

Cary Park District
Board of Commissioners
Parks & Recreation Operations Committee
March 9, 2017
7:00 PM
Community Center
255 Briargate Road
Cary, IL

Minutes

Committee Members Present: B. Krueger and Stanko

Commissioners Absent: Renner

Commissioners Present: Frangiamore and Hauck

Guest Present: None.

Staff Present: Jones, V. Krueger, Raica, Rogus, Hughes, Kelly, Nesler, and Lee.

Chair Renner called the meeting to order at 7:39 PM.

The minutes from the February 9, 2017 Parks & Recreation Operations Committee meeting were presented for approval.

Stanko moved to approve the minutes; second by B. Krueger.

Voice vote 2-0. All voting yes. Motion carried.

Jones explained that K. Hughes would be discussing statistics on the Cary Park District website from January 1, 2016 through December 31, 2016.

Hughes explained that she provided each Commissioners with Google Analytics statistics, which is a tool she uses to see what kind of devices are accessing the website, what pages are being accessed, and where in the world our site is being accessed from.

Hughes explained that there were over 57,000 visits to the website which is about 3,000 more than 2014. There are currently about 75 individual pages on the website that contain information that the public can view. During 2016, 127,583 total pages were viewed. The average total time spent viewing pages was 1:59.

Next Hughes discussed the categories our website were accessed from such as a desktop, mobile, and tablet. In total, 53% of those who accessed the website in 2016 viewed it from a mobile device. Back in 2014 it as a 44% mobile access rate. Apple is the number one device used to access the website with 67.5% being apple users.

She then reviewed how people were finding the Cary Park District. A total of 38,478 times individuals utilized a search engine to find the website. The amount of individuals who accessed it directly through carypark.com was 14,160.

Hughes explained the channels used to find the Park District, such as the website or links she places on Facebook. She was pleased that the top 10 places listed where individuals find us are items she directly has her hands on such as our website, Facebook, and services paid for to get our site out there.

Hughes next discussed the top three pages viewed on the website. The home page was the number one visited part of the website, the second is the calendar of events, and the third is the community pool.

Hauck stated she really enjoys the photo gallery and told Hughes it is well done.

Jones asked if there were any questions. Hearing none, he explained that staff work very hard to direct people back to the website to get current information.

Stanko moved to adjourn the meeting. Second by B. Krueger.

Voice vote: 2-0. All voting yes. Motion carried.

Meeting adjourned 7:53 PM.