

**GATEWAY SPECIAL RECREATION ASSOCIATION
BOARD OF DIRECTOR'S MEETING
8-15-2024**

- I. Call to Order:** Chairman Jim Pacanowski called the Gateway Special Recreation Association Board of Directors Meeting to order at 3:00 pm on 8-15-2024 at the Oak Brook Park District Family Recreation Center, 1450 Forest Gate Road in Oak Brook, Illinois. A Quorum was present.

Roll Call: Board Members present: Jim Pacanowski, Burr Ridge, Michele Sullivan, Countryside (Arrived late), Sarah Lagesse, Elmhurst, Mike Hayes, Hinsdale, Mike Contreras, Oak Brook, Matt Russian, Pleasant Dale, Kathy Kasprzak, Westchester, Dustin Kleefisch, Willowbrook and Jeremy Fila, York Center.

Absent: None

Ray Graham Staff: Ryan Massengill

Guests: Laure Kosey, Oak Brook, Catherine Campos, RGA, Allen Taylor, RGA, Mark Langan, RGA, and Peter Torrez, RGA

- II. Approval of August 15, 2024, Agenda:** A motion was made by Jeremy Fila, York Center to approve the August 15, 2024, agenda and seconded by Michele Sullivan, Countryside. *On a voice vote, the motion passed unanimously.*

- III. Open Forum:** None

- IV. Board Member Comments:** Matt Russian, Pleasant Dale stated that he needed signed articles of agreement for everyone. Please make sure you get them in. He also sent out 1st installment invoices for this fiscal year. A reminder that we will be doing a 0% increase for the 8-member agencies. The remaining balance owed will be drawn from the fund balance.

- V. Communications:** Jim Pacanowski, Burr Ridge shared that Oak Brook has provided a letter to stay with Gateway SRA. They are no longer withdrawing from the SRA.

- VI. Approval of July 11, 2024, Regular Meeting Minutes:**

A motion was made by Jeremy Fila, York Center to approve the July 11, 2024, meeting minutes and seconded by Dustin Kleefisch, Willowbrook. On a voice vote, the motion passed unanimously with Matt Russian, Pleasant Dale abstaining.

- VII. Approval of August 2024, Treasure's Report:**

Matt Russian, Pleasant Dale stated that he has to do a \$30/month subscription moving forward with QuickBooks. He is paying that with his Park District card and will invoice the board for the yearly cost.

A motion was made by Dustin Kleefisch, Willowbrook to approve the August 2024, treasure's report and seconded by Mike Hayes, Hinsdale. *On a voice vote, the motion passed unanimously.*

- VIII. Reports**

- A. RGA Monthly Report – Ending summer with 113 individuals. 22 weekly youth/adult programs, 5 Gator Athletics programs, and 6 special events. Summer camp ended with 42 participants. We are capping off the summer with a trip to Mackinaw Island. Fall registration starts on Monday. We will have a lot of programs planned. We have a lot of athletic programs such as basketball, volleyball, bowling, and

swimming. Vehicle update, we have signed the lease for the new paratransit. Elevate will start on September 9th. Peter Torres will be the lead of the program. Currently, there are 7 individuals signed up. We have 1 more that could potentially sign up. A reminder that if you have an event, please let me know so that we can be present. July highlights are Hawaiian Luau, an outing to the White Sox game, and both of our softball teams took 2nd and 3rd at the qualifier. Jim Pacanowski, Burr Ridge stated that he has asked Ryan to break out any updates from the proposal and contract to make sure the board is updated. Ryan stated that a press release was sent out for Elevate and asked agencies to share that press release.

IX. Old Business:

- A. None

X. New Business:

A. Marketing Plan/Re-Branding Discussion

- a. Jim Pacanowski, Burr Ridge spoke about the topic of re-branding coming up multiple times when we talked about the contract. Ray Graham Association staff provided a packet of strategies to start the re-branding process. This packet provided different options for logos, tag lines, and other messaging. Staff, participants, and board members all had the chance to fill out the survey about branding. We use this survey to shape this packet. 3 takeaways would be logo redesign, color scheme, and typography. Other areas to improve would be better marketing at agency locations, such as signage. Also, event branding, vehicle wraps, and website design updates. Staff spoke through the implementation plan. We are targeting the new year with the re-brand. A discussion about spelling out Special Recreation Association vs. shortening it to SRA on branding ensued.

B. Approve Amended Gateway Special Recreation Association By-Laws

- a. A motion was made by Matt Russian, Pleasant Dale to Approve Amended Gateway Special Recreation Association By-Laws and seconded by Michele Sullivan, Countryside. On a roll call vote, the motion passed 8-0 with Dustin Kleefisch, Willowbrook abstaining.

XI. Adjournment: Jeremy Fila, York Center made a motion to adjourn the meeting, seconded by Michele Sullivan, Countryside. A motion passed on a voice vote. The meeting adjourned at 3:32 pm.