

**WINNETKA PARK DISTRICT  
ADMINISTRATION COMMITTEE  
MEETING MINUTES  
THURSDAY, APRIL 10, 2014  
COMMUNITY ROOM  
6:15 P.M.**

Commissioner Ian Larkin called the meeting to order at 6:27 p.m. Commissioners present: Brad McLane, Ian Larkin, Teresa Claybrook, Ed Harney, John Thomas and Richard Pierce. Commissioners absent: None. Staff present: Robert Smith, Executive Director; John Muno, Superintendent of Recreation; Bob Farmer, Chief Financial Officer; Tom Gullen, Ice Arena/Platform Manager; Mary Cherveney, Communication/Marketing Manager.

**NSSRA Resolution**

Commissioner Larkin explained that this resolution is a formality. There was no discussion. Committee members agreed that it will be brought to the full Board for approval at the April 24, 2014 Regular Board Meeting.

**Dashboards**

Director Smith reminded the Board that staff had suspended the use of dashboards in Board packets while they reviewed a variety of formats internally. The goal is to introduce a 2-3 dashboards at a time and present samples to get feedback from the Administration Committee. Staff will bring timely samples to the Board till a consensus is reached. Reports could be monthly, annually or quarterly, depending on the subject. Bob Farmer has started the process and provided a few options relating to finance and the website. Board members expressed that they preferred Dashboard 1, Option 2 in the finance area. Bob Farmer will continue to use that dashboard for his monthly reports. Bob Farmer also introduced dashboards from Edna Alvord relating to the website. Commissioner McLane asked what the actions are that staff is taking in response to “page views” and what leads to generating more revenue or engaging customers? Mary Cherveney explained how staff uses the information and how it relates to registration. Commissioner Larkin proposed keeping “Total Page views” dashboard, but only on a quarterly basis.

**Caucus Material**

Commissioner Thomas reported that the Caucus membership is declining. Director Smith explained that staff is looking for comment and feedback from Board on the materials provided so staff and Commissioner Thomas can meet with Caucus representative Jude Offerle to solicit her input before distributing to the Caucus Committee to introduce and educate about our business. Director Smith also stated that this notebook will also serve as the format for a

Continued Minutes from the  
Administration Committee meeting  
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commissioner orientation manual. Board members expressed their satisfaction with the notebooks provided.

**Adjournment**

The meeting was adjourned at 6:40 p.m.

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Brad McLane, President

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Robert Smith, Secretary