

**LAKE BLUFF PARK DISTRICT  
BOARD OF COMMISSIONERS  
MINUTES OF SPECIAL BOARD MEETING  
MARCH 17, 2014**

The Special Meeting of the Board of Commissioners of the Lake Bluff Park District, Lake County, Illinois, was held at the Recreation Center, 355 W. Washington Avenue, Lake Bluff, Illinois.

The meeting was called to order at 7:55 p.m. by President Considine.

The following Commissioners were present when the roll was called: R. Douglass, S. Ehrhard, B. Gordon, K. Gronau, K. McKendry, R. Wallace, and President K. Considine.

Staff members present were Ron Salski, Executive Director; Jim Lakeman, Superintendent of Recreation, Safety, and Outreach Services; Ed Heiser, Superintendent of Facility Services & Head Golf Professional; Sarah Bagley, HR Manager, and Rob Foster, Superintendent of Golf & Parks Maintenance.

Also present was Jill Allread from Public Communications, Inc.

**Approval of Agenda**

Commissioner Gordon moved, seconded by Commissioner Wallace, to approve the March 17, 2014 Agenda as submitted.

**On the roll call, the vote was as follows:**

**AYE:** R. Douglass, S. Ehrhard, B. Gordon, K. Gronau, K. McKendry, R. Wallace, K. Considine

**NAY:** None

**ABSTAIN:** None

**ABSENT:** None

**Motion carried.**

**Statement of Visitors - None**

**DISCUSSION ITEMS**

**PCI, Inc. – Communication Plan - Presentation**

Jill Allread, President of PCI, Inc. gave a presentation on the Lake Bluff Park District’s 12-month strategic communication plan. She explained that it was broken down into two phases. Phase I of the plan will focus on the proposed referendum. Phase II will focus on a district-wide communications plan with an anticipated presentation together with the 2015 Proposed Budget. The Plan needs to support: customer satisfaction, financial stability, operational excellence, and continuous employee and board development. She highlighted the challenges and opportunities in Phase I.

Ms. Allread said it was important to start spreading the word on the Referendum now. A discussion ensued about the best ways to communicate the information to residents.

Ms. Allread will revise and refine the timeline, and present a final draft to the Board.

**ADJOURNMENT**

There being no further business, motion was made by Commissioner Gronau, seconded by Commissioner McKendry, to adjourn the meeting at 9:01 p.m. The motion carried by unanimous voice vote.

Respectfully submitted,

\_\_\_\_\_  
Kevin Considine, President

\_\_\_\_\_  
Ron Salski, Secretary

\_\_\_\_\_  
Marcia Jendreas, Recording Secretary

Approved this 21st day of April 2014  
Board of Commissioners  
Lake Bluff Park District