CLAIMS & ACCOUNTS 01/13/2012-02/16/2012

GENERAL CORP.	DESCRIPTION	AMOUNT
AFI	SOFTWARE RENEWAL	\$185.00
ALLIED WASTE	TRASH REMOVAL	\$447.91
ARAMARK	UNIFORMS	\$123.60
AT & T WIRELESS	CELL PHONES	\$110.29
AMEREN	UTILITIES	\$2,303.76
BARCOM	SECURITY CODE ADDED	\$5.00
BELLEVILLE SEED HOUSE	ROCK SALT	\$757.50
BYRON GERBER PETRI & KALB	LEGAL SERVICES	\$686.87
CALL ONE	TELEPHONE	\$174.52
CITY OF COLLINSVILLE	CELL TOWER REIMBURSEMENT & WATER	\$514.45
CITY OF TROY	WATER-PLEASANT RIDGE	\$34.17
DELTA DENTAL	INSURANCE-DENTAL	\$121.13
DEX	YELLOW PAGES-ADVERTISING	\$52.28
FROST ELECTRIC	BULBS	\$35.30
GROUP HEALTH PLAN	INSURANCE-FEB INSURANCE-MARCH	\$2,344.98 \$2,621.58
HOME DEPOT	MAINT SUPPLIES-JAN MAINT SUPPLIES-FEB	\$220.80 \$223.61
ILL DEPT. OF EMPLOYMENT SECURITY	UNEMPLOYMENT	\$1,589.05

JOHN DEERE FINANCIAL	OVERALLS, MAINT SUPPLIESW & REPAIRS-COMPRESSOR	\$277.94
JOHNNY ON SPOT	PORTABLE RESTROOMS	\$57.20
MAIL FINANCE	LEASE-POSTAGE METER	\$340.95
MASTERCARD-GREG	FUEL & PART FOR HEATER	\$216.33
MASTERCARD-KEITH	FUEL	\$23.96
MASTERCARD-KEVIN	FUEL	\$211.88
MASTERCARD- ROSEMARY	OFFICE SUPPLIES	\$186.28
METRO GLASS	CLEAR GLASS	\$72.00
M & M SERVICE CO	FUEL	\$476.35
MUZAK	RENTAL-MUSIC SERVICE	\$47.00
NATIONAL REC & PARK ASSOC	MEMBERSHIP	\$200.00
PAYROLL	1/6/2012	\$9,777.39
	1/20/2012	\$13,820.59
PETTY CASH	1/20/2012 OFFICE SUPPLIES	\$13,820.59 \$8.36
PETTY CASH	OFFICE SUPPLIES	\$8.36
PETTY CASH PREMIER PRINTING ROSEMARY	OFFICE SUPPLIES PRINTING-RECIEPT FORMS	\$8.36 \$96.10
PETTY CASH PREMIER PRINTING ROSEMARY BARCZEWSKI SHILOH VALLEY	OFFICE SUPPLIES PRINTING-RECIEPT FORMS CELLPHONE	\$8.36 \$96.10 \$30.00
PETTY CASH PREMIER PRINTING ROSEMARY BARCZEWSKI SHILOH VALLEY EQUIPMENT SOUTHWESTERN	OFFICE SUPPLIES PRINTING-RECIEPT FORMS CELLPHONE PARTS-JOHN DEERE TRACTOR	\$8.36 \$96.10 \$30.00 \$100.62
PETTY CASH PREMIER PRINTING ROSEMARY BARCZEWSKI SHILOH VALLEY EQUIPMENT SOUTHWESTERN ELECTRIC	OFFICE SUPPLIES PRINTING-RECIEPT FORMS CELLPHONE PARTS-JOHN DEERE TRACTOR UTILITIES	\$8.36 \$96.10 \$30.00 \$100.62
PETTY CASH PREMIER PRINTING ROSEMARY BARCZEWSKI SHILOH VALLEY EQUIPMENT SOUTHWESTERN ELECTRIC STAR 57	OFFICE SUPPLIES PRINTING-RECIEPT FORMS CELLPHONE PARTS-JOHN DEERE TRACTOR UTILITIES COMPUTER SUPPORT	\$8.36 \$96.10 \$30.00 \$100.62 \$551.94 \$423.75
PETTY CASH PREMIER PRINTING ROSEMARY BARCZEWSKI SHILOH VALLEY EQUIPMENT SOUTHWESTERN ELECTRIC STAR 57 TROY AUTO PARTS	OFFICE SUPPLIES PRINTING-RECIEPT FORMS CELLPHONE PARTS-JOHN DEERE TRACTOR UTILITIES COMPUTER SUPPORT PARTS-VEHICLE & CHAINSAWS	\$8.36 \$96.10 \$30.00 \$100.62 \$551.94 \$423.75 \$94.66

	TOTAL GENERAL CORP:	\$39,929,01
VILLAGE OF MARYVILLE	WATER & SEWER-TARA LANE	\$30.41
VERIZON WIRELESS	CELLPHONE	\$36.72

RECREATION	DESCRIPTION	AMOUNT
AFI	SOFTWARE RENEWAL	\$185.00
AMEREN	UTILITIES	\$336.82
ARAMARK	UNIFORMS	\$123.60
ASCAP	MUSIC LICENSING	\$320.00
AT & T WIRELESS	CELL PHONE	\$110.29
BYRON CARLSON, PETRI & KALB	LEGAL FEES	\$686.87
ВМІ	MUSIC LICENSING	\$214.00
CALL ONE	TELEPHONE	\$174.52
CULLIGAN	WATER-OFFICE	\$7.95
DATAMAX	LEASE-COPIER	\$522.50
DELTA DENTAL	INSURANCE-DENTAL	\$293.66
DEX	YELLOW PAGES-ADVERTISING	\$52.29
DOBBS	REPAIRS-CARAVAN	\$264.96
GROUP HEALTH PLAN	INSURANCE-FEB INSURANCE-MARCH	\$3,379.14 \$2,757.84
ILLINOIS SCHOLARSHIP ASSOCIATION	DADDY/DAUGHTER DATE NITE	\$250.00
MAIL FINANCE	LEASE-POSTAGE METER	\$340.95
MASTERCARD- ELIZABETH	ADVERTISEMENT	\$30.00
MASTERCARD-GREG	FUEL	\$188.26
MASTERCARD-KEITH	FUEL	\$23.96
MASTERCARD- KELSEY	STAFF MEETING, EAGLE DAYS EXPENSE & TRAVEL EXPENSE	\$341.21
MASTER CARD-KEVIN	FUEL	\$211.87

MASTER CARD-RICK	TRAVEL EXPENSE, FUEL, MEETINGS & OFFICE SUPPLIES	\$516.76
MASTERCARD- ROSEMARY	COMPUTER-KELSEY & OFFICE SUPPLIES	\$773.67
M & M SERVICE CO	FUEL	\$476.35
NATIONAL REC & PARK ASSOC.	MEMBERSHIP	\$200.00
NIGHT MAGIC	DJ-DADDY/DAUGHTER DATE NITE	\$275.00
PAYROLL	1/6/2012 1/20/2012	\$13,681.11 \$17,826.89
PETTY CASH	EAGLE DAYS & SIPRA LUNCH	\$50.00
PREMIER PRINTING	PRINTING-RECIEPT FORMS	\$96.10
RICK ROBBINS	CELLPHONE	\$30.00
REFUNDS:	SHARON SPICER	\$5.00
SHELLY CREHAN	CELLPHONE & MILEAGE REIMBURSEMENT	\$227.88
STAR 57	COMPUTER SUPPORT-JAN COMPUTER SUPPORT-FEB	\$425.00 \$423.75
SOUTHWESTERN ELECTRIC	UTILITIES	\$551.94
TROY/MARYVILLE CHAMBER	MEMBERSHIP	\$160.00
UNUM	LIFE INSURANCE	\$308.37
US CELLULAR	CELL PHONE	\$57.52
VERIZON WIRELESS	CELL PHONES	\$36.71
	TOTAL RECREATION:	\$46,937.74

AQUATIC	DESCRIPTION	AMOUNT
AFI	SOFTWARE RENEWAL	\$185.00
ALLIED WASTE	TRASH REMOVAL	\$179.57
CALL ONE	TELEPHONE	\$174.53
DELTA DENTAL	INSURANCE-DENTAL	\$31.18
ERB TURF	REPAIRS-EQUIPMENT	\$294.50
GROUP HEALTH PLAN	INSURANCE-FEB INSURANCE-MARCH	\$344.73 \$344.73
HOME DEPOT	MAINT SUPPLIES	\$107.38
ILL DEPT. OF EMPLOYMENT SECURITY	UNEMPLOYMENT	\$2,529.00
MAIL FINANCE	LEASE-POSTAGE METER	\$340.94
MASTERCARD- ROSEMARY	OFFICE SUPPLIES	\$186.27
MASTERCARD- STEPHANIE	TRAVEL EXPENSE-CONFERENCE	\$24.20
MOW PRINTING	PRINTING-ADMISSION CARDS	\$719.77
MUZAK	RENTAL-MUSIC SERVICE	\$47.00
NATIONAL REC & PARK ASSOC.	MEMBERSHIP	\$200.00
PAYROLL	1/6/2012 1/20/2012	\$1,293.04 \$1,293.04
PETTY CASH	TRAVEL EXPENSE-CONFERENCE	\$16.00
RCGA	MEMBERSHIP DUES	\$770.00
SOUTHWESTERN ELECTRIC	UTILITIES	\$742.99
STAR 57	COMPUTER SUPPORT	\$423.75

	TOTAL AQUATIC:	\$12,083.14
YMCA OF SOUTHERN ILLINOIS	RENTAL-LIFEGUARD TRAINING	\$1,680.00
WHITEWATER WEST	REPAIR-EQUIPMENT	\$80.27
VERIZON WIRELESS	CELLPHONES	\$36.71
UNUM	LIFE INSURANCE	\$38.54

MUSEUM	DESCRIPTION	AMOUNT
ALLIED WASTE	TRASH REMOVAL	\$68.96
AMEREN	UTILITIES	\$506.69
BARBARA BUCKNER	REIMBURSEMENT-EAGLE SCOUT PROJECT	\$268.81
BI-STATE TERMITE	PEST CONTROL	\$50.00
BYRON CARLSON PETRI & KALB	LEGAL FEES	\$686.88
CALL ONE	TELEPHONE	\$17.80
CAROL FRERKER	CELL PHONE	\$30.00
CITY OF COLLINSVILLE	WATER & SEWER	\$225.02
FROST ELECTRIC	BLACK TAPE	\$21.63
HOME DEPOT	MAINT SUPPLIES-JAN MAINT SUPPLIES-FEB	\$390.09 \$578.83
JIM GROBMEIER	MAINT SUPPLIES	\$97.20
MAIL FINANCE	LEASE-POSTAGE METER	\$340.94
MASTERCARD-CAROL	VOLUNTEER LUNCHES & OFFICE SUPPLIES	\$167.23
MASTERCARD- ROSEMARY	OFFICE SUPPLIES	\$69.49
METRO GLASS	CLEAR GLASS	\$13.00
PAYROLL	1/6/2012 1/20/2012	\$3,326.25 \$3,326.25
	TOTAL MUSEUM:	_\$10,185.07

GOLF	DESCRIPTION	AMOUNT
AFI	SOFTWARE RENEWAL	\$185.00
ALLIED WASTE	TRASH REMOVAL	\$220.31
AMEREN	UTILITIES	\$2,625.01
ARAMARK	UNIFORMS	\$138.41
BATTERY SPECIALIST	REPAIRS-GOLF CARTS	\$272.31
BOB LOVATTO	CELLPHONE	\$30.00
BYRON CARLSON PETRI KALB	LEGAL FEES	\$686.88
CALL ONE	TELEPHONE	\$174.53
CHARTER	INTERNET-JAN INTERNET-FEB	\$219.99 \$343.88
COLLINSVILLE ICE & FUEL	FILL DIRT	\$50.96
CULLIGAN	WATER	\$7.95
DAVID HAULING	HAULING-FILL DIRT	\$200.00
DELTA DENTAL	INSURANCE-DENTAL	\$155.90
ERB EQUIPMENT	FITTING	\$6.28
GREENS PRO	CHEMICALS	\$1,040.00
GROUP HEALTH PLAN	INSURANCE-FEB INSURANCE-MARCH	\$689.46 \$2,068.38
HOME DEPOT	MAINT SUPPLIES	\$78.26
HORNUNG'S	PROXIMITY CARDS	\$78.69
ILL-AMERICAN WATER	WATER	\$97.44
ILL DEPT. OF EMPLOYMENT SECURITY	UNEMPLOYMENT	\$10,644.00

ILL LIQUOR CONTROL		
COMMISSION	LIQUOR LICENSE	\$500.00
JMK SPORTS	OFFICE SUPPLIES	\$270.61
JOHNNY ON SPOT	PORTABLE RESTROOMS	\$97.79
JOHN DEERE FINANCIAL	GLOVES, WIRE & SLEDGE HAMMERS	\$142.36
JOHN DEERE LANDSCAPES	MAINT SUPPLIES	\$270.83
KEN'S CARPET CARE	CARPET CLEANING	\$240.00
KYLE SMITH	CELLPHONE	\$30.00
MAIL FINANCE	LEASE-POSTAGE METER	\$340.94
MARK MARCUZZO	CELLPHONE	\$30.00
MASTER CARD-MARK M	MEETING,FOOS,OFFICE & MAINT SUPPLIES	\$204.32
MASTERCARD-RICK	FOOD	\$9.12
MASTERCARD- ROSEMARY	OFFICE SUPPLIES	\$186.27
MIDWEST MUNICIPAL	PERF PIPE & FILTER STOCK	\$635.93
NATIONAL GOLF FOUNDATION	MEMBERSHIP	\$199.00
NIKE GOLF	RESALE-PANTS	\$55.26
ORKIN	PEST CONTROL	\$133.00
PATTERSON BRAKE & FRONT END	TIRE TUBES-MOWERS	\$24.00
PAYROLL	1/6/2012 1/20/2012	\$8,210.19 \$8,549.24
PETTY CASH	FOOD	\$9.86
RAVANELLI'S	FOOD	\$559.20
REFUND	KARA ST CIN	\$30.00

	TOTAL GOLF:	\$43,061.47
UNUM	LIFE INSURANCE	\$192.70
STAR 57	COMPUTER SUPPORT-JAN COMPUTER SUPPORT-FEB	\$425.00 \$423.75
SCANSCO PRODUCTS	REPAIRS-HANDICAPP GOLF CART	\$352.00
RSC EQUIPMENT	RENTAL-CONCRETE SAW & TRENCHER W/BACKHOE	\$926.46

SOC. SECURITY	DESCRIPTION	AMOUNT
EFTPS	1/6 PAYROLL	\$2,902.51
EFTPS	1/20 PAYROLL	\$3,554.91
	TOTAL SOC. SECURITY	\$6,457.42
MINERS	DESCRIPTION	AMOUNT
ALLIED WASTE	TRASH REMOVAL	\$55.08
AMEREN	UTILITIES	\$2,179.64
CITY OF COLLINSVILLE	WATER & SEWER	\$30.24
HOME DEPOT	SAFETY FENCE	\$59.15
	TOTAL MINERS:	\$2,324.11
CAPITAL IMPROVEMENT	DESCRIPTION	AMOUNT
	DESCRIPTION FEASIBILITY STUDY	AMOUNT \$4,250.00
IMPROVEMENT		
IMPROVEMENT AAIC THROM	FEASIBILITY STUDY	\$4,250.00
IMPROVEMENT AAIC THROM	FEASIBILITY STUDY ROOF REPAIR-GOLF COURSE	\$4,250.00 \$4,239.00
IMPROVEMENT AAIC THROM CONSTRUCTION	FEASIBILITY STUDY ROOF REPAIR-GOLF COURSE TOTAL CAPITAL IMPROVEMENT:	\$4,250.00 \$4,239.00 \$8,489.00

IMRF	DESCRIPTION	AMOUNT
IMRF	JAN.	\$7,469.03
	TOTAL IMRF	\$7,469.03
WORKMAN'S COMP	DESCRIPTION	AMOUT
PAYROLL	1/6/2012 1/20/2012	\$1,000.00 \$1,000.00
	TOTAL WORKMAN'S COMP	\$2,000.00
TOTALS	_	
GENERAL CORP.	\$39,929.01	
RECREATION AQUATIC	\$46,937.74	
MUSEUM	\$12,083.14 \$10,185.07	
GOLF	\$43,061.47	
SOC.SECURITY	\$6,457.42	
MINERS	\$2,324.11	
CAPITAL IMPROVEMENT	\$8,489.00	
AUDIT	\$1,306.76	
IMRF	\$7,469.03	
WORKER'S COMP.	\$2,000.00	
	\$180,242.75	



To: Board of Commissioners

From: Rick Robbins, Interim Executive Director

RE: Board Report, Jan/Feb 2012

Date: February 16, 2012

This past month has been spent learning more of the District's operations and policies by continuing to have one-on-one meetings with individual staff members from each department. Thru these meetings and research of other successful agencies, we are developing a plan that will help lead the District forward and instill a true team concept throughout the District.

A great deal of time has been spent learning the complex issues surrounding the District's finances and in particular, the bonds, tax levies, and the District's debt. Several hours of phone conversations and conference calls with authorities related to the bond ordinances and experts in the park district financial realm, as well as much of my time spent at the IPRA state conference has been devoted to learning about the District's bond ordinances and levies.

With the help of Susan Zaber, we are also working thru the various issues that go in to creating each Board meeting's agenda and Board packet. There is a lot of time, research, and planning that goes into each Board meeting's preparation.

At the Collinsville City Council's strategic planning session meeting of 2/13 which I attended, the Council discussed the agreement with CARD that would provide for the reimbursement of up to \$100,000 of CARD's expenditure's each year for five years toward the renovation of the Miner's Theater. This reimbursement would be taken from the City's TIF funds if deemed eligible. Our application was submitted after meetings with the Mayor and City Manager were held to discuss the City's continuation of this agreement. It was agreed upon at those meetings that the City should honor the agreement for the 2011 application, but that the City would suspend the agreement due to the current status of the project. The funds disbursement will be voted on at the City's 2/27 meeting.

Staff will be establishing at least two Open House dates for the showing of the Vivian property adjacent to Willoughby Farm. Following those open house dates, the District plans to accept sealed bids for the sale of such property, with the right of refusal for any and all bids. We are also looking into the possibility of preparing the Tara Lane property for future sale. David Gerber is also working to finalize the agreement dissolution for the property adjacent to Arlington Greens.

Staff is working diligently on the 2012-13 Budget. Like many other things currently being discussed, this process began probably 6 weeks later than we would have wanted. Every line item of each budget is being looked at thoroughly for ways to cut back on spending or increase revenues. Most Recreation programs are already planned to at least break even, so those with little or no revenue stream such as the Bluegrass Festival, Summer Concerts, Trout stocking of Woodland Park Lake, etc. may not be held this year, with the hope of bringing them back in 2013. I have instructed department heads to show thorough back-up for all budget numbers, and have created worksheets for those details to be documented. This practice has not been done here in the past, and will give managers a much greater input into the budgets they are responsible for. Budget meetings are being held daily between staffs, Rosemary, or myself.

We anticipate the Budget being presented to the Board at the March 20 meeting.

Meetings with staff to discuss the current condition of our parks, our fleet, and our equipment are leading to the formation of a 5 Year Capital Improvement Plan which will be presented to the Board later this year. Unfortunately due to the condition of much of our major equipment within the Parks and Golf Divisions, we will be bringing forward immediate requests for the replacement of some pieces and vehicles in order to equip our staff with the necessary resources to maintain our facilities. These items have been requested repeatedly, but denied in lieu of other projects. Staff believes we are at a critical stage in the replacement needs for several of these items, as well as some projects within our current parks.

We are also presenting to the Board a resolution for approval to submit our recommended projects/equipment for this year's PEP Grants to Madison County. We are scheduled to receive about \$99,000 toward these projects that involve many of the District's departments and facilities. This resolution is a new step in this process. The information for this year's PEP Grant program was distributed to agencies about two months later than in past years and has again put staff in overdrive to pull the applications together in time.

A draft of a Park District purchasing policy was presented to the Board at the 2/7 Committee meeting for review. Other policies that may need changed or included in our policy manual are also being considered and will be brought forward as they are completed. Forms for time-off requests, timesheets, mileage, expense documenting, and more are also being completed or changed. Staff also continues to work toward compliance in all areas.

The Arlington Wetlands and Pleasant Ridge Park projects are being monitored closely by staff. Updates on these will be presented to the Board.

The roof repairs to the bathhouse of Splash City is expected to be less than \$1000 and will be contracted yet this winter. Any structural repairs that may be needed will be addressed once the roof leak is fixed.

Several staff attended this month's SIPRA meeting held at the Wildey Theater in Edwardsville. After the meeting we were given a tour of the facility which included a history of the Wildey and insight as to how the project was planned and funded. Kelsey and Stephanie attended the IPRA/IAPD State Conference in Chicago at the end of January. The information and contacts that were gained, as well as the educational sessions attended, were invaluable.

Other meetings attended this month include the Collinsville Chamber Board meeting, chamber networking events, meetings with Craig Simon, Cal Morris, Madison County, Chapman & Cutler, Jeff Schuppel, Board Commissioners, MIF Board meeting, Bret Swip, and Eurest Dining services.



To: Board of Commissioners

From: Rick Robbins, Interim Executive Director

RE: Recreation Board Report

Date: February 16, 2012

Recreation staff members have all had their first and second rounds of budget meetings and will be preparing their budgets for the first round of review next week. In addition to budgets, finalization of spring and summer programs is taking place and they have been submitted for publication in the Program Guide.

Stephanie has begun the lifeguard training process with our first training weekend on 2/10-12. She will continue with returning and new guard certifications with two trainings each month thru May. The waterpark is scheduled to open on Saturday, May 26. Booking of private rentals, parties, and group visits is already underway. Pete will return to the recreation division beginning in March.

Stephanie attended the St. Louis Aquatics Professionals monthly meeting and will be assisting the association with various events, seminars, and committees for aquatic management staff in the metro area. Her and Kelsey attended the IPRA/IAPD State Conference in Chicago at the end of January.

Staff met with Eurest Dining to discuss the concessions operations at Splash City. They are currently under contract with CARD to operate the concession stand and all food service within the waterpark. Our advertising plan for 2012 was also examined in a meeting with Elizabeth and Director Robbins.

One of the District's "signature events", the Daddy Daughter Date Night, will be held on Friday, March 2 at 6pm at the Gateway Center. Shelly is putting a lot of time and effort into making the evening another memorable event for all who attend. Miss Illinois will again be there throughout the duration of the event to visit and dance with the girls, sign photos, and share some of her experiences of being Miss Illinois. The theme for this year's dance is Red Carpet Glamour. Over 300 will attend; the event is already sold out with a long waiting list.

Shelly coordinates the rentals at Willoughby Farm and already has 7 signed contracts for 2012 and one for 2013. This continues to be a growing opportunity for the District and the community.

Our first Teen Overnight Ski Trip took place on Feb. 10. We had 7 teens go on the trip to Chestnut Mountain in Galena, IL. Those who actually stayed awake to ski all night

had a great time despite the very cold temperatures. Skiing began at midnight; the trip departed Friday after school. Kelsey did a good job coordinating this first-time event.

Kelsey will be coordinating all summer camps this year including several Camps "w/ a Splash" (art, magic, Circus, balloon, and karate), as well as a PreSchool Camp and our Wild Wonders Day Camp at Willoughby.

Kelsey and Elizabeth coordinated the draft of educational materials for the new Arlington Wetlands. Promotional items and a website are among the proposals to the EPA for approval in order to fulfill part of CARD's obligation toward this project. A program for youth will be held this fall following the completion of Phase I of the Wetlands development.

Winter Recreation classes are going well. Second session registration is underway. Drop in tots playtime as well as adult open volleyball and basketball continue to go strong.

The winter/spring co-rec volleyball league began on 2/16 with 7 teams again participating. This takes place on Thursday nights at Dorris Intermediate School. Open play is on Monday nights also at the school.

The schedule for the Sports Complex and all CARD ballfields is coming together for this summer. CARD will also be taking over the concessions at the Complex which should produce some positive revenue for that facility.



www.CollinsvilleRec.com 10 Gateway Drive, Collinsville, Illinois 62234 • (618) 346-PLAY(7529) • (618) 346-7530 (fax)

Report for the February 21, 2012 CARD Board of Commissioners meeting Submitted by Elizabeth Davis, CARD Marketing/Communications Coordinator

It's February which means we at CARD are thinking about summer. Program planning for the summer months begins in January and in February things get into full swing with the production of the Summer Program Guide. The guide is printed twice a year and includes information about all of the programs, special events, classes and other pertinent information for two seasons (spring/summer, fall/winter). The guide used to be printed three times a year but, due to increasing costs, our distribution was scaled back. The guide costs about \$5,500 to produce, print and mail to over 10,600 homes in the District.

The guide was previously distributed through the Collinsville Herald Journal but with the newspaper's decrease in circulation the District felt it was better to mail the guides directly to residences. Still, not everyone that pays taxes to the District receives a guide. In 2009, when the change occurred, staff felt it was best to illuminate rental properties and business districts from the list so as to save money. Recent discussions have suggested that this may change when the property lists from St. Clair and Madison counties are updated later this year.

The guide is printed and mailed through Breese Publishing Company (when I was hired I conducted an RFP from the area printers capable of such a project. Breese was the least costly and could provide the best direct mail package). The rising cost of postage is one reason why we do this type of marketing through a company since Breese is able to get lower rates for bulk mailings.

To offset the costs, I've solicited advertising in the guides (see below). This year, three local entities purchased ads in the guide. The hope is that more businesses will be interested in participating once they see the ads.

It takes a team effort to create the guide copy. Staff (Stephanie, Shelly, Kelsey, and Carol) create programs and find instructors, I tweak the write-ups and establish an overall layout and theme, and then the information and images are sent to a graphic designer who tays out the content. While the guide is in production, I update CollinsvilleRec.com, SplashCity.com, and ArlingtonGreens.com with the new information, create postcards, fliers and posters, and press releases to promote the new season of programs, and research advertising avenues. The

process for producing the guide takes about two months to complete but the rest is ongoing.

The summer guide will be distributed the week of March 19. Classes start in April.

As always, I'm available to answer any questions.

Upcoming classes and events

February 25: Spring Vegetable Garden class at Willoughby Farm. For ages 16+. \$5 per person March 2: Daddy Daughter Date Night at the Gateway Center (sold out without any traditional advertising)

March 22: Basic Bicycle Maintenance Clinic at CARD Activity Center. For ages 16+. \$5 per person

March 31: Breakfast with the Bunny at Ravanelli's Restaurant in Collinsville. For all ages. New session begins last week of February, first week of March for Irish Stepdance, Yoga, Dynamic Dance, Parent/Tot Tumbling, Beginning Tumbling, Tumble 'n Cher, Karate, Red Cross Babysitting Clinic.

We've begun advertising for the summer camps and have added two new camps: Karate Camp with a Splash and Balloon Camp with a Splash. Advertising for swim lessons at Splash City will begin in March.



Collinsville Area Recreation District Program Guide Sponsorship Spring/Summer 2012 Guide

Twice each year the Collinsville Area Recreation District (CARD) mails its program guide to over 10,600 District residents. An additional 3,000 guides are made available at local chambers of commerce, city half buildings, and banks throughout the area. The guide includes information about upcoming special events, classes, programs, and trips as well as information about CARD facilities such as Willoughby Heritage Farm and Conservation Reserve, Splash City Family Waterpark, and Arlington Greens Golf Course. The professionally printed guide is meant to remain in the residents' home and be used time and time again as a reference for six months worth of programs and events.

To offset the cost, CARD hopes to sell advertising in the upcoming Spring/Summer guide, scheduled to be in homes in March. Space is available both inside the guide and on the back cover. The back of the guide is a full-color space measuring 8.25 wide by 7.50 tall. The one-time cost for this advertising opportunity is \$3,000. Information about the space available inside of the guide is on the back page.

Contact Elizabeth Davis at (618) 346-7529 or edavis@collinsvillerec.com before February 13 for more information or to purchase advertising.





Collinsville Area Recreation District Program Guide Sponsorship Spring/Summer 2012 Guide

CARD Program Guide Advertising Order Form

Please complete this form and return it with your payment (make check to Collinsville Area Recreation District) in the enclosed envelope.

Name of company:		
Address:		
Phone number:		
Contact person:		
Signature:		
Ad size (please check next to desired ad size	:)	
1/8 page (business card size)	Single Brochure \$200	Full Year \$300
Quarter page	\$350	\$475
Haif page	\$525	\$750
Full page (guaranteed full color)	\$1,000	\$1,500
Back cover (guaranteed full color	r, spring/summer on	ly): \$3,000
Single or full year (where applicable):		
Please send ad copy and art work to edavis@		
You will receive a copy of this form for you		

Golf Course Manager February Board Report

- 1. The carpet in the banquet room was shampooed.
- 2. Counting inventory in Pro-Shop.
- 3. Deep cleaning club house/kitchen.
- 4. Studying for PGA Classes at end of the month.
- 5. Added new signage for 2012 rates. Provided by Anheuser Busch.
- 6. Did away with self-service Pepsi machine. No more free refills.
- 7. Water leak in Banquet room was fixed by park staff.
- 8. Price comparisons on all food & beverage items from cups & straws to Hot Dogs & Brats.
- 9. Extensive budget work.
- 10. Met with several groups on having weekday outings.
- 11. Met with Sheriffs Department on hosting their annual golf outing.
- 12. Going to host Mark Vonnida golf outing.
- 13. Summer schedule progressing extremely well.

Arlington Greens Superintendent February Board Report

- 1. With the help of Kevin and the parks department we completed the waterproofing the banquet room at the clubhouse. We have had several significant rains since completion and the room has remained dry.
- 2. We have had some additional problems with beavers clogging our drain system. We have been live trapping them and seem to have the issue under control.....for now.
- 3. Bob Arnold has returned and is working hard on getting some of the equipment ready for this season.
- 4. We have been cutting some trees down that have died over the last couple of years.
- 5. I have been spending a significant amount of my time working on equipment quotes and 2011-2012 budget.
- 6. Have met numerous times with Rick to discuss proposed cutbacks to staff and the over all budget.