



PARK DISTRICT of OAK PARK

Due to the Coronavirus outbreak, the State of Illinois enacted amendments to the Open Meeting Act that authorize public bodies to host public meetings virtually in the event of a declaration of a disaster. Park District Board President Lentz has determined that an in-person meeting of the Park District of Oak Park's Committee of the Whole Meeting scheduled for Thursday, December 3, 2020, is not practicable or prudent. Accordingly, the meeting will take place via Zoom, *not* on site at the Hedges Administrative Center, 218 Madison Street, at 7:30pm.

PARK DISTRICT OF OAK PARK Committee of the Whole Meeting Zoom Meeting

<https://us02web.zoom.us/j/82143384199?pwd=RIExUjBQVTFsQ1NGR1pybFExTjc1dz09>

Meeting ID: 821 4338 4199, Password: 170280; or (312) 626-6799

Thursday, January 14, 2021; 7:30pm

AGENDA

- I. Call to Order/Roll Call**
- II. Public Comment**
- III. Recreation and Special Facility Program Committee**
 - A. 2021 PACT Agreements*
 - B. Program Scholarship Report*
- IV. Parks and Planning Committee**
 - A. Rehm Park Bid Recommendation**
 - B. Pleasant Home Geothermal Professional Services Contract*
- V. Administration and Finance Committee**
 - A. Gift to Pleasant Home*
 - B. PCI Contract*
 - C. Community Mental Health Board Lease Agreement Discussion
 - D. Illinois Park and Recreation Conference, January 28-30, Update
- VI. New Business**
- VII. Executive Session**
- VIII. Adjournment**

* Indicates information attached.

** Indicates information to be provided before or at the meeting.

Update indicates verbal report provided at meeting no materials attached

The Park District of Oak Park welcomes the opportunity to assist residents and visitors with disabilities. If you need special accommodations for this meeting, please call (708) 725-2000 or via email at Karen.Gruszka@pdop.org.

*In partnership with the community, we provide
quality parks and recreation experiences for the residents of Oak Park*



Memo



To: Commissioner Chris Wollmuth, Chair, Recreation & Facility Program Committee
Park Board of Commissioners

From: Maureen McCarthy, Superintendent of Recreation

Cc: Jan Arnold, Executive Director

Date: January 8, 2021

Re: PACT Facility Use License Agreements for 2021

Statement

In 2011, the Park District of Oak Park created and introduced a Facility Use and Allocation Management Program entitled PACT, which was launched in 2012. This acronym refers to the four organizational levels within the program: Partner, Associate, Companion, and Tenant. The program is intended to establish a fair, equitable, and cost-effective system in which to manage the reservation, allocation, and use of Park District facilities by user groups and organizations requesting facility access. In 2016, the program was reviewed and in 2017, changes to the way organizations pay for space was changed to a system where fields are paid for by the hour rather than flat fees based on the number of participants.

Discussion

All 2021 PACT applications received have been processed, and each organization has been contacted with their designated placement level based on PACT program compliance criteria. Groups classified at the Partner, Associate and Companion levels have been provided their Facility Use License Agreements for execution. Tenant level groups are not required to enter into a Facility Use License Agreement but instead receive a rental discount off normal rates for the year. Facility Use License Agreements are designed to outline the responsibilities, requirements, privileges and expectations of both the PACT participating organization and the Park District. All groups were notified that agreements are being placed before the Board for review in November. Some groups have provided executed agreements, others are still in the process of review and discussion, and some have been denied entry as a result of their inability to meet core compliance criteria. Please see the following information which identifies the organizations that applied and are eligible for the PACT program along with their placement level and status.

In Packet
Festival Theatre

Recommendation

Staff recommends that the Board approve the PACT Facility Use License Agreement provided for Festival Theatre. The execution will be based on state's guidance regarding size limitations. Staff will be in attendance at the meeting to review the PACT program and answer any questions.

PARK DISTRICT OF OAK PARK

**RECREATIONAL ACTIVITIES AFFILIATION AGREEMENT
WITH THE OAK PARK FESTIVAL THEATRE
FOR USE OF AUSTIN GARDENS**

The Park District of Oak Park owns a park known as Austin Gardens (the “Park”). The Oak Park Festival Theatre desires to use the Park for production and public performances of “The Tempest” in the Summer 2021. Festival Theatre will have open rehearsals, programs and other events open to the residents of the Park District (the “Authorized Use”):

Access to Austin Gardens will begin on Monday, May 31, 2021 to begin the cleaning process and construction of the set. “The Tempest”, will rehearse on June 16, 17 and 18 from 6:30PM – 10:30PM; June 19 and 20 from 10:00AM – 5:00PM. “The Tempest” will preview on July 10, 11, 14, 15, 16. Community Night will be held Wednesday, July 14 and a formal opening on Saturday, July 17. Performances will be Thursdays through Saturdays at 8:00 PM and Sundays at 7:00 PM. The final closing performance will be on Sunday, August 22 with a possible extension August 26-September 5.

Strike and removal of all equipment will take place on or by Monday, September 6, August 23 if the show is not extended. Notice will be given in advance when these activities take place.

The Festival Theatre will lock the North and East gates to the park no earlier than 30 minutes before the start of the show and open the gates at the end of the show, by 10:30PM. The park can be closed to the public only during performances; with the exception of Community Appreciation Night when the park will remain open to all.

Additionally, summer theatre camps held in partnership with the Viola Project will be hosted in the park Monday through Friday; from 9:00 AM – 3:00PM unless otherwise noted. This agreement is entered into between the Park District of Oak Park of Cook County, Illinois, recognized and existing under the Park District code of the State of Illinois (herein referred to as the “Park District” and the Oak Park Festival Theatre, an Illinois corporation (herein referred to as the “Festival Theatre”).

Whereas, the Park District provides parks, recreation programs and facilities to the residents of Oak Park; and

Whereas, the Festival Theatre is one of many organized user groups of said parks and facilities; and

Whereas, the Park District of Oak Park owns, maintains and schedules all parks in Oak Park (the “Parks”); and

Whereas, the Festival Theatre desires to use the Park for its production and public performances of plays, which will have a run during the Summer of 2021; and

Whereas, the Park District and the Festival Theatre are both committed to providing the residents of Oak Park with the opportunity to view Festival Theatre activities; and

Whereas, a written agreement to formally structure the responsibilities, requirements, privileges and expectations of both parties will enhance cooperation by reducing confusion; and

Now therefore, in consideration of the premises contained herein, it is agreed by the Park District and Festival Theatre that,

Section 1 Grant of License

The Park District hereby grants to the Festival Theatre a temporary license (the "License") for the purpose of allowing the Festival Theatre to conduct the Authorized Use. The License shall be for no other purpose.

Section 2 Term of License; Termination

The License shall be for a term commencing on April 1, 2021, and expiring on December 31, 2021. The Park District, at its discretion for good cause, may terminate the License at any time on seven days prior written notice by the Park District to the Festival Theatre. On termination of the License, all use of the Park by the Festival Theatre shall be discontinued immediately. The termination of the License shall not terminate the duties and responsibilities of the Festival Theatre to repair and restore damaged property, and to pay for all costs incurred by the Park District in repair and restoring damaged property in accordance with this Recreational Activities Affiliation Agreement.

Section 3 Fee for Use of Park

For the 2021 season, Festival Theatre will assess a \$1.00 ticket surcharge per ticket sold. Oak Park Festival Theatre will provide an accounting no later than two weeks after the final performance and submitted for payment at that time. One month after the close of the production, a final accounting will be submitted with payment for any additional tickets that were not included in the initial submission.

Section 4 Bond

For the 2021 season, there shall be no bond required from the Festival Theatre for use of the Park.

Section 5 Insurance

For the 2021 season, the Festival Theatre shall provide general liability insurance coverage for the Authorized Use.

Section 6 Mutual Activities and Services

A. Park District Services

The Park District shall provide for the Festival Theatre:

- (i) Publicity in the form of organizational contact information in the Park District's seasonal program brochures and link on PDOP website; and
- (ii) Ability to advertise in the seasonal brochure; and
- (iii) A grant from the Austin Gardens Trust at the OPRF Community Foundation; and already paid to Festival Theatre in 2020 to be used in 2021.
- (iv) Limited trash removal and utilities.
- (v) Access to indoor bathrooms and concession area of the Environmental Education Venter (hereinafter "center") on performance dates, one hour prior to and 30 minutes after the conclusion of each performance.
- (vi) Access in the center to the dedicated storage room to be maintained by Festival Theater to meet all applicable codes including fire code.
- (vii) PDOP will put together a layout of circuits and this will allow Festival Theatre to design the system based on the current loading in the park – if Festival Theatre wants to verify that the installation is not exceeding or pushing the limits – PDOP can recommend an electrician; since PDOP does not have an electrician on staff.
- (viii) The Park District will email residents who acquire Community Appreciation Night performance tickets if there are any changes due to weather, etc. to the event once Festival Theater shares the changes with Park District Staff.
- (ix) The Park District will provide names, email addresses as well as zip code to all residents that register to receive Community Appreciation Night tickets prior to the performance.

B. Festival Theatre Services

The Festival Theatre shall keep and provide the following items for the Park District:

- (i) The Festival Theatre will submit yearly financial reports; written minutes of meetings; a copy of governing by-laws; and accident reports.
- (ii) The Festival Theatre will maintain its own financial accounts and will not incur any expense on behalf of the Park District.
- (iii) The Festival Theatre will provide access to the Park District of all of its books and accounts at all reasonable times.
- (iv) The Festival Theatre will provide volunteers to organize and operate its events, will assist in set-up and take-down of equipment, and will clean up

the Park after events. Removal of all stages and equipment from Austin Gardens will be complete by Monday, September 7, 2021.

- (v) At the request of the Park District, the Festival Theatre will require volunteers to complete, sign, and file volunteer application forms provided by the Park District and have a cleared background check on file with Festival Theatre.
- (vi) Any signage or affiliation to donor recognition allowed in the park must meet Park District sponsorship rules (i.e. no alcohol, cannabis or gambling etc.)
- (vii) Access to the Festival Theatre's events shall be open to all interested residents of the Village of Oak Park.
- (viii) The Festival Theatre acknowledges and agrees to Section 7.31 of the Park District Rules and Regulations Governing Use of the Park Facilities.

Possession and consumption of bring-your-own ("BYO") wine and beer is permitted within Austin Gardens during a theatrical performance by the Festival Theatre, subject to the following restrictions.

- (a) No person under the age of 21 years is allowed to possess or consume any wine and beer.
- (b) No signage announcing or advertising of BYO wine and beer is permitted.
- (c) BYO possession and consumption is authorized only for a time period commencing 90 minutes prior to the scheduled start of a performance and ending no later than 30 minutes after the end of a performance.
- (d) No open containers of wine and/or beer shall be removed from Austin Gardens.
- (e) Staff or volunteer in attendance during an applicable theatrical performance shall complete BASSET training by a state certified program.
- (f) Festival Theatre will pay 50% of the cost of the annual liquor license.
- (ix) The Festival Theatre will provide a link on their website to the Park District of Oak Park's website. Festival Theatre will recognize on their website and in all appropriate printed materials the grant from the Park District's Austin Gardens Trust and Park District sponsorship. Further, the Festival Theatre will provide an advertisement in their summer program book for the Park District of Oak Park and an advertisement in their summer program book for the Parks Foundation. Both organizations may promote their programs as they deem appropriate. The Park District and the Parks Foundation will

adhere to production submission and graphic constraints established by the Festival Theatre.

- (x) The Festival Theatre will offer a “Community Appreciation Night” a preview of the production to take place on Wednesday, July 15 as a community night which the public will be encouraged to attend free of charge. Community Appreciation Night tickets will only be distributed by the Park District through the Park District’s Registration Software System.
- (xi) The Festival Theatre will allow the Park District to display a table at “Community Appreciation Night,” Wednesday, July 15” to promote the Park District’s programs and activities.
- (xii) The Festival Theatre will provide a small discount to participants in the Park District of Oak Park Active Adult Membership. Members will be required to show membership card at box office when purchasing the tickets to receive the discount.
- (xiii) The Festival Theatre will consult with the Park District of Oak Park prior to adding more performances or performance groups to the schedule.
- (xiv) The Festival Theatre will abide by the Rules and Regulations Governing uses of the Park and to direct all Festival Theatre participants and spectators to do the same.
- (xv) The Festival Theater will complete and submit the annual Affiliate Organization’s Activity and Participation Report
- (xvi) The Festival Theater will establish and implement a safety and risk management program for the benefit of Festival Theatre participants, volunteers and spectators. This program shall include a written safety policy, volunteer safety training and a written system for reporting accident or incidents. Moreover, the Park District will upon request be available to assist Festival Theatre with establishing the safety and risk management program.
- (xvii) Compliance with the Americans with Disabilities Act (ADA) which was signed into law in July of 1990. This law mandates equal access to services, transportation, employment, communication and facilities for persons with disabilities. Festival Theatre must admit an individual with a disability who meets essential eligibility requirements by providing reasonable accommodations, as may be needed, to allow these individuals to participate in Festival Theatre activities. These accommodations may include providing adaptive equipment, additional volunteers, staff members, sign language interpreter and similar measures.
- (xix) No parking is allowed behind the building except one car is allowed during performances. The parked car must not spill out onto the walkway.

- (xx) Festival Theatre must notify Park District of Oak Park of any cancellations via text or email so the automatic locks are not left open since they are on a timer for Festival Theatre performances.

Section 7. Background Checks.

A. Viola Project Staff and Volunteers.

All staff and volunteers that participate in the Viola Project (collectively “*Viola Project Staff*”) must complete a Park District-approved background-check form (the “*Required Form*”) and pass a criminal background check (a “*CBC*”) before participating in any Summer Camp activity. The Required Form may be provided by the Park District, or by the Festival Theatre if that form is approved in advance by the Park District. The Festival Theatre must complete a CBC for each Viola Project Staff member not less often than once every two years. The Festival Theatre must:

- (1) keep a list of all Viola Project Staff;
- (2) include on that list the date or dates on which a CBC was completed for each Viola Project Staff member;
- (3) prohibit any Viola Project Staff member from participating in any Summer Camp until a CBC has been completed for that Viola Project Staff member; and
- (4) submit an affidavit, and all necessary supplemental affidavits, signed by an authorized Festival Theatre representative, to the Park District stating that a CBC has been completed on all Viola Project Staff currently working in Summer Camp.

The failure of the Festival Theatre or the Viola Project to comply with the provisions of this Section 7 may disqualify the Festival Theatre and the Viola Project from running Summer Camp.

B. Park District Background Check System.

The Festival Theatre may use the Park District’s on-line volunteer background check process (“*Park District Process*”) to satisfy its obligation to obtain Required Forms and perform CBCs for volunteers. The provisions of this Subsection B apply if the Festival Theatre elects to use the Park District Process. Before a Viola Project volunteer may participate in any Summer Camp, that Viola Project volunteer must undergo a background check by filling out the volunteer background check form (“*Volunteer Background Form*”) provided on the Park District’s website at www.pdop.org. The Festival Theatre must:

- (1) keep a list of all Viola Project Staff;

- (2) direct all Viola Project volunteers to complete the Volunteer Background Form;
- (3) prohibit any Viola Project volunteer member from participating in any Summer Camp until that Viola Project volunteer has completed and cleared the Volunteer Background Form; and
- (4) submit an affidavit, and all necessary supplemental affidavits, signed by an authorized Festival Theatre representative, to the Park District stating that all Viola Project volunteers currently working in Summer Camp have completed and cleared the Volunteer Background Form.

The Park District will use the information provided on the Volunteer Background Form to conduct a thorough criminal background check and determine whether the Viola Project volunteer is qualified to participate in Summer Camp. The failure of any Viola Project volunteer member to properly complete and clear the Volunteer Background Form disqualifies that Viola Project volunteer from participating in any Summer Camp. The Volunteer Background Form must be completed and cleared by all Viola Project volunteers not less often than once every two years.

Section 8 Environmental Considerations

The Park District of Oak Park believes the care and protection of our natural world is the responsibility of us all. The Park District requests that all Park District Affiliate Organizations adopt sound environmental practices. Simple steps may be taken including encouraging all participants to use reusable containers to reduce waste when possible and to take recyclable products home to dispose of properly. To reduce trash, keep our parks cleaner and increase environmental awareness and stewardship, the Park District has been working with our sports affiliates since 2009 to establish a Carry In/Carry Out Program. We simply ask participants and spectators to take out whatever trash they bring into the park. We encourage all of our park patrons to follow the Carry In/Carry Out Program. Please do your part to keep our parks clean.

Section 9 Specific Terms of Agreement

This Recreational Activities Affiliation Agreement shall include the Specific Terms of Agreement attached hereto. Further, the Park District of Oak Park reserves the right to modify the schedule as it determines necessary throughout the season.

Section 10 Authority

Each person signing this Recreational Activities Affiliation Agreement hereby covenants that he or she understands this Recreational Activities Affiliation Agreement, that he or she has the authority to execute this Agreement and to legally bind the party whom he or she represents.

PARK DISTRICT OF OAK PARK

By: _____
President

Date: _____

FESTIVAL THEATRE

By: _____

Date: _____

Printed Name: _____

Title: _____

PARK DISTRICT OF OAK PARK

RECREATIONAL ACTIVITIES AFFILIATION AGREEMENT SPECIFIC TERMS OF AGREEMENT

Paragraph 1. Retained Rights of Park District.

The Park District shall retain and have all rights to use and occupy the Park. However, the Park District shall not unreasonably interfere with the Guest Organization's use and occupancy of the Park in accordance with this Recreational Activities Affiliation Agreement.

Paragraph 2. Park and Property Restoration.

If the Park or any other property of the Park District is damaged in any way by activities related to the Authorized Use or by the Guest Organization or any agent or invitee of the Guest Organization, then the Guest Organization shall repair such damage and restore the damaged property to a condition at least as good as before the damage occurred. Such repair and restoration shall be completed within 30 days after the damage occurs. Repair and restoration shall include, at a minimum, (a) restoration of any and all fences, trails, paths, pavement, plantings, landscaping, or improvements that are damaged, (b) replacement of all sod damaged or removed with sod of like quality, and (c) the immediate removal and proper disposal of all waste generated by or in connection with the Authorized Use.

Paragraph 3. Bond.

If a bond is required by the Recreational Activities Affiliation Agreement, then the Guest Organization shall deposit with the Park District, prior to the commencement of the Authorized Use, a bond in the form and amount set forth in the Recreational Activities Affiliation Agreement (the "Bond") as a guarantee that the Guest Organization shall comply with all conditions of this Recreational Activities Affiliation Agreement, including without limitation repair and restoration of the Park and other property. The Park District shall refund the amount of the Bond to the Guest Organization after the Park District has determined that the Guest Organization has fulfilled all of its duties pursuant to this Recreational Activities Affiliation Agreement. If the District determines that the Guest Organization has failed to fulfill its duties to complete repair and restoration, then the Park District may deduct any amount necessary, including the entire amount of the Bond, to pay for repairs and restoration. If the costs to repair and restore damaged property exceeds the amount of the Bond, then the Guest Organization shall pay all such excess costs incurred by the Park District to reimburse the Park be liable for all costs, including attorney's fees and interest incurred by the Park District in the recovery of any such amount.

Paragraph 4. Conditions at Park.

If at any time during the term of this Recreational Activities Affiliation Agreement the Guest Organization becomes aware of any perceived hazard or danger on or near the Park, then the Guest Organization shall immediately inform the Park District of such hazard or danger. The Park District reserves the right to close the Park for use by the Guest Organization and the public at any time that the Park District becomes aware of a danger or hazard.

Paragraph 5. Alcohol.

The sale, distribution, possession, or use of alcohol within the Park by any person is strictly prohibited.

Paragraph 6. Supervision and Security.

The Guest Organization shall be solely responsible for the supervision of the Authorized Use. The Guest Organization shall be required to provide and bear the sole cost of any security deemed reasonably necessary by the Park District at any time. The Park District shall have no responsibility to supervise, perform, or provide security for any matter related to the Authorized Use.

Paragraph 7. Guest Organization Contractors.

If the Guest Organization hires or retains any contractor or agent (a “Guest Organization Contractor”) in connection with the Authorized Use, then the acts and omissions of any Guest Organization Contractor (or any contractor or agent retained by a Guest Organization Contractor) shall be deemed to be the acts and omissions of the Guest Organization. The Park District shall have no liability for any contract or agreement created by the Guest Organization with any Guest Organization Contractor.

Paragraph 8. Indemnification, Waiver, and Insurance.

A. Indemnification of Park District. As a condition of the rights granted to it by this Recreational Activities Affiliation Agreement, the Guest Organization shall, through counsel approved by the Park District and to the fullest extent permitted by law, hold harmless, indemnify, and defend the Park District and its commissioners, officers, agents, attorneys, employees, contractors, successors, and assigns from and against any and all losses, expenses, claims, costs, causes, actions, litigation costs, attorney fees, suits, and damages relating to personal or bodily injuries, death, or damages or injuries to property arising from, occurring, growing out of, incident to, relating to, or resulting directly or indirectly from the grant of the License or the use of the Park by the Guest Organization, its employees, agents, and invitees or the Guest Organization Contractors (the “Claims”), including without limitation Claims arising from the Park District’s alleged negligence or fault, and litigation costs and attorneys’ fees. The Guest Organization shall notify the Park District of any Claims or potential Claims against the Park District of which the Guest Organization becomes aware promptly and in no event more than 30 days after becoming aware of such Claims. The Guest Organization’s obligations under this Paragraph shall be in addition to, and shall not be limited or waived by the availability or unavailability of, any insurance, including insurance provided by the Guest Organization or a contractor pursuant this Paragraph or insurance provided by the Park District.

B. General Waiver of Claims against Park District. As a condition of the rights granted to it by this Recreational Activities Affiliation Agreement, the Guest Organization shall waive, to the fullest extent permitted by law, any and all losses, expenses, claims, costs, causes, actions, litigation costs, attorney fees, suits, and damages relating to personal or bodily injuries, death, or damages, or injuries to property arising from, occurring, growing out of, incident to, relating to, or resulting directly or indirectly from the grant of the License or any use of the Park by the Guest Organization, its employees, agents, and invitees or the Guest Organization Contractor (the “Claims”), including without limitation Claims arising from the Park District’s alleged negligence or fault, and litigation costs and attorneys’ fees against the Park District.

C. Individual Waivers. The Guest Organization shall provide to the Park District individual waivers, on a form provided by the Park District, from each participant in each activity.

D. Insurance. If the Recreational Activities Affiliation Agreement requires the Guest Organization to provide insurance, then, contemporaneous with the Guest Organization’s execution of this Recreational Activities Affiliation Agreement, the Guest Organization and any Guest Organization Contractor shall provide certificates and policies of insurance, with coverages and limits as set forth in Section 5 of the Recreational Activities Affiliation Agreement, including naming the District as an additional insured on all such policies. For good cause shown, the Park District may extend the time for submission of the required policies of insurance upon such terms, and with such assurances of complete and prompt performance, as the Park District may impose in the exercise of its sole discretion. Such policies shall be in a form acceptable to the Park District. Such insurance shall provide that no change, modification in, or cancellation of any insurance shall become effective until the expiration of 30 days after written notice thereof shall have been given by the insurance company to the Park District. The Guest Organization and every Guest Organization Contractor, at all times during the term of this Recreational Activities Affiliation Agreement, shall maintain and keep in force, at the Guest Organization’s expense or the Guest Organization Contractor’s expense, the insurance coverages provided above.

E. Reporting to Park District. The Guest Organization shall promptly report any incident causing injury to a person or damage to property to the District.

Paragraph 9. Compliance with Laws and Policies.

The Guest Organization shall use the Park only in compliance with all applicable federal, State of Illinois, Village of Oak Park, and Park District laws, statutes, ordinances, rules, regulations, and policies, including alcohol ban and use of foul language.

Paragraph 10. No Property Rights.

The Guest Organization acknowledges that the Park is the property of the District and that the Recreational Activities Affiliation Agreement creates contractual rights only and does not create an easement, a leasehold, or other real property rights. The Guest Organization further acknowledges that no prescriptive rights have arisen prior to the date of the Recreational Activities Affiliation Agreement nor shall any prescriptive rights be deemed to arise out of the Recreational Activities Affiliation Agreement.

Paragraph 11. Park District Assistance; Joint Relationship.

A. Park District Assistance. The Park District, in its discretion, may provide staff, financial, and other assistance to the Guest Organization, including such things, for example, as providing facilities and meeting rooms and naming the Guest Organization as an additional insured on a Park District insurance policy. The Park District is under no obligation to provide such assistance to the Guest Organization. Specific assistance to be provided by the Park District, if any, shall be included in the Recreational Activities Affiliation Agreement.

B. Joint Relationship. The Park District and the Guest Organization may have determined to engage jointly in mutually beneficial activities and services. All of those activities and services, if any, shall be included in the Recreational Activities Affiliation Agreement.

Paragraph 12. General Provisions.

A. Relationship of the Parties. Except only as specifically provided in the Recreational Activities Affiliation Agreement, nothing in, or done pursuant to, the Recreational Activities Affiliation Agreement shall be construed to create the relationship of principal and agent, employer and employee, partnership or joint venture between the District and the Guest Organization or any other entity.

B. Sexual Harassment Policy. The Guest Organization certifies that it has a written sexual harassment policy in full compliance with 775 ILCS 5/2-105 (A) (4).

C. Non-Discrimination. In all hiring or employment by the Guest Organization pursuant to the Recreational Activities Affiliation Agreement, there shall be no discrimination against any employee or applicant for employment because of age, race, gender, creed, national origin, marital status, or the presence of any sensory, mental, or physical handicap, unless based upon a bona fide occupational qualification. The Guest Organization agrees that no person shall be denied, or subjected to discrimination in receipt of, the benefit of any services or activities made possible by, or resulting from, this Recreational Activities Affiliation Agreement.

D. No Obligation. The Parties acknowledge and agree that the Park District is under no obligation under the Recreational Activities Affiliation Agreement or otherwise to negotiate or enter into any other or additional contracts or agreements with the Guest Organization.

E. Amendment. No amendment, modification, addition, deletion, revision, alteration, or other change to the Recreational Activities Affiliation Agreement shall be effective unless and until such change is reduced to writing and approved by the necessary authorities and representatives of the Park District and the Guest Organization.

F. Governing Laws. The Recreational Activities Affiliation Agreement shall be interpreted according to the internal laws, but not the conflict of laws rules, of the State of Illinois.

G. Entire Agreement. The Recreational Activities Affiliation Agreement and these Specific Terms of Agreement constitute the entire agreement between the parties and supersede any and all

previous or contemporaneous oral or written agreements and negotiations between the Park District and the Guest Organization.

H. Waiver. No waiver of any provision of the Recreational Activities Affiliation Agreement shall be deemed to or constitute a waiver of any other provision of the Recreational Activities Affiliation Agreement (whether or not similar) nor shall any such waiver be deemed to or constitute a continuing waiver unless otherwise expressly provided in the Recreational Activities Affiliation Agreement.

I. Assignment. The Guest Organization may not assign its rights or delegate its duties under the Recreational Activities Affiliation Agreement without the prior express written consent of the Park District.

CHI1 #124474 v3



Memo



To: Chris Wollmuth, Chair, Recreation and Special Facility Program Committee
Board of Park Commissioners

From: Scott Sekulich, Customer Service Manager

Cc: Jan Arnold, Executive Director

Date: January 6, 2021

Re: 2020 Scholarship and CDM Report

Statement

The Park District of Oak Park Scholarship Program exists to provide programs and services to our residents who might otherwise financially not be able to participate. Sources of approved funding include \$8,000 from the Township of Oak Park, non-resident fees, patron donations, and other fundraising initiatives. An additional \$6,000 in YES funds (Youth Engagement Scholarship from Oak Park – River Forest Community Foundation) were contributed/approved specifically toward Summer Camp registration fees for current recipients but the registration details for the YES scholarship are not included in this report.

Discussion

Scholarship Summary

In 2020, initially \$32,311.46 in scholarships were used. However, the District ended up returning \$13,588.66 back to the scholarship fund due to cancellations from Covid-19. Therefore, the amount of scholarship funds redeemed in 2020, totaled \$18,752.66 compared to \$71,432.37 in 2019. This major drop in scholarship funding usage is directly linked to the pandemic and the cancellation and reduction of our offered activities.

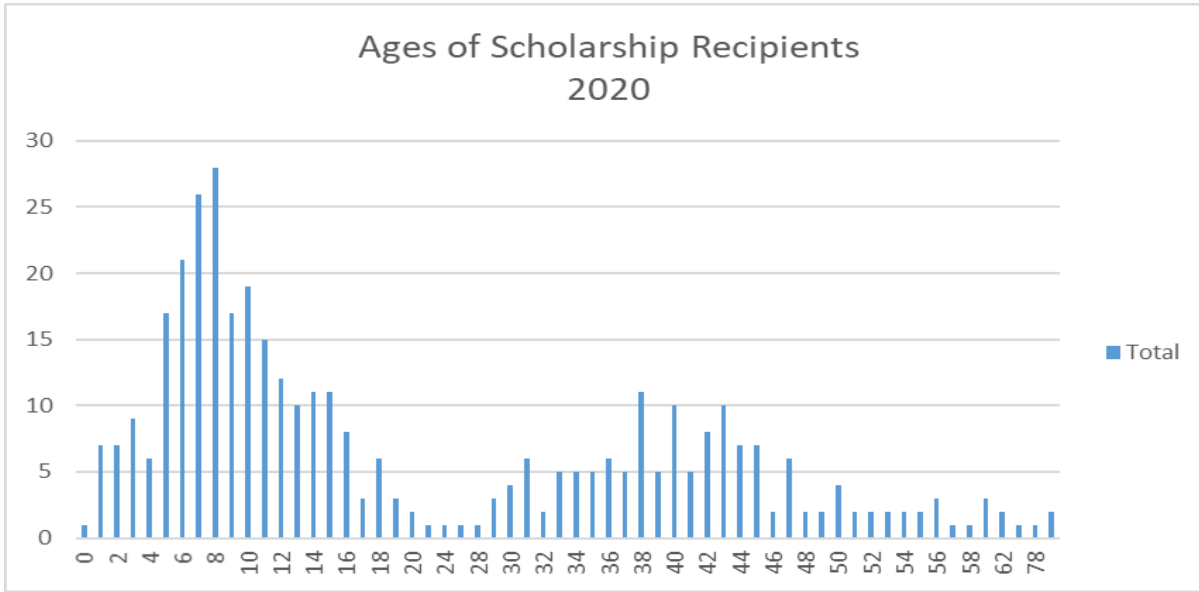
Criteria for 2020 scholarship eligibility remained the same as it did in 2019.

- \$300 maximum funding for each qualified family member.
- No household maximum.
- Registrations can take place any time throughout the year.
- 3 tiers of financial qualification exist. (Tier 1 provides 75% funding; Tier 2 provides 55% funding; and Tier 3 provides 35% funding towards program and pass fees.)

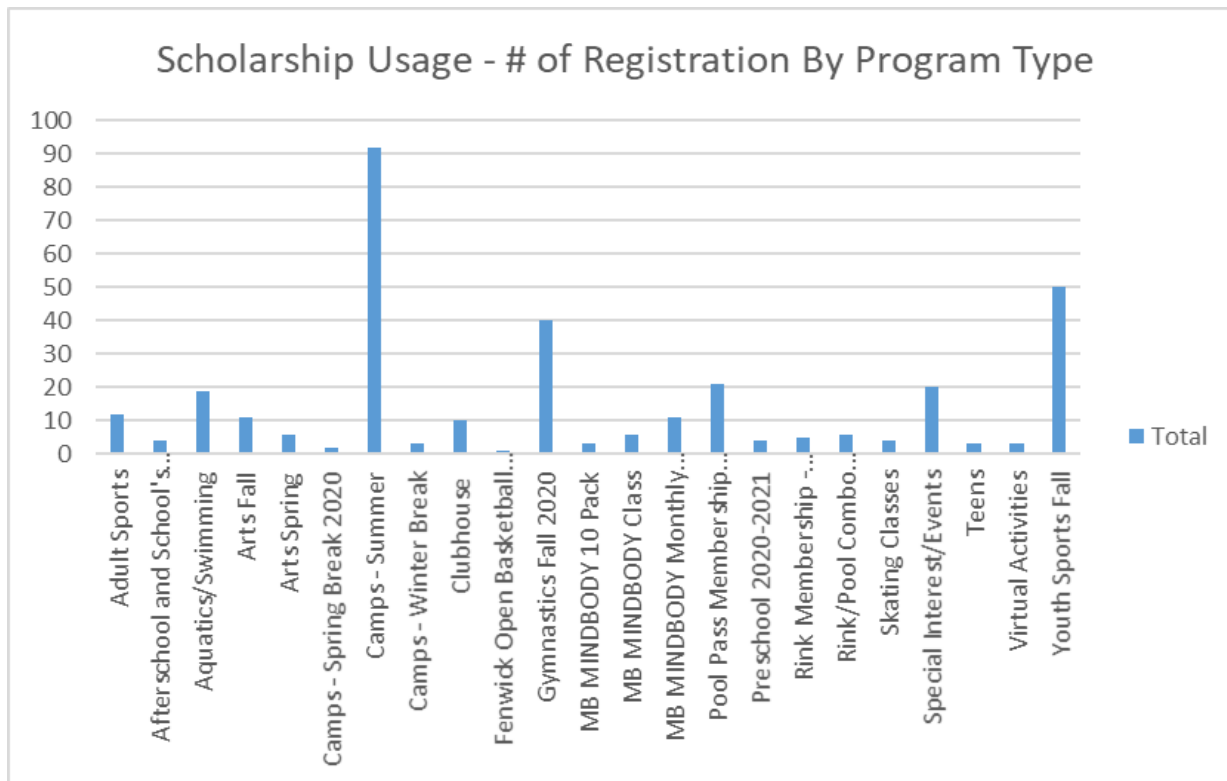
A total of 142 (222 in 2019) households applied and were approved for the 2020 program. 387 unique individuals within those households used the scholarship (511 in 2019). Out of these 142 households, 11% qualified at Tier 3 (35% income level), 22% qualified at Tier 2 (55% income level) and the remaining 67% qualified at Tier 1 (75% income level). Statistically we saw a proportionately similar age usage with a slight decline in middle school age children.

Statistics

Ages of Unique Participants (387 in total) who used scholarship funding:



Total scholarship program type.



Staff will continue to look at new ways to inform our residents about the scholarship program and will continue to administer available scholarship funds to enhance the lives of those we serve. In 2021, we will continue to use the online fillable scholarship. As of January 6, 2021, we already have 42 applications turned in and approved. Amilia is currently closing in on a BETA update that will allow scholarship recipients to register online using their scholarship funding. It will be great to have this requested upgrade tested and made available to our scholarship families this first quarter. Currently, scholarship recipients can only register in person or get assistance over the phone due to facilities closures.

Childcare Discount Membership Summary

The inaugural year of the Childcare Discount Membership (CDM) was very well received by our patrons. This new program is separate from the PDOP Scholarship Program. To be eligible, the combined household adjusted gross income must be \$100,000 or less. A total of \$41,023.50 in fee reductions were provided to approved families toward eligible activities. 115 households participated, that included 157 children who benefitted from the CDM program.

Criteria for 2020 Childcare Discount Membership.

- The tiered pricing would only apply to full-day summer camps (8am-3pm or longer), Passport School’s Out program, and the Clubhouse afterschool program.
- Ages of eligible children are Kindergarten – 14 years
- No limit on usage amount.
- Registrations can take place any time throughout the year.
- 3 tiers of financial qualification exist. (Tier 1 provides 55% funding; Tier 2 provides 40% funding; and Tier 3 provides 25% funding towards program fees.)

Statistics

CDM Individual Membership 2020	Total
2020 Tier 1 Childcare Discount Membership 55%	70
2020 Tier 2 Childcare Discount Membership 40%	39
2020 Tier 3 Childcare Discount Membership 25%	48
Grand Total	157

As of January 6, 2021, the District has already received 24 CDM applications. We look forward to continuing this program in 2021, and beyond.

Conclusion

Scott Sekulich, Customer Service Manager, will be at the meeting to answer questions and provide additional information and insight into this information.

Memo

To: David Wick, Chair, Parks and Planning Committee
Board of Park Commissioners

From: Chris Lindgren, Superintendent of Parks & Planning

Cc: Jan Arnold, Executive Director

Date: January 7, 2021

Re: Professional Engineering Services for Pleasant Home Geothermal



Statement

A comprehensive existing conditions report on the home was conducted in 2002, and subsequent restoration and repair has included rebuilding the entire roof structure and some gutter systems; restoration of the library and great hall fireplace; restoration of the front fence entry; addition of an accessible lift at the west elevation; repair of the living room fireplace, front door, sun porch door and threshold; and boiler room mold abatement. Since 2011, the Park District has completed new boiler replacements, interior renovations on the second and third floors, plumbing repairs, entry door refinishing, summer dining porch renovation, storm windows and other window repairs, new structural additions to the roof and new clay tile roofing, metal gutters on entire building and multiple miscellaneous repairs. Also, the Pleasant Home Foundation raised money in 2017, to restore the entry stained glass panels. The 2002 Historic Structure Report included the need for HVAC to be installed in an effort to help preserve the historic elements of Pleasant Home.

Discussion

Architectural Consulting Engineers has worked with the Park District on geothermal projects at Austin Gardens and the Carroll Center since 2016. They have worked on similar historic landmark buildings to include Unity Temple and have an understanding of the challenge in adding a geothermal system to a historically significant structure.

The additional of air conditioning will not only help preserve the historic building and its priceless historic elements, but will also help in bringing more people to the Home in the summer months. The Park District applied for the IDNR Museum Grant to help cover the costs of going from a traditional system to a much more sustainable geothermal system. This is not only better for the environment, but will also lower the operating costs of the Home even with adding air conditioning.

The 2019-2020 CIP has \$400,000 allocated for Air Conditioning at Pleasant Home, but this does not include the expanded scope with the recent award of \$414,000 from the IDNR Museum grant. The attached fee proposal submitted by ACE, Inc. is for the preparation of architectural and engineering construction documents, accompanying project details and specifications, bid and permit assistance, and site observation of the construction phase of the project, which is scheduled to begin in November, 2021. Final completion of the project is anticipated by March 1, 2022.

Recommendation

Staff recommends the Park Board approve the authorization to engage Architectural Consulting Engineers, Inc., of Oak Park, Illinois, for a total cost not to exceed \$45,000 to create project drawings & bid specifications for the geothermal HVAC system and to provide oversight of construction.

Attachment: Professional Services Proposal from Architectural Consulting Engineers, Inc. – Pleasant Home



December 16, 2020

Chris Lindgren
Superintendent of Parks & Planning, CPRP
Park District of Oak Park
218 Madison Street
Oak Park, IL 60302

RE: Proposal ACE #20123r1 – MEP Professional Design Consulting Services for Full Geothermal Based HVAC plus Supporting Electrical and Plumbing – Pleasant Home, Oak Park, Illinois

Dear Chris:

Architectural Consulting Engineers (ACE) is pleased to submit our scope of work definition and fee proposal to provide mechanical, electrical & plumbing (MEP) professional design consultation services for the design of a full Geothermal HVAC System for the Historic Pleasant Home in Oak Park, Illinois. It is our understanding that there is a desire to add an appropriate climate control style HVAC system in this building, carefully designed and installed to minimize damage or alteration of the historic surfaces, and which can simultaneously control for temperature and relative humidity to help minimize environmental related damage to the historic building fabric and historic collections within the building. The mechanical system work will include retention of the existing cast iron radiation system and a new geothermal based forced air heating & cooling system throughout the house. The following information outlines our understanding of the requirements of this project:

Scope of Work & Associated Design Services

Phase	Description of Services
HVAC Feasibility Study	<p>This study has already been performed with a report issued in 2016. This report outlines the possible systems that could achieve the desired environmental management with a recommendation for a distributed ground-source heat pump (GSHP) system (Study Alternative #2).</p> <p>We would note that this alternative does assume that reasonable envelope improvements are undertaken before, or as part of, this system design and installation to help minimize the system size. Envelope improvements assumed include attic insulation and air infiltration remediation through sealing cracks and joints throughout the envelope.</p> <p>Additionally, the alternate assumes that a new electric service will be required although this will be confirmed as part of the Schematic Design phase of this project.</p>

RE: Proposal ACE #20123 – MEP Professional Design Consulting Services for Full Geothermal Based HVAC plus Supporting Electrical and Plumbing – Pleasant Home, Oak Park, Illinois

Schematic Design	Schematic Design services include validation of the load and energy model prepared for the 2016 report, equipment selection, electric service demand calculations, schematic level MEP drawings & specifications to show where the equipment, ductwork, piping, supporting electrical and plumbing systems, and geothermal loop field heat exchanger will be routed or located. This work requires extensive field work within the building to determine exact routing of utilities and equipment location that allows for maintenance and serviceability of all system components to the greatest extent possible. We also look at the logistical challenges of introducing equipment and supporting utilities to ensure the constructability of the design. At this time, a cost estimate could be developed (by others) to ensure that the project as proposed falls within the budget.
Construction Documents	After sign-off of the final scope of the project based on the SD level drawings and cost estimate (by others) we will work with your office to create contract documents to be used for bid and permitting incorporating the design decisions and extending them as required. This will include MEP construction drawings, specifications, and any required supporting calculations and forms.
Bid and Permit Support	During bid and permit acquisition we will provide support for MEP related questions to help facilitate these processes.
Construction Administrative Services	<p>This would include review of equipment and system submittals from the contractor, resolution of RFI's, site visits to review the ongoing installation for compliance with the design intent of the project documents, and review of final installation to ensure system meets or exceeds the requirements of the project documents.</p> <p>Based on past similar projects, we anticipate that time on site will be extensive to support the contractors throughout the process and to ensure that sufficient care is taken to protect the historic fabric and collections within the building.</p>

RE: Proposal ACE #20123 – MEP Professional Design Consulting Services for Full Geothermal Based HVAC plus Supporting Electrical and Plumbing – Pleasant Home, Oak Park, Illinois

Proposed Scope of Services - In order to provide a fully coordinated and satisfactory project, our Proposed Scope of Services for this project is as follows:

1. *Field Work* - We will work in conjunction with your office and building staff to visit the site and perform any of our on-site investigation and document existing conditions. This information will then be translated into existing condition and selective demolition drawings as needed.
2. *Schematic Design and Analysis* – We will update the previously prepared design analysis for HVAC thermal load and energy, in order to size up the required mechanical equipment and ground loop heat exchanger. Thermal analysis will be done using Trane Trace 700 software. We will perform the necessary design analysis for electrical power demand. The data generated from this analysis will be used to size and design new electric service – if required. We do not anticipate much plumbing scope of work except as supportive type design for collecting condensate from air handlers and providing water for humidifiers. We will prepare SD level documents with enough detail for cost estimating (by others) that can help validate the proposed systems and required work falls within the project budget.
3. *Supportive Testing* – We recommend that blower door testing be performed as part of the SD level work to help identify areas of air infiltration that can be mitigated. Ideally this test is done pre and post envelope remediation so the final air change per hour for the building can be used as part of the system design. Since air infiltration has such a large impact on system design and performance, especially when trying to manage both temperature and humidity levels simultaneously, we feel this test is an essential element of a comprehensive design strategy. We have not included any actual testing as part of this project budget, but we could help facilitate testing if desired as a reimbursable expense.
4. *Construction Documents* – We will work in conjunction with your office to develop construction, bid & permit documents. Drawings will be prepared using AutoCAD 2020 or later, using background architectural files previously generated. Specifications will be in book format, or on the drawings as required.
5. *Bidding & Construction Administration* – After the construction documents are approved, we will assist your office in the bidding, permitting, and construction administration process as follows: During bidding and permitting, we will answer questions, assist as required to generate addenda and clarification information, and help facilitate the process so that both bidding and permitting go as smoothly as possible; We will help evaluate the bid so that we are sure all bids are comparable: During construction we will be available for assistance, shop drawing review, construction meetings and field visits, as required.
6. *Timeframe* – A schedule to begin work on this project would be negotiated after acceptance of this proposal. This proposal is valid for nine months from the date above.
7. *Exclusions* – This proposal does not include any services not explicitly described above; LEED documentation or LEED calculation support; fire sprinkler design; lighting design;

RE: Proposal ACE #20123 – MEP Professional Design Consulting Services for Full Geothermal Based HVAC plus Supporting Electrical and Plumbing – Pleasant Home, Oak Park, Illinois

structural or civil design services; the printing of any documents; out-of-area travel expenses; obtaining of permits; or the furnishing of any materials. This fee proposal is for one, complete design package. Any requested redesign required on this project, after drawings have reached approximately 90%, or in order to value engineer the project for cost reduction after bids are received, is not included in this base proposal, but could be provided for an additional fee.

8. *Payments* – Architectural Consulting Engineers will invoice monthly. All invoices are to be paid to Architectural Consulting Engineers within thirty (30) calendar days of date of invoice.
9. *Fees* – Architectural Consulting Engineers will perform the work described above, as indicated below:

Schematic Design	Fee
• MEP – Lump Sum Design Fee	\$ 11,500.00
Construction Documents + Bid Permit Support	Fee
• MEP – Lump Sum Design Fee	\$ 22,500.00
Post Design Support	Fee
• Construction Administrative Services	\$ 11,000.00

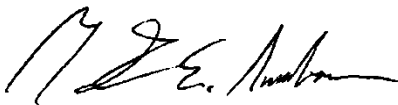
Hourly services and additional work outside of this proposal can be provided at an hourly rate of:

- Principal: \$170.00/hour
- Designer: \$110.00/hour

Reimbursable expenses will be billed at cost, to include but not be limited to: **blower door testing, postage, delivery, printing**

We hope that you find this proposal satisfactory. Thank you for your consideration on this project.

Respectfully submitted,
Architectural Consulting Engineers



Mark E. Nussbaum, P.E.



Memo

To: David Wick, Chair, Parks and Planning
Board of Park Commissioners

To: Jan Arnold, Executive Director

From: Susan Crane

Date: December 28, 2020

Re: Donation of Oak Cane McKinley Chair to Pleasant Home



Statement

Staff was contacted by Mary Wagner who would like to donate their McKinley chair, originally in Pleasant Home, acquired by them through an auction.

Discussion

There is already one of these chairs currently in Pleasant Home and this is the second chair. It is in need of re-canning and can be brought to the Pleasant Home Foundation for consideration of restoration. Once repaired, it can be on display in one of the exhibition rooms containing original furnishings on the second floor.

Recommendation

Staff recommends we accept this gift as part of the original furnishings at Pleasant Home. Mrs. Wagner would be looking to donate and deliver it to Pleasant Home by the end of January.

Memo

To: Kassie Porreca, Chair, Administration and Finance Committee
Board of Park Commissioners

From: Jan Arnold, Executive Director

Date: January 7, 2021

Re: PCI Contract



Statement

In November, our Director of Marketing and Communications, Diane Stanke, gave notice of her retirement effective March 1, 2021. Based on the experience the District has had with outsourcing IT, staff evaluated the marketing department for various options moving forward. Staff evaluated both in-house vs. outsourcing options for all and/or part of the department's responsibilities.

Discussion

After staff's discussions, based on our review, staff are recommending moving forward with outsourcing specific components of the District's Marketing and Communication functions such as managing the District's website, handling PDOP's social media functions, and our agency's email strategy as well as executing a strategy for engaging community members and program participants.

Staff are working with PCI on one-time elements such as an audit of our website, creation of a social media strategy playbook, creating key messages, and the creation of the email marketing strategy. These components are underway and will be completed in February, so PCI can begin their support of the PDOP effective on March 1.

PCI has worked with the Park District for over 10-years serving as the District's crisis-management consultant, so we are familiar with their professionalism and expertise. I spoke with another park district that is currently using PCI for all of their marketing and communication and they were very complimentary. Staff are excited to work alongside PCI to strengthen the District's communication strategy. The agreement is for 12-months beginning March 1, 2021. Staff will constantly evaluate this new approach to determine its success moving forward for the PDOP.

The District will continue to have one full-time exempt staff member (Communication and Engagement Manager) in the department to facilitate the day-to-day operations, coordinate with PCI for program and events information, coordinate brochure content and production with programmers, handle sponsorship and advertising as well as graphic design, banner coordination, brand compliance, signage, etc. This position will report directly to the Superintendent of Recreation who will coordinate with the Superintendent of Special Facilities to ensure marketing and promotion of all PDOP events and activities occurs.

Recommendation

Staff recommend engaging PCI, of Chicago, IL, for information marketing and communication services and support for a one-year contract not to exceed \$130,000. Staff request approval for one year with the ability to extend the agreement based on positive service delivery and experience.

Attachment: Managed Marketing and Communications PCI Services Proposal and Scope of Work

Proposal for Marketing Communications

Updated December 15, 2020



PARK DISTRICT of OAK PARK



**Public
Communications
Inc.**

Introduction

Thank you for inviting Public Communications Inc. to deliver a proposal outlining marketing capabilities for the Park District of Oak Park. We pride ourselves as an agency committed to using communications to make a positive difference, especially in the greater community we call home.

As you know from our previous work together and the colleagues who referred you, Public Communications Inc. (PCI) has extensive experience working with municipal agencies – including park districts – to design and execute successful community education and marketing communications programs. Because of our extensive experience with nonprofits and government agencies, we are sensitive to the responsibility that comes with the Park District's status as a taxpayer-funded body.

This proposal outlines a scope of work based on our call with Executive Director Jan Arnold and members of her staff, and covers the development of **key messages; a high-level communications plan including an editorial calendar for ongoing media support; website, social media and email support.**

Our team looks forward to discussing our approach with you to tailor the program to fit your needs.



Scope of Work

KEY MESSAGE FRAMEWORK

Key messages ensure a consistent voice throughout all Park District materials, whether the person receiving a particular message is an employee or a resident, or is receiving a communication via email, the brochure, or viewing a post on the Park District's social media. PCI will meet with your senior team for a one-hour intake session to determine **three (3) to five (5) topline key messages** that best represent the Park District along with supporting “proof” points for each message, and make recommendations for how those should be reflected in all materials. These messages are essential to support the other activities throughout the program to build an identifiable brand for the Park District.

COMMUNICATIONS PLAN & MEDIA SUPPORT

Proactive communications through a regular cadence of media announcements via press releases or personal stories that illuminate the human impact of your mission is an excellent strategy for keeping the Park District of Oak Park relevant and top of mind in the local market. PCI will work with the Park District to determine an **editorial calendar** of information to support via press releases to be posted on the Park District website and shared to local and regional media as appropriate, opportunities in which Park District leadership and other representatives can serve as expert spokespeople to comment on key issues affecting the community, and/or work with Park District staff to identify extraordinary member stories that can be pitched to local media as a human interest story. PCI will evaluate all opportunities for media potential or other external uses (i.e. a video on the website or social media), consider timely angles such as awareness months, craft a pitch, conduct one-on-one media training with the pitch subject via phone, identify target media and conduct outreach, and report on successes. The goal will be to support one (1) such endeavor every other month.

WEBSITE MANAGEMENT

PCI will manage the Park District's website through its existing management platform, updating it with information about priority programs, events and other updates. We will work with the team at the beginning of each month to forecast and prioritize updates for the month and remain nimble for last-minute changes needed, totaling **up to 10 hours a month** in posting/updates. PCI will work in tandem with individual departments who will continue to update their portions of the site. We will also report out monthly on website analytics to ensure the team reviews top-performing content and identifies areas for improvement along the way.



SEO STRATEGY/AUDIT

To maximize effectiveness on the website, PCI can conduct a high-level SEO (search engine optimization) audit at the beginning of the program to **identify opportunities for website content and page updates**. Updates will ensure all site content and pages are indexed properly to heighten visibility among target audiences. Findings will also inform additional SEO keywords that should be implemented in any new page and content development.

SOCIAL MEDIA STRATEGY PLAYBOOK

An effective social media presence requires a formal strategy. At the beginning of our program we will develop a social media strategy playbook that outlines a **cohesive plan of best practices and opportunities to advance social media efforts**. The playbook will include, but not limited to, guiding goals, objectives, strategies to grow and retain social media audiences, engaging content opportunities, tips for leveraging partnerships and best practices. The playbook will also include a response matrix that will guide PCI's daily monitoring and follower response efforts.

SOCIAL MEDIA COMMUNITY MANAGEMENT

Using strategies outlined in the playbook, PCI will manage the Park District's social media channels (Facebook, Twitter, Instagram, YouTube) through both strategic content development and community engagement. We will:

- Develop up between 10-15 posts (along with corresponding visuals) each week across the Park District's channels; we will share draft content with the team for review every other week, conducting up to one round of edits and scheduling through the Park District's preferred management platform or PCI's Sprout Social.
- Conduct daily social media monitoring and respond to/engage followers based on the established response matrix.
- When appropriate, PCI can also provide once-a-month onsite support for live streams, photo captures at events, and more.
- Establish a Google Form for all Park District staff to submit content ideas and visuals for consideration.
- Boost up to three priority posts/run geo-specific social media advertising each month (using budget set aside by the Park District)
- Provide a monthly report outlining social media results, including top performing posts, key learnings, and progress towards established objectives.



EMAIL MARKETING STRATEGY

PCI can develop an email marketing strategy and new newsletter template that is in sync with the Park District's overall communications goals. The strategy will include a comprehensive overview of:

- Industry best practices
- Analysis of data available on the Park District's existing distribution service
- Goals, target audiences and strategies to guide the Park District's email marketing efforts
- Reporting benchmarks and analytic measurements to determine success
- Recommendations on alternative email marketing platforms and guidance on future campaign management

EMAIL MARKETING EXECUTION

PCI will also manage email marketing distributions each month, ensuring we receive content from all departments monthly and refining for consistency in tone of voice and aesthetic. We will also report out on analytics monthly.

OVERALL ACCOUNT MANAGEMENT

PCI will conduct biweekly check-in calls with Park District staff to discuss various program elements, as well as monthly calls to verify goals and develop the upcoming digital content calendar across social, website and email. Also includes ongoing counsel as needed.



Budget Summary

The budget that follows is based on time it will take to meet your goals, professional standards to ensure quality work, and our previous experience developing and executing similar programs in the region.

Program Element (one-time)	Fees	Estimated Expenses*
Overall Park District Messaging (one-time)	\$2,500	n/a
SEO Strategy/Audit (one-time)	\$2,500	\$50
Social Media Strategy Playbook (one-time)	\$5,000	\$50
Email Marketing Strategy (one-time)	\$4,000	\$50
TOTAL	\$14,000	\$150

Program Element (ongoing)	Fees	Estimated Expenses*
Ongoing Media Support (monthly)	\$1,000/month	\$40/month
Website Management (monthly)	\$1,875/month	\$25/month
Social Media Community Management (monthly)	\$4,500/month	\$50/month
Email Marketing Execution (monthly)	\$2,000/month	\$40/month
Account Management (monthly)	\$1,000/month	n/a
TOTAL (for 12 months)	\$124,500	\$1,860

*Expenses are only invoiced if incurred

Please note PCI offers crisis communications services at an hourly rate of \$325. Crisis communications counsel may include helping the Park District of Oak Park assess the crisis and determine actual or potential damage, parties affected, level of the situation, pertinent information required, communication response strategies, messaging, written materials required, standby statements, fact sheets and other collateral, determination and training of spokespersons, strategies for reputation recovery or rebuilding, ongoing social media monitoring, internal communications, media relations, strategy planning and execution, digital strategies, development and/or management of issue-specific microsite.



Team Bios

PCI has hand-selected these professionals to be on the account team because of their demonstrated success with campaigns for publicly funded projects. Each played an important role in developing and executing a successful voter education program for a Chicagoland park district, and together they constitute your core team. During times of peak activity, additional staff may be added to reflect the workload and/or special expertise needed.

Amanda ReCupido Vice President



Strategic Planning

Messaging

Crisis Communications

Amanda ReCupido is a public relations professional with a background in writing, media relations and social media, and experience working with nonprofit cultural institutions. As vice president, Amanda manages accounts and oversees communications strategy and execution for nonprofit, cultural and government clients. She has experience training groups on media messaging and counseling clients on a range of crises from employee incidents to data breaches. Her clients at PCI have ranged across the arts, education, philanthropy, social services and advocacy, Park Districts, conservation, and medical associations and providers.

Prior to joining PCI, Amanda was on the publicity team at Goodman Theatre, Chicago's oldest and largest nonprofit theater, where she was responsible for media relations for Goodman's productions, auxiliary board and education programs. She secured two covers of the *Chicago Reader* and segments on every local Chicago TV station.

Amanda has also held positions at *Time Out Chicago* and *Smithsonian Magazine* and has contributed to a variety of media outlets as a freelance writer. At New York's 92nd Street Y, she helped launch the organization's Tribeca venue and Twitter account. She has spoken on public relations as a guest lecturer at Northwestern University, DePaul University, Columbia College and Roosevelt High School in Chicago.

A graduate of Illinois Wesleyan University, Amanda has a Bachelor of Arts in English with a concentration in writing. While at Illinois Wesleyan, she was co-editor of the campus literary magazine, organizing its annual conference, and worked for the Office of University Communications. She later received a Certificate in Publishing from New York University and also studied at the University of London.



Michael Queroz Vice President, Digital



Digital Strategy

Social Media Marketing and Advertising

Website and SEO Strategy

Michael Queroz leads Public Communications Inc.'s digital group. He specializes in developing integrated media and digital strategies that advance the communications, marketing and business goals for a wide range of clients.

Michael has provided digital strategy and support for a variety of Chicago-based and national organizations including AARP Illinois, the Village of Glenview, Arlington Heights Park District, Morton Grove Park District, Oak Brook Park District, the Nature Conservancy Illinois, Chicago's First Lady Cruises and the Greater Chicago Food Depository. He is particularly passionate about integrating media and digital strategies into client programs to support all communications needs.

Michael graduated from the University of Illinois at Chicago with a Bachelor of Arts degree in communication and a minor in managerial skills. In 2018, he was named Young Professional of the Year by the Public Relations Society of America – Chicago Chapter.



Latisha Ellison

Account Executive



Media Relations

Social Media

Project Management

Latisha Ellison specializes in nonprofit communications and digital strategy, with a focus on social media strategic planning and execution. As a part of PCI's digital team, she works to develop content and implement digital programs for her clients, as well as provide ongoing social media counsel.

Latisha implements both traditional and digital communications strategies in her work with nonprofit clients like Cradles to Crayons Chicago and Primo Center, to tell their stories of impact on homeless children and their families in need of basic essentials and critical health services. She provides strategic communications support for a variety of client programs including Arlington Heights Park District, Mercury Cruiseline Chicago's First Lady and CAF America.

Prior to joining PCI, Latisha was a marketing intern at TalentLaunch where she worked with staffing and recruiting firms. She also worked with PCI's Worldcom partner True Digital Communications as a content and PR intern, brainstorming and executing content marketing strategies for B2B clients in the building products industry.

Latisha graduated with a bachelor of science degree in public relations from Kent State University, where she was the 2017 Public Relations Society of America Cleveland Student of the Year and recipient of the 2018 Servant Leader award. She was an active member and served as president of the Kent State Chapter of the Public Relations Student Society of America. She also wrote articles for the university's faculty and staff e-newsletter and managed social media for Flash Communications in the University Communications and Marketing office.



Conclusion

Thank you again for this opportunity to expand PCI's partnership with the Park District of Oak Park. We are excited about the prospect of working with you and are confident that we can help you achieve results.

We are fortunate in maintaining long relationships with our clients – 10+ year relationships are very common. Three aspects of PCI that we believe secure these long-term relationships are:

- **Creativity.** We are idea people – people who can provide solutions and create programs that deliver.
- **Service.** This is our hallmark. We have prospered on the recommendations and referrals from satisfied clients.
- **Consistency.** We set high standards for our work and staff. We are especially proud of our skilled and dedicated staff.

We look forward to meeting with you and your team again to answer your questions and discuss our approach.

Best regards,



Amanda ReCupido
Vice President
m. 847.445.2360
arecupido@pci-pr.com

