2017 Executive Director Performance Management
Report for 2017 Board Evaluation

SECTION 1

Objectives

(60 percent of rating)

1. **Lead the District in major capital projects that will improve aging facilities and enhance the participants' experience and offerings at Park District facilities.**
   Success will be measured by:
   Oversee facilitation and completion of approved 2017 Capital Projects including:
   - Complete Maine Park Renovation. ***Met. Renovation completed 9/2018***
   - Meet with Oakton Sports Complex Task Force to create a priority plan for the Oakton Project. ***Met. A priority plan was put in place for the project, consultant hired and Master Plan and Community-Wide Survey in process.***

2. **Lead efforts in attaining the budgeted net actual surplus in the operating fund.**
   Success will be measured by:
   - Achieving a net surplus of $188,124 in the Operating Fund as budgeted.
     Met. 2018 Budget projects a 2017 year-end Operating Fund surplus of 190,515. The net surplus is anticipated to exceed the budgeted $188,124.

3. **Complete revisions of internal manuals in 2017 to further improve and standardize overall District operations.**
   Success will be measured by:
   - Update fifty percent of the Park District Ordinances. ***Met. The Ordinances (Control Ordinance) was one-hundred percent updated and submitted to the Policy Chair in December 2017. Commissioners are providing input with the intent of approval at the February 2018 Board meeting.***
   - Update the Park District Board Policy Manual. ***Not Completed. Carry this project into 2018.***
   - Present the Board an updated Personnel Policy Manual for review and approval. ***Partially completed. Final Committee draft complete and is in review by Superintendents.***

4. **Monitor internal committees including Safety, Sustainability and Beyond and Customer Service to ensure annual projects are complete.**
   Success will be measured by:
   - Comparison of committees work plan to completed initiatives at end of fiscal year. ***Met. Directed committees to provide a written report of accomplishments at year-end. A report was given to summarize each committee's accomplishments.***

SECTION 2

Management Competencies

(30 percent of rating)

1. Leadership

The Executive Director is responsible for leading the District employees, which included 917 employees in 2017. The growth in programming and the new facilities have increased the workforce. The employee growth requires additional leadership. Following are the number of employees and year; 883 (2016) 824 (2015), 782 (2014), and 677 (2013).

Completed the Request for Proposal (RFP) and selection of Wight and Company for the Oakton Master Plan. Stakeholder meetings, Public Meeting, facility and ice system analysis, and an ice market analysis were completed. Re-directed the process of Oakton Master Plan and Renovation and increased the scope of the project to include additional focus groups, expanded market analysis and a Community-Wide Survey.

The S.E.I.U. Contract was negotiated and renewed with minimal use of Districts' Labor Attorney.

Held leadership roles in the community and the profession including: Park Ridge Rotary President, IAPD Joint Legislative Committee, and Northwest Municipal Federal Credit Union Board Member, which serves public employees in Park Ridge and Des Plaines.

Member of the City of Park Ridge Police 2017 Community Advisory Board.

Through the Executive Directors Leadership the following certifications, awards and distinctions were received:

- Maintained the highest loss control award, which is Level A-Accredited from the Park District Risk Management Agency (PDRMA).
- Passed all pool audits conducted by Ellis and Associates throughout the year.
- The Finance Department received the Certificate of Achievement for Excellence in Financial Reporting for the 35th consecutive year.
- The District received an unqualified audit opinion for 2017, and maintained its AA+ bond rating.
- Aquatic staff member received the Golden Guard by Ellis and Associates
- Received the Illinois Park And Recreation Association 2017 Outstanding Facility & Parks Award for Prospect Park
- Received the Mind, Body and Spirit Award from the Illinois Senior Center Association.
- Manager Gonzalez received the ESGR Patriotic Employer Award.

2. Coaching

A large responsibility of the Executive Director is coaching, leading and providing approvals for the Administrative team. This includes being available for giving input and approving decisions in all departments. Examples of some of the larger coaching issues are listed below:

- FMLA, staff hiring and high level discipline decisions.
- Gave input and support in hiring process for nine (9) full-time positions in 2017.
- Involved with Interview Team for the hiring of Wight and Company for the Oakton Master Plan Project.
- Provided support and guidance on the hiring of the Landscape Architect Firm for larger capital projects.
- Supported hiring of contractual mowing service to increase service levels.
- Led the negotiations of a rental agreement with District #64 for the Beyond the Bell Program. Several intricate details, meetings and negotiations were involved with this crucial decision.
- Give input and involved in higher level patron issues.

3. Communication

External

Patron Surveys seeking feedback were administered for eighteen (18) programs and facilities, and three (3) special project/issue surveys.

The Annual Customer Service Survey was administered to Park District Users in Fall 2017. Respondents rated 6 areas relating to customer service at the Park Ridge Park District and a comparison of the results from 2014-2017 follow; Excellent Rating – 2017 (45.02%) 2016 (49.78%), 2015 (47.76%) and 2014 (41.51%).

Continued the Secret Shopper Program and increased the number of reviews from 15 (2015), 27 (2016) and 34 (2018). Following are the overall average scores for all facilities for 2015-2017; 84.60% (2015); 95% (2016), 90% (2017).

Led the District and Foundation in receiving $1,061,665 of Alternate Revenue, including Grants, Donations and Sponsorship and Advertising. ($541,950 in 2016).

Worked with the Manager of Marketing and Public Relations to develop a list of Sponsorship initiatives for 2017-2018. Membership Program was developed and advertised.

Regular contact with Legislators on issues affecting Park Districts, and invitations to events including Annual Legislative Breakfast, IPRA Conference luncheon and Park District events.

Participated in the Jaycee Park Ribbon Cutting and park opening in Spring 2017.

Participated in the North Park neighbor meeting for initial input on the Community Garden Proposal. Directed on-going communication between staff and neighbors.

Participated in the Fitness Centers' 25th Anniversary Celebration, Customer Service Day and several special events throughout the year.

Involved in Prospect Park Information meeting to hear from residents on the playground designs, suggestions from residents and park updates including athletic field and park amenity progress.

Participated in the Northeast Park Meeting to gather input on replacement of playground or other amenities.

Met with several community interest groups throughout the year including but not limited to; Fine Arts Society, Brickton Arts Center, Hinkley Park Neighbors to work to resolve their issues and/or requests for service.

Staff shifted meeting format with Affiliate Groups in order to streamline and improve communications, meeting with each group individually instead of one large group meeting.

Prospect Park playground on-line survey tool was conducted with 367 responses and several great comments.

Unplug Park Ridge campaign drew attention to getting outdoors and highlighted our parks and facilities. The entire campaign had a Facebook reach of 30,602 and 21,000 impressions on Twitter. The 12 videos featuring Board and staff posted on Facebook had 3,878 views.

Facebook page likes have grown 21.4%, from 1,795 at the end of 2016 to 2,180 at the end of 2017. Twitter followers have grown 26.2%, from 794 at the end of 2016 to 1,002 at the end of 2017. Instagram was launched at the end of June this year, and at the end of 2017 has 162 followers.

Sustainability continues to be a focus with the following highlights; expanded use of organic fertilizers in parks and increased sustainable practices, evaluate the use of propane in maintenance vehicles as appropriate, Earth Day became and "all green" event, incorporated sustainable alternatives in the Maine Park Renovation Project, signage reminding staff to turn off lights in staff areas, regularly communicated initiatives through social media.

Participation in the WGN Morning Show Party; represented in the parade, flyover at Centennial and staff assisted the WGN staff with Parade organization.

Internal

Continued with required staff orientation by meeting with all new full-time staff.

Coached Superintendents on numerous employee discipline and discharge issues.

Coached the Superintendent of Buildings and Grounds on Facilities and Park Planner position review, due to resignation of employee.

Continued conducting full-time staff quarterly meetings.

Employee newsletter produced to keep part-time staff informed.

Attended seasonal training for pool and camp staff to set District overall expectations.

Regular communications with Board of Commissioners including Board meetings, regular reports, updates on legislation, and emergency issue reporting on regular and timely basis. Four (4) new Commissioners were sworn in. Orientation Meetings, IAPD Boot Camp, Park Tour and supplemental meetings and trainings occurred throughout the year.

4. Planning and Organizing

Routinely set deadlines and required progress reports for Administrative team and meet every other week to facilitate communication and reporting. Held quarterly meetings with the full-time staff team to update on pertinent large initiatives, Human Resource topics and conduct safety trainings.

Administered the Performance Incentive Plan Program.

In 2017, 44% of the projected year end revenues is from taxes, and 51% user fees, the remainder is from grants, donations, interest and miscellaneous. In 2016, 45% of the projected year end revenues was from taxes, and 51% user fees, the remainder is from grants, donations, interest and miscellaneous.

Oversaw completion of the 2017 Budget and tax levy process, with 0% tax increase. Several additional drafts and reviews due to increased demands in the expense area, (i.e. minimum wage, new system annual agreements). Provided high volume of back-up reports and data for new Commissioners.

Complied with The Affordable Care Act for the third year with zero penalties and large volume of monitoring and control by 30 operational staff, and oversight by management.

Oversaw implementation of re-designed and re-programmed District website.

Completed the complex landmark application, required by IHPA for Prospect Park, without outside consultant assistance. Worked closely with Historical Society representative on application. The landmark status for Wohlers Hall, Solomon Cottage and Emery Cottage were approved by City Council.

Supported staff with the transition to new Recreation Software, including assisting with customer concerns due to the new residency requirements.

Supported staff recommendation and implementation of new District-Wide Payroll System.

Completion of the 2.1 million dollar Maine Park Renovation Project within budget, and utilizing 1.6 million dollars in PARC grant funds towards the project. Attended bi-weekly construction update meetings.

Completion of Jaycee Park playground.

Completion of Hinkley Park Restroom Project, precluded by several revisions and planning meetings.

Completion of new roof at the South Park Fieldhouse.

Completion of HVAC replacement at the Hinkley Garage.

Prospect Park shelter and picnic tables were installed.

Solomon Cottage renovation is complete, with the facility turned over to the Park Ridge Historical Society.

Supported program expansion and examples include; Prospect Park Movies in the Park Series, Prospect Park Sunday Family Concert Series, expanded 3rd of July Fireworks Show, Kite Fest, Oktoberfest and Animal Yoga.

SECTION 3

Professional Development

(10 percent of rating)

1. Educate myself on the top facility trends of Ice Arenas through most effective means of research. ***Complete. Working with Ballard King through Master Plan process to evaluate trends.***
2. Continue attendance at industry conferences, workshops and meetings to stay abreast of current issues affecting the District. ***Complete. Attended IPRA, NRPA Conferences and PDRMA Safety Institute. Attended pertinent Webinars and in-house training on new policy and legislation.***

2016 & 2017 Alternative Revenue Tracking

PARK RIDGE
PARK DISTRICT

Sponsorship & Advertising

Event/Area	*Sponsor(s)*	*2017 Amount*	*2016 Amount*
S.T.A.R.	The Abington of Glenview		$500
S.T.A.R.	A-Abiding Care, Inc		$500
S.T.A.R.	Avanti Rehab	$1,000	$500
S.T.A.R.	Summit of Uptown Park Ridge	$1,000	$1,000
S.T.A.R.	Central Baptist Village		$1,000
S.T.A.R.	Generations Oakton		$1,000
S.T.A.R.	Presence Health		$2,500
S.T.A.R.	Transitional Care of Arlington Heights	$1,000	
S.T.A.R.	Home Instead Senior Care	$600	
S.T.A.R.	Chicago Research Inc.	$500	
S.T.A.R.	Respect Home Care	$500	
S.T.A.R. Advertisement	The McGovern Group	$100	$50
S.T.A.R. Advertisement	Stage School	$50	$50
S.T.A.R. Advertisement	Summit of Uptown Park Ridge	$50	
S.T.A.R. Advertisement	The Abington of Glenview	$100	
S.T.A.R. Advertisement	Quinn Printing		$50
S.T.A.R. Advertisement	Air Pride		$100
Frostival	Physicians Immediate Care		$500
Frostival	Related Realty (Residence of Sibley)	$300	
Oakton Ice Show	Physicians Immediate Care		$500
Oakton Ice Show Advertisement	Home Sweet Home	$50	$50
Oakton Ice Show Advertisement	Oliva Dental Care	$25	$25
Oakton Ice Show Advertisement	Speed Skating	$100	$100
Oakton Ice Show Advertisement	Northern Express	$100	$100
Camp Backpacks	Wee Care Pediatric Dentistry		$2,500
Prospect Park Opening	Park Ridge Rotary		$500
Prospect Park Opening	Park Ridge Baseball		$500
Prospect Park Opening	Park Ridge Soccer		$500
Prospect Park Opening	Park Ridge Football & Cheer		$1,000
Fireworks	Grusecki / Northern Builders	$2,500	$1,000
Fireworks	Gene & Georgetti's	$500	
Kite Fest	Related Realty (Residence of Sibley)	$300	
Hinkley Fest	Physicians Immediate Care		$1,000
Hinkley Fest	Park Ridge Baseball		$500
Hinkley Fest	Park Ridge Soccer		$500
Oktoberfest	The McGovern Group/Re-Max	$500	
Oktoberfest	Advocate	$500	
Oktoberfest	Holt's	$2,500	
Oktoberfest	Hay Caramba	$2,500	

Event/Area	*Sponsor(s)*	*2017 Amount*	*2016 Amount*
Basketball	Papacito's Mexican Grille & Catering	$500	$200
Basketball	Sprout Pediatric Dentistry	$1,000	$500
Basketball	The McGovern Group/Re-Max	$500	$500
Basketball	Allstate - Tunnell & Assoc	$500	$200
Basketball	DiFranco Orthodontics	$500	
Basketball	North Suburban Vision Consultants	$500	$500
Basketball	Graceland Prairie Dental	$500	
Basketball	Fix Auto Chicago	$200	$200
Basketball	Studio Fitness Group Highland Park		$200
Basketball	Terrance Electric		$200
Basketball	Tone Up Club		$200
Basketball	Fit and Flavorful		$200
Basketball	Schultz Family Dental of Park Ridge		$200
Basketball	Park Ridge Knights Football		$500
Breakfast with Santa	Related Realty (Residence of Sibley)		$400
NYE Countdown Celebration	Rotary		$500
NYE Countdown Celebration	Kiwanis	$500	
Brochure Advertisement	DiFranco Orthodontics	$2,500	$1,200
Brochure Advertisement	Loyola Medicine	$2,880	
Brochure Advertisement	The Abington of Glenview		$500
S.T.A.R. Newsletter Advertisement	LPI (Liturgical Publications) **	$3,600	
	Total Amount	***$28,455***	***$22,725***

** LPI sells ad space in our newsletter in exchange for printing the newsletter for free. Historically, we pay a minimum of $900 a month for printing the newsletter. 2017 benefits for 4 months (Sept-Dec).

2017 Donations

Area	*Donor*	*2017 Amount*
Pickleball	Pickleball Club *	$250
Hinkley/South Park Skylogix light controls	PRBS-Park Ridge Baseball/Softball	$12,000
Hinkley/South Park Skylogix light controls	PRSI-Park Ridge Sports Inc. (Football/Cheer)	$8,000
Prospect Park – Scoreboard	PRSI-Park Ridge Sports Inc. (Football/Cheer)	$10,000
Scholarship Program (March)	PR Friends of the Parks *($1,000 of which is from Rotary Foundation Charity Classic *)*	$2,000
Scholarship Program (June)	PR Friends of the Parks	$2,000
July 3rd Fireworks	Registration	$140
Tree Memorial - Bahai	Bahai's of Park Ridge	$750
S.T.A.R.	PR Community Fund *	$500
S.T.A.R.	PR Friends of the Parks	$800
Northwest Park two baseball fields renovation	Park Ridge Baseball	$22,600
Ridge Park Planting	Boy Scouts – Ryles Eagle Scout project *	$815
Bench Memorial – Hedrich	Teri Hedrich *	$2,000
Prospect Park	O'Connor *(final payment)* *	$100,000
Scholarship Program (June)	PR Friends of the Parks	$1,000
Prairie Donation	USAgain and Donation Box	$759
Scholarship	Rotary Foundation Charity Classic *	$200
	Total Amount	***$163,814***

2016 Donations

Area	*Donor*	*2016 Amount*
Ridge Park Planting	Boy Scouts – Aaron Grau Eagle Scout project *	$1,044
Wildwood Nature Center	Babich *	$5,000
Prospect Park	O'Connor *(annual payment)* *	$100,000
Scholarship	Rotary Foundation Charity Classic *	$500
S.T.A.R.	PR Community Fund *	$500
Tree Memorial - Thommes	Thommes *	$750
Tree Memorial - Lenz	Hutsing/Serafini *	$750
Tree Memorial – Newcomers	Newcomers/Harrington/Humana *	$750
S.T.A.R.	Catrambone *	$25
Bench Memorial - Manzi	Manzi *	$1,500
Tree Memorial – Century 21	Century 21 *	$750
Scholarship Program	PR Friends of the Parks *($1,000 of which is from PR Indian Scouts Foundation *)*	$5,000
Prairie Donation	USAgain and Donation Box	$1,540
July 3rd Fireworks	Registration	$116
	Total Amount	***$118,225***

* Donation made to PR Friends of the Parks for tax-deduction, then gifted from PR Friends of the Parks to the District.

2017 Grants

Area	*Donor*	*2017 Amount*
Youth Basketball	Allstate Foundation	$1,000
Beyond the Bell	IAPD - PowerPlay!	$1,000
Jaycee Park – Water Fountain	Norwood Park Township	$4,985
South Park Field – LED Lights	ComEd	$3,744
Centennial Park – LED Lights	ComEd	$2,808
Centennial Activity Center	Association of Illinois Senior Centers Mind, Body, Spirit Award	$500
Buildings & Grounds – Propane Mower	Propane Council	$1,000
Maine Park Renovation	PARC Grant	$813,500
South Park Baseball Field – LED Lights	ComEd	$18,227
South Park Tennis Courts – LED Lights	ComEd	$8,736
Oakton Park – LED Lights	ComEd	$9,828
Hinkley Pool – LED Lights	ComEd	$4,068
	Total Amount	***$869,396***

2016 Grants

Area	*Donor*	*2016 Amount*
Beyond the Bell	IAPD - PowerPlay!	$1,000
Prospect Park	OSLAD Grant (IDNR)	$400,000
	Total Amount	***$401,000***

OVERALL ANNUAL TOTAL

	2017	*2016*
Sponsorship & Advertising	***$28,455***	***$22,725***
Donations	***$163,814***	***$118,225***
Grants	***$869,396***	***$401,000***
OVERALL	***$1,061,665***	***$541,950***

Diane DiGangi, Human Resources Director
Direct: 847-692-3405
Email: ddigangi@prparks.org

Memo

Updated Exhibit #1 2/8/18

To: Gayle Mountcastle
From: Diane DiGangi, Human Resources Director
Date: January 15, 2018
Subject: Board's Request for Executive Director's Compensation Data

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Per your request to provide data related to the Executive Director's compensation:

Peer Districts: Exhibits #1, #2 and #3

These reflect statistics provided to me via the respective districts.

Base Pay: This exhibit reflects statistical; however does not reflect the whole picture when comparing compensation. Omitted are other conditions typically considered when evaluating an employee's compensation and thus value to the organization. Some may include: expertise of the incumbent, tenure with their District, stage of the organization such as a growth/rebuilding, status quo etc., accomplishments and challenges faced by a district.

Bonus: This reflects peer districts who we know to have awarded a bonus to their Executive Directors. This is not an all-inclusive list but merely the districts we were able to validate.

Automobile: This reflects peer districts who we know to have an auto allowance for their Executive Directors. This is not an all-inclusive list but merely the districts we were able to validate.

Survey Data via Compensation Professionals: Exhibit #4

This reflects comparable data from compensation professionals via Newport Group (formerly McGladrey) and World at Work. It is reflective of non-profit employers (not solely in the parks and recreational field).

Internal Park Ridge Data: Exhibit #5

This reflects our Executive Directors' current base, compensation range and prior years' adjustments.

Peer Districts
(Based on EAV, General Fund Revenue & Budget)

UPDATED 2/8/18

EXHIBIT 1

Member Name	Approximate ED Tenure with District	Base	2018 Projected Increase
Highland Park	9	$198,172	3% - 4%
Hoffman Estates	20	$186,106	3.5% received
Skokie	5	$177,000	too early (fiscal 5/1)
Elmhurst	5	$169,983	too early (May contract)
Park Ridge	7	$167,500	
Glenview	3	$164,050	3%
Oak Park	5	$163,221	3.10%
Lombard	10	$162,767	3.5% received
Downers Grove	5	$160,630	unknown
Buffalo Grove	3	$157,817	3% - 4% (fiscal 5/1)
Bartlett	12	$157,075	2.5% (fiscal 5/1)
DesPlaines	4	$153,005	too early (fiscal 5/1)
Niles	1	$149,350	3%
Woodridge	12	$145,142	3%
Elk Grove	3	$142,380	2.75%
Bolingbrook	5	$141,627	2%
Mount Prospect	<1	$125,000	unknown
Addison	<2	$118,000	3%

EXHIBIT 2

Bonus	
Districts	**Amount**
Oak Park	2017: $9,400 (received 3 weeks salary in ICMARC deferred comp.) 2016: $9,000 (received 3 weeks salary in ICMARC deferred comp.)
Buffalo Grove	2017: potential: 2% of salary; actual unknown 2016: $7,992 received
Elmhurst	2017: $8,000 received 2016: $7,800 received
Hoffman Estates	2017: $5,000 received 2016: $5,000 received

Peer Districts
(Based on EAV, General Fund Revenue & Budget)

EXHIBIT 3

Peer District	Annual Allowance (or value)
Niles	Auto
Buffalo Grove	Auto
Woodridge	Auto
Hoffman Estates	$15,104
Highland Park	$7,200
Park Ridge	$7,200
Downers Grove	$7,200
DesPlaines	$7,200
Addison	$7,200
Bartlett	$7,000
Lombard	$6,000
Mount Prospect	$6,000
Oak Park	$5,823
Bolingbrook	$5,000
Elmhurst	$4,800

Survey Data – Compensation Professionals

EXHIBIT 4

Newport Group: Compensation Surveys of CEO/Executive Salary	
2018 Salary Increase Budget (1 & 2):	3.0% - 3.3%
CEO's Median Base Pay (1):	$160.6K - $371.1K
Employee Size:	199 FTE or less
Industry:	Non Profit
Revenue Size:	up to $19.9M
Organization Budget:	$7.0M - $19.9M
Geographic Region:	Midwest

Source:
1) Newport Group (formerly McGladrey)
2) WorldatWork

EXHIBIT 5

Park Ridge Executive Director				
		2018 Range		
Current Base	Quartile	Minimum $	Midpoint $	Maximum $
$167,500	3	$125,472	$163,113	$200,754

Park Ridge Executive Director's Salary History				
Year	Base $	Base $	Increase Per Year $	Increase %
Current	$167,500			
2016 vs. 2017	$161,500	$167,500	$6,000	3.7%
2015 vs. 2016	$155,000	$161,500	$6,500	4.2%
2014 vs. 2015	$149,000	$155,000	$6,000	4.0%
2013 vs. 2014	$143,225	$149,000	$5,775	4.0%
2012 vs. 2013	$133,500	$143,225	$9,725	7.3%
2011 vs. 2012	$125,000	$133,500	$8,500	6.8%

Please let me know if you need anything further!