

**AGENDA
REGULAR BOARD MEETING NO. 1015
TUESDAY, MARCH 28, 2017
7:00 P.M.**

1. ROLL CALL
2. PLEDGE OF ALLEGIANCE
3. APPROVAL OF AGENDA
 - AWARDS: Employees of the 1st Quarter 2017
4. APPROVAL OF MINUTES
 - Special Board Minutes 2/21/2017
 - Regular Board Minutes 2/28/2017
5. COMMENTS FROM THE AUDIENCE
6. CONSENT AGENDA (Click on each memo to view)
 - A. [Asphalt Patching and Pathway Renovation Work / M17-026](#)
 - B. [Playground Installation Victoria, Colony and SFAC / M17-027](#)
 - C. [Greens Mower Purchase / M17-029](#)
 - D. [Bond Abatement Ordinance O17-002 / M17-035](#)
 - E. [Open and Paid Invoice Register](#)
 - F. [Revenue and Expenditure Report](#)
 - G. [Acceptance B&G Minutes 2/7/2017](#)
 - H. [Acceptance Rec Minutes 2/14/2017](#)
 - I. [Acceptance A&F Minutes 2/21/2017](#)
7. PRESIDENT'S REPORT
8. ADOPTION OF EXECUTIVE DIRECTOR'S REPORT
9. OLD BUSINESS
10. NEW BUSINESS
11. COMMISSIONER COMMENTS
12. ADJOURNMENT



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**MINUTES
SPECIAL BOARD MEETING
February 21, 2017**

1. Roll Call:

A special meeting of the Hoffman Estates Park District Board of Commissioners was held on February 21, 2017 at 7:35 p.m. at the Triphahn Center in Hoffman Estates, IL.

Present: Commissioner R. Evans, Kaplan, Kilbridge, Kinnane, Bickham

Absent: Commissioner Mohan, McGinn

Also Present: Executive Director Bostrom, Deputy Director/A&F Director Talsma, Rec/Facilities Director Kies, P&D Director Buczkowski,

Audience: Mr. K. Evans

2. Pledge of Allegiance:

Everyone present stood for the Pledge of Allegiance.

3. Approval of Agenda:

Commissioner Kilbridge made a motion, seconded by Commissioner Kaplan to approve the agenda as presented. The motion carried by voice vote.

4. Comments From the Audience:

None

5. Commissioner Comments:

Commissioner R. Evans reminded everyone of the Fish Fry at BPC.

Commissioner Kilbridge noted that the Girls Night Out Foundation Event was very successful. Recording Secretary/Foundation Manager Kusmierski noted that the event raised \$4,300 for the Foundation. Commissioner Kilbridge also reminded everyone of the Fish Fry.

6. Executive Session:

Commissioner Kinnane made a motion, seconded by Commissioner R. Evans to move to Executive Session at 7:40 pm for the purpose of:

- A. The purchase or lease / sale of real property for the use of the public body pursuant to Section 2(c) (5) of the Open Meetings Act.
- B. Appointment, employment, compensation, discipline, performance or dismissal of an employee, pursuant to Section 2 (c) (11) of the Open Meetings Act.

On a Roll Call: Carried 5-0-2
Ayes: 5 Evans, Kaplan, Kilbridge, Kinnane, Bickham
Nays: 0
Absent: 2 McGinn, Mohan

Commissioner R. Evans made a motion, seconded by Commissioner Kinnane to reconvene to regular session at 9:40 pm. The motion carried by voice vote.

7. Potential Vote from Executive Session:

None

8. Adjournment:

Commissioner Kaplan made a motion, seconded by Commissioner Kilbridge to adjourn the meeting at 9:40 p.m. The motion carried by voice vote.

Respectfully submitted,

Dean R. Bostrom
Secretary

Peg Kusmierski
Recording Secretary



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**MINUTES
REGULAR BOARD MEETING NO. 1014
February 28, 2017**

1. Roll Call:

A regular meeting of the Hoffman Estates Park District Board of Commissioners was held on February 28, 2017 at 7:00 p.m. at the Triphahn Center in Hoffman Estates, IL.

Present: Commissioner R. Evans, Kaplan, Kilbridge, McGinn, Kinnane, Bickham

Absent: Commissioner Mohan

Also Present: Deputy Director/A&F Director Talsma, Rec/Facilities Director Kies, P&D Director Buczkowski, Parks and Risk Director Giacalone

Audience: Mr. K. Evans; Comm Reps Raj Chhatwani, Linda Dressler, Kathy Musial, Sue Triphahn, Steven Winner

2. Pledge of Allegiance:

Everyone present stood for the Pledge of Allegiance.

3. Approval of Agenda:

Commissioner Kilbridge made a motion, seconded by Commissioner R. Evans to approve the agenda as presented. The motion carried by voice vote.

4. Awards:

- Best of Hoffman:
President Bickham presented the HEPD Community Representatives who were in attendance with Best of Hoffman awards for their dedicated service to the district and the community. The Comm Reps that were in attendance were Raj Chhatwani, Linda Dressler, Kathy Musial, Sue Triphahn, Steven Winner.

5. Minutes:

Commissioner McGinn made a motion, seconded by Commissioner R. Evans to approve the minutes of the January 24, 2017 Board meeting as presented. The motion carried by voice vote.

6. Comments From the Audience:

None

7 Consent Agenda:

Commissioner Kaplan made a motion, seconded by Commissioner Kinnane to approve the consent agenda as presented.

- A. Purchase of Z-Turn Mower / M17-011
- B. Purchase of Pick-up Truck w/Plow / M17-012
- C. Purchase of Dump Truck / M17-013
- D. Purchase of Pick-up Truck – M17-014
- E. Seascape Sand Play Area / M17-005
- F. Court Repair Bid / M17-007
- G. Supply of Playground Equipment Bid, Victoria & Colony / M17-016
- H. Barrington Library / M17-015
- I. Surplus Ordinance O17-001 / M17-022
- J. Balanced Scorecards 4Q2016 / M17-008
- K. Open and Paid Invoice Register \$1,186,541.11
- L. Revenue and Expenditure Report
- M. Acceptance of A&F Minutes 1/17/2017

On a Roll Call: Carried 6-0-1
Ayes: 6 Evans, Kaplan, Kilbridge, Kinnane, McGinn, Bickham
Nays: 0 None
Absent: 1 Mohan

8. President's Report:

President Bickham thanked Executive Assistant Kaczmarek and staff who attended IAPD/IPRA conference for filling out, presenting and compiling the Conference Education Sessions and sharing the information with everyone.

Kudos on the Spring guide with summer planner and maps and noted it was nice to see cooperation and intergovernmental support with neighboring towns; great exposure.

He mentioned the letter of praise which a member sent to Prairie Stone regarding Joe, Mark and Katie Basile's quick response to his wife who was overcome by a dizzy spell. He commended staff for helping the member.

9. Adoption of Executive Director's Report:

Commissioner McGinn made a motion, seconded by Commissioner Kilbridge to adopt the Executive Director's Report as presented. The motion carried by voice vote.

10. Old Business:

None

11. New Business:

A. Mechanical system TC north side / M17-025:

Director Buczkowski indicated there was \$13,800 available as part of the bid to update HVAC for the North side renovation. He also explained that the cost to replace and make operational 11 non-functioning pneumatic components was \$7,800 and to convert all the pneumatic controls to electronic in the renovation area was \$39,675 (this does not include the Early Childhood and gymnasium areas in the original building). He stated that to spend \$7,800 on repairing the old pneumatic system was not the best use of the funds and it would be prudent to look at a temperature control system. Trane made a proposal for \$39,675 to convert the entire renovation area from pneumatic to electrical controls.

Commissioner McGinn asked how we knew it was not working. Director Buczkowski explained that certain areas were cold.

Commissioner Evans had questions from Comm Rep Friedman regarding what the district would be getting for the \$39,675. It was noted that it would replace all the pneumatic systems with electronic in the renovated area not just a repair of the 11 bad pneumatic components.

Commissioner Kinnane asked if we needed to bid or get multiple quotes. Deputy Director Talsma said it would be an emergency replacement and covered by the original bid as a change order.

Commissioner Kinnane asked what the confidence level was to do this. Director Buczkowski noted he felt confident that Trane knew what they're talking about.

Commissioner Kaplan asked if this was the whole HVAC on the north side. Director Buczkowski indicated that it is all the equipment on the north side in the renovated area and did not include the gym or ELC area.

Commissioner Kaplan asked why the board was finding out now instead of 2 months ago. Director Buczkowski noted that the testing of the HVAC system was two weeks ago and that was when the non-functioning components were located and the quote given to make the repairs.

Commissioner Ron Evans asked about the rebates. Staff will check.

Commissioner Kilbridge asked if the pneumatic controls were only on the north side. Director Buczkowski said only the north side renovated area was being replaced. Preschool and gym are old and staff would look at those areas for the next budget.

Commissioner Kilbridge asked if there would be cost savings. Director Buczkowski said probably not now. Commissioner McGinn asked if we were saving now while it's under construction and Director Buczkowski indicated that yes, it is more efficient to make the repairs while the building was open.

Commissioner Kaplan asked if not having the gym and ELC changed would be a problem. Director Buczkowski answered no.

Commissioner Kinnane asked how much it would cost to do the rest and how long to get the quote. Director Buczkowski replied that it would cost more; but staff did not have a dollar amount; this expenditure itself was higher than anticipated.

On a Roll Call: Carried 5-1-1
Ayes: 5 Evans, Kilbridge, Kinnane, McGinn, Bickham
Nays: 1 Kaplan
Absent: 1 Mohan

12. Commissioner Comments:

Commissioner Kaplan thanked the Comm Reps for the work they do.

Commissioner R. Evans agreed. He mentioned that the golf course is re-opening Saturday and reminded everyone about the Fish Fry on Fridays. He inquired about a dance for grandparents.

Commissioner Kilbridge echoed the sentiment about the Comm Reps.

Commissioner McGinn also appreciated the Comm Reps and enjoyed hearing at conference how great this district was.

Commissioner Kinnane agreed and stated that we are way ahead of other states.

President Bickham thanked the community reps for all they do.

13. Adjournment:

Commissioner R. Evans made a motion, seconded by Commissioner Lili Kilbridge to adjourn the meeting at 7:53 p.m. The motion carried by voice vote.

Respectfully submitted,

Craig Talsma
Deputy Director/Director Admin & Finance

**HOFFMAN ESTATES PARK DISTRICT
REGULAR BOARD MEETING NO. 1015**

EXECUTIVE DIRECTOR'S REPORT

March 2017

PARKS DIVISION

1. Truck 505 replaced front brake pads and front shocks.
2. Bus 534 replaced u joints center bearings and balance drive shaft.
3. Vehicle 498 replaced starter.
4. Truck 491 replaced right rear door switch and windshield wiper hose.
5. Trailer 836 installed new tires.
6. Completed maintenance and repair on all tractors, chipper and air compressor.
7. Staff installed new thermostat in the men's locker room. Also new thermostat covers were installed in the men's and women's locker rooms at TC.
8. Staff caulked roof and the gutters edge; cleaned out gutter at TC outside maintenance room.
9. Staff installed a new inducer motor installed in the unit over the upstairs kitchen area at BPC.
10. A bearing housing was rebuilt in the air handler unit #2 in the bar area at BPC.
11. Staff repaired leaking drains on the sink behind the bar at BPC.
12. The old fluorescent lighting in the golf maintenance shop has been replaced with new LED fixtures.
13. Staff replaced four ballasts and three light sockets in the activity pool at PSSWC.
14. Staff replaced steam room lights in men's club locker room at PSSWC.
15. All of the new park and playground symbol posts have been installed at park locations with the no smoking symbol added.
16. Additionally all the no smoking signs adjacent to athletic areas and courts have been changed to reflect no smoking within the park.
17. With the mild weather we have been able to get a good start on our in house controlled burns. We have completed 13 out of the 24 scheduled burns for this year.
18. The absence of snow cover has allowed us to continue bed cleanup.
19. Plant materials and mulch has been ordered for Seascape to complete the first phase of landscape renovation. Some replacement plant materials have also been ordered for other sites.
20. Our Native and Wildflower seed for our natural areas has begun to arrive and is being put down as the controlled burns are completed.

PLANNING & DEVELOPMENT

1. Triphahn North Side Renovation Project:

Architectural renovation projects always come with a degree of uncertainty as a result of not knowing what is buried behind the visible. In addition, trying to predict how new design ideas are going to work with the existing conditions presents budgetary challenges. In this case, a tight budget driven by an aggressive ROI requirement dictated that existing systems would have to be utilized and not replaced unless they were found to be non-functioning.

With the new walls up and 75% of the mechanical infrastructure in, the project has reached a point that the majority of the risk of the unknown is behind us. Existing subgrade soils were found to be more than adequate to support the new steel structure designed to support the roof and movable wall partitions. Slab moisture testing came in less than the minimal critical levels required for floor warranties.

On the flip side, additional existing drywall needed to be removed to accommodate electrical and communication wiring. In some cases wall thicknesses had to be increased to accommodate larger conduits. Some of the existing doors and hardware that were originally going to be reused needed to be replaced as a result of new functionality related to door closures. Baseboard heating in the proposed office area needed to be reconfigured so as not to be an obstruction in the new mountable wall office configuration.

Recreation program staff changed the flooring in the off-ice training area from impact rubber to a concrete surface. Since materials had already been contracted and procured, the replacement came at some additional cost to the project. However, the purchased rubber material will go to good use out at PSSWC.

The final major impact to the budget came with the HVAC controls. Inspection of the existing pneumatic control equipment identified eleven components that were not functioning as originally designed. A cost to replace those items was presented to staff by the contractor. At the same time, a cost to replace that equipment along with all other control equipment with new electronic based equipment was presented for comparison purposes. It was decided by staff and the Board that upgrading the existing HVAC controls in this renovated area would benefit the district and its customer users in the long run.

The impact of these unforeseen necessary changes and the minor other change orders have reduced the project contingency from \$93,000 to just under \$25,000. With 95% of all materials bought, staff is still optimistic that this project can be brought in at its budgeted amount and on time.

2. Playgrounds

With the unusually warm weather we have experienced, staff is planning for an early start to the outdoor construction season. Playground equipment has been ordered with the expectation of delivery the week of April 10th. Award of the installation bids by the Board will allow the contractor to begin the renovations immediately in April. If this was to occur and the weather cooperates, the playground renovation projects could be completed by the Memorial Day holiday.

3. PSSWC Club Locker Room Wet Areas Renovation

Good news was received from the State that "A State review and permit would not be needed on this project so long as the current design configuration and fixture count did not change". With this news, staff is directing the architect to keep the current configuration. A new base drawing has been completed by the architect and the mechanical consultants are now inserting their respective as-built equipment and /or systems. Wall options have been discussed along with waterproofing methodologies and/or systems. Drawings will be completed by the end of March with bids going out sometime in April.

RECREATION DIVISION

- [March 10](#) – Friday Fish Fry
- [March 11](#) – Hoffman Walks event
- [March 17](#) – Preschool/ELC Jim Gill Concert 6:30-7:30
- [March 18](#) - Pot of Gold Climb

Administration Updates:

- Staff attended the Chamber Chit n Chat, new member reception, executive committee, board of directors meetings. Staff attended the mayoral breakfast and Illinois Park and Recreation Foundation board of directors meeting. Staff also spoke at the IPRA Leadership Academy's directors round table.
- Daddy Daughter Dance took place on Friday, February 10 with the highest attendance ever at 225. All those on the waitlist were taken of and everyone had an amazing time.
- The Mom Son Date night took place on Friday, February 17th, again with the highest attendance ever at 191 registered. The event ran smoothly and everyone had an enjoyable time.
- The Illinois Park and Recreation Association will be hosting a member focus group on Professional Education at Willow Recreation Center on Friday, May 5th from 2:00-4:00pm. Superintendent of Recreation, Colleen Palmer, has been selected to participate in this focus group.

Volunteers Summary:

- Human Resources processed 2 new volunteers.
- PSSWC has a new volunteer to take care of their plants who spent 9.75 hours in February donating her time.
- The Friends of HE Parks had a Girls Night Out event 2/16. 4 Trustee volunteers worked 5 hours that night as well as an additional combined 15 hours contacting business for raffle prizes and collecting the prizes for the event for a total of 35 hours.
- Admin Staff was contacted by a Girl Scout Troop of 8 and is trying to place them for a volunteer opportunity in the parks system.
- Admin Staff also contacted Wings and Talons (formerly Raptors) and they will be establishing volunteer opportunities and contact the district with their numbers and hours once they are set up.



Youth Athletics

Youth Baseball/Softball

- Indoor sessions – the Hoffman Estates Youth Baseball program started their “indoor spring training” sessions on February 21st. Each division gets 1 hour a week to practice hitting whiffle balls off tees, work on mechanics of throwing/fielding and base running inside at Timber Trails.
- Coaches' meetings/equipment pick up and player evaluations will take place in the month of March.
- Below are number comparisons as of March 2, 2016 vs 2017.
 - Note: Hoffman Stars are back again, they're just a rental and have 10U/11U and 13U teams. This affects our numbers at the older levels for baseball.

	Shet.	Pinto	Mustang	Bronco	Pony	1/2G	3/4G	5/6G	Total
2016	28	34	22	11	23	11	12	0	141
2017	40	37	39	9	13	11	8	9	166

Baseball Field Rentals

- It will be a busy spring/summer season at Cannon this year! Baseball fields at Cannon Crossing are booked every weekend from April 15, 2017 to July 8, 2017. The Hoffman Stars are back for another season and renting our fields again for 3 different age levels.

Youth Basketball

- All-Star Weekend was a big success. 3rd-8th graders competed in All-Star games on Sunday, February 26th at the Willow Recreation Center. Players got voted to the All-Star game by their teammates and coaches were selected by other coaches in the league.

- Boys Feeder Basketball finished their seasons with the conference tournament at Hersey High School the weekend of February 25th.

Indoor Soccer

- The indoor soccer program began on Sunday, January 29th. K-4th graders receive fundamental instruction for the first 45 minutes of the day and then participate in 3v3 and 4v4 games for the remaining 45 minutes of class.

Adult Sports

- Spring adult sport registration has begun. New this spring we will be offering Wiffle Ball leagues on Wednesday nights and a Spring Training Adult Softball league on Mondays at Cannon Crossing. These programs will begin in March.
- Adult Basketball – we have 9 teams (full league) registered on Monday nights at Willow Recreation Center for our winter league.

Youth Spring Soccer

- Spring soccer registration opened up on March 1st.
- We have hired a part time Athletic Coordinator, Kyle Goddard, who will be heading up the outdoor soccer program, in addition to other athletic programming throughout the year. He has been busy during the month of February contacting coaches, staff and referees and prep for the spring season.

Gymnastics

- Gymnastics second session began the week of 2/20 with 159 registered for the classes. Staff is looking into installing the anchors for the bars during the break between the spring and summer session.

Dance

- Dance classes are running on schedule, costumes have been ordered and many have already come in. Staff is preparing the information for recital which will go out at the end of the month.
- The Hoffman Stars Dance Company performed in their first competition of the season at Des Plaines Park District Dance Idol on February 3 -4.
 - All soloists placed within the top 10 for their category.
 - Trio placed 3rd overall for their category.
 - Company 1 place 2nd overall for their jazz dance.
 - Company 2 placed 3rd overall for their jazz and lyrical dances.
 - Company 3 placed 2nd overall for their jazz and lyrical dances.
 - The next competition will take place the weekend of March 3-5 in Oswego for the Cathy Roe Ultimate Dance Competition.



Early Childhood

Three-school 16-17	13 TC 13 WRC	15 TC 12 WRC	+2 TC -1 WRC
2's Playschool 16-17	30 TC 24 WRC	27 TC 17 WRC	-3 TC -7 WRC
Preschool 16-17	127 TC 69 WRC	122 TC 68 WRC	-5 TC -1 WRC
Early Learning Center*	35	39	+4
Total Preschool	311	300	-11

*Full Day Program

- A Jim Gill Family Concert will take place Friday, March 17 – 6:30-7:30pm in the TC gym. Tickets are \$3 per person at the front desk.
- ELC Open House is Saturday, March 4, 9:00-10:00am in Rooms 105 & 106

District 54	325	361	+36
District 15	51	62	+11
WRC KSTAR	12	17	+5
School Age Totals	388	440	+52

District 54	110 (2)	33 (1)	-77
District 15	0 days off	40 (2)	+40
School Age Totals	110	73	-37

- With the assistance of the Communications and Marketing Department, the Recreation Department has applied for a Power Play Grant through the Illinois Association of Park Districts. This \$1000 grant would subsidize a weekly half-hour program that focuses on health, fitness and nutrition for STAR program participants.



50+ Club

Membership	2/16	2/17	+/- Var.
Total	555	653	+98

Classes offered in February

- Basic Exercise(3), Gentle Yoga(2), Line Dance, Spanish, Tai Chi

Athletic opportunities offered in February

- Balloon Volleyball (Weekly), Billiards (Poplar Creek Bowl), Pickleball (indoor), Ping Pong, Volleyball and Walking Path/Track

Trips

- Mardi Gras Party! had 8 people attend (Jacob Henry Mansion, Joliet, 2/28)
- Upcoming: River dance (Aurora, 3/31), Silent Sky (Oak Brook, 4/6)
- Spring trip to Niagara Falls (4/30-5/6) has 50 registrants

Evening/Special Programs in February

- Pub Quiz Night (3rd Thursdays/5:30 pm) – 25 participants (BPC)

Friday post lunch programs (February)

- **2/3 Garibaldi's** "Lunch Bunch" 15 participants
- **2/17 Garibaldi's** "Lunch Bunch" 15 participants
- **2/24 Culver's**, member birthday celebration/20 participants

Other

Free Adult Health Clinic – 3 drop-ins

Attended Unity program at Friendship Village involving 50+ members

Attended writers program at Friendship Village as search continues for writing instructor

Attended Advisory Board meeting at Alden Poplar Creek

Met with prospective company for annual 50+ Open House

Book Club met – 18 attendees (in partnership with the Schaumburg Township District Library)



TESTIMONIALS & SOCIAL MEDIA COMMENTS

On Facebook, Google Plus, Yelp, Twitter, etc.: Google:

Scott R. Triphahn Community Center & Ice Arena

HOME INFO PHOTOS REVIEWS INSIGHTS

Replied!

John STEWART	Rating	Review posted on
	★★★★★	Nov 25, 2016

The user didn't write a review, and has left just a rating.

Best practices for responding to reviews ▾

Scott R. Triphahn Community Center & Ice Arena - Dec 6, 2016 - edit - delete
Thanks for the review John!

I.C.E Academy

- A staff meeting was held on Feb. 20 for all instructors.
- Staff attended a Basic Skills meeting Feb. 24 in Skokie. March 17-19 is the Basic Skills competition in Skokie.
- Staff is working on a possible spring ice show that would take place in late May.

Wolf Pack

- HEPD was part of USA hockey weekend Feb 25. 43 new skaters showed up for the event. 10 registered for hockey classes.
- Staff is working on preliminary off ice schedules for teams as well as researching a number of products for the area. Staff went to Minneapolis, MN to demo a synthetic ice product and tour an off-ice facility.
- Spring hockey clinics are set for March. Checking clinics, evaluations, tryouts, and pre skates are all set with April 3 the start of the spring hockey season.
- The off-ice area has been turned over to staff. A few of the Wolf Pack hockey teams are utilizing the area. Staff is using the training sessions to evaluate the best plan going forward with schedules and programming.

Ice Rink Information

- NWHL tournament games Feb 25 – March 10.
- Girls State tournament March 1-5.
- Wirtz Cup Sled Hockey Championships March 10 -12
- Krolak Cup tournament April 1-2.
- Chi Town Shuffle tournament April 21-23



Prairie Stone_{tm} Sports & Wellness Center

February Membership Totals +/-	2016	2017	Var.
	3223	3,088	(135)

TESTIMONIALS & SOCIAL MEDIA COMMENTS

On Facebook, Google Plus, Yelp, Twitter, etc.:

Prairie Stone Sports & Wellness Center

HOME INFO PHOTOS **REVIEWS** INSIGHTS

Ian Bocain Rating **Review posted on**
 ★★★★★ Feb 14, 2017

I have been coming to this gym for about 9+ years now I think? I have switched one time to life time (ew), but knew I had to come back. I've never really even felt like I was going to a "gym", it's much better than that. They have an INDOOR track! An out door running/walking trail that is incredibly scenic. All the members are very kind and respectful, the staff is amazing, the housekeeping staff does a great job at keeping the place clean. After my workout, typically cardio and lifting, I sometimes utilize their lap pool, water is never too cold always just right, then I'll relax in the hot tub, then go into the steam room then enjoy their luxurious locker rooms. I wish they were open 24/7 but besides that they do have very good hours. I will be a member for a very long time... Okay so I came back to add ONE thing I really don't like about the gym... it's FIFTEEN DOLLARS for a guest pass! I wish it was free or a better deal or something, I feel like in my 9 years of coming I could have gotten many people interested in becoming a member but no one wants to pay 15 dollars to check it out!

Best practices for responding to reviews ▾

Hello Ian, thanks so much for the review! Glad you like Prairie Stone. I will forward your comments to the manager. On occasion they do sell guest passes at a reduced rate, were you aware of this? I will have someone contact you. Thanks again!

Prairie Stone Sports & Wellness Center

HOME INFO PHOTOS **REVIEWS** INSIGHTS

Replied!

Sachin Chadha Rating **Review posted on**
 ★★★★★ Feb 20, 2017

The user didn't write a review, and has left just a rating.

Best practices for responding to reviews ▾

Prairie Stone Sports & Wellness Center - Feb 20, 2017 - edit - delete
 Thanks for the review!

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Prairie Stone Sports & Wellness Center

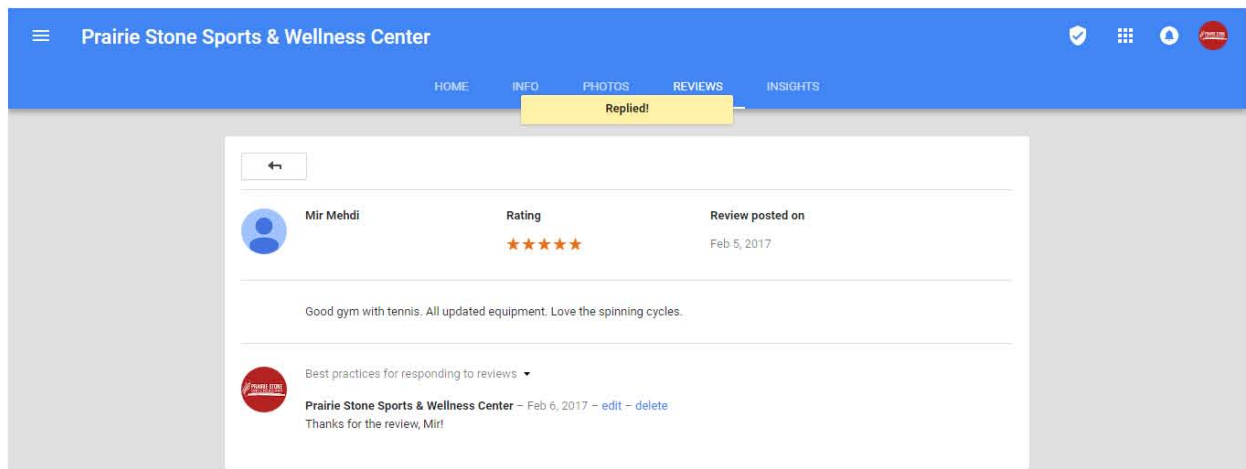
HOME INFO PHOTOS **REVIEWS** INSIGHTS

Jacob W Rating **Review posted on**
 ★★★★★ Feb 10, 2017

Great gym. Staff is friendly. Equipment is always clean.

Best practices for responding to reviews ▾

Prairie Stone Sports & Wellness Center - Feb 13, 2017 - edit - delete
 Thanks for the review, Jacob!



- Click on the links below to see the social media video engagements during the month of February.

<https://www.facebook.com/PSSWC/videos/10154885413599003/> (Chad introduces the 30-day squat challenge)

<https://www.facebook.com/PSSWC/videos/10154882351534003/> (Zac gives an overview of Hoffman Walks program)

<https://www.facebook.com/PSSWC/videos/10154862574299003/> (Zac gives some tips from the Belly Busters Workshop)

Member Services

- During the month of February, the Member Services team exceeded the net membership goal by 15 members, (the net goal was 32 and the net total was 47).
- The ongoing Friends in Fitness member referral program continued to be a primary force in generating new memberships in January and was further magnified and promoted with an extension of the 'Give 25/Get 25' referral opportunity. (Both the referring member and the new member receive \$25 of club credit following the completion of the first 30 days of membership). There were a total of 16 new member referrals in February.
- The PSS&WC enrollment special was advertised on each of the following:
 - District's electronic marquee signs throughout the community
 - VHE electronic marquee signs located at the corner of Shoe Factory Road and Beverly
 - The ENROLLMENT FEE banner on the north side building exterior
 - Select Facebook posts throughout the month (including a special 'Share the Love of Fitness' free guest opportunity for members during Valentine's Day week)
 - Guest and tour follow up targeted email via Retention Management

- Both internal and e-based targeted marketing were utilized to inspire member referrals as well as to reach all HEPD clients throughout the community. The HEPD bi-monthly Eblast included the enrollment promotion details, and targeted emails through Retention Management continued to be sent throughout the month to promote the club cash incentive for member referrals.
 - HEPD and PSS&WC websites (scrolling banner updates)
- The number of credit card denials following February billing continued at a consistent pace in comparison to the previous recent months. The Member Services team resumed efforts to contact members proactively to obtain updated information for billing continued via mail and email during the month of February. These efforts also included phone calls and person-to-person contact upon check in at the Service Desk. While the Member Services team successfully managed the 90-day collection effort, significant collections were also achieved at the 60-day and current month levels, which translate to fewer potential 90-day cancellations after the New Year. This collaborative intensive collection effort resulted in matching January's RECORD LOW number of 90-day cancellations (total of 7), which significantly reduced the number of total cancellations than projected for the month of February and helped the team exceed its monthly net goal.
- The Member Services team is currently working on a potential new corporate membership account with a few businesses within the Prairie Stone Business Park and within the surrounding community. Efforts will be ongoing in February to establish corporate visits to the companies to meet with management and employees in an effort to promote enrollment.
- The Member Services team received the following letter from the Salvation Army in response to the outpouring of generosity from PSS&WC members during the recent holiday 'Angel Tree' toy drive:

Thank you again,



André Cox
General

Commissioner Paul R. Seiler
Territorial Commander

Lt. Colonel Charles H. Smith
Divisional Commander

February 9, 2017

Re: The Elgin Salvation Army Christmas "Angel Tree" Toy Drive

To: Our Dear Friends

I would like to take this opportunity to say a special word of Thanks to you and your organization for participating in our annual "Angel Tree" program. With the help of you and your employees we were able to enrich the lives of many needy people in our community.

Please extend our appreciation to all who participated in the Christmas Angel Tree program. It is because of your kindness and generosity that we were able to help more than 480 families by giving toys and clothing to more than 6,508 children this Christmas season, 27 sponsors. Please know the joy you helped bring to others is a tribute to the love we have for the people of our community.

May God continue to bless you and yours with Peace, Health, and Happiness in the New Year.

Thank you again,

Kelly Hanton, Lieutenant
Corps Officer
The Salvation Army, Elgin, IL.

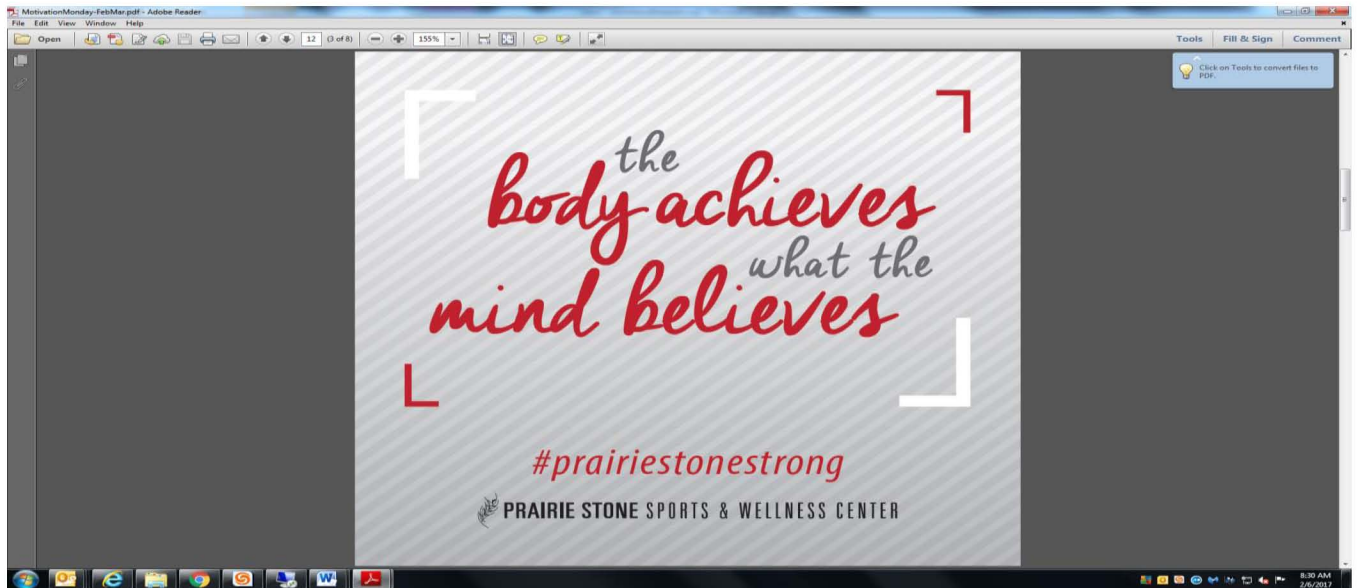
Lilibeth Rapley
Social Services Case Manager
The Salvation Army, Elgin, IL.

Lieutenant Michael & Kelly Hanton, Corps Officers

316 Douglas Avenue Elgin, IL 60120 t: 847.741.2304 f: 847.741.2311 www.salarmyelgin.org

- The Member Services team coordinated a month full of special events in February for members to inspire continued usage interest (see image below). Events included several special fitness group classes and workshops along with a number of fun activities, all of which help to bolster retention. The Member Services team also continued to promote the series of online motivational quotes that are posted each Monday on social media to help motivate members to pursue fitness goals in the New Year and throughout. These 'motivational Monday' quotes are also printed and placed strategically throughout the club for members to discover during their workouts. A few highlights to note from the February wellness calendar:
 - The Super Bowl Football Squares event, which has become a perennial favorite among members, attracted participation from over 100 members during the week preceding the Super Bowl. For every 2 workouts completed during that week, members earned 1 square on the poster. Members were encouraged to visit the PSS&WC Facebook page to find out the coordinates and winners were selected after each quarter (including overtime)!

- Between February 11th and February 14th, the 'Share Your Love for Fitness' campaign inspired members to bring in guests for a complimentary workout. The campaign generated a Facebook reach of over 800 people and created new formidable leads for the Member Services team.



Operations and Fitness Departments:

- PSS&WC hosted a variety of athletic rentals including a large youth basketball tournament in all 3 gymnasiums, as well as volleyball tournaments during the

month of February. Although birthday parties and scout lock-ins are still offered at PSS&WC, efforts have been taken to transition to larger multi-court athletic rentals that reduce labor intensity while generating steadier revenue streams.

- A targeted email message that promotes SFAC and PSS&WC lifeguard opportunities in the upcoming summer months was sent via Retention Management to all previous student summer pass holders from 2016 as well as student winter passes from this past season.
- The Operations Manager worked with First Serve and the HE Parks Business office on updating private and semi-private lesson tennis fees at PSS&WC effective in March.
- Preliminary efforts are underway to determine timelines and project details regarding the upcoming café and tennis court renovations. The tennis court renovation is scheduled to take place during the month of August and will include the addition of 'blended lines' on the courts to support additional youth and senior programming options. The Operations Manager is currently working with a representative from the USTA on securing a grant reimbursement to cover the cost of the blended line application.
- The Medic 2017 class schedule has been established and e-mailed to all FT team members. The first Medic AED, CPR, and First Aid Class were taught on February 25th, Saturday by Katie Basile and Debbie Albig. Class was held intentionally with a smaller number of students, due to the use of the new updated format (including updated video and student manuals with new content). Class went very well, certifying 9 part-time staff members. The next class will be held on March 18th.
- The Superintendent of Facilities, Katie Basile, continues to participate within the IPRA Proconnect, attending a session on February 7th. The next session is scheduled for March 8th, which will be the final session in culmination for the 2016-2017 season of the IPRA Proconnect. Within the final meeting in March, the new board members will be announced. Katie Basile will be serving on the Board of Regents for the IPRA ProConnect for the upcoming 2017-2018 season.
- PSS&WC has an upcoming Nutrition Workshop, Your Nutrition Questions Answered, on 3/18, taught by Kathy Brown. The seminar has been added to the monthly wellness calendar and marketed through the guide.
- The personal training department will promote a 5 pack promo for all members in March. With membership offering a 3 pack promo for new members.
- Within the area of group fitness class participation has again increased across the board! Highlighted classes include:
- Forever Fit 30 Friday Spin 25(MAX) Muscle Pump Yoga 25-30
- Fitness department has started the bid process for the ordering of the new fitness equipment, as budgeted within the 2017 operating capital fund for PSS&WC.

PSS&WC Swim Lessons

	2016	2017
Winter Session 1	150	137
Winter Session 2	168	206
Total Winter Swimmer	318	343

Climbing Wall

- Youth classes for the climbing wall continue to fill with 9 and 8 participants in the 6pm & 7pm classes Wednesday nights. Because of the consistent numbers and the number of returning climbers we are able to split the program into a beginner class and an intermediate climbing class. Winter session 2 is scheduled to begin February 15.

Early Childhood Programming

- Kid's First Sports basketball program had 11 participants. This session soccer ran with only 6 participants. We are continuing to work with the C&M department to find ways to attract interest.



Triphahn Center

Triphahn Center Fitness and Operations:

Membership +/-	02/2016	02/2017	Var.
Fitness	973	905	-68

General Summary:

- Dance World was held on 02/11.
- 2 New 50" TV's were purchased for the fitness room. They are being installed the beginning of March.
- Northside project is still underway. Staff has been working with other facilities to accommodate programs and rentals.



Willow Recreation Center

Membership Fitness Totals +/-	02/2016	02/2017	Var.
Fitness	386	388	+2

General Summary:

- The first winter session of Harper classes had 52 participants with rental revenue of \$1,736.40 (30%). Registration is underway for the next session beginning Mid March.



Dog Off-Leash Areas

Bo's run:

- Breakdown for Bo's Run / Combo passes HE 152, Palatine 44, Barrington 22, Schaumburg 39, Arlington Heights / Mt. Prospect 5, Inverness 35. Additional towns are Rolling Meadows, Elk grove, Hanover Park & Streamwood.

Freedom Run:

- Breakdown for Freedom Run/ Combo passes Elgin – 186, HE – 88, Streamwood 77. Schaumburg – 21. Additional towns are Huntley, Hanover Park & S. Barrington, Elk Grove, Palatine, Wheeling & others.

Dog Park Passes	02/2016	02/2017	+/- Var.
Bo's Run	262	297	+35
Freedom Run	285	335	+50
Combo	71	81	+10
Total:	618	712	+95

The screenshot shows the Facebook page for 'Bo's Run & Freedom Run Off Leash Parks'. The page has a blue header with the name and a search bar. Below the header are navigation tabs: Page, Messages, Notifications, Insights, and Publishing Tools. The main content area is divided into two columns. The left column contains a 'Notifications' section with 'Activity' (Reviews (1), Check-ins, Mentions, Shares (99+)) and 'Requests'. Below that is a section for 'Invite Friends to Like This Page' with a list of users: Beth Kahan, Rolando Delgado, Nancy Manisco, and Georgina Agrigiannis Roy, each with an 'Invite' button. The right column features a 'Recent Reviews' section. A review by Susan Thomas, posted 14 hours ago, reads: 'Our dogs really enjoy going to the park and running free with the other dogs. The owners we have met there are friendly and tend to there dogs. The water is shut off for the winter so be sure to bring water for your dog to drink until they turn it back on in spring. The poop bag dispensers are empty sometimes in the winter but there is always one dispenser that has bags (south end of park) Unusual Feb warm spell and lots of dogs out to play, glad all dispensers had been filled, yeah. A great place to socialize for dogs and people!'. Below the review is a photo of a dog and a blue doghouse. The page also shows a 'Like' button, a 'Comment' button, and a 'Share' button. At the bottom, there is a comment from David Webster: 'Bo's Run & Freedom Run Off Leash Parks Thanks for the review Susan! I will forward your comments to the manager. We appreciate the feedback!' and a 'Write a comment...' field.



Communications and Marketing

PROGRAM PROMOTIONS

Staff worked with program managers to promote Spring Guide and Registration, youth sports programs, 50+ events, trips and programs; Days off School Field Trips, Parent's Night Out, Giving Tree, Seascape Pass Sale, Hockey and Figure Skating, BPC weddings.

Community Calendar Submissions to: Daily Herald, Chicago Tribune, Hoffman Estates and Schaumburg Chambers and Hoffman Estates Visitor's Bureau.

VIDEO

This month, we featured the video "Join us for Girls Night Out".

PRESS RELEASES/PUBLIC RELATIONS

Articles that were printed or appeared online on the newspaper websites will be attachments at end of the Board Report.

- Girls Night Out to Benefit Local Families

The following are press releases that were sent to the newspapers, but have not yet been picked up for print:

- HE Parks Board Presents Best of the Best Award to Eagle Scouts
- Win free classes in HE Parks Photo Contest
- HE Parks Announces Best of the Best of Hoffman Recipients

REVIEWS & SOCIAL MEDIA COMMENTS

Google Plus Reviews Facebook Comments:

The screenshot shows a Facebook Messages interface for the Hoffman Estates Park District. The top navigation bar includes the page name, a search bar, and user information (Sandy, Home 20+). Below the navigation bar are tabs for Page, Messages, Notifications, Insights, Publishing Tools, Settings, and Help. The main content area is divided into three sections: an inbox list on the left, a message conversation in the center, and a profile sidebar on the right.

Inbox List:

- Carol H. Gordon (9:10am): Hello Carol! So sorry I missed your mess...
- Dawn Takagi (9:07am):** Yes, that can be confusing. Glad you found it!
- Kids First (Feb 1): Do you have any photos you can send m...
- Tina Fischer (Jan 24): Good enough. Appreciate the effort!
- Liz Annie (Jan 10): Hi! The photo album is on the HE Parks ...
- Melissa Drummond (12/10/16): I believe it is sold out but please check h...
- Charles TheMagician (11/11/16): Charles sent a photo.
- Jelleen Martinez (10/31/16):

Message Conversation:

Dawn Takagi: Is there a YouTube video of the Glee Club concert from 12/8 at Poplar Creek available?

Sandy: I'm trying to register for spring classes online and the new sessions aren't uploaded yet.

Sandy: Which class are you looking for? They went Live at 8 AM, but I can check a specific class.

Sandy: Is this about product inquiry? Yes No

Sandy: I got it. I didn't realize I needed to scroll past the winter classes. I thought the spring classes would populate under the current offerings in the same class.

Dawn Takagi: Thank you!

Sandy: Yes, that can be confusing. Glad you found it!

Bridges of Poplar Creek Country Club

Page Messages **Notifications** Insights Publishing Tools Settings Help

Notifications

Activity

Reviews (3)
Check-ins (98)
Mentions
Shares (2)

Requests

Invite Friends to Like This Page
Invite your friends to like Bridges of Poplar C...

Beth Kahan

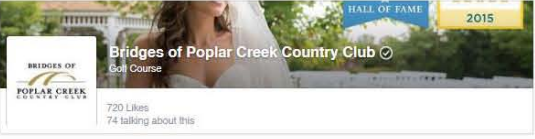
Rolando Delgado

Nancy Manisco

Recent Reviews

★ Review

Chris Goulding reviewed Bridges of Poplar Creek Country Club — 18 hrs



Like Comment Share

Bridges of Poplar Creek Country Club

Write a comment...

Bridges of Poplar Creek Country Club

Page Messages **Notifications** Insights Publishing Tools Settings Help

Georgina Agrigiannis Roy

See All Friends

Promote Page
Suggest Page
Share Page

Amount You Owe: \$1.32 USD
We were unable to charge your ad account. Please add a new payment method to your account.

Reach Customers Near Your Sports Club
Number of people you can reach near Bridges of Poplar Creek Country Club:

Reach Customers Near Your Sports Club
Number of people you can reach near Bridges of Poplar Creek Country Club:
79,000 people

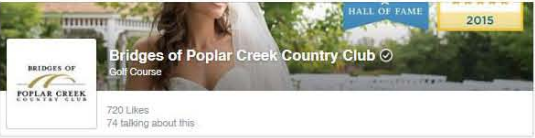
Amount You Owe: \$1.32 USD
We were unable to charge your ad account. Please add a new payment method to your account.

Get Clicks to Your Website
Get the people you care about to visit your website

★ Review

Jim Riplow reviewed Bridges of Poplar Creek Country Club — February 18 at 5:19pm

For February play can't complain!
In season this is really nice course ... pin placements can make it tougher



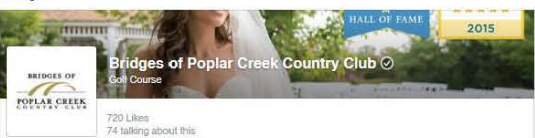
Like Comment Share

Write a comment...

★ Review

Mike Colaizzi reviewed Bridges of Poplar Creek Country Club — February 18 at 2:07pm

Nice Park District track, great to play at a reasonable rates. Great shape for a Mid-February round in Chicago..



Like Comment Share

Write a comment...

MARKETING DASHBOARD



Mobile App Downloads – Source: Apple iTunes & Google Play reports

The app has been available since April 25, 2014. C&M continues to promote various features of the app to increase usage. Below is a chart showing progress over the previous 10 months. As of October 2015, 667 mobile app users had Push Notifications turned on.

May 2016	June 2016	July 2016	August 2016	Sept 2016	Oct 2016	Nov 2016	Dec 2016	Jan 2017	Feb 2017
1,429	1,525	1,560	1,602	1,547	1,530	1,461	1,478	1,493	1,501



Mobile Access – Source: Google Analytics

“Prior to” column indicates how users accessed HEparks prior to the app and mobile-friendly website. Responsive mobile-friendly website launched Oct 28, 2014; app launched April 25, 2014; mobile WebTrac launched in late November 2014.)

Source:	Prior to App & responsive web: Feb 2013-Feb 2014	Feb 1-28, 2016	Feb 1-28, 2017	Change from last year
Desktop	63%	17%	15%	-2%
Mobile	27%	64%	72%	+8%
Tablet	10%	18%	12%	-6%

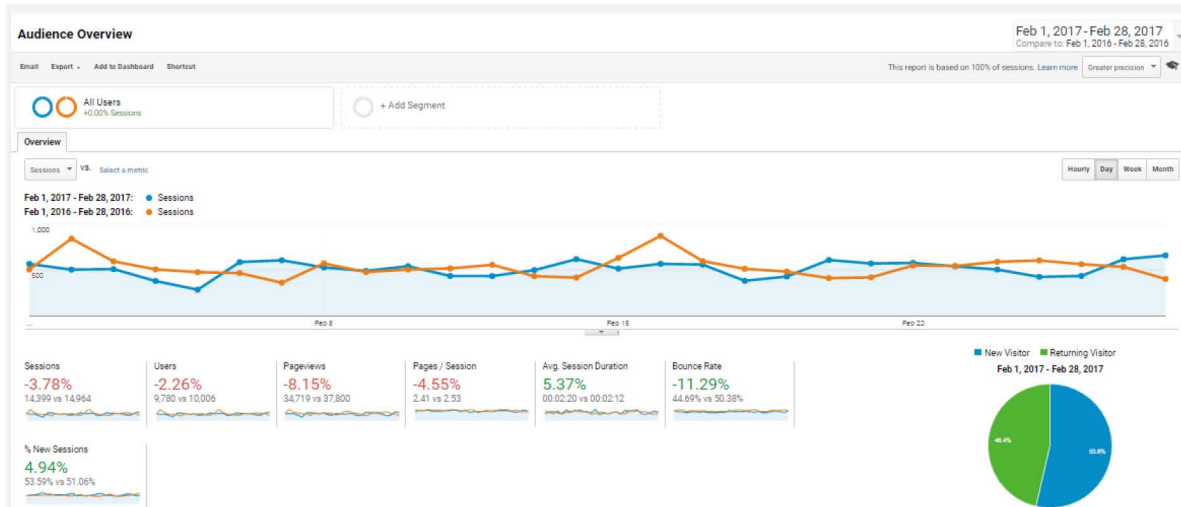
*A decrease in tablet views is speculated to be a result of more mobile phone use as mobile phone screens are increasingly larger. Tablet sales have leveled off. It is more convenient to use a smart phone which is always within reach.

(<http://time.com/3532882/people-arent-buying-tablets/>)



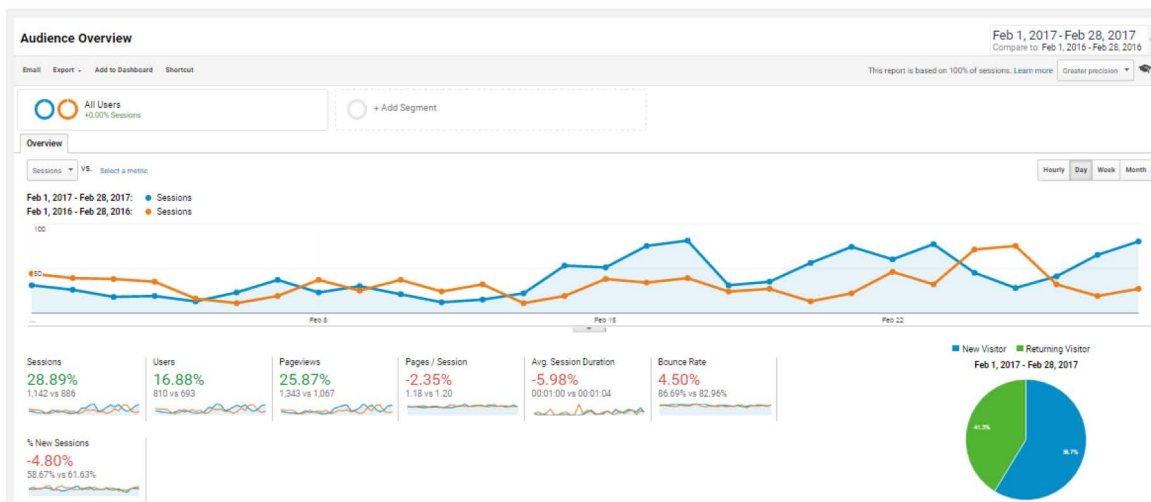
Website HEparks.org – Source: Google Analytics

Hits to the website are down slightly.



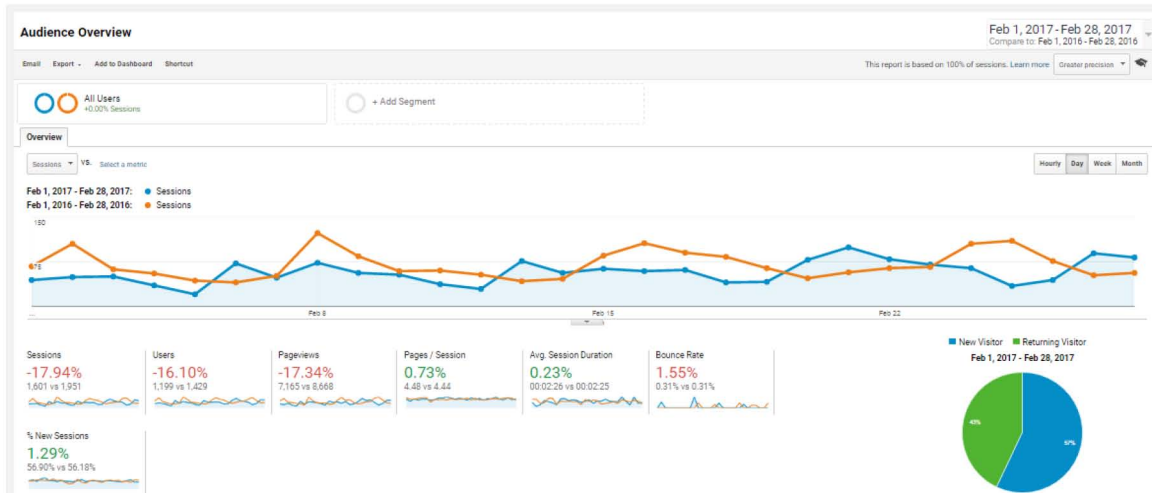
Program Guide Online – Source: Google Analytics

Hits to the online program guide are way up this month, likely due to Spring Guide which came out in February.



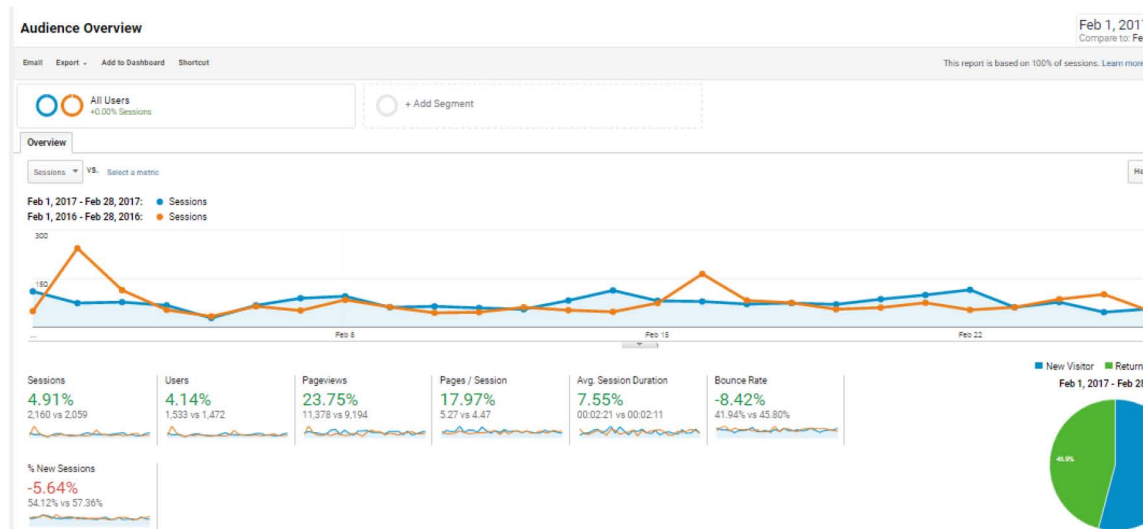
WebTrac/Online Registration Page Hits – Source: Google Analytics

Hits to online registration have dropped this month as we have been driving more users to the mobile webtrac page, with the increased use of mobile devices for web browsing. In electronic marketing, links go primarily directly to Mobile Webtrac pages.



Mobile Webtrac – Google Analytics

The number of people accessing Mobile Webtrac from their mobile devices is up significantly as compared to last year, and up significantly higher than those browsing Webtrac with a PC. A strategy we use that is having a great impact is that when we post links on web, email and social media we typically link directly to mobile online registration pages. Unfortunately, we have found that the program details are harder to view on the Mobile Webtrac, so programs that we think are important to view the details are directed to another source, such as PDF of the program guide or regular Webtrac.



- Bo's Run & Freedom Run Off L...
- Bridges of Poplar Creek Count...
- HE Parks 50+ Active Adults Club
- IE Parks Preschool
- IEPD Ice Arena
- IEPD Youth Theater
- Joffman Estates Park District
- Prairie Stone Sports & Wellnes...
- Seascaple Family Aquatic Center
- Triphahn Center
- Triphahn Fitness Center
- Vogelei Park
- Willow Recreation Center

Facebook Reach

Facebook fans will now be reported as a total of all Facebook

pages throughout the district, including:

Total fans for all pages as of February 28, 2017: 6,614

Top Most Engaging Posts this Month:

Top 5 Most Successful Posts February 1-28, 2017 for the main Hoffman Estates Park District page:

Post Message	Type	Posted	Lifetime: The number of impressions (Total Count)
Get your team together and play softball this Spring! http://ow.ly/DqHQ308Zydx	Photo	2/14/17 7:05 AM	2369
Walk this way...join us for a new community walking program Hoffman Walks. Sat. March 11 learn more here: http://ow.ly/Vs5B308J6Lc	Photo	2/6/17 10:00 AM	2275
Gus, the mascot for the Windy City Bulls (Chicago Bulls' D-League team) came out to visit our players on Saturday 2/4. Windy City Bulls @windycitygus	Photo	2/6/17 6:18 AM	1993
Only 1/3 of #kids get the recommended activity each week. Preschool sports programs start next week! Kids First #Soccer, #Basketball or #Dodgeball class: http://ow.ly/3kWi308C6uz	Photo	2/4/17 8:01 AM	1682
The Spring Guide & Summer Camp Planners are in the mail...meanwhile get a sneak peek here: http://ow.ly/dzpk3094tDE #spring #makinglifefun	Photo	2/16/17 11:25 AM	1604

Top 10 Highest Posts Since October 2015

Post Message	Type	Posted	Lifetime: The number of impressions. (Total Count)
Qualified Kindergarten Enrichment Teachers and Counselors Needed. Please see our careers page for more info: https://goo.gl/X71UZs	Photo	8/15/16 10:29 AM	6715
This week through Friday Aug 19 Seascape has short hours, 4-7:30 PM http://ow.ly/TY6I3037o3z	Photo	8/15/16 7:55 AM	6710
#Pokémon Trainers come to Black Bear Pk for our Gathering	Photo	8/13/16	6168

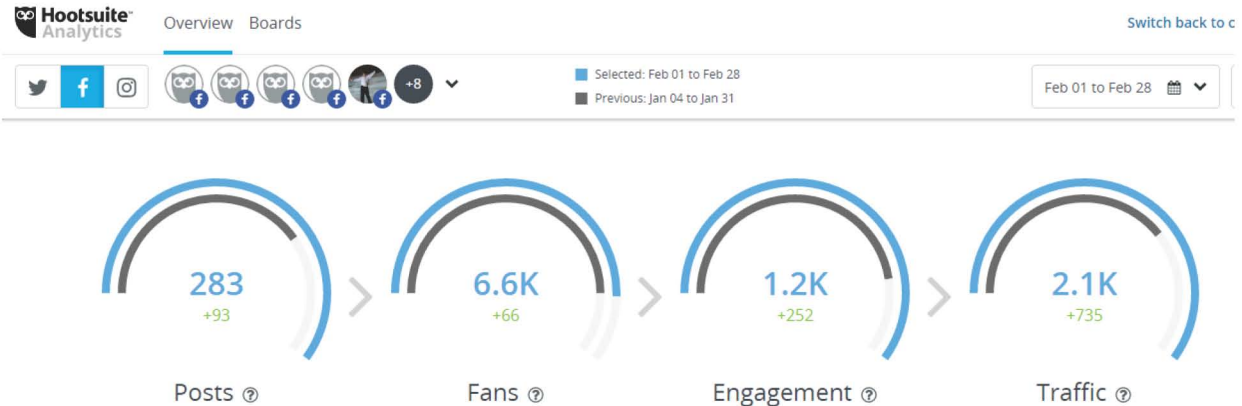
Sat Aug 27 10-11:30 catch 'em all! http://ow.ly/cCns3037nfO		12:55 PM	
Today our Half-Day Preschool is having their own Crazy Hair Day! How cute are they?	Photo	3/14/16	6148
Congrats to figure skater, Tomoki Hiwatashi, who won a Gold Medal at Nationals! http://ow.ly/Xyalq Tomoki trains @Triphahn Ice Arena!	Link	11:12 AM	
#Pokémon Trainers come to Black Bear Pk for our Gathering		1/26/16	
Sat Aug 27 10-11:30 catch 'em all! http://ow.ly/cCns3037nfO	Photo	8:00 AM	6119
Due to weather conditions, we will be postponing our Pokemon Go event that was scheduled for today. Keep a look out for a new date and time on our HEParks social media pages!		8/10/16	
Tomorrow! Come to the Open House for 50+ Active Adults! 9-11 AM Wed 8/17 at Triphahn Center http://ow.ly/soW53036YZb	Photo	12:56 PM	5506
Wine lovers get your tickets for Uncorked & Untapped event at Bridges of Poplar Creek 9/23. http://ow.ly/Hj2x303tEtf		8/27/16	
Congrats to August Best of Hoffman Chip Mahr who helped create a Monarch habitat in Hoffman. http://ow.ly/AS69303xt8r	Photo	7:30 AM	5285
		8/16/16	
	Photo	9:45 AM	5221
		8/22/16	
	Photo	12:55 PM	5164
		8/24/16	
	Photo	7:00 AM	5130



Engagement Report for All HE Parks' Facebook Pages

Source: Hootsuite

All Facebook pages: 6,547



Twitter Analytics

Source: Hootsuite

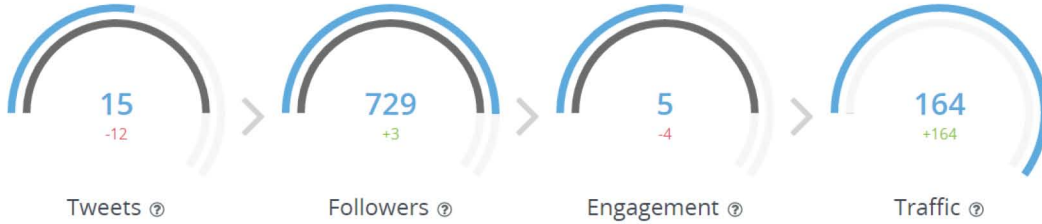
@HEParks & @BridgesofPCGolf Twitter



@HEParks

Selected: Dec 01 to Dec 31
Previous: Oct 31 to Nov 30

Dec 01 to Dec 31



HE Parks' Twitter account

Source: Twitter
@heparks

	Aug	Sept	Oct1	Nov	Dec	Jan1	Feb1	Mar	Apr1	May	June
Followers	707	713	718	726	730	741	751	17	7	17	17
Impressions	7,146	5,599	5,97	3,96	3,870	4,88	4,74				
# of tweets	41	20	32	22	15	31	26				

28 day summary with change over previous period

Tweets	30 ↓ 0.2%	Tweet impressions	4,740 ↓ 0.1%	Profile visits	136 ↑ 13.3%	Mentions	5 ↓ 73.7%	Followers	762 ↑ 9
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Mar 2017 - 0 days so far...

Top Tweet earned 103 impressions
Congrats to our volunteer Community Reps who we honored at last night's Park Board meeting as Feb. Best of Hoffman!
ow.JyXXUp309Hmpv
pic.twitter.com/JRKLgJMHJ5

Top media Tweet earned 98 impressions
Are you a basketball fan & HE Parks volunteer? Get 4 free tickets to the Windy City Bulls game on Mon, 3/6.
ow.JyVvbs309wyal
pic.twitter.com/QtaZm2QgnO

MAR 2017 SUMMARY

Tweets	7	Tweet impressions	999
Profile visits	11	New followers	1



Instagram Reports

Source: Instagram
@heparks

	Aug1	Sept1	Oct1	Nov1	Dec1	Jan1	Feb1	Mar1	Apr1	May1	June
Followers	6	6	6	6	6	7	7	7	7	7	17
# of posts	86	91	109	107	109	109	111				
	10	9	23	8	6	6	0				



Conversion Rate – What percentage registered online?

More and more people are registering online. Derived from a RecTrac Report that indicates the percent of registrations made online vs in person. Mobile-friendly email template began Nov 2015. Progress is being made each year in online registrations:

2011:	21%
2012:	26%
2013:	30%
2014:	33%
2015:	35%
2016:	37%
2017 as of 2/28:	36.19%



Email Blast Results, Constant Contact

	Sent/Open	Mobile	Bounces	Clicks
Unsubscribes				
2016 Fitness, Sports & Rec Benchmark	---/17.7%	50+%	8.8%	8%
Hoffman Happenings 2/17	19.5K/17.7%	63%	1.6%	9.4%
50+ Newsletter February	988/37%	58%	1.5%	14.6%
				0.22%
				.2%
				.1%

Opens = Emails our contacts received and viewed.

Mobile = Percent of emails opened on a mobile device.

Bounces = Emails sent, but not received by our contacts, indicates the quality of the data.

Clicks = Contacts who clicked on a link within our email.



YouTube Metrics

Below is a list of our Top 10 Videos with the most traffic and minutes watched over the past 30 days.

Top 10 Videos

[Browse all content](#)

Video	↓ Watch time (minutes)	↓ Views	↓ Likes	↓ Comments
What is Pickleball?	464 54%	321 47%	0	0
Hoffman Estates Park District National Gold ...	55 6.4%	10 1.5%	0	0
Park Info: Playground Workout, Bench Pushup	53 6.2%	65 9.6%	1	0
Park Info: Thor Guard	49 5.7%	41 6.0%	0	0
Wolf Pack Hockey Hosts Krolak Cup	45 5.3%	17 2.5%	0	0
Triphahn Center renovations - progress Jan. 2...	35 4.0%	24 3.5%	0	0
Park Info: What is Bioswale?	25 2.9%	19 2.8%	0	0
Aqua Fit Swim Aerobic Classes at Prairie Stone...	19 2.2%	15 2.2%	0	0
Summer Campers 2016	18 2.2%	13 1.9%	0	0
Try Hockey For Free	11 1.3%	14 2.1%	0	0

Top geographies

Watch time

- United States (82%)
- Canada (7.0%)
- Sweden (2.0%)
- India (2.0%)
- Philippines (1.3%)



Gender

Views

- Male (52%)
- Female (48%)



Bridges of Poplar Creek Board Report

General Programs



Outstanding weather in February provided us a chance to OPEN on February 17th. Days in the upper 60's for opening weekend provided us with the busiest February of all time.



Preferred Tee Time contracts have been received. We have a total of 30 groups contracted. We do have few times remaining to fill and have issued contracts for another 4 groups. The additional groups are coming from Indian Lakes as they have closed their doors. We had 28 groups last season.



League Contracts have been sent out. We are looking at adding 2 new small leagues for this upcoming season. We are in preliminary talks and working out dates and times for these groups. 1 group is from Schaumburg Golf Course and the other is from Indian Lakes.



Fish Fry started February 17th. Three weeks in and we have serviced 178 guests with the counts increasing each week heading into Lent.



Easter Brunch reservations are now available. We currently have several reservations for a total of 65 guests.

Golf Rounds

ROUND TOTALS.

2013	2014	2015	2016	2017	5 Year Average
0	0	0	300	880	148

YTD ROUND TOTALS

2013	2014	2015	2016	2017	5 Year Average
0	0	0	300	880	148

Range Information

RANGE BASKET SALES TOTALS

2013	2014	2015	2016	2017	5 Year Average
0	0	5	124	564	139

YTD RANGE BASKET SALES TOTALS

2013	2014	2015	2016	2017	5 Year Average

0

0

5

129

566

140

Communications & Marketing

Marketing/Advertising



All 2017 Event registrations are complete. They are available online along with Online registration for March Madness. Future events will also be available for online registration in the near future.



8 Email blasts went out promoting Course Opening, Fish Fry, March Madness, Annual Pass Sales, Jr Golf League, and banquets.

Food & Beverage

For the month of February we had a total of 14 events: (13 Events in 2016)

The breakdown is as follows:

4 breakfast meetings servicing 135 guests

1 fundraiser room rental \$3000. Plus a cash bar

1 memorial luncheon servicing 30 guests

1 shower servicing 49 guests

1 awards luncheon servicing 47

1 continental breakfast servicing 67 guests

1 retirement party servicing 45 guests

3 church room rentals servicing 150 guests

1 Daddy daughter dance servicing 221 guests

1 Mother son dance servicing 191

We currently have 15 events booked for March (20 Events in 2016)

5 Breakfast meetings servicing 140 guests

3 continental breakfast meetings servicing 230 guests

- 1 awards dinner servicing 100 guests
- 4 church room rentals servicing 200 guests
- 1 shower servicing 48 guests
- 1 March Madness servicing 72 guests

Wedding Count Update:

2017 = 14 ceremony and reception, 5 reception only, 5 ceremony only

We are currently offering variety of promotions based on time of season and date.

2018= 2 ceremony and reception







2016 = 21 ceremony and reception, 4 reception only, 1 ceremony only.

2015 = 18 ceremony and reception, 5 reception only, 4 ceremony only

Golf Maintenance Summary

February doesn't usually mean golfing weather, but this year was a different story. With the temps in the sixties for numerous days the golf course opened on 2/17/2017. Going into winter we applied about two tons of sand per green on the golf course to protect the plant from ice damage and or winter desiccation. Prior to opening we needed to smooth out all the sand on the greens so that golfers would be able to putt. The sand moved over the winter due to two separate rainfalls. All greens were cleaned and drug using our coco drag matt to smooth out sand on the greens, the overall goal was to keep the sand on the greens to protect the plant from all the golf about to be played as well as minimize the amount of ball marks. The biggest concern about opening the golf course early is the likeliness that we are still going to experience freezing temps and all ball marks and footprints will freeze and then be noticeable on the greens surface until aerification in the spring. To combat this we worked with the golf operations staff to fix ball marks on greens every morning that we were open. This was a huge success that took about two to three hours every morning, along with fixing ball marks we were able to roll the greens twice this month. Like we anticipated we did experience another freeze and I am glad to report that the greens are extremely smooth with no damage. Since the greens have completely thawed out we were able to put solid tine holes in the greens and drag in the winter sand to get the greens ready for their first mowing.

Outside of all the work on the greens to keep them in great conditions through February play the golf course maintenance staff was busy with the following items:

-  Branches and stick removal
-  Course setup with tee markers and garbage cans
-  Rough grading completed on #17 gold tee box
-  Equipment maintenance
-  Bunkers cleaned out and ready for the next step in the renovation process
-  Maintenance shop improvements

Finance/Administration

- Staff has completed the year-end account verification and preparation for the 2016 audit process. Auditors will be on-site the week of March 20th for field work and testing.
- Staff met with the Village and Plum Farms Developers regarding the West side TIF.
- Staff attended the community breakfast meeting held by the Mayor.
- Staff attended the legislative breakfast meeting in Schaumburg.
- Staff has been training with Vermont Systems, the software company that supports RecTrac, in order to begin rebuilding the data of our offerings to incorporate more items on-line. In conjunction with that, the March Madness 2-person tournament being held at BPC is being offered on-line using a ticket purchase method. New customers to our website, who previously had to wait for their account to be setup, may now begin on-line registration immediately. New accounts and residency confirmation will occur within 2 business days to ensure accuracy.
- Payroll Cycle Processing
 - 02/24/17 \$269,345.25
 - 03/10/17 \$277,766.43

Administrative Registration/EFT Billing

- EFT Billings for:
 - a. TC/WRC/PSSWC Fitness Centers
 - b. ELC (weekly)
 - c. Sponsorship/Marquee Signs
 - d. Dance
 - e. Preschool
 - f. STAR
- Administrative
 - a. 50+ Renewal Letters
 - b. Preschool Mailing
 - c. Spring Guide Review
- Administrative Registration for:
 - a. Financial Assistance
 - b. Foundation Giving Tree
 - c. Preschool Lottery and Registration

- d. Spring Hockey
- e. Travel Soccer
 - o Spring Team Registration
 - o Fall Team Balance Audits

Human Resources

- Processed 12 new part-time hires and 3 new volunteers.
- Attended Chamber of Commerce Annual Fishing Derby meeting; the event is scheduled for Saturday, June 3, 2017.
- Advertised and participated in the interview process for golf operations manager position.

Technology

- GIS (Geographical Information System)
 - a. Working with staff to configure the GIS application to optimize the syncing of information.
- TC North side renovation
 - a. Purchased card reader(s), AIO computer. Obtaining quote for additional POE network switch to accommodate new POE devices (i.e. security cameras).
 - b. Continuing to work with Pinnacle to finalize the network cable runs that are required for the various network devices to be installed.
- BPC – Start of season preparation
 - a. All items have been completed
- Evaluating new remote control software to replace LogMeIn
 - a. Decided on Splashtop at \$400/year. LogMeIn will expire 3/31/17. Working with users to transition to the new remote control access software.
- Working with TC & WRC Facility Managers to implement AppAudio. AppAudio is a service and device that will enable patrons to listen to the audio of the televisions we have in our fitness centers through their smartphone via an app.
 - a. Scheduled a conference call with AppAudio to discuss the requirements and implementation options for Triphahn.
- Working with ICE Assistant General manager to develop a better way of recording video of hockey practices & games so that coaches can evaluate and analyze a player to provide better coaching & feedback.
 - a. ICE is considering Hudl.com, a software company that specializes on video analysis of different types of sports. A request for a meeting and demo was sent to a Hudl.com sales representative. We will need to consider the costs involved with this software as well as the hardware (i.e. iPads, TVs, etc.) needed to record the actual video(s).
- Evaluating Gregg Communications to replace ATI as our Shoretel Partner of Record

- a. Considering changing our Service Level Agreement from 24x7 to 8-5M-F & only covering Shoretel switches/hardware, no phones.
- b. 24x7 cost including phones is ~\$7,000-\$10,000
- c. 8-5M-F cost without phones is around \$3,000-\$5,000. We can purchase individual phones as needed and we currently have in stock at least one (1) spare of each phone model.
- d. Comparing quotes from ATI and Gregg.

Advertising and Sponsorships

- Newly acquired sponsors:
 - a. Costco
 - Event Sponsor
 - b. Firehouse Subs
 - Event/In-kind Sponsor
 - c. Hoffman United Soccer Club
 - Advertising Marquee/Guide
 - d. Lions Club
 - Advertising Event-e-blast

- New Proposals Submitted to:
 - a. Posh Salon
 - b. Complete Bridal
 - c. Franks Construction
 - d. Manicures & Tiaras
 - e. Bath Planet
 - f. Wok N fire
 - g. Kid Snips
 - h. Brookdale Senior Care- corporate
 - i. The Lucky Monk