing or events area for the park district.
- Marketing plan is well known and followed all by employees who work in the area of marketing and advertising our programs.
 - Being familiar with the marketing plan and policies will ensure consistency throughout all marketing areas no matter who is doing it
 - Being familiar is also important so employees feel comfortable and are aware with how things are done-should anyone have to assist or answer questions

- Marketing Coordinator is responsible for maintaining the marketing plan and updating/changing it when it is necessary
- The Marketing Coordinator is responsible for all marketing and advertisement for the Park District
 - Any marketing suggestions or ideas must be run through the Marketing Coordinator and Park District Manager
- Communicate with residents to make sure programs and events that are offered are what the residents want
 - Target the likely audience or specific groups
 - Use Facebook and other social media platforms to get the program and events out there and ensure the target audience sees them (Instagram, Nextdoor, Twitter)
 - Use Survey Monkey to create surveys that residents can use to make suggestions and get their feedback on what they would like the park district to offer. Also send surveys out after events/programs to get feedback on what the residents thought about the event/program
- Encourage participation in park district events and to use the park district resources
 - At events and programs include incentives such as prizes or
 - Early registration price incentives
 - Post multiple times about upcoming programs and events on social media leading up to the day
 - Post consistently on all forms of social media
 - Showcase the different resources our park district has to offer that residents can utilize
- Inform residents and visitors about the resources our parks have and how beneficial it can be to utilize them
 - Use social media, flyers and newsletters to share information that pertains to the parks and benefits
 - Interact with residents and visitors in person and speak about the benefits of the parks and how to best utilize the resources that are provided and available at each of the parks
 - Front desk workers should have knowledge of upcoming programs and events and inform and encourage residents/visitors about them whenever they come into the office
- Build and maintain a relationship with the community that is positive and heightens the park district programs, events and resources
 - Maintaining a relationship with the community gives the park district a positive review and helps appear approachable for residents and visitors
 - Working with local businesses helps grow a community relationship between park district and local businesses
 - Extend invitations to local vendors and businesses to set up booths at programs/events
 - Set up our own booth at local community events if invited

- Create a brand that is recognizable and approachable
 - Consistency is key so Park District can be recognized and known for brand that was created
 - Park District colors need to be chosen and stay consistent to stay recognizable
 - Green or Navy?
 - Both can be used but Navy will then need be incorporated more than just staff shirts
 - Logo on promotional items
 - “Theme” with pictures posted on socials
 - Edited similarly
 - Logo watermarked in corner
 - Consistency throughout all posts

Marketing Strategies

- Social Media
 - Social media posts and interactions are created and managed by the Marketing Coordinator
 - If Marketing Manager is out, the responsibility is the Park District Manager
 - Advertise events and programs on all forms of social media. Including Facebook, Instagram, Twitter, Nextdoor
 - Interact with social media users who may contact us or comment on any posts. Respond in a timely order to comments or messages
 - Create events on Facebook 2 weeks before event takes place to give users ample time to know about the event
 - Post flyers on all forms of social media to market programs and events
- Newsletters
 - Send out the Monday before the new month
 - Emailed out to publicize upcoming events and programs
 - Newsletters are created by Marketing Coordinator or the Park District Manager and must be approved before emailing out
- Monthly Reports
 - Create a monthly report if needed of Marketing strategies and statistics of marketing efforts to share with board
 - Highlight program/event accomplishments to see difference between the way programs/events were advertised or marketed.
 - Document ways that each program/event were marketed and advertised
 - Pay attention to trends and which ways of marketing has the most interaction
- Flyers
 - Marketing Coordinator creates flyers for programs and events and Park District Manager approves them
 - Flyers are created to advertise specific events and programs and are attention grabbing to get the word out

- Flyers are posted at parks, handed out to target audience, at front in the office for people to grab when they come in, posted on Facebook, Instagram, Twitter and Nextdoor and posted at other strategic places for target audience to see them such as local businesses, recreation centers, schools, etc.
- Flyer's need be approved by Marketing Coordinator or whoever created the flyer before being handed out
- Marketing Coordinator and Park District Manager have final say on what information goes onto the flyer
- Website
 - Website is managed by the Marketing Coordinator and Park District Manager
 - Up to date information is consistently being monitored and managed on website by Marketing Coordinator
 - Park District Manager approves website content
 - Only Marketing Coordinator and Park District Manager should have ability to edit website
 - The less amount of people editing website will keep consistency in workload, information and the aesthetic of website
 - Registration for events/programs is easy to navigate and find on website
 - Currently (May 2021) in the process of switching website hosts
- Community Partnerships
 - Promote local businesses (through donations or sponsorships)
 - Work with businesses for sponsorship opportunities with specific programs and events
 - Work with other businesses to include incentives from their business at our events to help promote and support them (ex: t-shirt, gift card, vouchers)
- Paid Advertising
 - Facebook "boost" option on bigger events to help promote it more and make sure the max amount of people are made aware of the program/event
 - Promotional Items ordered from Overture with our logo on it to hand out at events/programs
 - Promotional items with our logo on it that residents and visitors can purchase at events/programs
 - Corrugated plastic signs ordered from Overture with event names to advertise upcoming events
 - Newspaper advertisement of our upcoming programs and events to reach a bigger audience

Breakdown, Targeting and Positioning

- Breakdown
 - The following is a breakdown of the population
 - Adults interested in activities for their children
 - Adults interested in adult activities
 - Longtime Wildwood residents
 - Outdoor enthusiasts

- Those who are interested in arts and cultural activities
 - Those who are interested in local trails and water
 - People who are new to Wildwood
- Targeting
 - Based off of our surveys that are sent out to community members and the turnout at our programs and events along with word of mouth passed on by residents, these are who should be focused on targeting through our marketing materials:
 - People who are new to Wildwood
 - Families with children
 - Adults who enjoy being outside
 - Outdoor enthusiasts
 - Those interested in art and cultural activities
 - Those interested in local trails and water
- Positioning
 - Social Media
 - Use specific social media networks and be consistent with posting
 - Post pictures from each event and program following the event
 - Tag people and places in posts
 - Send out reminders of upcoming programs and events to keep people in the loop
 - Be consistent with all posting on all social media
 - Partnerships
 - Work with local vendors or businesses for sponsorships
 - Work with local newspapers to help get the word out to target audience
 - Create a friendly relationship with other nearby communities
 - Create a relationship with local vendors or businesses that may allow us to promote our programs and events

Training

- For our marketing plan and strategies to be the most effective staff needs to be trained on the following:
 - How to post on Social Media
 - Staff is up to date on all upcoming programs and events and can talk about them with residents or visitors openly
 - How to determine photo opportunities and how to accurately showcase our programs and events within the picture to the best of the ability
 - How to figure out what information should be featured on flyers, newsletters etc. Whatever information is the most important that should be showcased on flyer
 - How to edit website while keeping the consistency throughout
 - Employees all should know and follow the style guide of the website



Lawn Doctor McHenry County, Lake County, and Southern Wisconsin, Inc
P.O. Box 1233 McHenry, IL 60051 Phone: (815) 728-0600

Wednesday, June 02, 2021

Wildwood Park District
Attn: Brandon Magini

RE: Proposal for Wildwood Park District 2021

Dear Brandon,

Thank you for providing our company with the opportunity to bid the turf fertilization for 2021. Below, please find a breakdown of the treatment options we provide. The Proposal is per application, we do recommend at least three applications in order to see marked results.

1. Willow Point Park (33666 N. Cove Rd. Grayslake, IL 60030)

a. Weed Control ONLY \$476/Application (Rounds Remaining for the Season-4)

Round 3 x Round 4 x Round 5 Round 6

(Please mark which rounds you would like service)

 2 (Rounds) X \$476/Application = \$952.00 (Total For Season)

2. Rule Park (33325 N. Sears Blvd. Grayslake, IL 60030)

a. Fertilizer and Weed Control \$478/Application (Rounds Remaining for the Season-4)

Round 3 x Round 4 x Round 5 Round 6

(Please mark which rounds you would like service)

 2 (Rounds) X \$478/Application = \$956.00 (Total For Season)

Our Treatment Schedule is as follows:

Round 3 (June-July) Fertilizer (24-0-4) and Broadleaf Weed Control, spot treatment of weeds.

Round 4 (July-August) Fertilizer (24-0-4) and Broadleaf Weed Control, spot treatment of weeds.

Round 5 (August-September) Fertilizer (24-0-4) and Broadleaf Weed Control, spot treatment of weeds.

Round 6 (October-November) Fertilizer (24-0-4) and Defendor used to protect your lawn from broadleaf weeds in the coming season.

** We offer Free Weed Callbacks, within 30 days of each Weed Control application!

Acceptance of Proposal-please check over selections above, they will be entered exactly as marked. Please sign below with your acceptance of the above proposal and selections for the 2021 Season. If you would like to make changes in the future to the above schedule, changes must be submitted in writing by appropriate personnel. Please do not hesitate to contact our office with any questions or concerns.

Brandon Magini

(Print Name)

Brandon Magini

(Signature)

 06 / 03 / 2021
(Date)

Subject: Lawn Doctor Round Lake-Grayslake | New Service Confirmation
Date: Thursday, June 3, 2021 at 10:18:03 AM Central Daylight Time
From: Lawn Doctor Round Lake-Grayslake <Group992@lawndocor.com>
To: Brandon Magnini <bmagnini@wildwoodparkdistrict.com>

Prepay Today and Get a Total of \$152.96 Off in Savings!
Is this email not displaying correctly? View this email as a [web page](#).



New Service Confirmation
▶ Pre-Pay Now and Save!

Account No: 1602

▶ Manage My Account ▶ Signup for AutoPay ▶ Contact Us

Thank you for choosing us...

The management team would like to thank you for your business. We are very proud of our employees and quality of service they provide. Add the highest quality products and a great system and we are confident that we will provide superb results for you to enjoy.

In an effort to support the Green Industry, we are utilizing paperless billing. Please make sure to go online to LawnDoctor.com and create your Customer Account. Here you can view invoices, make changes to your services, sign up for auto-pay or make payments online, and much much more! You will still receive a flag after each service, however you will receive your invoice by email.

Below is a confirmation of services ordered. We offer many payment options for your convenience. You can prepay for services by calling our office or manage your account online on our customer web site.

Again, thank you for allowing us to service your property. **Pre-Pay Cancellation Policy-Prepay cancellations must be made within 30 days of payment in order to receive a full refund.**

Sincerely,

Customer Service
(815) 728-0600
CustomerService@lawndrmchenry.com
<http://www.lawndocor.com/customer>

Service Address:

Wildwood Park District
33325 N Sears Blvd
Grayslake, IL 60030

Billing Address:

Wildwood Park District
33325 Sears Blvd
Grayslake, IL 60030

Summary of New Services