

Buffalo Grove Park District

Fitness Center

Character: build respect, integrity and trust, foster teamwork through communication and collaboration, demonstrate professionalism

Excellence: promote staff development, follow best practices, provide quality experience through guest-centered services, exceed expectations, assure safety through comprehensive risk management program

Innovation: implement new technology, communicate a shared vision, recognize trends by being responsive and adaptive, inspire creativity

Stewardship: demand fiscal responsibility to assure transparency; build green infrastructure ; ensure resource efficiency; create and maintain effective partnerships; celebrate history

Community: embrace cultural diversity; encourage inclusion; celebrate contributions of residents, board, staff and volunteers

Core Values

18-19 Goals & Objectives

| Objectives | Quarter to be Complete | Staff | Core Value | Comments |
|--|------------------------|---------------|-------------|------------|
| Perform data hygiene in RecTrac including the review of guest passes on accounts to verify they have been sold properly as well as the removal of old user codes to create space for the current/upcoming year's codes | A | Kelly Repp | Excellence | Select One |
| Extend installment billing for current members using a RecTrac utility to 2023 to match recently extended pass expiration dates | A | Kelly Repp | Innovation | Select One |
| Put together new cost effective free gift options for new members outside of our standard t-shirt or water bottle options | A | Dalete Morris | Innovation | Select One |
| Work with the GS Manager to lead quarterly in-house training consisting of "customer service skits" for both Guest & Member Service Departments | A | Dalete Morris | Excellence | Select One |
| Review sales patterns during Friday office hours to see if it would be cost effective to close at 3PM during non-promotional periods | A | Dalete Morris | Stewardship | Select One |
| Set up quarterly or bi-annual seminars for seniors | A | Carol Lucido | Community | Select One |
| Work with Sales Manager to have regular customer service training for staff | A | Carol Lucido | Excellence | Select One |

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| Take full inventory of all minor equipment in the building. Build a new excel spreadsheet for each studio/area of the building. Monitor wear and tear along with missing inventory. | A | Select One | Stewardship | Select One |
| | | Jodi DiTomasso | | |
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| Expand our Heart Strong program with a new written phase 3 program followed by all Heart Strong Instructors. Grow the program through external marketing using the park district brochures, external marketing for doctors and internal promotion. | A | Jodi DiTomasso | Innovation | Select One |
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| Research the recommendations from the Sikich report and make recommendations as appropriate. | A | Mike Schulewitz | Innovation | Select One |
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| Compile a 2017-2018 Annual Report for the Fitness Center | A | Mike Schulewitz | Excellence | Select One |
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| | A | Select One | Community | Select One |
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| Develop inventory control for the Café utilizing RecTrac inventory maintenance programming | B | Kelly Repp | Innovation | Select One |
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| Continue work on the promotional analysis template enabling more efficient and consistent reporting on each membership promotion | B | Kelly Repp | Innovation | Select One |
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| Work with Guest Services Manager on Member Appreciation Week | B | Dalete Morris | Community | Select One |
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| Develop and execute a strong Fall Promotion | B | Dalete Morris | Excellence | Select One |
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| Develop quarterly evaluations by working with staff and observing | B | Carol Lucido | Excellence | Select One |
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| Change the annual Membership Picnic to Member Appreciation Week twice a year | B | Carol Lucido | Community | Select One |
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| Update the emergency action plan for the Fitness Center and train the entire staff | B | Mike Schulewitz | Excellence | Select One |
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| Invite the community to an Open House for fitness programs during member appreciation week. Create a few featured classes or workshops for both adults and kids. | B | Jodi DiTomasso | Community | Select One |
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| Create a new youth weight loss focused fitness program. Market this through the park district brochure and district 96 news letter. | B | Jodi DiTomasso | Innovation | Select One |
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| Go to RFP if the cleaning service does not comply with the facilities needs. | B | Mike Schulewitz | Excellence | Select One |
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| Clean up the Household Balance Aging Report by researching outstanding balances, collecting when possible and also removing any balances management finds acceptable. | C | Select One Kelly Repp | Stewardship | Select One |
| Develop and execute a strong Winter Promotion | C | Dalete Morris | Excellence | Select One |
| Develop a more detailed information binder for the front desk to go along with the operations manual | C | Carol Lucido | Excellence | Select One |
| Oversee the construction of the locker rooms, steam rooms and floor replacement making sure to give advance notice to members with timelines. | C | Mike Schulewitz | Excellence | Select One |
| Oversee a marketing program that generates a 2% increase in memberships for the intial sign up | C | Mike Schulewitz | Excellence | Select One |
| | C | Select One | Stewardship | Select One |
| | C | Select One | Stewardship | Select One |

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| Create a Pilates Reformer promotion and marketing for Atletico. The marketing will highlight a special training deal, reformer trainer pictures and credentials and speciality classes. | C | Jodi DiTomasso | Innovation | Select One |
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| Revise the Mixed Up Turkey Traithlon to bring inspire a new group of members and nonmembers. Use additional instructors increase teamwork in the event and externally market for the first time. | C | Jodi DiTomasso | Character | Select One |
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| Update the Café Operations Manual to reflect current operating policies & procedures | D | Kelly Repp | Excellence | Select One |
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| Provide content and vision for graphic designer to create a Corporate Brochure | D | Dalete Morris | Character | Select One |
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| Kick off a new referral program for corporate members | D | Dalete Morris | Community | Select One |
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| Update operations manual regularly to keep current on all policies and procedures | D | Carol Lucido | Excellence | Select One |
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| Administer testing to Guest Service Associates periodically throughout the year to assure they have the training needed | D | Carol Lucido | Excellence | Select One |
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| Evaluate the coordinator positions in the facility and determine facility needs based on results | D | Mike Schulewitz | Excellence | Select One |
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| Complete a financial analysis of the facility from the time we opened the facility | D | Mike Schulewitz | Excellence | Select One |
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| Host a February Heart Healthy month program. This will contain information, specialty program, raffles and awareness. | D | Jodi DiTomasso | Excellence | Select One |
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| Host a March Mat-ness program. Feature all mat classes and mat exercises. Create workshops and mat challenges. Use Facebook to share and promote the fun. | D | Jodi DiTomasso | Character | Select One |
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