



15 in 5 PLAY Task Force

*Meeting Minutes
April 6, 2006
Ambroz Recreation Center
7:30-8:30 am*

Meeting Business

Housekeeping Highlights

- First press release of the PLAY Task Force was not terribly successful, even after being enhanced by St. Luke's marketing people and the Chamber's Amy Johnson Boyle.
- The draft of the PLAY Action Plan needs to be formally approved, so the facilitator asked each member to review it for changes prior to the next full meeting, when it will be confirmed as a formal plan.
- There will be a Fifteen in 5 Launchers Meeting on April 20, and a status report on task force plans will be due. Kristi Skjerdal, task force facilitator will condense the PLAY Action Plan and submit by April 18, and attend the meeting with co-chairs Alan Bernard and Myrt Bowers.
- Handouts of relevant information regarding similar projects in other areas were handed out to members, for additional comparison and evaluation. Upcoming leisure/recreation conferences in St. Louis and Denver were mentioned as options for volunteers to consider attending, in an attempt to research similar undertakings in a venue dedicated to recreation pursuits, options and innovative ideas.
- A Member Roster was distributed, containing active members only, with inactive names deleted from the list.

Guest Presentation

Brian Klassman, development partner for the Libertyville Recreation Complex in Libertyville, IL was invited by Alan Bernard to share his experience with the design, development and implementation of their highly successful recreation project. He also

continues to be involved with the complex through his concessions contract with the facility, and had many relevant tips and pointers for the PLAY Task Force in the goal of a recreation complex.

He specifically directed a question to the group that he felt was critical to consider for the appropriate direction to achieve the goal, which was “Do you plan on being a business or a service?” The operational revenue will be dependent upon the answer to this question, because if it is a “service” it will need independent funding streams to maintain, like taxpayers. If it is a “business” we could solicit corporate and private sponsorships, and as a commercial venture, which would have revenue streams built in to provide operational revenue. A “business” plans to make money, if it’s a “service” it doesn’t matter if it makes money. This will be a central issue of the subsequent task force meetings as action items are implemented.

Brian also suggested several other things that helped Libertyville attain success with this complex:

- “Business” makes money, service does not.
- Commercializing the structure(s) insures an adequate funding stream and debt repayment.
- Should be visible, safe, secure and accessible.
- Parking is crucial.
- Make it “multi-use” space as much as possible.
- “Getting Families Back Together” is the tag line for their complex.
- Golf options, practice facilities for many sports, a large venue for tournaments and viewing area for parents/supporters are a big draw.
- Prime Time scheduling vs. Off Time is productive.
- Family entertainment is also promoted within the facility, as well as conference/meeting rooms, health club and daycare on-site.
- Total space of Libertyville Complex is 170,000SF.

Members Present:

Alan Bernard, Jean Bjorseth, Myrt Bowers, Sandy Bruns, Bob Carlson, Sarah Case, Toni Claussen, Mary Day, Tom DeBoom, Judy Fitzgibbons, Ron Gonder, Christine Powers, Tom Saxon, Julie Sina, Kristi Skjerdal, Phillip Wasta.

Guests: Barry Boyer, Lee Clancy, Brian Klassman.

Next Full Task Force Meeting:

Thursday, May 4, 2006

7:30-8:30 am

Ambroz Recreation Center