

BOARD OF COMMISSIONERS



Meeting Highlights April 5th, 2022

Resolution 22-01 providing for and requiring the submission of the proposition of issuing General Obligation Park Bonds to the voters of the District at the June 28, 2022, general primary election

The Glen Ellyn Park District Board of Commissioners consider the possibility of a resolution providing for and requiring the submission of the proposition of issuing \$15,900,000 (option 1) or \$9,800,000 (option 2) general obligation park bonds to the voters of the District at the general primary election to be held on June 28, 2022. Prior to the Board possible acting upon the resolution, GEPD staff provided additional information regarding the possibility of presenting a referendum before the Glen Ellyn Park District constituents.

Director Harris stated following up the Commissioner's previous discussion from the Board meeting on March 15th regarding the possibility of presenting a referendum before the Glen Ellyn Park District constituents, additional information was presented. It included data and analysis regarding the recent Community Voter Survey conducted by aQity Research, Inc.; review of the potential ballot question and related scope of projects; financial impact and outcome; education and information plan; communications counsel; Board involvement and expectations and finally a timeline of milestones and deadlines.

As a reminder, the District was considering two (2) potential referendum questions, both of which were presented in the recent Community Voter survey along with the scope of the related projects

Community Voter Survey Results and Report

Director Harris then introduced Jeff Andreasen and Andrea Gruver of aQity Research, Inc. Andreasen discussed in detail the results of the Community Voter survey that was conducted late February to early March. The survey specifically targeted registered voters that had voted in the 2018 and 2020 primary elections. A total of 566 surveys were completed, far exceeding the original goal of 400. The survey concluded that there is a strong margin of support within the Glen Ellyn community for both proposed referendum questions, approximately 65% supported or somewhat support the two proposals. Support was based on the Glen Ellyn Park District's contribution to quality of life and property values within the community. After much discussion, the Park District Board and Director Harris thanked aQity for their effort. Director Harris expressed his appreciation for aQity mobilizing so quickly and effectively within such a limited timeframe.

Referendum Ballot Question

Harris reminded again the Board of the two referendum options as they appeared on the survey. Both options include Lake Foxcroft Park, last improved in the 1970s; Churchill Park last improved

in 2006; Babcock Grove Park last improved in 1994; Lenox Road property undeveloped since purchased in 2008; various athletic improvements, Sunset Pool last improved in 2001; and land acquisition. The two potential ballot questions are below:

\$15.9 M option 1:

Shall the Glen Ellyn Park District, DuPage County, Illinois, improve, equip and maintain Sunset Pool, expand, improve, equip and maintain Ackerman Sports & Fitness Center, improve, equip and maintain other parks and park facilities, acquire land for park purposes, and issue its bonds to the amount of \$15,900,000 for the purpose of paying the costs thereof?

\$9.8 M option 2:

Shall the Glen Ellyn Park District, DuPage County, Illinois, improve, equip and maintain Sunset Pool, improve, equip and maintain other parks and park facilities, acquire land for park purposes, and issue its bonds to the amount of \$9,800,000 for the purpose of paying the costs thereof?

Referendum Scope

Harris then outlined the scope of each proposed question. Each is aligned with the consensus of the community based on the Community Attitude and Interest survey results from late fall 2021, and the 2022 Community Voter survey. Both survey's outcomes prioritized the maintenance and improvements of the existing community assets. As mentioned, Lake Foxcroft Park last improved in the 1970s, Churchill Park last improved in 2006, Babcock Grove Park last improved in 1994, Lenox Road property undeveloped since purchased in 2008, various athletic Improvements, Sunset Pool improvements, and land acquisition. The \$15,900,000 option also included Ackerman SFC improvements and the addition of a gymnastics center. The \$9,800,000 question excludes any improvements to Ackerman SFC. The addition of a gymnastics center to Ackerman SFC would significantly expand recreational opportunities for all ages and abilities while addressing an outdated and undersized facility still in its original condition from 2001. Additionally, the expanded gymnastics center would address extensive waitlists while generating increased revenue which will further support and contribute to the ongoing maintenance of all Park District assets.

2023 – 2032 Financial Forecast

Superintendent of Finance and Personnel Cinquegrani presented the financial forecast based on the two proposed options as well as the forecast based on no referendum. Both options would

address assets that will require attention and capital funding in the future. Without the referendum funding, these items and/or others will be deferred to later years or not addressed at all. The District can certainly continue its practice of one significant capital effort every 8-10 years while able to address many required yearly capital needs. A successful referendum would enable the District to address improvements and needs in more timely manner while strengthening the District's financial ability in the years to come. As the District is presently the lowest DuPage County Park District tax levy, even if the referendum passes, Glen Ellyn Park District tax rate would still be one of the lowest in DuPage County.

Education and Information Plan

Manager of Marketing and Communications O'Kray gave an overview on how the Glen Ellyn Park District would focus on a Referendum Education and Information Plan. The plan would include direct mailers to registered voters, community information sessions/open houses, staff training, social media, senior newsletters, just to name a few. Most important, educating with facts and based on community priorities including preserving open/green space, protecting, and enhancing assets/community investments, expanding recreation opportunities, making Glen Ellyn a more attractive place to live, and helping property values.

Communications Counsel

If the Park District moves forward with a referendum, Harris recommends outside assistance from a consulting firm to assist the Park District's efforts to educate and inform members of the community. The consultant would work collaboratively with the Park District and supplement and complement existing services and abilities. As the Park District has one full-time staff member dedicated to communications, this would support and enable the District to adequately inform and educate the community regarding the referendum. Harris then introduced Craig Pugh, President of PCI, Public Communication Inc.

Role of Board Commissioners

The Park Board of Commissioners are a critical component for a successful referendum. As a Board and when serving and representing the Park District, Commissioners are allowed to inform and educate. However, in that same capacity and role, Commissioners are not allowed to advocate for the referendum. Each Commissioner should be prepared to attend engagements and commitments beyond the regular Board meeting schedule, this would include open houses, advisory meetings, community events, etc.

Timeline

Director Harris went over the potential timeline: April 5, approve referendum Resolution, April 11, file Resolution with DuPage County Clerk's office, May 19, vote by mail begins, June 13, in-person early voting and finally June 28, Primary Election.