

GENESEO COMMUNITY CENTER

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CENTRAL THEATER

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To: Geneseo Park District Board of Commissioners
From: Andy Thurman, Executive Director
Date: December 2, 2024
Memo Re: 2025 Goals and Long-Term Goals



**GENESEO
PARK DISTRICT**

The Park District Staff have reviewed the goals by department below and these have been approved by the Executive Director per our policy. These goals have been formulated by the needs of the District's 2023 Master Plan and staff insight. The goals are separated by department and goals are added each year for personal and departmental growth outside of the Master Plan. Goals are reviewed with staff several times throughout the year and some goals will change and others may move to long term goals.

Administrative Goals

- New Website Implementation
- Explore Financing Options for Phased Permanent Improvement Plans
- Create Department & Position Task Manuals to help document and transfer key knowledge
- Analyze Current Job Descriptions and Future Staffing Needs

Facilities Goals

- Investigate Theater seating and other improvements to the viewing area
- Implement credit card payments at the Theater for admissions and concessions
- Create and implement a safety observation program as part of PDRMA's Smart Goal
- Create and implement a ground maintenance program
- Investigate windows and an attached shelter option at the Athletic Field Building
- Create a system for maintenance tasks by priority
- Develop a succession plan for the Superintendent of Facilities
- Coordinate bid process for the Community Center's HVAC system while reviewing the Master Plan
- Evaluate the Community Centers' custodial tasks schedule and needs
- Explore Athletic Field Needs and Future Plans

*The mission of the Geneseo Park District is to enhance the quality of life
in our community by providing a positive recreational experience for all.*

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Recreation Goals

- Create after school Middle School options for kids
- Work to develop programs with the School District at the new CTE building
- New E-Sports event or program at Community Center or Central Theater
- Recreation/Aquatic Supervisor attend NRPA in Orlando, FL.
- Review AC Staffing hours at the Front Desk, drop slide and current channel to reduce expenses
- Develop a monthly membership challenge / information board in coordination with HHH
- Review Business Membership program and reach out to at least three new businesses
- CPO or AFO certification training for Recreation Program Specialist position
- Develop a recorded Preseason Staff Training that can be viewed by employees who miss the in-person training at the start of the year
- Attend the IPRA Conference to gain CEU's and new program ideas
- Develop a Middle School Swim Team in coordination with the School District
- Research and implement a self-check in system through RecTrac
- Superintendent of Recreation to attend the Vermont System Symposium
- Evaluate and update the Swim Lesson programs to reduce the number of levels and update level names and descriptions
- Continue to update Activity Guide program names and descriptions
- Research and update equipment in Aquatic Center Concession Stand
- Continue to develop new programs for Active Adults
- Separate the AC Concessions into its own GL Account to better monitor revenues and expenses.

Long term goals have been developed by the Park District Staff to provide a layout for the next two to ten years. Several of these goals help maintain the current status of the District and others have been determined by the 2023 Master Plan. Some of these goals are ongoing.

Long Term Goals:

- Utilize 2023 Master Plan and drawings by Streamline Design to update Community Center Facilities based on needs established and financial sustainability
- Implement the succession procedure plan
- Work with the Park District Foundation to establish a new fundraising event
- Evaluate life cycle of programs and end programs that have reached their life cycle
- Maintain 10 year capital replacement plan
- Investigate use of sustainable methods of technology for buildings & facilities
- Maintain tax rate
- 5 Star Audits at both the Aquatic Center and Indoor Pool
- Maintain Capital Wishlist items to align with grants and donations