



The mission of the Hoffman Estates Park District is to offer healthy and enjoyable experiences to our residents and guests by providing first class parks, facilities, programs and services in an environmentally and fiscally responsible manner.

AGENDA
REGULAR BOARD MEETING NO. 998
TUESDAY, OCTOBER 27, 2015

1. ROLL CALL
2. PLEDGE OF ALLEGIANCE
3. APPROVAL OF AGENDA
4. AWARDS/RECOGNITION
5. APPROVAL OF MINUTES
 - A. Special Board Meeting September 1, 2015
 - B. Special Board Meeting September 8, 2015
 - C. Regular Board Minutes September 22, 2015
6. COMMENTS FROM THE AUDIENCE
7. CONSENT AGENDA
 - A. Eagle Scout Project /M15-133
 - B. Skate Park /M15-132
 - C. Working Cash Abatement Resolution R15-003/M15-140
 - C. Iatarola Property Annexation Ordinance O15-016/M15-139
 - D. Controlled Burns 2016 Contract / M15-141
 - E. Program Manager job description updates / M15-137
 - F. Surplus Ordinance Toro Sprayer O15-017/ M15-135
 - G. A&F Detail Reports
 - o Manual checks \$331,399.80
 - o Monthly Invoices \$335,113.03
 - H. Financial Statements
 - I. Acceptance of B&G Minutes 9/1/2015
 - J. Acceptance of Rec Minutes 9/8/2015
 - K. Acceptance of A&F Minutes 9/22/2015

REGULAR BOARD MEETING NO. 998

October 27, 2015

Page 2

8. ADOPTION OF EXECUTIVE DIRECTOR'S REPORT
9. PRESIDENT'S REPORT
10. OLD BUSINESS
11. NEW BUSINESS
 - BINA Hearing / M15-146
 - IAPD Credentials Certificate / M15-138
12. COMMISSIONER COMMENTS
13. EXECUTIVE SESSION
 - A. Minutes, pursuant to Section 2(c)(21) of the Open Meetings Act
 - 9/22/2015
 - B. Appointment, employment, compensation, discipline, performance or dismissal of an employee, pursuant to Section 2(C)(1) of the Open Meetings Act.
14. DISCUSSION AND VOTE ON MATTERS DISCUSSED IN EXECUTIVE SESSION
15. ADJOURNMENT

ALL MEETINGS ARE HELD IN THE BOARDROOM OF THE HOFFMAN ESTATES PARK DISTRICT TRIPHAHN CENTER, 1685 W. HIGGINS ROAD, HOFFMAN ESTATES UNLESS OTHERWISE SPECIFIED. WE INVITE THOSE WHO MAY NEED AN ACCOMMODATION DUE TO A DISABILITY TO CONTACT US 48 HOURS IN ADVANCE. PLEASE CONTACT JANE KACZMAREK, EXECUTIVE ASSISTANT, AT 847-885-7500.



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**MINUTES
SPECIAL BOARD MEETING
September 1, 2015**

1. Roll Call:

A special meeting of the Hoffman Estates Park District Board of Commissioners was held on September 1, 2015 at 7:45 at the Triphahn Center in Hoffman Estates, IL.

Present: Commissioner R. Evans, Kilbridge, Kinnan, McGinn, Bickham

Absent: Kaplan, Mohan

Also Present: Executive Director Bostrom, Deputy Director/A&F Director Talsma, P&D Director Buczkowski, Parks and Risk Director Giacalone, Golf Director Bechtold

Audience: Mr. K. Evans, Comm Rep Bettencourt

2. Pledge of Allegiance:

Everyone present stood for the Pledge of Allegiance.

3. Approval of Agenda:

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

4. Comments From the Audience:

None

5. New Business:

A. 10th Green Drainage and re-grassing at BPC:

Commissioner Kinnane asked about a contingency fund and Director Giacalone noted that he did not anticipate any unexpected expenses.

Commissioner R. Evans made a motion, seconded by Commissioner Kilbridge to approve Hole 10 green drainage and re-grassing in the amount of \$24,893.75 as outlined in M15-107.

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

6. Commissioner Comments:

Commissioner Evans noted that the goats at BPC were getting a lot of attention and appeared to be doing a great job.

Commissioner Kilbridge asked everyone to check out the Friends of HE Parks Giving Tree installed outside of the Board room. Executive Director Bostrom explained that they were doing an inaugural membership for the month of September with the official kick off for the Uncorked and Untapped.

Commissioner Kinnane said he wanted to give kudos to Athletic Program Manager Steinhoff for working so well with the soccer program and being able to place his son. He also wanted to recognize Catalina Rodelo at the front desk for her great service.

7. Adjournment:

Commissioner Kinnane made a motion, seconded by Commissioner McGinn to adjourn the meeting at 7:52 p.m. The motion carried by voice vote.

Respectfully submitted,

Dean R. Bostrom
Secretary

Peg Kusmierski
Recording Secretary



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**MINUTES
SPECIAL BOARD MEETING
September 8, 2015**

1. Roll Call:

A special meeting of the Hoffman Estates Park District Board of Commissioners was held on September 8, 2015 at 8:20 p.m. at the Triphahn Center in Hoffman Estates, IL.

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

Absent: Commissioner Kinnane, Mohan

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

Audience: None

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. 10th Green Prevailing Wage Change order/M15-118:

President Bickham questioned if the funds for the project were coming from the Capital Projects and it was noted that they would.

Commissioner Evans made a motion, seconded by Commissioner McGinn to approve the Hole 10 Green project with the Prevailing Wage Changes as outlined in M15-118 in the amount of \$37,578.75.

Roll Call Vote: Carried 7-0-2
Ayes: 5 Evans, Kaplan, Kilbridge, McGinn, Bickham
Nays: 0
Absent: 2 Kinnane, Mohan

7. Commissioner Comments:

Commissioner Kilbridge reminded everyone of the Uncorked and Untapped event on 9/25.

Commissioner Evans asked if the change order would impact the time line on the 10th hole and Director Bechtold said it would not.

Commissioner Kaplan asked if the hole would be playable in 2 weeks and it was noted that it would.

8. Adjournment:

Commissioner McGinn made a motion, seconded by Commissioner Kaplan to adjourn the meeting at 8:25 p.m. The motion carried by voice vote.

Respectfully submitted,

Dean R. Bostrom
Secretary

Peg Kusmierski
Recording Secretary



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**MINUTES
BOARD MEETING
September 22, 2015**

1. Roll Call:

A regular meeting of the Hoffman Estates Park District Board of Commissioners was held on September 22, 2015 at 8:08 p.m. at the Triphahn Center in Hoffman Estates, IL.

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

Absent: Commissioner Kaplan

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

Audience: Mr. K. Evans

2. Pledge of Allegiance:

Everyone present stood for the Pledge of Allegiance.

3. Approval of Agenda:

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

4. Minutes:

Commissioner R. Evans asked that the comments from Commissioner Mohan be clarified to specify that the attendant was saying that he "hit him **with his car.**"

Commissioner McGinn made a motion, seconded by Commissioner Kilbridge to approve the minutes of the August 25, 2015 meeting as amended. The motion carried by voice vote.

5. Comments From the Audience:

None

6. Consent Agenda:

Commissioner Mohan made a motion, seconded by Commissioner Kilbridge to approve the Consent Agenda as presented.

On a Roll Call: Carried 6-0-1
Ayes: 6 Evans, Kilbridge, Kinnane, McGinn, Mohan, Bickham
Nays: 0
Absent: 1 Kaplan

- A. Chestnut Port-o-let enclosure
- B. Expansion of 50+ Center
- C. Off-Ice Training Facility
- D. Utility contract for natural gas
- E. Supervisor of Aquatics & Facilities job description
- F. Surplus Ordinance O15-015
- G. A&F Detail Reports
 - o Manual checks \$485,658.95
 - o Monthly Invoices \$262,688.55
- H. Financial Statements
- I. Acceptance of B&G Minutes 8/4/2015
- J. Acceptance of Rec Minutes 8/11/2015
- K. Acceptance of A&F Minutes 8/18/2015

7. Adoption of Executive Director's Report:

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

8. President's Report:

President Bickham noted that he was 2/3 of the way through the parks; he also pointed out that there was a new rollout at PSSWC, the Summit Café. Finally, he noted that the goats were great at BPC and gave the district terrific press.

9. Old Business:

None

10. New Business:

None

11. Commissioner Comments:

Commissioner Kinnane said his son's soccer coach was doing a great job.

Commissioner McGinn said he had been to the Village German fest and it was great.

Commissioner Mohan noted that he had received 8-9 calls about the goats and why they were at BPC.

Commissioner Kilbridge noted that she was looking forward to the Uncorked Friday night.

Commissioner Evans asked about the adjustments made to the bus because of the discomfort of the back seats. Director Giacalone explained that they had installed a liquid suspension system to help with the ride.

President Bickham noted that he was looking forward to any information staff had brought back from conference.

12. Executive Session:

Commissioner Mohan made a motion, seconded by Commissioner McGinn to move to Executive Session at 8:18 p.m. for the purpose of:

- A. Minutes, pursuant to Section 2(c)(21) of the Open Meetings Act.
- B. 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
- C.

On a Roll Call: Carried 6-0-1

Ayes: 6 Evans, Kilbridge, Kinnane, McGinn, Mohan, Bickham

Nays: 0

Absent: 1 Kaplan

Commissioner Evans made a motion, seconded by Commissioner McGinn to reconvene to regular session at 8:40 p.m. The motion carried by voice vote.

13. Discussion and Vote from Executive Session:

None

14. Adjournment:

Commissioner Kinnane made a motion, seconded by Commissioner McGinn to adjourn the meeting at 8:40 p.m. The motion carried by voice vote.

Respectfully submitted,

Dean R. Bostrom
Secretary

Peg Kusmierski
Recording Secretary

**HOFFMAN ESTATES PARK DISTRICT
REGULAR BOARD MEETING NO. 998**

EXECUTIVE DIRECTOR'S REPORT

October, 2015

PARKS DIVISION

1. Ash tree removal continues. In the process of removing 16 ash trees at Cannon Crossing this week (Sep 28-Oct 2)
2. Bed maintenance and weeding on schedule; last rotation of the season.
3. Early fall fertilization of athletic fields complete; fall weed control in progress.
4. All irrigation systems are being prepared for seasonal shutdown. Estimated 60% less water was used for irrigation this year than in prior seasons.
5. All soccer fields were inspected and repaired where necessary for fall season; the process will be repeated, weather permitting, after the current season ends.
6. Preparations are being made for the fall and spring natural area burn season. Permits are being applied for, notification letters being mailed, and areas are being prepped by mowing safe barriers around trees, fences and vulnerable areas.
7. The September 26th volunteer wild flower seed collection was successful with 30 participants who collected approximately 12 five gallon buckets of native wild flower seeds.
8. Seascape has been winterized for the season, staff painted the pool bottom, the water slides, and the water play feature to get ahead on next season start up duties.
9. Truck 511 replaced ignition coil.
10. Truck 912 replaced water pump, radiator belt and temperature gauge.
11. Truck 533 replaced front and rear brake pads and packed front bearings.
12. 519 new tires installed.
13. Ball field groomer 890 new front tire.
14. Rebuilt pressure washer pump and motor for Bridges of Poplar Creek.
15. Striper replaced motor mounts and replaced cable for wheel lock.
16. Truck 542 brought in for recall for blower motor.
17. Safety lane inspection completed on all dump trucks and trailers.
18. Rebuilt grease barrel pump.
19. Staff clean three coils at PSSWC and is still ongoing.
20. Staff replaced tile in women's community locker room at PSSWC.
21. Staff installed fan in small gym at WRC.

22. Staff installed Playground Safety Surface at Community, Fabbrini, Sycamore, Colony, Cipri, Charlemagne, TC and PSSWC playgrounds.
23. Staff cleaned and painted east wall of Maintenance shop.
24. Staff constructed and installed Giving Tree on wall of Board Room at TC.
25. Staff repaired spring rocker at Charlemagne Playground. Staff scraped, repaired and painted shelter. Repaired and replaced basketball south rim at Charlemagne Park.
26. MUA2 unit upstairs kitchen repaired and replaced blower motor, belt and added Freon at BPC.
27. Staff installed water pressure switch for activity pool at PSSWC. Staff changed filters for RTU 3 units at PSSWC. Staff repaired a leak at PSSWC drinking fountain. Staff replaced light on outside north wall banner at PSSWC.
28. Staff repaired leaks in mechanical room boiler, hallway leak by room 105 and repaired Ice Rink Heater System at TC.
29. Staff installed a new water filter for the ice machine at TC. Staff installed new vacuum breaker in men's bathroom.
30. Staff installed a new Condenser at Vogelei House.

PLANNING & DEVELOPMENT

2015 P&D Capital Projects:

With all 2015 Planning & Development division's capital projects completed, these projects ended up 8.5% or \$101,609 under budget. This savings do not account for capital projects completed by other divisions.

The significant savings came from the competitive bidding received as part of the supply of playground equipment bids. In addition, the landscape restoration work completed by the maintenance department saved the project costs of approximately \$30,000. This does not include in-house labor costs which were not charged to the projects.

Bradwell Estates Development:

With the uptick in the economy, homes have begun to once again sell in Hoffman Estates. In the Bradwell Estates project, 14 of the 17 homes have been sold and are either under construction or nearing end of construction. One other home site has a foundation poured awaiting framing. It is anticipated by the sales staff that the final two lots will be sold within the next 6-8 months. Based on occupancies, the park district should start receiving additional tax revenues in early 2017.

Bergman Point Property:

M&I Homes and its contractors have been moving at a frantic pace to get the overall site ready and models completed by the end of this year. The two model homes have been framed and the interiors are under way and expected to be completed this construction season. Approximately 7 homes have been sold in the development. Staff has been working with M&I Homes who have selected Team Reil to construct the playground and shelter in the proposed park site. The intention is to begin this project this fall and complete the park in the spring of 2017.

2016 Playground Renovation Projects:

With the new construction season just around the corner, staff has completed conceptual designs for the three playgrounds scheduled for 2016. As is customary, staff holds public meetings with local residents to discuss the proposed plans and any particular neighborhood needs. The following dates have been set aside for this purpose. Board members are welcome to observe but not participate in the discussion to avoid violating the Open Meetings Act. Sheffield Park to be held Wednesday, October 14 at 7 pm at Sheffield Towne Club House; Victoria North to be held Thursday, October 15 at 7 pm at the Triphahn Center; Canterbury Park Place to be held October 15 at 7:30 pm at the Triphahn Center.

Recreation

UPCOMING EVENTS

- Oct 10 – Pumpkin Fest Noon-2PM at Vogelei Park
- Oct 11 – Pro Am Golf Event at BPC
- Oct 17 – Parents Night Out at PSSWC
- Oct 24 – Pumpkin Swim at PSSWC
- Oct 27 – Trick or Treat Climb at PSSWC
- Oct 31 – Halloween Bash 10-11:30A at Triphahn Center
- Nov 7 – Turkey Shoot at Bridges of Poplar Creek Country Club
- Nov 21 – Parents Night Out at PSSWC
- Nov 18-21 – Winter Guide Arrives in homes
- Nov 23 – Winter Registration Begins at 8 AM

Snapshot Summary/Highlights:

- On September 24th shortly after 11pm during a Men's Hockey League game, an individual experienced a heart attack on the ice. At that time, staff activated the in-house emergency response plan which included the HEPD scorekeeper (Karen Schultz) radioing the service desk (Maddy Harford the Manager on Duty) who contacted 9-1-1, called and responded with the AED as the MOD. As this was going on, two of the players on the ice also responded to the incident. One individual was an EMT, the other a doctor. As the AED arrived, they both assisted

with the incident. AED pads were applied to the victim and upon the first scan did not require a shock. As the Hoffman Estates EMT team arrived and the second scan was taking place, a shock was required and administered. At this time, this shock revived the individual and the player was transported to the hospital in a conscious/verbal communicative state (to the point at which he was able to give the MOD his phone number). All necessary forms were sent to PDRMA. As an update to the situation, the individual is doing well and does need additional care through a series of hospital procedures. We want to commend our team, the volunteers and village staff on a phenomenal response to a very stressful and critical situation.

- Untapped Potential of Billboard Advertising – article was submitted to IPRA P&R Magazine, co-authored by C&M Superintendent Manisco, Executive Director Bostrom and Director of Planning Buczkowski.
- Registration for youth basketball is starting to come in and as you can see from the report below the numbers are looking very good, they are currently up 13 participants from this time last year and registration is still open.
- The STAR program is off to a very strong start with over 53 more participants this year as compared to this time last year. (2015 – 366 as compared to 313 in 2014).
- The overall Preschool program is also off to a nice start in the fall. They are currently up 20 participants from this time last year. The great news about this growth is most of that is in the full day ELC program.
- The Wolf Pack program broke the 400 mark in participation this year; the total Wolf Pack for participation is at almost 450 players for this season as compared to 390 this time last year. The program has become one of the strongest programs in the Chicagoland area from a participation and instructional quality standpoint as well.
- PSS&WC membership continues to remain strong. Currently they are 78 memberships ahead of last year's total at this time, as well WRC is 48 memberships ahead of last year's numbers.
- In September, PSS&WC was awarded the Prestigious PAW award by the PAWS organization for providing outstanding customer service and support to increasing awareness of the rights and roles of Assistance Dog Service Teams.
- During the month of September HEPD hosted the HE Chamber of Commerce Board of Directors Comprehensive Master Plan meeting on September 29th in the board room. The board members were very impressed with the facilities and the Flores Group provided a light complimentary breakfast for the participants. Lisa Weitzel the President from the Illinois Association of Chamber of Commerce Executives was the facilitator and also commented on the outstanding facilities.
- During the month of September the Director of Recreation & Facilities, Superintendent of Recreation and Superintendent of Communications & Marketing attended the NRPA conference. There were a lot of great sessions, networking opportunities and the ability to see various trending services, programs and amenities that are starting to generate lifecycles in our industry. It was a very positive experience.
- The Director of Recreation & Facilities would like to commend Nicole Chesak for her work covering the ELC and STAR programs while being down two full time

team members. Though a very stressful situation, she has done a great job holding down the fort while we are in this transition.

- The Director of Recreation & Facilities would also like to commend the efforts of Katie Basile and Cathy Burnham for their efforts being down a full time Membership Services Supervisor while still being able to meet and exceed their membership sales for the past two months.
- PSS&WC hosted an Alexian Brothers Hospital Network Fit Pals event in September in which yoga was the activity provided for the children as well as the family members. The event was well-received with 38 participants in attendance.

Volunteer Summary:

- Human Resources processed 10 new volunteers.
- Administrative staff was contacted by 1 additional individual seeking volunteer opportunities.
- 4 volunteers participated in opportunities through the district including 50+, Ice, and General Programs for approximately 5 hours total.
- Maintenance and C&M ran a Wildflower Pick at Charlemagne Park on 9/26 with 30 volunteers participating for approximately 60 hours.
- The Parks Department started their planting program and had 9 volunteers planting flowers for a total of 72 hours.
- 10 Foundation Trustees met in 3Q Meeting and for the Uncorked Wine/Beer Event for a total of 40 hours.
- The Raptors had 20 volunteers for 150 hours for Raptor maintenance and phone / office activities.

Youth Baseball

- Fall baseball season is coming to a close. Teams will start post season tournament play on October 6th and conclude on October 12th. Each team will play 9 games plus 1 game guaranteed in the playoffs. Players also get to play 2-3 games under the lights at Cannon Crossing.
- In the works, 2016 players will be able to get indoor practice time in February and March to better prepare them for the 2016 spring season.

Youth Softball

- Our 5/6th grade tournament team competed in a round robin tournament in Schaumburg the weekend of September 25th. They won 1 game and will continue to practice throughout the month of October to prep for an indoor tournament this November.

Youth Basketball

- Youth basketball registration is starting to come in. Below is numbers from 2014-15 vs the numbers for 2015-16 Season has of September 30th

Year	1/2 coed	3/4 boys	5/6 boys	7/8 boys	3/4 girls	5/6 girls	7/8 girls	Total
2014-15	15	14	22	9	3	5	0	68

2015-16	23 (+8)	21 (+7)	15 (-7)	7 (-2)	12 (+9)	1 (-4)	2 (+2)	81 (+13)
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- New for the 2015-16 season we will host an all-star game for the 3/4, 5/6 and 7/8th level. We will also create tournament teams at the 5/6th level and 7/8th level to compete in a year end feeder basketball tournament.
- Coaches, Staff and Referee meetings are scheduled to take place in November.
- Girls Feeder basketball will host their tryouts for 6th, 7th and 8th graders on October 27th and 28th at Prairie Stone.

Youth Lacrosse Program

- The past 8 weeks HEPD has put on a fundamental lacrosse program at Pine Park. Varsity coaches from Hoffman Estates High School along with former players instructed the camp. Players learned the fundamentals of lacrosse for 1.5 hours on Thursday nights. The program had 13 participants. We will run camps in spring and summer to build up a participant base that will build to an in-house league.

Youth Soccer

- Soccer season started Saturday, September 12. We increased the league this season by 6 players. From 355 participants to 361.

Youth Volleyball

- Currently taking registration for the fall season.
- Registration emails have been sent to past participants along with cross marketing to youth baseball/softball, youth soccer, and youth basketball participants.

STAR

Program	9/2014	9/2015	Var. +/-
District 54	268	311	+43
District 15	33	44	+11
WRC KSTAR	<u>12</u>	<u>11</u>	<u>-1</u>
Total	313	366	+53

- KSTAR is only operating through District 15 at WRC. TC no longer has a need for the program since D54 went to all day kindergarten. We have incorporated kindergartners into our STAR program for families who needed the extended care.



Early Childhood

Preschool:	9/2014	9/2015	Var +/-
Threeschool 15-16	15 TC 10 WRC	12 TC 13 WRC	0
2's Playschool 15-16	30 TC 25 WRC	30 TC 24 WRC	-1

Preschool 15-16	115 TC 70 WRC	128 TC 66 WRC	+9
Early Learning Center	21	33	+12
Total Preschool:	286	306	+20

Volunteerism

Volunteers – 3 volunteers – 5 hours total
(newsletter / birthday mailing / photo album / center decor)

Classes offered in August

Basic Exercise, Gentle Yoga, Tai Chi, Spanish, Writing, Line Dancing, new Chair Fitness, AARP Driver Safety

Athletic opportunities offered in September

Pickleball, Volleyball, Bicycle Riding, Ping Pong, Billiards, Walking

Upcoming trips

Carole King: Beautiful, Fancy-Free Overnight to Door County, Supper/Zoo Lights, Chi, Dueling Piano Party/Lunch, Elmhurst, Historic Naperville, Tea, Long Grove (held all day parts/weekdays, week nights, weekends)

Evening/Special Programs

Health Screenings – 3 drop-ins
Pub Quiz Night (3rd Thursdays/6:00 pm) – 21 participants - held at 50+ Center

Friday post lunch programs (September)

- 9/11 Medicare workshop
- 9/18 Membership meeting
- 9/25 Culver's for monthly member birthday celebration

Organized Activities

Bingo at Culver's/monthly

Other

Open House Wrap-Up with co-sponsors, Comfort Keepers and AMITA Alexian Brothers.
ELC/50+ partnership now includes weekly Monday class visit from 50+ member (to help with more difficult children).
Toured Brookdale Golf Road/previewed new construction project.
Added Pickleball play day (Mondays from 4pm-6pm)/prepped for new Pay to Play program.
Nominated/Attended ceremony for Brookdale Hoffman Estates' Local Hero Award
Visit to the Barn, Schaumburg Senior Center.
Met with fellow IPRA Sr Committee member to prep for Conference presentation on the future of Senior Centers.
Book Club resumed with Schaumburg Township District Library
Lunch meeting with HEV Sr Commission Chair Lillian Clinton.

Dance classes started the week of September 14th for the Triphahn Center and the week of September 22nd for Willow.

Program/Month/Year/Variance +/-	<u>9/2014</u>	<u>9/2015</u>	<u>+/-</u>
Fall – Triphahn Center	179	152	-27*
Fall – Willow	74	57	-17*

- Staff is monitoring the drop off in both areas, but historically fall dance is always down and then winter dance picks up again due to the holiday recitals.

I.C.E Academy

- The Basic Skills program started the fall session the second week in Sept. 237 skaters are enrolled in the fall session. In 2014 there were 239 skaters to start the session.
- Staff is putting together day off school skate camps for the fall session.

Wolf Pack

- The Wolf Pack Hockey Development program started September 8.
 - Tuesday / Saturday class has 46 players. (50 players 2014).
 - Wednesday / Saturday class has 28 players. (20 players 2014).
 - Jr. Wolf Pack has 75 skaters. (63 skaters 2014)
 - Sunday house league has 33 players. This program replaces the 3x3 league.
 - **These programs take ongoing registration throughout the season**
- The NWHL Wolf Pack Hockey 2015/2016 season got underway the beginning of September. 192 players are participating this season – 1 less Mite team this year as the Coyotes formed a 2nd Mite Travel team. (218 players – 2014). This season there is also 1 girls team playing at the Squirt level
- The total Wolf Pack for participation is almost 450 players for this season as compared to 390 this time last year.

Ice Rink Information

<u>Program</u>	<u>9/2015</u>	<u>9/2014</u>	<u>Var. +/-</u>
• Public Skate	41	253	-212*
• Freestyle	268	230	+30**
• Drop In/Homeschool	183	215	-32

* Sunday public skate was taken off the ice schedule due to the increase in hockey ice time requirements and the lack of public participation. Staff will instead be utilizing any ice that Wolf Pack teams are not using on weekends to make available for public skate times. These times will vary and may not always be available every weekend due to the number of teams who would have the choice to use this ice.

**A new freestyle program was implemented for the fall season. Rather than ½ hour contract ice. Staff put together an Unlimited Pass for the month. It sells for \$100 and in September there were 24 skaters enrolled in the program.

Chicago Wolves preseason game will take place Saturday, October 3, at 7pm.

September Membership Totals	<u>2014</u>	<u>2015</u>	<u>+/-</u>
Total membership	3,000	3,078	+ 78
GE Members	<u>323</u>	<u>431</u>	+ 108
	3,323	3,509	+ 186

Member Services

- In honor of the facility's 15 year anniversary, the enrollment promotion for the month of September extended a special discounted enrollment fee of \$15 along with free September dues upon mention of our digital ads or our direct mail full size postcard. Prorated dues applied to those who enrolled without mention of the ads. The Member Services team was encouraged to use discretion and leverage prorated dues remaining for the month of September in order to secure enrollments for the month. The special enrollment promotion was advertised on a full size direct mail postcard that was targeted for distribution to 15K single family homes within a 7 mile radius of the fitness center.
- The Member Services team continued to perform exceptionally well despite the absence of a Member Services Supervisor for the first half of the month of September. This team of 1 FT associate and 1 PT1 associate managed to maintain efficiency with regard to all Member Services operations (tours, enrollments, collections, membership maintenance) while maintaining a formidable workload attributed to the aggressive enrollment promotion as well as the seasonal change that typically drives prospective clients to indoor workout routines. The months of July, August, and the first half of September represented the leanest that the Member Services team has ever been within the office with total membership enrollment among its highest number.
- The ongoing Friends in Fitness member referral program continued to be a primary force in generating new memberships; the club cash incentive corresponding with this referral program rewards current members with a \$25.00 club cash reward for referrals who enrolled as members. These promotions have proven to be popular and effective among prospective clients and among the most productive of marketing efforts.
- The ENROLLMENT FEE banner on the north side exterior remained mounted on the building along with the east side banner, both of which continue to attract many prospective clients. This second banner provides visibility/identity of the building for westbound traffic on Route 72 and compliments the signage panels installed in the spring of 2014. Likewise, 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 with additional incentives promoted on Facebook and the HEPD and PSS&WC websites. The PSS&WC enrollment special was also advertised on each of the District's electronic marquis signs throughout the community. The PSS&WC enrollment special was also advertised on the VHE

electronic marquis located at the corner of Shoe Factory Road and Beverly on the southwestern edge of Hoffman Estates.

- The number of credit card denials following September billing continued at a manageable pace. Efforts that were implemented within the Member Services and Billing offices to continue to contact members proactively to obtain updated information for billing continued aggressively during the month of September. These efforts include phone calls, emails, form letters, and person-to-person contact upon check in at the Service Desk.
- Interviews for the Member Services Supervisor position that were conducted in July and the early part of August led to the selection and offer extension for the position in early September. Given that an internal candidate was selected, (Katie Miller) an extended internal transition period will be observed during which time the candidate will continue to provide limited support to the previous department until the position is filled.
- The Member Services team reintroduced the Member of the Quarter program in September to recognize members who have achieved success in reaching fitness, wellness, and lifestyle goals through membership at PSS&WC. The Schwartz family (Brian, Leslie, and their dog, Storm) was selected as MOQ as a result of their commitment to fitness and for their efforts as training parents for Storm, who is a dog-in-training for the PAWS With a Cause organization. Having successfully rehabilitated from serious medical issues through therapy at Athletico and workouts at PSS&WC, Brian and Leslie have resumed active membership at PSS&WC. They attribute their successful recoveries to the exceptional care, service and experience they received at PSS&WC. In early spring 2015, the Schwartz's became training parents for Storm, a black Labrador puppy, who will become a future service dog for a person in need. Brian, Leslie, and Storm were permitted visits to PSS&WC to help publicly acclimate Storm while "on duty" as a PAWS dog-in-training. In September, PSS&WC was awarded the Prestigious PAW award by the PAWS organization for providing outstanding customer service and support to the Schwartz family and Storm and for increasing awareness of the rights and roles of Assistance Dog Teams.

Operations and Fitness Departments:

- The PSS&WC Key Team met during the month of September to further discuss ideas to extend celebratory club activities through the end of the year to commemorate the club's 15 year anniversary. Plans are underway to secure a date at Pinstripes for a member/staff "social" in early November. The special anniversary celebration launched officially in September with popular retention activities like member BINGO (which rewarded special incentive prizes to various winners based on club usage/visits) and Member Appreciation Day (which consisted of special hourly raffles for member incentives).
- Two Manager on Duty meetings were held at PSS&WC with PT and FT MOD team members during the month of September. Both meetings contained comprehensive agendas to prepare the team for the upcoming surge in club usage and enrollments.
- Efforts are continuing with the Flores Rosales Family Group to fine tune operations within the new Summit Café, now in its third full month of operation. Efforts were conducted with the Flores Rosales Family Group to host a week-long grand

opening celebration with daily samples, specials, and raffles at the café during the month of September in conjunction with the 15 year anniversary of PSS&WC.

- The Operations Manager and General Manager of Sales & Operations met with a USTA representative to discuss the details pertaining to the special grant corresponding with adding junior/senior “blended lines” to various indoor and outdoor tennis courts within the District. Efforts are currently underway to work with the Director of Planning & Development on obtaining a formal quote from a vendor for this effort, which would coincide with resurfacing projects at select courts. The grant opportunity would reimburse the District for the itemized cost(s) associated with adding the “blended lines”.
- The PT retention call program is still going strong. Over 400 calls have been made to new members in the first 3 months of their membership. Members have been able to set up assessments, orientations and consultations with trainers at the time of these calls.
- We are in the final phase of purchasing a new functional training piece of equipment, Life Fitness SYNRGY 360. Life Fitness pioneered the SYNRGY360 concept to create inspirational fitness experiences for a diverse audience of exercisers. Customizable and nearly limitless training options, built-in storage, optional attachments and dynamic training resources ensure that SYNRGY360 is about more than a routine workout. The concept provides opportunities to offer dynamic and exciting small group training to anyone in your facility.
- PSSWC has an upcoming Nutrition Workshop, Belly Busters, taught by Marge Connor which will be held on Oct. 13.
- The PSSWC fitness department has hired a new female trainer, Cheryl Faustian. With the addition of Cheryl we will have 12 trainers.
- Within the area of group fitness Class participation has remained steady. Highlighted classes include:
Kick and Pump 30, Raise the Barre 25, Pump & Abs 30, and Gentle Yoga 25.
- We had a great night bringing back the 60's with our 60's themed Zumba party. There were 25 members who participated.

Programs and PSS&WC Swim Lessons

- The Climbing Wall Trick-or-Treat event planned for Tuesday, October 27th from 5:30-8pm. Kids will climb for their treats at this fun event. As they ascend the climbing wall the treats will get better and better.
- The Pumpkin Swim is coming up on Saturday, October 24th. Kids will swim with the pumpkins in the activity pool and then decorate a pumpkin to take home. The 1pm session of this event is already close to full (with 35 participants) and the 2pm session has about 30 spots available.
- The September session of Parent's Night Out ran this month with 19 participants. Kids played active games in the gym, climbed the rock wall, ate a pizza dinner and watched a movie. The next PNO event is scheduled on October 17th. This program gains momentum in the fall and winter.
- The first fall session of indoor swim lessons is underway with 293 swimmers compared to 287 swimmers in our first fall session.
- In the area of private swim lessons there were 50 lessons sold in September 2015 compared to 70 at this time in 2014.

- There are two sessions of the Boy Scout Climbing Merit Badge Day scheduled this fall. This program is available to Boy Scouts who are looking to complete the requirements for the BSA climbing merit badge. PSS&WC's Climbing Wall Coordinator and is able lead this program. Private groups or troops may also schedule this as a private program.

Seascape Updates

- Overall there were 1,335 Seascape season passes sold for the 2015 Seascape season compared to 1,410 passes sold for the 2014 season. This summer the pool opening was delayed due to a leak that was discovered prior to opening. That in addition to the cool and rainy start in the month of June didn't help in the area of Seascape season pass sales. Despite the rainy start to the season the article that discussed area aquatic centers seeing a 20% drop in pass sales SFAC saw just over a 5% reduction in pass sales from this time last year, at 5.3%.
- Seascape is being featured and promoted within the winter 2016 guide, which is in the final phase of being reviewed. Although the fall and winter seasons are upon us, we are still thinking of summer!

Triphahn Center Fitness and Operations:

Membership Totals	<u>09/2014</u>	<u>09/2015</u>	<u>Var. +/-</u>
	911	905	- 6

General Summary:

- Personal Training packages continue to grow monthly, adding on 4 new clients in September.
- Room Rentals remain consistent amongst two church groups on Sundays. Currently in negotiations with an AA group to host weekly meetings every Sunday morning.
- Front Desk staff employee Maddy Harford, reacted to a Code Blue on our Ice rink, with unbelievable control and calmness. She was able to maintain her composure while calling 911 and grabbing our AED machine for use on the guest. The guest is expected to make a full recovery.

<u>Membership Fitness/Racquetball Totals</u>	<u>09/2014</u>	<u>09/2015</u>	<u>Var. +/-</u>
	345	393	+48

General Summary:

- The fall fitness classes began the week of Sept. 7th with 9 classes running with 47 participants in addition to 41 drop in participants.
- There were 5 personal training packages sold compared to 0 in 2014.

Bo's run:

- Breakdown for Bo's Run / Combo passes HE 149, Palatine 37, Barrington 21, Schaumburg 43, Arlington Heights / Mt. Prospect 5, Inverness 27. Additional towns are Rolling Meadows, Elk grove, Hanover Park.
- There were 19 guests to Bo's Run in Sept. compared to 24 in 2014.

Freedom Run:

- Breakdown for Freedom Run/ Combo passes Elgin – 161 HE – 98, Streamwood 76. Schaumburg – 20. Additional towns are Huntley, Hanover Park & S. Barrington, Elk Grove, Palatine, Wheeling & others.

Dog Park Passes	<u>09/2014</u>		<u>09/2015</u>
Bo's Run	328	Bo's Run	235
Freedom Run	356	Freedom	308
Combo	<u>78</u>	Combo	<u>80</u>
	762		623*

*This number will slowly start to increase as we see more owners and dogs return after the dog flu scare (as that confidence builds), but we do not expect the number to return to the 2014 numbers and the prior years due to the number of new parks in the area.

PROGRAM PROMOTIONS

Staff worked with program managers to promote: Pumpkin Fest, Parents Night Out, Pro Am Scramble, Make a Difference Day, Trick or Treat Climb, Halloween Bash, Pumpkin Swim, Prairie Stone memberships, 50+ programs; youth sports.

Community Calendar Submissions to: Daily Herald, Trib Local, Kidwinks, Oaklees Guide, Parents' Magazine, Hoffman Estates and Schaumburg Chambers and Hoffman Estates Visitor's Bureau.

Winter Guide Delivery: C&M has changed the schedule of Guide Delivery so that Guides arrive in residents' homes a few days prior to Registration Day. This allows for all residents to have a chance to receive the Guide in advance, since mail delivery dates vary by area. Registration will open at 8 AM on Registration Day. Full schedule of Registration Dates:

- Winter 2016 – Registration begins November 23, 2015 at 8 AM
- Spring Programs & Summer Camp 2016 – Registration begins Wednesday, March 2, 2016 at 8 AM
- Summer 2016 – Registration begins Wednesday, April 27, 2016 at 8 AM
- Fall 2016 – Registration begins Wednesday, July 27, 2016 at 8 AM

COMMUNITY EDUCATION

Early Fall Lawn Tips – provided by Parks Dept. promoted on social media and on web

PUBLIC RELATIONS & ADVERTISING

Daily Herald Trade Ads, appearing in Neighbor Section on Sundays 2xs per month:
 Uncorked & Untapped; Bridges Holiday party special

Goats on the Golf Course – Article ran in Chicago Tribune and Daily Herald

MARKETING DASHBOARD



Mobile App Downloads

The app has been available since April 25, 2014; as of September 24, 2015 we have had 1,350 apps in use. New Apple analytics is available (data started collecting April 1 2015) on IOS 8 and after for iPhone users who opt-in and allow Apple access to data. The chart below shows 26 users have actively used our app in the last 30 days (Source: Apple Developer website):



REACH, our app developing company, recently installed analytics on our app that will be available for review next month.



Mobile Access

Results to date are positive, showing more users accessing heparks.org on mobile devices or tablets. We are looking for a greater percentage of page views by mobile devices and fewer via desktop. Benchmark 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: Google Analytics	Benchmark: Feb 2013-Feb 2014	Sept 1-24, 2014	Sept 1-24, 2015	Change from last year
Desktop	63%	53%	49%	-4

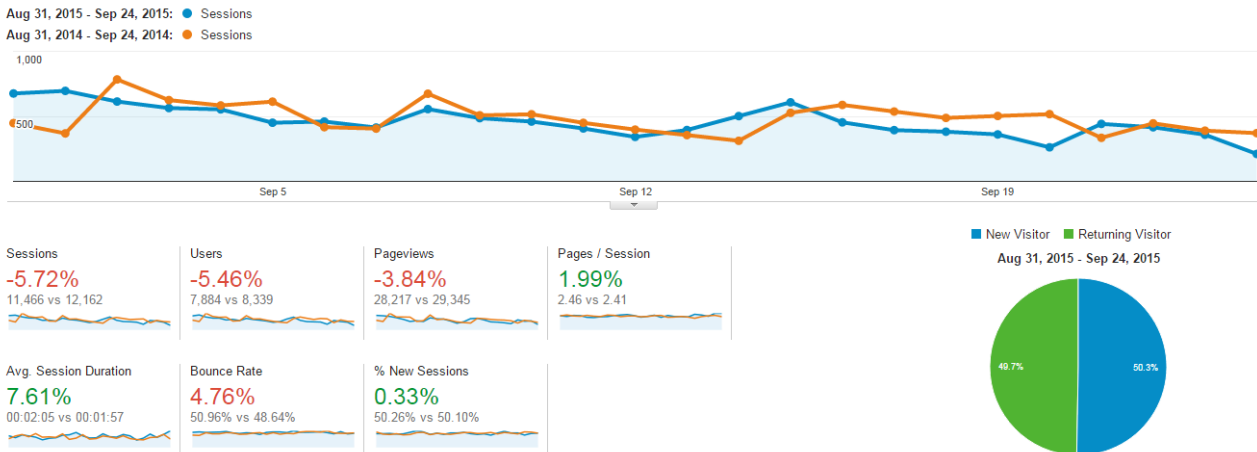
Mobile	27%	35%	41%	+6
Tablet	10%	10%	9%	-1*

*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/>



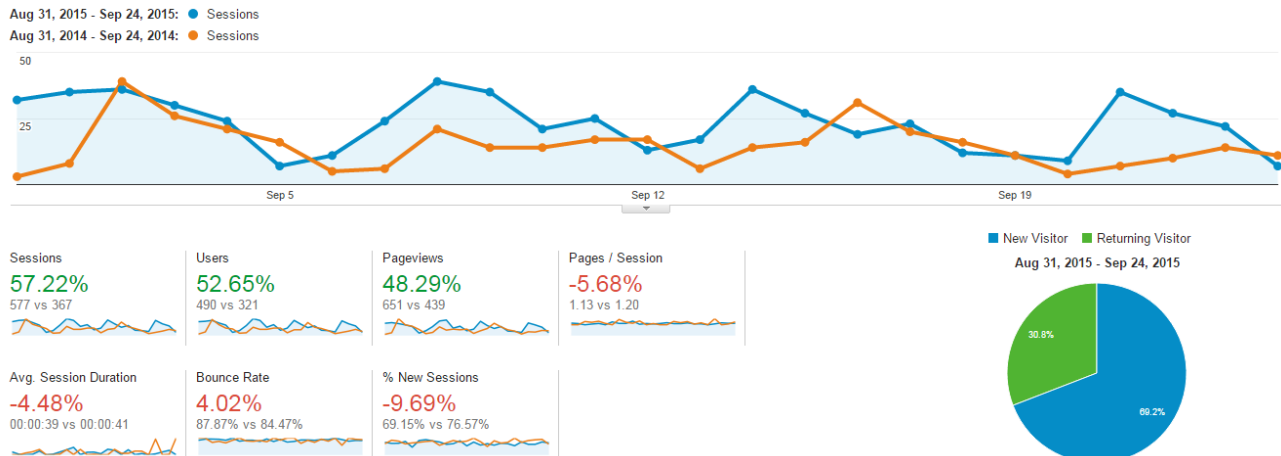
Website HEParks.org Google Analytics

This month hits to the home page are slightly down from last year, but sessions and number of pages are up.



Program Guide Online

Indicates how many times people are viewing the electronic version of our program brochure on our website. Hits to the program guide are up significantly it appears that folks are viewing the Program Guide on the weekends, and registering online during the week.

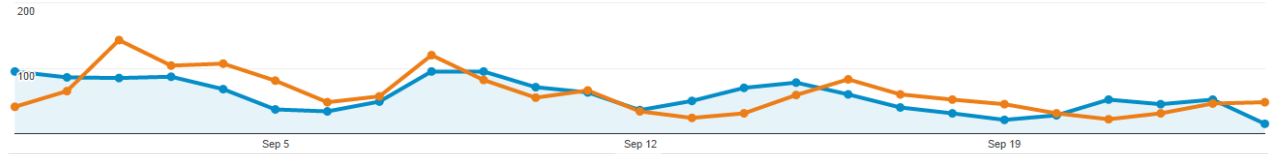




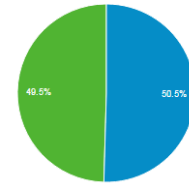
WebTrac/Online Registration Page Hits

Google Analytics – Hits peak mid-week, which is a change in our historical trend, which used to have hits to all web pages mid-week. We still see in increase in hits the week right before sessions begins.

Aug 31, 2015 - Sep 24, 2015: ● Sessions
Aug 31, 2014 - Sep 24, 2014: ● Sessions

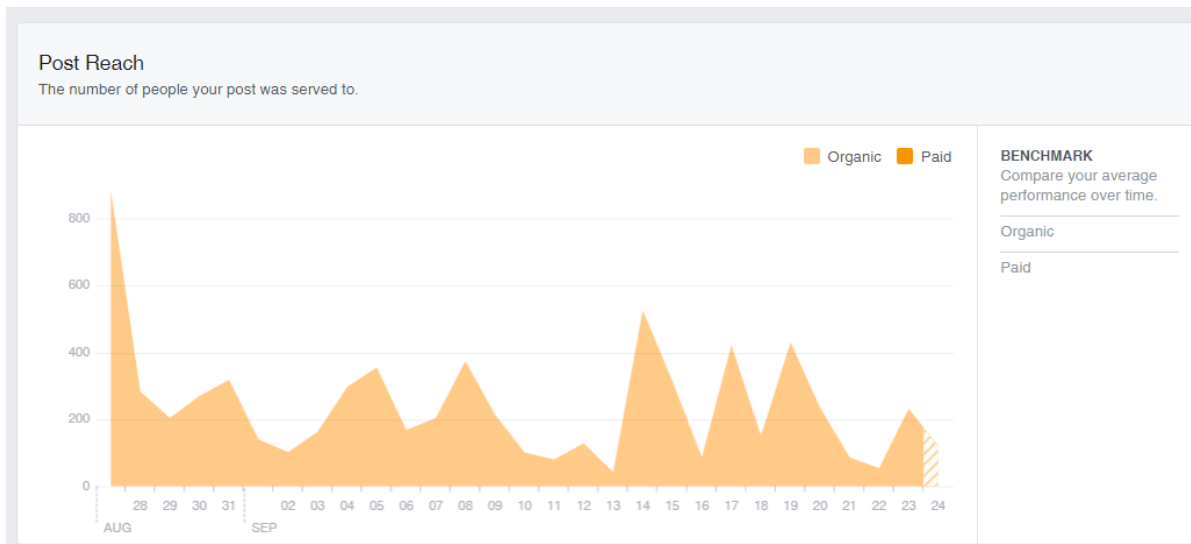


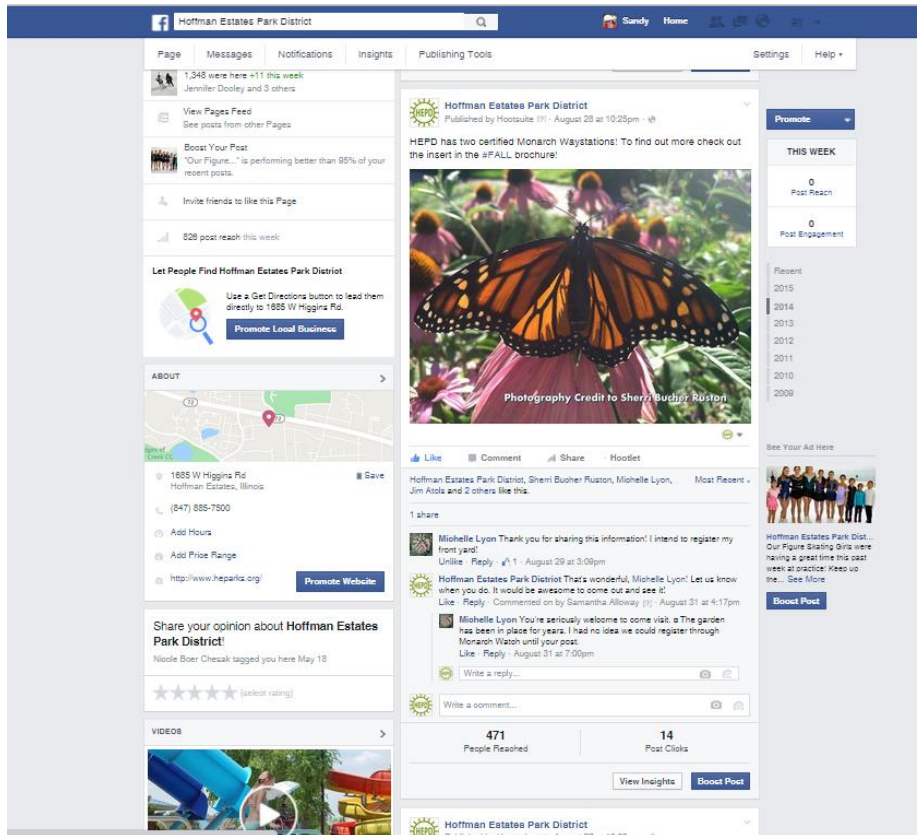
■ New Visitor ■ Returning Visitor
Aug 31, 2015 - Sep 24, 2015



Facebook Reach

Total Likes – 1,962. Our goal is engagement: The more people tag, share and comment on posts the greater the reach. 28 Days Page Engaged Users (Col G): The number of people who engaged with our Page. Engagement includes any click or story created in September = 15,840. On Aug 28 the spike in engagement is related to pictures posted regarding our monarch way station certification. See post image below:





The success of the post is due to a user-generated photo that we posted. The photo's owner then shared it on her own Facebook page. We engaged 471 people on this one post.



Conversion Rate – What percentage are registering online?

Derived from a RecTrac Report that indicates the percent of registrations made online vs in person. New responsive/mobile-friendly website launched Oct 28, 2014. Mobile WebTrac was launched in late November 2014. Progress is being made each year in online registrations.

2011:	21%
2012:	26.3%
2013:	30.69%
2014:	33.54%
Jan-Sept 2015:	34.72%



Email Blast Results, Constant Contact

	<u>Open Rate</u>	<u>Bounce Rate</u>	<u>Click-thru rate</u>
2015 Sports and Recreation industry	20.20%	8.82%	7.49%
HEPD General EBlast, Sept 15	18.3%	1.8%	12.1%
50+ Club September	32.6%	1.8%	7%

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

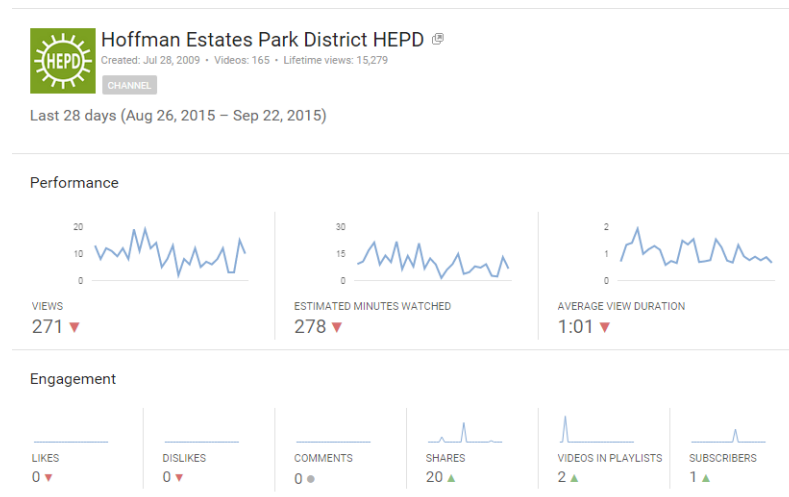
Opens = Emails our contacts received and viewed.

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. "Summertime Wrap Up" was the featured video Aug 10-Sept 8.

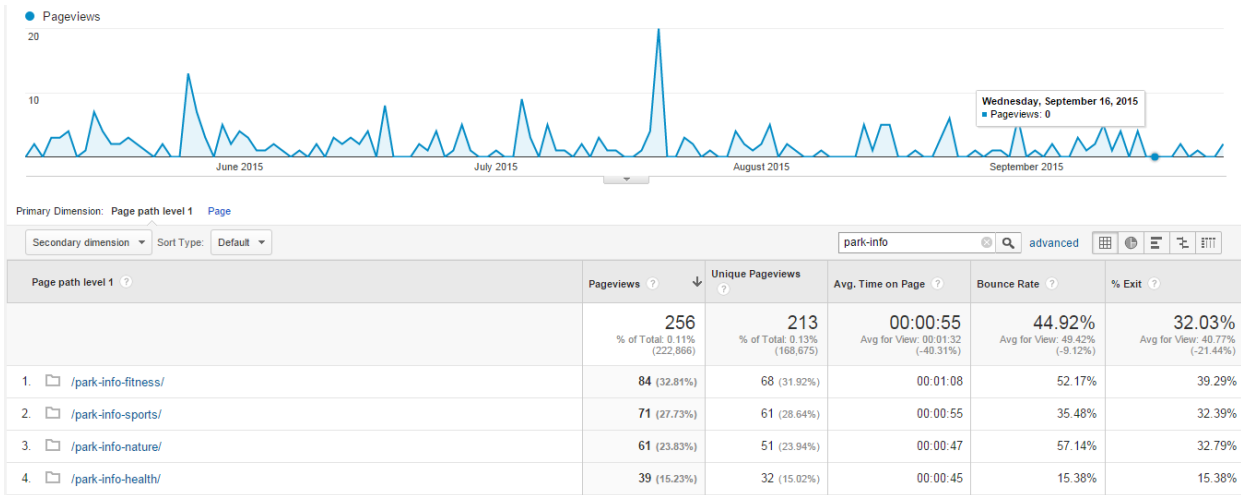


Video	Views [📊] ↓	Estimated minutes watched [📊]	Likes [📊]
Park Info: Thor Guard	36 (13%)	52 (19%)	0
Park Info: Playground Workout, Bench Pushup	27 (10%)	34 (12%)	0
Wolf Pack Hockey Hosts Krolak Cup	26 (9.6%)	58 (21%)	0
summertimewithplay	25 (9.2%)	19 (6.8%)	0
Try Hockey for Free!	24 (8.9%)	11 (3.9%)	0
Bridges Of Poplar Creek Weddings	17 (6.3%)	10 (3.5%)	0
Aqua Fit Swim Aerobic Class at Prairie Stone S...	16 (5.9%)	19 (6.8%)	0
Pre Ballet and Tap Class	9 (3.3%)	5 (1.9%)	0
Park Info: What Is Bioswale?	7 (2.6%)	14 (5.1%)	0
Join us for Party in the Park, August 8, 2015	6 (2.2%)	2 (0.7%)	0



Park Info

Through a cooperative project with the Director of Planning and the Parks Maintenance department, on May 7 we implemented a new community education program called Park Info. Twenty three signs were placed in four parks (Evergreen, Black Bear, Cannon Crossings, South Ridge and Voagelei) containing QR codes that link to videos on 4 topics: Sports, Fitness, Nature and Health. Each month a new video will be available for park goers to browse for more information on a variety of topics. Data period is May-7 to date.





**Bridges of Poplar Creek Board Report
September 2015**

General Programs

- Upcoming Golf Events: Bridges Final Challenge Oct 10th, Pro Am Scramble Oct. 11th, and Turkey Shoot, Nov 7th.
- Upcoming Special Event Paint the Night Away October 8th. This event was a huge success the back in August. We currently have over 18 people registered for the October event.

Golf Rounds

ROUND TOTALS		
2013	2014	2015
4,617	4,021	4,015
YTD ROUND TOTALS		
2013	2014	2015
28,032	26,471	26,292

Range Information

RANGE BASKET SALES TOTALS		
2013	2014	2015
2,326	2,718	2,496
YTD RANGE BASKET SALES TOTALS		
2013	2014	2015
16,728	17,409	17,204

Video Gaming

VIDEO GAMING REVENUE	
2014 (9/1 – 9/30)	2015 (9/1 - 9/15)
\$1,085	\$274.78
YTD REVENUE	
2014 (6/16 - 8/30)	2015 (1/1 – 9/15)
\$3,337	\$2,417

Communications & Marketing

Marketing/Advertising

- We did 5 email blasts for the month advertising; Paint the Night Away Event, Pro Am Scramble, Final Challenge, Turkey Shoot, Wedding & Banquet Specials and Promotions, and Special HEPD events.

Food & Beverage

For the month of September we had a total of 26 events: (39 Events in 2014)

The breakdown is as follows:

9 breakfast meetings servicing 156 people

1 fireman union meeting servicing 25 people

1 birthday party servicing 32 people

1 shower servicing 46 people

1 ABBHH meeting with continental servicing 57 people

5 golf outings servicing 495 people

1 Uncorked and Untapped Foundation event servicing 75 people

4 weddings with both ceremony and reception here servicing 520 people

3 ceremony only events servicing 540 people

1 bridal shower canceled due to an illness which was booked for September 20th and

1 wedding called it off for September 19th and they were expecting over 200 guests.

We currently have 20 events booked for October (38 Events in 2014)

7 Breakfast meetings servicing 142 people

1 continental breakfast meeting for PDRMA servicing 30 people

1 Retirement party servicing 90 people

1 ceremony only servicing 180 people (due to bad weather it was moved inside, bride paid for the back up space when she booked. We have to refund the \$1750 outdoor rental fee)

1 ceremony/reception servicing 32 people

2 luncheons servicing 145 people

2 dinners servicing 175 people

4 showers servicing 148 people

1 Pro Am Scramble 120 People

1 Bridges Challenge Golf Event 24 People

1 golf outing servicing 28 people

2016 = 9 ceremony and reception, 2 reception only, 1 ceremony only

2015 = 23 receptions 18 of which are hosting their ceremonies here plus 4 ceremony only

(wedding for September 19th cancelled their ceremony and reception, were expecting 200 guests)

2014= 29 wedding receptions plus 7 ceremony only booked, Of the 29 receptions; 23 did their ceremony and receptions here.

We are receiving a lot of calls for 2016 weddings. We are currently offering 10% off any Saturdays that we still have open for 2015.

For 2016 we are offering a free upgrade: chair covers/sashes, premium bar upgrade, sweet table, or late night snack. They get to select one if they meet the minimum.

Golf Maintenance Summary

In September the maintenance crew took on the task of rebuilding the 10th green as a joint project with two golf course specific construction companies. The tenth green has had many issues in the past couple of years and needed to be addressed. On Monday the 14th of September the Bridges Maintenance team removed the current turf along with about four inches of contaminated soil from the green. This process took all day as the soil that was in the green was very saturated and would not allow us to use large equipment to remove soil. After the soil was removed we began floating (leveling) the green to the slopes that we were trying to obtain. Once the slopes were close, the green needed to be compacted so that XGD (the drainage company) could work on the green. XGD performed their signature greens drainage plan on September 15th and 16th. The plan included just over 1000 linear feet of 2 inch perforated pipe running through the green into a drain that connects to our approach drain. XGD then filled all the drain lines with a 70-20-10 sand to allow water to move through the soil into the drain lines. Once completed, the Bridges maintenance team starting floating the green again while adding about two inches of USGA sand mix to the top of the green. The maintenance team finished the final floats and tamping on September 17th, only to have major wash out take place that evening prior to Green Source coming into lay the sod. Once the maintenance team was able to remove all the silt and float the green again, the sod company (Green Source) was able to start laying the new turf for the green. The sod was cut extra thick for this project to allow play on this green this year, the only problem was that everything was too wet to use the sod installer and had to be completed by hand. The sod was laid down and the first topdressing of the green was completed on Friday, September 18th. Since the

sod laying equipment could not be used it is going to take longer than anticipated to get the seams on the green to grow together. Originally the goal was to open 10 days after completion, currently the new goal is to open on October 7th.

Outside of this project the maintenance crew also performed course aerification on all greens, collars, approaches and select tee boxes. The aerification was a success as the greens were healed up by the weekend and didn't affect play too much.

Finance/Administration

- Staff continues investigating new accounting software for 2016.
- Director Talsma attended the PDRMA health program council approving the new plan for our health insurance for next year. On average the employee benefits have remained the same. There is an anticipated cost increase of 3.5% for next year's BCBS HMO rates for the District.
- Staff is working with other divisions to prepare the recommended 2016 budget. Included with the budget will be the updated five year capital asset replacement program as well as the division's goals for 2016.
- Director Talsma has worked with our financial advisor Austin Meade and bond council Shannahan & Shannahan to develop the 2015 annual rollover bond. As part of this process the District will hold a BINA (Bond Issue Notification Act) hearing as part of the new business at the October Board meeting. This required hearing provides the public notice of the District's intent to issue bonds. This hearing is usually done every three years to cover future bond issues.
- Director Talsma attended the NRPA conference.
- In light of a newspaper article relating to the Streamwood Park District's credit card purchasing, staff was asked about our own credit card usage. At our District we do promote the use of our American Express card as the preferred method of payment for all expenditures due to the fact that this creates a 1% cash back donation to the Friends of HE Parks. The District tightly manages these cards with only one card per facility location. Except for the Executive Director and Finance Director, the District cards are managed by one individual responsible for the safe keeping of the card. The card is only given to an individual after an approved purchase order is finalized. Due to this procedure we as a District have a very large volume of credit card usage. Please note that any purchase made for the District follows the approved purchasing policy and procedures that require strict authorizations based on dollar amounts. All purchases of any means require a pre-approved purchase order done through our electronic approval process.
- Staff has had ongoing conversations with Windsor Sign to evaluate the effectiveness of their service. The original contract that started on November 1, 2014 stipulated minimum gross sales for the first year of \$190,000. The total gross sales for this period (of which the District currently receives 85% at this level) have totaled \$52,250. There are additional contracts through year-end totaling \$7,750. Since Windsor has not obtained the minimum guarantee in sales, the District has a right to cancel the current three year contract or to renegotiate. Staff has already established a system to begin selling their additional slots ourselves. Staff is investigating additional

options of perhaps a full-time sales person working for the District and only allowing Windsor to sell signage based on their own contacts by changing the “advertise here” promotion to ours.

- Payroll Cycle Processing
 - 09/25/15 \$275,603.53
 - 10/09/15 \$284,163.16

- A. Administrative Registration/EFT Billing**
 - EFT Billings for:
 - a. TC/WRC/PSSWC Fitness Centers
 - b. ELC (weekly)
 - c. Sponsorship
 - d. STAR
 - e. Preschool
 - f. Dance Company

 - Administrative Registration for:
 - a. Financial Assistance
 - b. Park Permits
 - c. Travel Soccer
 - d. Volley Ball

- B. Human Resources**
 - Processed 18 new part-time hires and 10 new volunteers.
 - Provided orientation for new FT STAR Program Manager.
 - Attended furthering educational workshops:
 - PDRMA-Health insurance
 - Sikich-IRS PPACA reporting requirements
 - IPRA-IL record retention
 - Finalized current and future PPACA measurement periods which will be annual in duration.
 - 11/01/14 – 10/31/15
 - 11/01/15 – 10/31/16

- C. Technology**
 - TC server room UPS battery backup
 - CDWG was chosen as the vendor for the UPS unit. Pinnacle was chosen as the vendor for the install and electrical tie in. The new UPS will be delivered on October 14.

 - Barracuda Spam Filter and Email Archiver
 - Spam Filter is fully operational. Documentation has been provided to end users.
 - Email Archiver - Sterling Networks will be onsite October 15th for the implementation.

- WebTrac Registration Server
 - We will be converting our current server, HEPD-WEB01, to a virtual server with an upgraded OS (Operating System) and higher SSL (Secure Sockets Layer) security measures.
- New Virtual Server Host
 - We will be implementing a new server to host our virtualized servers. This lays the groundwork for the upcoming new Accounting software as well as the planned RecTrac V3 upgrade.

**HOFFMAN ESTATES PARK DISTRICT
PARKS DIVISION**

Report Date: October 2015

Key: C = Complete / SC = Substantially Complete / IP = In Progress / NB= Not Begun / NA = Not Accomplished

DISTRICT GOAL 1: PROVIDE HEALTHY AND ENJOYABLE EXPERIENCES FOR ALL PEOPLE

District Initiative 2: Achieve customer satisfaction and loyalty

Division Objectives:	Measures:	Status	Achievement Level/Comments
BPC – replace RTU-5 Trane 15-ton compressor	Complete by end of 4 th quarter	IP	Securing competitive pricing
Seascape rebuild pumps #1 & #3	Complete by end of 4 th quarter	C	Pumps are installed and running
TC repair roof at connection point to old section	Complete by end of 4 th quarter	NB	In-house repairs were made in late 2014 and the results have been monitored with very few problems observed thus far in 2015
Repair TC HVAC system by adding Trane Tracer DDC to integrate HVAC systems and replace IGV with VFD on TC AHUs.	Complete by end of 4 th quarter	IP	Contracted Project is 95% complete

District Initiative 3: Connect and engage our community

Division Objectives:	Measures:	Status	Achievement Level/Comments
Environmental public awareness	Provide useful public landscaping information through the park perspective and web site	IP	Information is on the website and reoccurring on Facebook and Park Perspective
Community volunteer opportunities	Conduct a volunteer garlic mustard removal event, a teasel removal event & a wild flower seed collection event w/community participation	IP	Three highly successful volunteer events have taken place and one more is planned for October at Bo,s Run

DISTRICT GOAL 2: DELIVER FINANCIAL STEWARDSHIP

District Initiative 1: Achieve annual and long range financial plans

Division Objectives:	Measures:	Status	Achievement Level/Comments
Administrate the Parks Division budget	Meet 100% of the timelines established by the finance division	C	Budget has been submitted for review
Monitor budget to ensure expenses do not exceed budget and are in line with	Meet or exceed budget bottom line.	IP	Line items are being monitored

revenue projections and revenues are meeting financial goals and objectives.			
Parks division budget	Produce and stay within a balanced budget	IP	Line items are being monitored
Develop the Parks and Risk Mgt sections of the 2016 CMP	Complete by the district's adopted schedule	IP	Data has been submitted for review
(3) 2009 Toro Z-turn mowers	Complete by end of 2nd quarter	C	Mowers have arrived
Vehicle 507 – 1989 Chevy Crew Cab	Complete by end of 2nd quarter	C	Vehicle has arrived

District Initiative 3: Utilize our resources effectively and efficiently

Division Objectives:	Measures:	Status	Achievement Level/Comments
All district storage- install heat detectors	Complete by end of 4 th quarter	NB	Although recommended by PDRMA the village fire marshal does not want our current system altered or modified and feels what we have gives us good protection PROJECT CANCELED
BPC golf maintenance – install heat detectors	Complete by end of 4 th quarter	NB	Although recommended by PDRMA the village fire marshal does not want our current system altered or modified and feels what we have gives us good protection PROJECT CANCELED
Parks maintenance vehicle storage – install heat detectors	Complete by end of 4 th quarter	NB	Although recommended by PDRMA the village fire marshal does not want our current system altered or modified and feels what we have gives us good protection PROJECT CANCELED

DISTRICT GOAL 3: ACHIEVE OPERATIONAL EXCELLENCE AND ENVIRONMENTAL AWARENESS

District Initiative 1: Create and sustain quality parks, facilities, programs and services

Division Objectives:	Measures:	Status	Achievement Level/Comments
Enhance high visibility natural areas by adding additional wild flower seeds	Complete by end of 4 th quarter	C	Seeding is completed
Enhance natural areas by controlling invasive plants/weeds	Complete by end of 4 th quarter	C	Currently less than 5% invasive plants around the lakeshores
Purchase and plant trees, shrubs, and flowers throughout district	Complete by end of 4 th quarter	IP	The fall tree order has been placed

District Initiative 3: Advance environmental and safety awareness

Division Objectives:	Measures:	Status	Achievement Level/Comments
Retro fit existing facilities with Green/Energy efficient solutions with	Complete by end of 4 th quarter	IP	With the suspension of the state funded green initiative rebates projects have been suspended.

primary focus on lighting			Waiting to see if state funding is available in 2016
Maintain Park Division's compliance with IPRA Environmental Report Card	Complete by end of 4 th quarter	C	Reviewed compliance of report card in September 2015

DISTRICT GOAL 4: PROMOTE QUALITY LEADERSHIP AND SERVICES

District Initiative 1: Develop leadership that ensures work force readiness

Division Objectives:	Measures:	Status	Achievement Level/Comments
Train and document 100% of all staff on job specific and mandatory training within the Park's division	Within one month of their employment start	C	All staff has been trained

District Initiative 2: Build organization culture based on I-2 CARE Values

Division Objectives:	Measures:	Status	Achievement Level/Comments
Regularly enforce the I-2 CARE values	Complete by the end of the 2 nd quarter	IP	Reinforced through staff meetings

District Initiative 3: Promote continuous learning and encourage innovative thinking

Division Objectives:	Measures:	Status	Achievement Level/Comments
Instruct & train members of the training committee on district wide trainings	Complete by end of March	C	Completed in January

**HOFFMAN ESTATES PASRK DISTRICT
PLANNING & DEVELOPMENT**

Report Date: October 2015

Key: C = Complete / SC = Substantially Complete / IP = In Progress / NB = Not Begun / NA = Not Accomplished

DISTRICT GOAL 1: PROVIDE HEALTHY AND ENJOYABLE EXPERIENCES FOR ALL PEOPLE

District Initiative 1: Offer healthy and enjoyable experiences that promote equal access

Division Objectives:	Measures:	Status	Achievement Level/Comments
Patch and repair districts parking lots and walkways in accordance to minimum safety and ADA standards.	By December 1, 2015	IP	Projects have been designed /bid / awarded and are under contract for construction. Completed in early June. Concrete walks adjacent to parking lots will be raised and leveled to meet ADA requirement during the month of October. This additional work is being done to minimize replacement costs. Any areas not corrected by this process will be removed and replaced as part of the 2016 ADA work.
Design and implement corrective solutions for ADA issues listed in the District's ADA Assessment Plan	By December 31, 2015	C	Design work completed and is currently under contract for work necessary to address ADA issues at Triphahn north and south entrances and also walkway crossings at Willow Rec aprons. Staff is currently correcting issues with Fabbrini restrooms; both men and women. Paths and floating dock completed at Fabbrini. Pricing is now underway for concrete slab raising and crack filling. Completed in July and August.
Develop conceptual plans for the renovation and improvement of Chino Park	By November 2015	IP	Planning staff has not received any direction from programming staff as to programing needs. Based on a district needs analysis, Recreation department is evaluating the concept of Chino being developed to facilitate and encourage youth to participate in physical fun

			activities. Planning and Development staff has prepared a proposal titled “Challenge U Hoffman”. The proposal involves a programming initiative that if accepted will utilize newly constructed facilities to be located in Chino park. This proposal is currently being reviewed by the Executive Director and administrative leadership. Cost implications of this new program pose the greatest hurdle.
Develop conceptual plans for construction of a North Side Splash Pad Park	By November 2015	IP	Conceptual costing has been completed however the project has been put on hold until more is known at the potential cost commitment for upgrades to Chino Park and Triphahn Active Adults Center. Also impacting progress on the project is the uncertainty with the State’s financial situation and the potential of a tax freeze on districts such as HEPD. If that were to happen the district might need to reevaluate the need for new projects vs. the need to maintain what we already have.
Analyze existing space utilization via in house staff study at the Triphahn Center and identify possible means to expand space to accommodate future active adult program needs.	By December 31, 2015	IP	Planning staff has received a list of programming needs from Recreation that would utilize existing building square footage on the north side of the building. Additional information regarding programming limits and overlapping uses is being formulated. Once that information is in hand, Planning staff will secure an architect proposal for conceptual design work and costing. That proposal will be presented to the committees and board. Williams Architects has been chosen to prepare drawings and cost estimates to address programing needs in the study area. A budget of not to exceed \$600K

			including design consulting was established for the project. This money will be requested as part of the 2016 capital improvement plan list. Work on the project would begin in late Spring of 2016 and completed by the end of fall 2016.
Repair/repave and upgrade High Point pathway system	By September 2015	C	Projects have been designed /bid / awarded and are under contract for construction. Paths were completed in early June. Final grading and seeding of edges is being accomplished by the maintenance department.
Develop ideas to better communicate park rules and Communication of park programs and healthy life styles	By October 2015	IP	Two proto type concepts have been developed and are being tested outdoors. The Rules signs have been design and prototypes have been constructed and will be tested for effectiveness. prior to the end of the year. Based on results of this testing (a public survey) monies will be requested as part of the 2016 capital budget to begin implementation of the new sign designs.
Develop and initiate a pilot test project to communicate through QR codes district programs and offerings including healthy lifestyles information. Test to run 4 months	Completed by September 2015	C	Signs and programs developed and are now in the field for public use. Testing results produced less than had been expected.

District Initiative 3: Connect and engage our community

Division Objectives:	Measures:	Status	Achievement Level/Comments
Proragis – Coordinate and maintain all district current statistical data as required by Proragis.	By December 31, 2015	C	85% of 2014 HEPD data has been submitted to Proragis.

DISTRICT GOAL 2: DELIVER FINANCIAL STEWARDSHIP

District Initiative 1: Achieve annual and long range financial plans

Division Objectives:	Measures:	Status	Achievement Level/Comments
Develop and administer the Planning and Development division budget and meet all time lines established by the	By end of 4 th quarter	C	Paving, concrete, courts repair, playground renovations Fabbrini

Finance Division			pathway projects are currently under contract according to the yearly capital improvement schedule.
Complete all capital projects within budget	By end of 4 th quarter	C	All capital projects were completed with a saving of \$101,609.
Monitor budget to ensure expenses do not exceed budget and are in line with revenue projections and revenues are meeting financial goals and objectives.	Meet or exceed budget bottom line.	C	All 2015 Capital projects are under contract and under budget by \$101,609.

District Initiative 3: Utilize our resources effectively and efficiently

Division Objectives:	Measures:	Status	Achievement Level/Comments
Coordinate construction of hotel at BPC	Contingent on partnership & agreement	NB	Possible developers have not come forward at this point.
Maintain IPRA's Environmental Report Card	By end of 4 th quarter	C	All of the construction contracts involve contractors who have documented environmental initiatives within their company operations. The distribution of old playground mulch to the public was well received and provided an environmental benefit. Staff is currently looking for a more environmental solution for reuse of the Victoria playground and fall surface. This would benefit the environment by reducing trucking and landfill requirement.
Research and evaluate the benefits of GIS technology as it applies to HEPD. Develop potential capital investment and continued operational costs so as to determine return on investment	By end of 3 rd quarter	C	Staff has met with software vendor. Report was prepared and is now being reviewed by the Administrative Staff/ Directors. A proposal has been accepted by the administrative team and funding will be requested as part of the 2016 capital requests

DISTRICT GOAL 3: ACHIEVE OPERATIONAL EXCELLENCE AND ENVIRONMENTAL AWARENESS

District Initiative 1: Create and sustain quality parks, facilities, programs and services

Division Objectives:	Measures:	Status	Achievement Level/Comments
Implement CMP capital improvements listed for the calendar year 2015	By end of 4 th quarter	C	All 2015 capital projects are now under contract.

Replace Valley, Evergreen and Maple Park Playground	By June 2015	C	Under contract; awaiting favorable weather conditions to begin construction. Valley and Maple completed except for seeding and installation of bench and bike rack at Valley which is to be done by maintenance staff. All project are completed.
Upgrade and make ADA improvements to High Point Restroom	By September 2015	C	Under contract; awaiting favorable weather conditions to begin construction. Project completed by in-house maintenance staff.
Repair and/or re-coat tennis courts	By August 2015	IP	Under contract; awaiting favorable weather conditions to begin construction.
Patch and/or sealcoat parking lots at WRC, TC, Parks Maintenance, Vogelei, Cottonwood Park	By August 2015	C	Under contract; awaiting favorable weather conditions to begin construction. Project completed in June.
Shoe Factory to Prairie Stone Bike Trail coordinate with Village /Cook Country Forest Preserve/IDOT/ IL Tollway	Ongoing, anticipated completion fall of 2016	IP	The Federal Government and IDOT are currently reviewing the proposed plans developed by the consultants. CNN Railroad is the hold-up on approval of the plans for the use of their R.O.W.

DISTRICT GOAL 4: PROMOTE QUALITY LEADERSHIP AND SERVICES

District Initiative 3: Promote continuous learning and encourage innovative thinking

Division Objectives:	Measures:	Status	Achievement Level/Comments
Attend National Conference	October 2015	C	Planning staff attended 18 hrs. (17.91) of educational sessions at NRPA.
Attend Webinar Training P&D	December 2015	C	<ul style="list-style-type: none"> • 2015 ILCC Conference Schaumburg 3 days 2/25-27 • Water Odyssey March 31
Attend CPSI CEU Playground Training	June 2015	C	Scheduled for April 20, 21 & 22 Completed and passed certification test.

**Hoffman Estates Park District – 2015 Goals
Rec, Ice, Facilities, C&M**

Report Date: October 2015

Key: C = Complete / SC = Substantially Complete / IP = In Progress / NB = Not Begun / NA = Not Accomplished

DISTRICT GOAL 1

PROVIDE HEALTHY AND ENJOYABLE EXPERIENCES FOR ALL PEOPLE

District Initiative 1: Offer healthy and enjoyable experiences that promote equal access

Division Objectives:	Measures:	Status	Achievement Level/Comments
(REC) Build soccer participation by 5%.	Staff will offer pre-kinder soccer in Q2.	C	2015 is currently at a 22% increase from Spring 2014 numbers. (+106) In 2014 participants had to register for both spring and fall, whereas, in 2015 we went back to one registration for both seasons. This allows teams to stay together for two seasons at a time (three if they choose to stay together for indoor soccer).
(REC) Re-establish indoor soccer within park district facilities.	Staff will offer indoor soccer at the Triphahn Center in the Q2 in 2014.	C	Indoor soccer ran January 17-March 15. In some divisions we ran a skills clinic due to lack of enrollment, but offered a program for every age level.
(REC) Host an All Star Game for all levels within baseball.	Have at least 4 in-house teams per level. Each team nominates 5 players to the all-star game. Complete by Q4	C	2 All Star Games were run in the spring of 2015. Fall All Star game is currently being reviewed.
(REC) Increase fall baseball by 5%.	Have a total of 42 players participate in our fall baseball league next season, complete by Q4.	C	Fall baseball currently at 35. Added in 2015, two additional travel teams with 11 on each team. Total fall baseball currently at 57.
(REC) Create a stronger curriculum and training tools for all volunteer coaches.	Hosting 1 coaching training before each season starts. For baseball Todd Meador will come out before the season begins to teach drills. For basketball the Chicago Bulls/Sox Academy will come out and host a coaches training, complete by Q4.	C	All coaches for baseball attend a coach's clinic on March 14 th at HEHS. Coaches from area 211 schools came out and showed the coaches drills for their appropriate age levels
(REC) Develop programming, services and events that promote the	Meet quarterly with NIRC to provide programs and schedule attendance at	SC	Continuing to work with NIRC staff in planning events and programs for 2015. NIRC

Northern Illinois Raptor Center (NIRC).	various special events, develop 2 new programs with NIRC by Q4.		participated in our Party in the Park event, attended the Plant Your Parks Day event (New) and will be contacted in Q4 by our new Girl Scouts and Boy Scouts (New) program for possible badge options and education sessions.
(REC) Provide 50+ leagues and sport programs during the day.	Provide at least 2 softball leagues and 4 adult pickle ball leagues, have at least 1 of these new programs run by Q4.	C	2 softball leagues were offered this spring on Wednesdays and Tuesdays. 16 inch competitive and non-competitive leagues were offered. They did not run due to the lack of team registrations. Pickle ball are being offered this fall season. Added open gym were included in the 50+ calendar.
(REC) Provide programming opportunities in non-traditional sports.	Provide rugby, Pickleball, badminton, ultimate Frisbee, flag football and research mini soccer and adult kickball in 2015. Run 2 new programs or leagues by the end of Q4.	C	Free Rugby clinics will take place on April 18 th and 25 th . Flag Football registration begins in July. Ultimate Frisbee and Badminton leagues are being offered this Summer. Archery is being offered starting in the Fall. Horsemanship classes for youth and adults offered in Fall. Archery classes are running at Vogelei with full classes and Horsemanship has strong registration for the Fall.
(REC) Utilize a real time survey program for all athletic leagues.	Research new mobile app to see if real time communication is available for this purpose.	IP	Researching options for software and tablets for off-site locations. With marketing researching new app companies, real time communication capabilities are being looked into.
(ICE) Provide a 50+ ice program during the day time hours.	Program for Q1 – work with 50+ staff	C	Staff had found an ice program but due to the cost of equipment it has been decided to move in a different direction with the 50+ program and offer more of a traditional skating class program and gauge interest. Once the summer program is complete a fall day time program will offered. The Skating Manger and 50+ Manager sought interest from 50+ members. The on ice programming had very little appeal to this demographic and it was decided to not offer this program.
(ICE) Institute beginning skater clinics/seminars for parents.	Events will be planned and implemented in Q2	C	April classes will be having Tot meetings after classes start to discuss class as well as development

			of a skater. Meetings were held for the summer classes and will continue with the fall as well.
(ICE) Develop an interpretive skating program.	Implement in Q4	C	Staff has worked out a class description and program time to be implemented in the fall. Class is being offered in the fall session.
(ICE) Research and develop a hockey player evaluation process to improve the evaluation of players.	Have in place by the start of the hockey season – end of Q3	C	Staff is currently working on the template that will be used for August. New format was used for evaluations in September.
(ICE) Develop a “skating is for everyone” program.	Work with C& M to create a logo and event program. Start in Q1 and initiate in Q2	C	Staff is currently researching possible other programs that use such an initiative. Staff implemented 2 summer skates. One was held in June and another will take place in August. Summer skates were not well attended as the weather plays into skating. The fall ice time is completely booked so staff will look to holidays to offer another family event.
(FAC) Develop and implement special events, such as Adventure Day, at Seascope Aquatic Center to promote physical fitness, health and community involvement in positive recreational experiences.	Events will be planned within Q1 to be implemented within Q2 and Q3.	C	Special Events have been set for the summer 2015 at Seascope. Events include two Seascope movie nights, Scuba & Snorkel demos and classes, and a Fitness Fun in the Sun event. Seascope hosted a variety of different events in 2015 to add value to season passes and encourage daily admission. Events included the Community Garage Sale, 2 Movie Nights, Adventure Day, and Fitness Fun in the Sun. The events were well received by pass holders and the community.
(C&M) Expand the outreach and communication through various marketing media channels.	By Year End Measure Facebook Fans and Engagement Reach – grow by 5%, General Email List addresses and click thru rate grow 3%, Website hits and Mobile App users – grow 10%, Online Registration percentage – grow by 5%	SC	1/1/2015 vs 9/28/2015 = % change General Email – 13,666 vs 16,158 = +18% Facebook Fans - 1,743 vs 1,962 = +12% Facebook Engagement (Qtr.)– 17,410 vs 18,022 = +3% Web Hits – YE2014 14,848 vs Q3E 15,065 = +1.4% Mobile App Users- 1,137 vs 1,350 = +18% Online Registration % – 33% vs 35% = 6%
(C&M) Beta test the park information webpage, a community educational program.	Measure number of “Park Info” articles/videos published – 12 by year end	C	Launched May 7, 2015. Being tracked for popularity, web hits. Videos change monthly. 16 published as of Sept 28, 2015.
(C&M) Increase the use of video as a	Measure View Rates on videos	C	All of 2014 vs 1/1-9/28/2015

way to communicate and educate residents and guests.	published to establish a base line average View Rate by year end		Views – 5,311 vs 3,801 Minutes – 8,247 vs 4,080
(C&M) Expand mobile application functionalities.	Add or expand function 2 new mobile app buttons/functions	SC	Added Park Info; added Analytics. Looking into adding Expressit feedback app
(C&M) Enhance the marketing of dog parks.	Measure number of dog park members. Add 1 new marketing method for dog parks.	SC	Expanding the Doggie Costume Contest to all HEPD marketing channels to increase memberships of dog parks.
(FAC) Offer SFAC pass holder discount program on pool rentals, birthday parties and cabana rentals.	Discounts will be offered and promoted throughout Q1, with continued effort to market and promote within Q2/3.	C	All Seascape season pass holders who purchased a season pass before December 31 ³¹ 2014 received an HEPD coupon book valued at over \$60. Coupons included discounts on birthday parties and cabana rentals. These coupon books are also used as incentives and giveaways for season pass holders and birthday party attendees throughout the summer.
(REC) Increase participation by offering additional programs.	Youth Flag Football League, badminton, ultimate Frisbee, rugby additional drawing classes, piano classes and added enrichment programs will be offered in 2015.	C	New contractual art classes to start in the Fall. Badminton is a drop in program in coop with South Barrington Park District. It is being held on Mondays & Thursday evenings from 7pm-9pm at the South Barrington Club. Young Rembrandts offered at WRC, NEW and TC, Picasso Workshop offered at TC-NEW. Lacrosse- Classes ran this fall. Horsemanship classes offered in Fall for youth and adults. Youth and Adult Archery offered at Vogelei starting in fall. New Scout Badge program will be offered in Q4 at Vogelei.
(REC) Expand on Special Events to accommodate the growing number of participants.	Increased budget to expand offerings for Party in the Park, Winterfest and HEALTH program.	C	First meeting for PIP to add new inflatables and change the games. Archery will be demonstrated and people will have the opportunity to try at PIP. Increased offerings at PIP (wipe out, new inflatable games). NEW Pumpkin Fest offered for October.
(REC) Partner with the Village of Hoffman Est to offer programs, services and events that help provide additional services to residents and guests of the park district.	Participate in 2 Village of Hoffman Estates Events. Implement at least 1 system to help promote programs, services and events to add additional exposure to increase participation for	SC	50+ focus group meeting held in Q3. The Park District will be participating in the Village Heritage Fest in the fall to continue to grow the ethnic and cultural awareness to connect and expand potential programming opportunities.

	both the HEPD and Village		
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District Initiative 2: Achieve customer satisfaction and loyalty

Division Objectives:	Measures:	Status	Achievement Level/Comments
(FAC) Increase the opportunity to enhance the Wi-Fi services at all indoor facilities	Assessment of enhanced Wi-Fi services will be conducted within Q1/2, with potential of implementation of increased services within Q3	C	Currently the IT department is accessing the needs and opportunities. Some spaces already have been added and/or updated. Within Q2, enhancement of Wi-Fi services continued at TC and PSS&WC. In addition, SFAC now has Wi-Fi connection.
(ICE) Improve the Wolf Pack hockey registration process.	Meet with NIHL (Wolf Pack) and Coyote club to discuss the future and streamlining the process. Q2 with implementing in Q3	C	Staff met with the NIHL Wolf Pack Board. For the fall they may be moving to do their own on line registration which would make registering for the NWHL a seamless plan as it would be like any other reg. in the district. Another meeting is scheduled to take place in May to discuss further. The NIHL club is moving there registration to their own website for the fall and the Coyote program will be as well. Only the NWHL players will register with the park district will make the process far less complicated for staff.
(FAC) Continue to develop and increase the number of special events at the dog parks.	Continue to offer 2 special events to promote and increase participation within the dogs parks, while exploring and implementing additional opportunities within Q2/3	SC	Dog Obedience classes were offered with in Q2. Doggie Costume Contest on Facebook will be offered in Q4.
(FAC) Implement the district CHEER customer service training program for district team members.	Implement CHEER trainings throughout 4 quarters, offered to all district team members. Provide CHEER program within specific department trainings planned for the season to enhance education of part-time staff	C	CHEER customer service training is being implemented. District training planned for Q2, combining Seascape Aquatics staff orientation and training with CHEER customer service training, planned for May 20 th . Additional trainings will be planned and offered throughout Q3/4. To date, over 220 team member have participated within the CHEER training. A CHEER overview was provided at the FT HEPD meeting, with 2 additional CHEER trainings planned for 2015.
(FAC) Develop internal secret shopper program for WRC and TC.	Secret shopper program to be implemented within Q2/3. Results evaluated and potential changes to be implemented within Q3/4.	IP	The secret shopper committee met in January to determine the schedule for implementation. Currently the team is working on the new evaluation forms. Staff will be budgeting to outsource the

			secret shopper program within 2016.
(REC) Conduct participation group feedback sessions to assess customer satisfaction with youth sports program(s).	Will be done at the conclusion of each youth sport. Q4	C	Conducted a coach's end of season meeting to discuss the pros and cons of 2015s league (basketball, April and baseball, July).
(C&M) Measure the public's satisfaction with the district. Using the CMP Needs Assessment survey as a baseline, develop a follow up annual survey with the same questions and answers to gauge progress and initiate feedback on district-wide initiatives.	Establish baseline at year end 2014, report in 2015 starting with year-end 2014 baseline report. <u>2014 Baseline Satisfaction Ratings</u> Ease of Registration 94% Facility and Program Fees 88% Quality of Programs 94% Customer Service 94% Communications 93%	SC	Survey posted on web and in eBlast. Responses to survey have been low. Offering an incentive for survey responses in Q4. <u>2015 Satisfaction Ratings</u> Ease of Registration Q1% Facility & Program Fees Q1% Quality of Programs Q1% Customer Service Q1% Communications Q1%
(ICE) Replace cooling brine pump with new VSD and add new DDC to integrate HVAC systems.	Complete by end of Q3.	SC	Meeting with TRANE corp. is set for April. After meeting with TRANE a proposal is being put together that may alter the plans of replacing the brine pump. A number of different ice components are being considered. TRANE has present HEPD with a proposal. This will be put forth for approval at the committee level.

District Initiative 3: Connect and engage our community

Division Objectives:	Measures:	Status	Achievement Level/Comments
(REC) Conduct outreach to neighborhoods and community associations on health related issues, childhood obesity, healthy habits, etc.	Promote our HEALTH program at various park parties in 2015.	C	Promoted HEALTHeKids at the fair and will hold a table at Party in the Park. Staff attended the St. Alexius Block Party on 6/6 to promote HEPD and their health & wellness programs. PSSWC hosted an Alexian Brothers Fit Pals event in September in which yoga was the activity provided for the children as well as the family members. The event was well-received with 38 participants in attendance.

(REC) Increase the number of health seminars and workshops for the 50+ group.	Working with Alexian Brothers to provide 4 seminars in 2015.	IP	50+ has offered a variety of topics at the brown bag lunches. Blue Cross and Blue Shield will be offering two new topics in the Fall of 2015.
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DISTRICT GOAL 2

DELIVER FINANCIAL STEWARDSHIP

District Initiative 1: Achieve annual and long range financial plans

Division Objectives:	Measures:	Status	Achievement Level/Comments
(FAC) Perform a capacity usage analysis of facilities	Completed by Q4	IP	Staff has met in January and February; the 50+ Supervisor attended the Senior Programming Conference to obtain additional information as it relates to potential new space(s).
(FAC) Evaluate the program/class and rental utilization to obtain optimum facility usage.	Evaluation within Q1/2 within potential modifications within Q3/4	SC	Staff has met as a group to identify various programming needs as it relates to space and is currently scheduled to meet with an outside contractor to discuss space utilization and maximizing those opportunities are moving forward at TC.
(ALL) Monitor budget to ensure expenses do not exceed budget and are in line with revenue projections and revenues are meeting financial goals and objectives.	Meet or exceed budget bottom line.	IP	Coming out of Q1 the operations of the 02 are strong and meeting and exceeding the budget expectations. Currently the budgeted bottom line is exceeding expectations.

District Initiative 2: Generate alternative revenue

Division Objectives:	Measures:	Status	Achievement Level/Comments
(FAC, REC, ICE & C&M) Develop new business plan structure, include cost recovery goals, program trends, markets served, potential level of duplication in the demographic region, etc.	Complete business/marketing plan development by end of Q1.	C	Business plans have been completed.
(ICE) Develop a rental skate replacement plan over the next five years within each year to year budget.	Implement in Q1	SC	Each pair of current skates is currently being analyzed for wear and tear. Skates that are considered unrepairable and not of good quality are being taken out of use. A new inventory is being

			taken. Skates are going to be ordered prior to the start of the fall session. In a cost saving measure staff has elected to continue to look for better pricing. Trying to partner with another rink to gain some buying power.
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District Initiative 3: Utilize our resources effectively and efficiently

Division Objectives:	Measures:	Status	Achievement Level/Comments
(FAC) Partner with local businesses to offer unique programming opportunities at SFAC.	Connecting with businesses within Q1, with program opportunities to be offered within Q2/3	C	SFAC worked with Above & Underwater Scuba, Hoffman Estates High School, and PSS&WC to enhance programs and events throughout the summer. Activities included scuba and snorkel demos and classes, swim team clinics, and aqua fit demos and classes.
(C&M) Evaluate and monitor ROI on marketing expenditures.	Develop and utilize a template formula to measure ROI on major advertising expenditures	C	<p>Summer Camp Promo –We placed an ad in the Daily Herald’s Summer Camp Guide (Sun. March 15), plus there will be 3 ads in the Suburban Parent Camp Pages (April 15, May 13, June 10). The ad will offer campers who register as a result of the ad a free insulated lunch bag. To measure the response, we will track:</p> <ol style="list-style-type: none"> 1) Hits to a special splash page with more information and links to registration 2) Report showing a Promo Code used at online registration 3) Number of lunch bags given away <p>We will need 43 camp registrations to cover our costs and our goal is 50 new registrations, which would equate to a 3% ROI.</p> <p>RESULTS TO DATE: 7 hits to the splash page; 3 camper’s registered – full results will be available after camp is over.</p>
(REC, ICE & C&M) Manage payroll to meet or exceed personnel budget to ensure	Meet or exceed Payroll Budget	IP	Staff continues to meet on a bi-monthly basis to monitor expenses and revenue ratios.

maximize operational efficiency.			
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DISTRICT GOAL 3: ACHIEVE OPERATIONAL EXCELLENCE AND ENVIRONMENTAL AWARENESS

District Initiative 1: Create and sustain quality parks, facilities, programs and services

Division Objectives:	Measures:	Status	Achievement Level/Comments
(REC) Provide educational opportunities to residents on environmental best practices.	Partner with Hoffman Estates Garden Club and Environmental Club to provide programming at Vogelei Center utilizing the garden beds and park. Q3	C	Have offered two programs in the Spring and currently had 4 additional gardening and lawn care programs in the summer.
(REC) Promote outdoor recreation as a healthy lifestyle to combat obesity, i.e. canoeing, hiking and camping.	Partner with LL Bean and Cabela’s to provide outdoor opportunities for residents. Q3	C	LL bean and Cabela’s have been invited to Plant your Parks day in May. LL Bean conducted their standup paddle board class at Fabbrini Park this summer which was well received by the community. Will be meeting with LL Bean to discuss other opportunities for programming in our parks.
(REC) Create communication channels promoting significant events, like “National Trails Day, National Get Outdoors Day, Parks Day, etc.”	Research dates and requirements for said events. Q4	IP	July is Parks Month for NRPA. Various programs promoting the NRPA 80’s theme took place.
(FAC) Work with local farmers to increase opportunities for farmer markets and other events.	Work with local farmers to offer events within Q2/3	NB	Staff is working to connect with a new organization as the previous farmer has discontinued off site markets and events.
(FAC, REC, ICE & C&M) Promote educational outreach programs to a diverse community to engage environmental stewardship.	Continue ICompete Mentoring program. Q1 & Q2	IP	ICompete is going well, staff attended the village’s cultural awareness committee meeting to connect and foster the opportunity to provide joint programming and special events in both the social equity and environmental stewardship area(s). The park district will be participating in the Village’s Heritage Fest this fall.
(FAC) Evaluate fitness equipment needs, selecting energy efficient	Evaluating fitness equipment needs within Q1, to purchase or lease new	SC	Staff is currently working to establish the best possible opportunity to as it relates to purchasing

equipment (when applicable), and purchasing new equipment to continue to upgrade aging equipment and stay current on industry trends.	equipment within Q2/3		and/or leasing. The equipment needs have been identified. PSSWC will be purchasing a multi-station piece to add as a functional training unit for the facility within Q4.
(FAC) Paint ceiling in TC fitness center.	In operating budget with the aim to improve the appeal of fitness facility for existing and potential customers. To be completed by Q4	NB	This project was not included in the 2015 capital budget.
(FAC) Installation of carpet in back office administration area TC.	To be completed by Q4	C	Currently this project is scheduled to be completed by end of July. Carpet has been ordered. Carpet installation began the week of June 30 th . Carpet was installed in Q3
(FAC) Enhance current camera system within facilities, TC and WRC, and install camera system for Vogelei	In operating budget, to enhance current systems and install new system at Vogelei by Q3	NB	
(FAC) For Seascape Aquatic Center, add toilet to family locker room to enhance accessibility, to be placed in ADA funds.	Enhance ADA practices, in operating budget to be completed within Q2	NB	This item was not included in 2015 budget. Staff will re-evaluate for the 2016 budget.
(REC) Develop and offer a bicycle corral to encourage special event participants to ride to large special events.	Partner with 1 local bike shop to sponsor the bike corral offering safety checks and bicycle education. Offer a bicycle corral at 3 major special events.	C	Bike corral was set up at Plant your Parks day with The Bike Connection was on sight for bike checks.
(REC) Work with an outside organization to develop a sales process that engages potential customers at the point of sale.	Establish a point of contact. Meet, tour and visit the various facilities (2). Implement the 1 st phase of the sales process for the TC, WRC, and PSSWC service desks.	SC	Met with outside vendor Verde Martin via a phone conference and CEO also did a site visit with a follow up phone conference call with the Director of Recreation & Facilities and the Director of Golf Operations. Proposal to follow for services in 2015 and potentially 2016. Staff is meeting on October 15th with a district that has utilized their services to determine the next step.

District Initiative 2: Utilize best practices

Division Objectives:	Measures:	Status	Achievement Level/Comments
(REC) Revamp Willow preschool 4-year-old by adding a 4-day preschool class in place of a 2-day class.	4 year old preschool class switched from a 2-day AM class to a 4-day PM class for 2015-2016 school year. Registration opens in Q1.	C	2015-2016 Willow preschool will have an M-Th afternoon preschool to replace the T, Th class that was offered in 2014-2015.

(REC) Develop weekly/monthly age-appropriate curriculum units in the KinderSTAR program.	Implemented in Q3, start of the 2015/2016 school year.	NB	TC KinderSTAR will not be offered in 15-16. Staff will meet with WRC KinderSTAR teachers in late summer to revamp curriculum for Fall.
(REC) Schedule and complete annual climbing wall inspection for the PSS&WC inside and portable walls.	Done annually. Q4	C	Communication with our inspection agency has been made. Inspection is to be scheduled in April.
(FAC) Reach out to new rental possibilities for TC, WRC, and Vogelei.	Develop a rental coupon to draw new rental guests and bring back returning ones	SC	A 10% discount will be offered at TC & WRC during the 3 rd quarter to new rentals. A 10% discount is being offered to new rentals being reserved during September & October and held before 12/31/15 at TC & WRC.
(FAC) Increase TC custodial/program setup staff to enhance the cleanliness of the facility and increase staff availability for the increase in program setup demands.	To be implemented within Q1	SC	Staff has enhanced the current checklists to increase the level of cleanliness and the facilities team has worked with the recreation and ice departments to meet/exceed the program set up demands. Staff continues to adjust and implement checklists while reassigning projects to different shifts in order to accomplish more.
(FAC) Strengthen the seasonal transition of the aquatic group lesson staff from indoor to outdoor.	Preparation and planning within Q1/2, to take place within Q3	C	Recruitment took place and many of the Seascope team returned to school in August, after the Seascope Season. Staff that remained have been working at PSSWC for the instruction of the indoor lessons as well as lifeguarding. PSSWC continues to recruit additional aquatics instructors/lifeguards to add to the team.

District Initiative 3: Advance environmental and safety awareness

Division Objectives:	Measures:	Status	Achievement Level/Comments
(REC) Increase conservation projects and learning opportunities at multiple parks and facilities.	Offer 4 programming through the garden club and local environmental groups. Q4	IP	Currently offering a total of 6 programs from March – August.
(FAC & REC) Strengthen emergency response training within the district facilities by implementing drill trainings to ensure team readiness.	Provide quarterly emergency response trainings for facilities.	SC	Emergency drills and training planned for Q2 for facilities. Emergency drills were completed at all camp sites the week of June 22.
(FAC) Offer Medic AED/CPR training for district team members to ensure team is CPR/AED certified.	Offer quarterly Medic AED/CPR training for all district team members.	SC	Medic AED/CPR courses have been scheduled and announced for 2015. Two classes were offered within Q1, with 3 classes being offered within Q2.

			Additional classes have been planned and will be offered within Q3/4. 66 staff members attend medic classes that were held April 18 & 22 & May 30. The August Medic training was attended by 9 staff members. The next training is scheduled in Nov. Due to a change in direction within the PDRMA; They will no longer be offering the opportunity to be a Medic site provider for classes. Therefore, HEPD will be established as an independent training center within the final quarter of 2015.
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DISTRICT GOAL 4

PROMOTE QUALITY LEADERSHIP AND SERVICES

District Initiative 1: Develop leadership that ensures work force readiness

Division Objectives:	Measures:	Status	Achievement Level/Comments
(FAC, REC, ICE & C&M) Increase the opportunities to engage and train team members utilizing webinars and newer technology based resources.	C&M to attend 3 webinars. Recreation department to utilize two newer technology based trainings by Q4.	SC	C&M attended NRPA's Parks & Rec Month webinar.
(FAC, REC, ICE & C&M) Continue emphasis on cross-training and to ensure workforce readiness.	C&M ensure each function has 2 staff.	IP	Scheduling summer camp staff training for all departments.
(C&M) Increase training in the area of market trends and rate of investment.	Staff to attend one marketing training session on marketing trends and one session on return-on-investment measurement.	SC	C&M – Supt attended Chicago AMA conference 3/26, NRPA in Sept.
(ICE) Conduct STAR training for ice maintenance staff.	Have 2 FT staff attend 1 training session – dependent upon offerings in the Chicagoland area.	SC	No trainings were offered in the 1 st Q. 2 staff members will be attending STAR training in September. Staff attending training in Oct.
(FAC) Continue to offer TC and WRC front desk staff educational and training opportunities through quarterly staff meetings.	Conduct quarterly meetings to include training opportunities	SC	Staff currently meets on a monthly basis and new training opportunities are being established. Staff met in April and will be meeting in August for fall updates.-Staff meetings were held at TC & WRC Aug. 12th for service desk staff.

District Initiative 2: Build organization culture based on I-2 CARE Values

Division Objectives:	Measures:	Status	Achievement Level/Comments
(FAC, REC, ICE & C&M) Continue to evaluate and create procedures and training to promote high level internal customer service.	C&M create a written customer service statement. Recreation department to attend at least one customer service training in 2015.	SC	Continued efforts within Hoffman U.
(FAC, REC, ICE & C&M) Enhance the CHEER customized customer service training for all district staff.	Offer quarterly CHEER training opportunities to all district team members, with training opportunities to be included at department specific staff trainings	SC	CHEER customer service training is being implemented. District training planned for Q2, combining Seascope Aquatics staff orientation and training with CHEER customer service training, planned for May 20 th . An all-district staff training/refreshers has been planned for the June HEPD staff meeting. Additional trainings will be planned and offered throughout Q3/4. To date, over 220 team member have participated within the CHEER training. A CHEER overview was provided at the FT HEPD meeting, with 2 additional CHEER trainings planned for 2015.

District Initiative 3: Promote continuous learning and encourage innovative thinking

Division Objectives:	Measures:		
Promote continuing education for job specific training and create opportunities for team members to gain knowledge in the areas of interest for future professional growth opportunities.	Complete by Q4.	SC	Staff attended the IAPD/IPRA state conference, Hoffman U and various other IPRA/IAPD workshops to continue to enhance their professional growth.

Hoffman Estates Park District – 2015 Goals
PSS&WC

Report Date: October 2015

Key: C = Complete / SC = Substantially Complete / IP = In Progress / NB = Not Begun / NA = Not Accomplished

DISTRICT GOAL 1

PROVIDE HEALTHY AND ENJOYABLE EXPERIENCES FOR ALL PEOPLE

District Initiative 1: Offer healthy and enjoyable experiences that promote equal access

Division Objectives:	Measures:	Status	Achievement Level/Comments
Develop drop-in and league programs (i.e. basketball, volleyball) in the gymnasium space, particularly during the weekday evenings.	Plan and develop in Q1 & Q2 Implement one league by Q3.	NB	Fitness Supervisor has begun researching similar programs within HEPD and at other park districts. Currently on target, researching in Q1 to potentially implement in Q3. Based on the ROI, in-house leagues will be revisited in 2016.
Develop youth fitness education programming to support the districts anti-obesity initiative.	Plan and develop in Q1 & Q2 Implement 2 programs by Q3.	SC	The fitness department planned and implemented New Program: Youth Fitness Training 101 to start in April of Q2. In addition, a family fitness program and youth running program, FIT Together and Prairie Pups, have also been offered. Additional opportunities are being explored with independent contractor for youth sports and fitness programs at PSSWC. An independent contractor agreement with Kids First Sports Inc. for youth sports and fitness programs will begin in Q4. “Fitness and Fun”, and after-school fitness/sports program, and Dodge ball are some of the activities planned with Kids First Sports.
Develop wellness opportunities, services, and events.	Develop and implement at least 2 new services/programs throughout the year.	C	The fitness department planned and implemented new service Q1: Health Coaching to start in April of Q2. Health Coaching began and has been successfully received by patrons. Marketing and promotion will continue throughout the quarters. PSSWC hosted an Alexian Brothers Fit Pals event in September in which yoga was the activity provided for the children as well as the

			family members. The event was well-received with 38 participants in attendance. In addition, PSSWC hosted a 60's Zumba party was held at the end of Q3. Over 20 people attended.
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District Initiative 2: Achieve customer satisfaction and loyalty

Division Objectives:	Measures:	Status	Achievement Level/Comments
Develop new rewards program to enhance PSSWC member retention by launching a program that increases member touch points by the fitness department.	Plan and develop in Q1 & Q2 Implement by Q3.	SC	The fitness department planned and implemented a new member retention program that started in March of Q1. The program will be on-going throughout the quarters. The retention program is still successfully being administered within Q2 and will continue throughout all quarters. The retention program is still successfully being administered within Q3. Currently each new member is being contacted by the fitness department within the first 30 days of membership; this is one phase of the retention program.
Develop new employee rewards program to enhance PSSWC member retention by building rapport and forming a community.	Plan and develop in Q1 & Q2 Implement by Q3.	IP	Will evaluate potential to incorporate within Q3. PSS&WC Key Team has scheduled plans to launch quarterly “socials” beginning in Q4 to unite PT and FT team members at PSS&WC with fun activities both onsite and offsite in an effort to continue to enhance rapport.
Develop 2 new fitness programs and special events to enhance member involvement and increase revenue generation opportunity within the fitness department.	Assess fitness programming needs and implement 2 new programs/special events by Q3. Evaluate participation and satisfaction to assess effectiveness of program.	IP	The fitness department planned and held special events in Q1, for example the “Safe Running” program. The fitness department planned and implemented new program: Youth Fitness Training 101 to start in April of Q2. Research has begun on progressive training style programs, progressive Spin Class. This program will be potentially launched in Q3. The 8-Week Progressive Spin will

			begin in early Q4.
Develop and incorporate a new member survey to assess member needs. Build fitness programs and services to target and meet customer needs.	1 survey to be implemented within Q2, incorporating programs and services within Q3/4.	SC	The member survey is in process of development with questions and format determined. The plan to implement the survey will be developed within Q3, with survey to be launched either in Q3/4. Research currently being done to assess cost of purchasing the RM360 survey/communication tool upgrade through Retention Management in FY16; survey launch may be delayed until FY16.
Create and coordinate a rewards system that provides incentives for charter members (5+ continuous years of membership) and members who purchase ancillary services.	Research and plan in Q1 & Q2; implement 1 rewards program by Q3.	C	Proposal in process to introduce a rewards program for Personal Training clients, which will offer a discount on fees based on a minimum number of sessions completed annually. To be considered for launch in Q2 with Personal Training rate increase. Personal training rewards program will be implemented 7/1/15 and will be continued throughout all remaining quarters. The PT rewards program is still successfully being administered within Q3.
Examine options to enhance juice bar/café services.	Expand AM hours and introduce marketing strategies for corporate and programming clients (Q2 & Q3).	C	Meeting with current provider in early Q2 to notify of agreement termination as of 6/30/15. Discussions with potential new vendor to begin in early Q2. Secured new agreement with Flores/Rosales Family Corp for juice bar/café services at PSS&WC effective July 1, 2015. Expanded menu and hours will be offered thru new provider.
Develop 2 Group Fitness Incentive programs to strengthen member retention.	Plan in Q1; implement 2 incentive programs in Q2 and Q4.	SC	In Q2, a “Fitness Challenge” incentive program is planned to enhance member involvement within the fitness services: 4/13/15-5/1/15. A second fitness incentive program will be planned for Q3/4.

District Initiative 3: Connect and engage our community

Division Objectives:	Measures:	Status	Achievement Level/Comments
Develop new high school volunteer program.	Plan and develop in Q1 & Q2 Implement program in Q3.	NB	High school volunteer program will be revised within Q2, to be implemented within Q3. Due to the time required to develop program and the priority of objectives this will be revisited in 2016.
Incorporate a monthly activity or	Plan quarterly with input from Kids	SC	Special Kids Korner activities planned in tandem

theme that promotes children's health and wellness within the Kids Korner Department.	Korner Staff. Implement a monthly activity calendar in Q1.		with monthly wellness calendar for remainder of FY15 in Q4.
Explore the possibility of implementing a youth triathlon at PSSWC.	Investigate opportunity by researching like-type facilities/park districts to serve as a template within Q1/2. To be potentially implemented within Q3 or Q4.	C	Program & Aquatic Supervisor has begun researching program templates and similar programs at other park districts. Triathlon to potentially be offered within Q3/4. Program & Aquatic Supervisor has begun researching program templates and similar programs at other park districts. This is being considered for a possible 2016 event. Possible partners include Hoffman Estates High School, Cabelas, LL Bean and Dick Ponds Sporting Goods.
Develop new climbing wall special events, promotions, and family events.	Offer one new special event and/or promotion per quarter in 2015.	C	The climbing department planned and implemented two new programs/events in Q1. The Climbing Wall Merit Badge Day ran on 2/22 and the Pot of Gold Climb ran on 3/17. Both activities both ran with strong participation and were well received by the community. Staff is in the process of planning a "Climb the Skyline" program for the rock wall. This will include participants logging their climbs to reach goals in the form of Chicago buildings. In addition, the October Trick or Treat Climbing Wall and the final Merit Badge programs will be offered for Q4.
Develop, implement and promote goal oriented training sessions/programs for larger Chicago-land fitness events to build member rapport, sense of community, and member retention.	Plan training sessions/programs for 2 large events.	C	Currently being evaluated to be included into Q2 or Q3. Due to limited resources and objective priorities, this format of program was not able to be offered and the concept will be revisited for 2016.

DISTRICT GOAL 2: DELIVER FINANCIAL STEWARDSHIP

District Initiative 1: Achieve annual and long range financial plans

Division Objectives:	Measures:	Status	Achievement Level/Comments
Monitor budget to ensure expenses do not exceed budget and are in line with revenue projections and revenues are	Meet or exceed budget bottom line.	IP	Monitoring budget on a bi-monthly basis. Currently meeting budgetary aims within Q1, Q2, and Q3.

meeting financial goals and objectives.			
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District Initiative 2: Generate alternative revenue

Division Objectives:	Measures:	Status	Achievement Level/Comments
Enhance revenue generating opportunities for the PSS&WC climbing wall by increasing the participation levels in the climbing classes and by exploring sponsorship opportunities for the climbing wall.	Increase class participation by 3%. Research sponsorship Q1-Q2 to secure for Q3-Q4.	SC	Two new climbing programs have been implemented so far in Q1 that have ran close to maximum participation. Program & Aquatic Supervisor begun research and obtained sponsorship templates from other C&M departments from other park districts. The HEPD Sponsorship Coordinator on staff they have been brought in to assist with this project. Sponsorship opportunities will be explored for the climbing wall within 2016. Class participation has increased, along with the special events offered, and thereby increasing the revenue line item for the climbing wall.
Research capabilities of RecTrac to accommodate a “house charge” payment option for members.	Research with Business office in Q1 & Q2 with launch in Q3.	NB	Inquiry through Business office to be initiated in Q2 following audit. Research delayed while position of Member Services Supervisor is being filled. Consideration of house charge capabilities thru RecTrac delayed until FY16.
Increase annual aquatic pass fees by 5%.	Implement in Q1.	C	Increased in Q4.
Review fee structure for parties and rentals and construct new “party pack”.	Research in Q1 & Q2 with launch in Q3/Q4.	C	New rental fee structure introduced in Q1; promotional materials to launch in Q2. Promotional trifold reflecting new rates printed and placed into circulation.
Enhance Pilates/Mind Body training services.	Ongoing development, launching new services within Q2, assess quarterly.	IP	Will assess to potentially implement enhancement within Q2/3. Private Pilates Services to start early Q4. Promotional trifold reflecting new rates printed and placed into circulation.
Review and modify fee structure for massage services.	Research in Q1 & Q2 with launch in Q3/Q4.	C	New massage rates take effect 5/1/15; promotional material created. Promotional discount for first 60 days of massage increase expired 6/30/15.

District Initiative 3: Utilize our resources effectively and efficiently

Division Objectives:	Measures:	Status	Achievement Level/Comments
Develop improved strategies to	Research and develop strategies within	SC	Development of rewards program in progress. The

recognize and retain personal training members.	Q1/2. Develop and implement a member rewards program within Q3. Assess/evaluate effectiveness in Q4.		personal training loyalty/rewards program was implemented 7/1/15. The PT rewards program is still successfully being administered within Q3.
Explore options to reduce inventory costs.	Research alternative purchasing options/vendors (on-going).	C	On-going basis within Q1, researching options and containing costs. Progress has been made within Q2, enhancing systems to monitor inventory costs. Methods will continue throughout Q3/4 to ensure inventory costs are controlled.
Manage payroll to meet or exceed personnel budget to ensure maximize operational efficiency.	Meet or exceed Payroll Budget.	SC	Successfully managing payroll to meet budget within Q1 and Q2. Continuing to manage payroll expenses. The overall budget expenses have been reduced to compensate for the areas which are exceeding budgetary aims. The budget is being consistently monitored to ensure overall budgetary aims are met.

DISTRICT GOAL 3

ACHIEVE OPERATIONAL EXCELLENCE AND ENVIRONMENTAL AWARENESS

District Initiative 1: Create and sustain quality parks, facilities, programs and services

Division Objectives:	Measures:	Status	Achievement Level/Comments
Engage the Kids Korner staff by forming monthly committees where staff will be responsible for being creative with different areas within the Kids Korner space. (monthly theme, bulletin board, decoration, crafts).	Implement in Q1; continue to carry out in Q2-Q4.	SC	Efforts to be initiated in Q2 to assign monthly expectations among Kids Korner team for special activities and complimentary themes for decorating within Kids Korner. Special “lead” associated designated in Q2 within Kids Korner to act as catalyst for special activities for guests and morale boosting efforts among team. Theme-based decorations and activities that complement the monthly club wellness calendar to be launched in Q4.
Increase participant satisfaction within PSS&WC & SFAC group swim lesson program through more consistent lesson plans and participant evaluation tool given at the end of each session.	Develop and refine lessons plans and evaluation tool in Q1, implement in Q2-4.	SC	Brand new swim lesson participant report cards have been introduced to the swim program in Q1. Parents & swimmers have provided positive feedback to the newly designed format. An evaluation tool for parents has also been developed and implemented in Q1. Program & Aquatic Supervisor will monitor survey results closely and make necessary changes

			to the program. A swim lesson in-service was implemented for the spring with a focus on lesson planning and teaching techniques for the swim instructors.
Strengthen the seasonal transition of the aquatic group lesson staff by using a streamlined hiring timeline and group training system. Evaluate and explore training format.	Evaluate training format in Q1-Q2. Implement two main staff recruitment and training efforts in Q1 and Q3.	IP	The aquatics department is looking to run an August lifeguard class to train and hire about 8-10 new lifeguards and swim instructors. The new staff would be specifically hired to begin working in the fall. There will also be a recruitment of Seascope staff beginning in mid July to transition to work through the fall and winter. On-going efforts are being made to strengthen the aquatics staff. Many of the Seascope staff departed for school at the end of the season. New staff for the PSSWC swim lessons and lifeguards is continually being recruited and trained within Q3/4.
Evaluate fitness equipment needs, selecting energy efficient equipment (when applicable), and purchasing new equipment to continue to upgrade aging equipment and stay current on industry trends. Planned within capital budget, 2015.	Evaluate within Q1/2 to purchase or lease within Q3.	IP	Beginning to assess purchase and/or lease of new fitness equipment, as planned within 11 fund for 2015. Met with one large fitness equipment vendor to evaluate current equipment and provide quote for potential plan for improvement. Will continue to meet with additional vendors and explore additional equipment options. New fitness equipment to be purchased early Q4.
Refurbish and repaint activity pool ceiling, as planned within the capital budget 2016.	Complete project by Q4.	NB	Not planned within projects for year 2015.
Enhance camera security system for facility by adding cameras within designated locations.	Complete project by Q3.	NB	Project not approved within budget process for 2015 budget.
Complete the tennis court restoration and painting project within 2015, as planned within the CIRP.	Complete project by Q4.	NB	Project not approved within budget process for 2015 budget. Planned within the 2016 budget.
Install blinds on windows within the free weight room.	Complete project by Q4.	NB	Project not approved within budget process for 2015 budget.
Enhance the juice bar/café space.	Remodel area to add comfortable seating and media options (Q2 & Q3).	C	Viability dependent on Executive Director approval and Parks team workload. Electrical outlet conversion to 220 volt in process in response to additional equipment needs of new vendor. New

			vendor transition complete as of July 1, 2015; additional physical enhancement/changes to café are subject to Executive Director approval (possible pursuit in FY16).
Re-grout member locker rooms, as planned within the CIRP.	Complete project by Q4.	IP	Project will be planned within Q2/3, to be completed by Q4. Full locker room project will be addressed within future capital plans. Steam room repairs will take place within Q4, 2015.

District Initiative 2: Utilize best practices

Division Objectives:	Measures:	Status	Achievement Level/Comments
Schedule and complete annual climbing wall inspection provided by Experiential Climbing Systems or other PDRMA recommended climbing wall organization.	Schedule Q1, complete & implement in Q2.	C	Annual inspection with Experiential Climbing Systems was completed on April 3, 2015. At that time the auto belay cable was also replaced. Indoor wall successfully passed annual inspection.
Facilitate Starguard lifeguard recertification, new lifeguard training, and in-services to ensure all aquatic team members meet or exceed program requirements. Complete Starguard operational reviews of PSS&WC & SFAC.	Plan aquatic training schedule within Q1 and administer training within Q2-4. Successfully complete 1 operational review in Q1 and Q4 and 3 reviews in summer of 2015.	SC	All HEPD Lifeguards have completed a new lifeguard course or a recertification lifeguard course in the spring. In addition all aquatic staff participate in monthly in-service training (spring and fall) and bi-monthly in-service training throughout the summer. PSS&WC received an unannounced lifeguard review in the spring and HEPD received a combined visit (SEA & PSSWC) in June. All reviews have gone smoothly and staff meets all program expectations. The next SAI review is expected in both July & August.
Improve response time and tracking of internal work orders.	Transition all internal work order entry to Maintrac in Q2.	NB	Within Q1, pursuing the tracking and enhanced response time for HEPD maintenance work orders for PSS&WC. Within Q2/3, will begin to assess feasibility of tracking internal work orders through Main Trac. Follow through with the completion of internal work orders have improved within Q3. Assessment of feasibility to transition to Main Trac will be evaluated within Q4.
Create comprehensive marketing plan that includes traditional and contemporary means to support new	Develop and complete by end of Q1.	C	To be introduced with PSS&WC business plan at start of Q2. Marketing plan continues to be updated on quarterly basis for ROI and strategic

member recruitment and enhanced member retention efforts.			purposes.
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District Initiative 3: Advance environmental and safety awareness

Division Objectives:	Measures:	Status	Achievement Level/Comments
Research the possibility of PSSWC being a host site for a Community Supported Agriculture (CSA) drop off location. This would provide a convenient location for members to get quality produce and product while supporting local agriculture and the farm- to-table movement.	Research in Q1 for possible launch in Q2- Q3 when harvesting occurs.	NB	Consideration of options to be discussed in Q3 for potential viability in FY16.
Provide Medic AED/CPR training educational opportunities to team members and conduct emergency training sessions to ensure safety preparedness.	Provide quarterly trainings throughout the year.	C	Medic AED/CPR courses have been scheduled and announced for 2015. Two classes were offered within Q1, with 3 classes being offered within Q2. Additional classes have been planned and will be offered within Q3/4. Additional classes have been offered within Q3, with one final class to be offered in Q4. Due to a change in direction within the PDRMA, they will no longer be offering the opportunity to be a Medic site provider for classes. Therefore, HEPD will be established as an independent training center within the final quarter of 2015.

DISTRICT GOAL 4

PROMOTE QUALITY LEADERSHIP AND SERVICES

District Initiative 1: Develop leadership that ensures work force readiness

Division Objectives:	Measures:	Status	Achievement Level/Comments
Enhance the customer experience and participation within fitness services.	Update and enhance the fitness assessment as well as fitness assessment and orientation process.	SC	Fitness assessment and orientation services have been enhanced within Q1. New services, along with new marketing materials, have been offered to

			members. On-going efforts will continue within upcoming quarters to promote and enhance participation in fitness services. New strength training circuits have been developed and posted for members. Fitness Supervisor working with the Personal Training Coordinator to develop more educational and fun interactions with the customer. To be implemented Q4.
Set expectation for all PT/FT staff at PSSWC to complete the CHEER training within 2015.	Assess and begin to implement in Q1, continue to carry out in Q2, Q3, and Q4.	SC	CHEER customer service training is being implemented. District training planned for Q2, combining Seascope Aquatics staff orientation and training with CHEER customer service training, planned for May 20 th . Additional trainings will be planned and offered throughout Q3/4. To date, over 220 team member have participated within the CHEER training. A CHEER overview was provided at the FT HEPD meeting, with 2 additional CHEER trainings planned for 2015.
Enhance efficiency of Maintenance team w/additional support as lead administrative team member coordinating maintenance services.	Modify duties and responsibilities of existing PT1 team member to include facilitation of maintenance department staff and activities.	C	Part-time Office Associate was hired to provide support with the basic aspects of the maintenance department. Office associate continues to provide general office support as well as support with PSSWC facility maintenance and repair.
Enhance efficiency of Member Services office/team.	Evaluate potential of Supervisor position as well as transition of PT1 associate to FT to support changes within 2016.	C	Consideration of transitioning PT1 associate to FT as a priority during upcoming budget season in Q3 in order to sustain continued growth and retention experienced in Q1. Recruitment and hiring of new Member Services Supervisor will be initiated for completion in Q3. New Member Services Supervisor hired effective September 19, 2015.

District Initiative 2: Build organization culture based on I-2 CARE Values

Division Objectives:	Measures:	Status	Achievement Level/Comments
Reinforce the customer service initiatives highlighted in the CHEER training through using the Key Team CHEER monthly action plan.	Introduce to Key Team in Q1, move forward with monthly action plans throughout Q2, Q3, Q4.	C	Progress being made to further incorporate CHEER philosophy into daily operations at PSSWC. A CHEER board has been posted within the administrative staff area and staff is being

			acknowledged through their “cheer peers” for exceptional customer service moments. The CHEER philosophy has been incorporated into key team and MOD team meetings.
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District Initiative 3: Promote continuous learning and encourage innovative thinking

Division Objectives:	Measures:	Status	Achievement Level/Comments
Expand PSSWC Personal Training Team Educational Opportunities.	Support team members in attending relevant local conferences and workshops as well as offer quarterly staff meetings/trainings in-house.	C	Personal Training Coordinator held Q1 educational training “sport specific nutrition” on 3/10/15. Additional trainings will be provided throughout the quarters. Personal training educational library is being developed. The library will be available to all trainers and will provide in-house educational opportunities, in addition to the quarterly educational meetings. Personal trainers continue to meet with the Personal Training Coordinator one on one and as a group. Personal training educational library is developed. Will continue to add educational items.
Offer consistent climbing wall staff trainings and education.	Offer 3 staff trainings in 2015.	SC	Climbing staff participated in a climbing wall in-service on January 15 th and May 18 th . In addition, Climbing Wall Coordinator has been consistently educating current staff using interesting articles and other education information regarding climbing wall safety and trends.
Promote staff education and professional development among team.	Attend IPRA, Club Industry, and fitness industry conferences and educational sessions throughout year.	SC	IPRA was attended within Q1 of 2015, with additional educational development opportunities to be explored and secured within 2015. Registration completed for 4 FT team members to attend Club Industry in Q4. Registration is also in progress for the IPRA conference for 2016.

**Hoffman Estates Park District – 2015 Goals
Golf Division**

Report Date: September 2015

Key: C = Complete / SC = Substantially Complete / IP = In Progress / NB = Not Begun / NA = Not Accomplished

DISTRICT GOAL 1

PROVIDE HEALTHY AND ENJOYABLE EXPERIENCES FOR ALL PEOPLE

District Initiative 1: Offer healthy and enjoyable experiences that promote equal access

Division Objectives:	Measures:	Status	Achievement Level/Comments
Provide 30,750 rounds in the 2015 Season.	30,750k rounds in the 2015 Season (28,669 thru 10/28 in 2014).	SC	593 rounds in 1 st quarter. 11,351 Rounds thru 2 qtrs 26,297 Rounds Thru 3 qtrs.
Provide 3,750 Outing rounds in the 2015 Season.	3,750 Outing Rounds (3,661 Outing rounds in 2014).	SC	Outing rounds will begin in 2 nd quarter. 914 Outing Rounds Thru 2 qtrs 2,799 Outing Rounds Thru 3 Qtrs
Provide 36 Preferred Tee Times for the 2015 Season.	36 Preferred Tee Time Groups (39 Groups in 2014).	C	We have 31 groups registered for the season. 31 Preferred Tee Times
Provide 3,400 League rounds in the 2015 Season.	Goal is 3,400 League Rounds for the 2014 Season (3,361 rounds in 2014).	SC	Leagues will begin in 2 nd quarter 1,386 League Rounds Thru 2 nd Quarter 2,989 League Rounds Thru 3rd Quarter
Expand & Provide Jr. Program Classes in Spring, Summer & Fall to 175 participants.	Goal is 175 participants. (176 participants in 2014).	C	Classes will begin in May 50 participants thru 2 nd quarter 88 Participants thru 3rd Qtr
Expand & Provide Group Lessons to include 36 students for all ages in Spring, Summer & Fall.	Goal is 36 students. (34 Students in 2014).	C	Classes will begin in May 69 participants. Introduced 2 new short game classes with 60 participants in this 90 min class. 74 Participants thru 3rd Qtr.
Host 8 outside wedding ceremony only events.	Goal is 8 ceremony only events. (8 in 2014).	SC	We have 2 ceremony only events booked this season. 3 Ceremony Only Events booked Thru 2 nd Qtr. We have 4 ceremony only events booked Thru 3rd Qtr.
Host 5 Wedding Receptions.	Goal is 5 Wedding Receptions (6 in 2014).	SC	We have 5 reception only events booked this season. 5 Reception Only Events booked thru 2 nd Qtr. We have 5 reception only events booked thru 3rd

			Qtr.
Host 25 Ceremony & Reception Weddings.	Goal is 25 Ceremony & Reception Weddings (23 in 2014).	SC	We have 18 ceremony & receptions booked this season. 18 Reception & Ceremony booked thru 2 nd Qtr. We have 18 ceremony & receptions booked thru 3rd Qtr.
Host 8 Special Bar Event Nights.	Goal is 8 Events (3 events in 2014).	SC	Special events will start in 2 nd quarter 3 Events thru 2 nd Qtr We have hosted 6 Events thru 3rd Qtr

District Initiative 2: Achieve customer satisfaction and loyalty

Division Objectives:	Measures:	Status	Achievement Level/Comments
Collect comment cards and evaluate responses and maintain an 85% satisfactory score on 95% of the completed comment cards. (Bar & Grill, Pace of Play, Course Conditions, Customer Service, Amenities, etc.).	Collect over 4k cards back and maintain 85% satisfactory score on 95% of the comment cards.	SC	Comment Cards have just started to be received late March. We have received 88% satisfactory score thru 2 nd qtr. We have received 85% satisfactory score thru 3rd qtr.

District Initiative 3: Connect and engage our community

Division Objectives:	Measures:	Status	Achievement Level/Comments
Provide 6 Special Golf Events with 360 participants.	Goal is 6 Events with 360 participants. (5 events with 196 participants with 1 remaining event 2014. March Madness was cancelled due to weather.)	IP	We hosted 1 event in March with 54 participants We hosted 1 event in May with 56 participants for a total of 2 events and 110 participants in thru the 2 nd qtr. We have hosted a total of 4 Events with 202 Participants
Provide 2 Holiday Event Brunches with 675 guests.	Goal is 2 Events with 675 Guests. (261+ Breakfast with Santa in 2014).	IP	First event will be Easter in April. We had 263 guests for Easter Brunch
Expand volunteers in facility events by securing scores for the Pro Am Scramble.	Secure a minimum of 25 volunteers to help score Pro Am scramble. (30 volunteers in 2014).	NB	This event will be in October.

DISTRICT GOAL 2

DELIVER FINANCIAL STEWARDSHIP

District Initiative 1: Achieve annual and long range financial plans

Division Objectives:	Measures:	Status	Achievement Level/Comments
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Golf Division

3Q 2015 Goals status

Monitor Golf budget to ensure expenses do not exceed budget and are in line with revenue projections and revenues are meeting financial goals and objectives.	Meet or exceed Golf Department Budget bottom line.	IP	Expenses are being closely monitored in early Spring. Golf Expenses are down 10% to budget thru 2qtrs. Golf Expenses are down 15% to budget thru 3 Qtrs.
Monitor F&B budget to ensure expenses do not exceed budget and are in line with revenue projections and revenues are meeting financial goals and objectives.	Meet or exceed F&B Department Budget bottom line.	IP	Expenses are being closely monitored in early Spring. F&B Expenses are down 23% to budget thru 2 Qtrs F&B Expenses are down 23% to budget thru 3 Qtrs
Monitor Golf Maintenance budget to ensure expenses do not exceed budget and are in line with revenue projections and revenues are meeting financial goals and objectives.	Meet or exceed Golf Maintenance Department Budget bottom line.	IP	Expenses are being closely monitored in early Spring. Golf Maintenance Expenses are down 22% to budget thru 2qtrs Golf Maintenance Expenses are down 9% to budget thru 3 Qtrs

District Initiative 2: Generate alternative revenue

Division Objectives:	Measures:	Status	Achievement Level/Comments
Increase the marketing and updating golfnow.com to increase golf now rounds to produce additional revenue during slow periods.	Increase golfnow.com rounds by 3%. (4,428 Rounds Thru Oct 28 th in 2014).	IP	We had 38 rounds booked in the 1 st quarter. We booked 2,078 rounds thru 2 nd qtr. We booked 4,283 rounds thru 3rd qtr.
Increase F&B business in bar & grill by 3% over prior year by capturing golfer's on site with daily specials, promotions and Special Events.	Increase bar and grill sales by 3%. (\$127K Thru Sept in 2014).	IP	We had \$9k worth of sales in 1 st quarter We are at 86% to budget thru 2 nd qtr. We are at 82% to budget thru 3rd qtr
Increase corporate meetings and golf outing food & beverage functions.	Increase corporate group meetings by 9 events for a total of 275 events in 2015. (266 events in 2014).	SC	We have had 7 meetings in the 1 st quarter. We currently have 104 meetings thru 2 nd quarter We currently have 193 meetings thru 3rd quarter

District Initiative 3: Utilize our resources effectively and efficiently

Division Objectives:	Measures:	Status	Achievement Level/Comments
Manage payroll to meet or exceed personnel budget to ensure maximize operational efficiency.	Meet or exceed Payroll Budget.	IP	Payroll is being closely monitored based on facility usage. Payroll is currently down 15% to budget thru 2 nd qtr. Payroll is currently down 13% to budget thru 3rd qtr.
Monthly budget monitoring to maintain at or below projected budget	Not to exceed budget expenses.	IP	Expenses are being closely monitored based on facility usage.

expenses.			Expenses are being closely monitored and are below budget thru 2 nd qtr for all departments. Expenses are being closely monitored and are 13% below budget thru 3rd qtr for all departments.
Monthly budget monitoring and proper costing out on menus to maintain a 32% food cost and 28% beverage cost.	32% food cost and 28% beverage cost.	IP	Food & Beverage Cost are being closely monitored to start the year. Food Cost is currently at 36% and beverage cost is at 24% thru 2 nd qtr. Food Cost is currently at 32.7% and beverage cost is at 22.7% thru 3rd qtr.

DISTRICT GOAL 3

ACHIEVE OPERATIONAL EXCELLENCE AND ENVIRONMENTAL AWARENESS

District Initiative 1: Create and sustain quality parks, facilities, programs and services

Division Objectives:	Measures:	Status	Achievement Level/Comments
Provide a clean and well maintained clubhouse facility and equipment consistent with district standards.	Complete daily checklist and rectify and identify deficiencies and remedy as necessary. 90% Completion Rate.	IP	With the addition a FT Building maintenance position it has enhanced our building appearance. Checklists are being completed close to 100% daily. The facility is in high use at this time and increase rain has made additional challenges with mud in the building. Checklists have been completed on a daily basis. Staff has been working hard to stay on top of cleanliness and room setups.
Provide a well-manicured golf course consistent with adopted 2015 maintenance goals.	Weekly inspection with golf course superintendent, identify deficiencies and remedy as necessary. 90% Completion Rate.	IP	Will begin in 2 nd quarter Weekly tours are being conducting with the superintendent. All area of need have been discussed and a plan is put in place per item and within our current budget. All items outside our budget are being noted and planned for future years. Weekly meetings have been constant. Areas of concentration have been identified along with areas of savings based on practices to be in line with a \$36 per round golf facility.
Purchase Rough Mower to decrease amount of time of mowing the rough.	Complete by end of 1st Qtr.	C	Rough mower has been purchased.

Repair landscape retaining wall on Hole #10 & 11.	Complete by 2nd Qtr.	C	The project is 85% complete. Will be completed early in 2 nd quarter. This project is 100% complete and is receiving rave reviews.
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District Initiative 3: Advance environmental and safety awareness

Division Objectives:	Measures:	Status	Achievement Level/Comments
Maintain IPRA's Environmental Report Card.	By end of 4 th quarter.	NB	

DISTRICT GOAL 4

PROMOTE QUALITY LEADERSHIP AND SERVICES

District Initiative 1: Develop leadership that ensures work force readiness

Division Objectives:	Measures:	Status	Achievement Level/Comments
Train all F&B employees on service plan.	Train 100% F&B Employees by March. Train All new employees with 15 days of hire.	SC	All current staff has been trained and new staff will continue to train once they begin All staff has gone thru employee training and all new hires continue to be trained within first 15 days of employment.
Train all Starters and Rangers on proper methods to communicate with golfers using training manuals.	Train 100% Golf Employees by May. Train All new employees with 15 days of hire.	SC	Training has begun for all golf staff. Will be completed in April and May All staff has gone thru employee training and all new hires continue to be trained within first 15 days of employment.
Have key staff attend HEPD AED & CPR training.	Have at least 24 key staff members maintain certification by end of 2 nd Qtr.	SC	Staff will continue to update their certifications. All key staff is currently certified.

District Initiative 2: Build organization culture based on I-2 CARE Values

Division Objectives:	Measures:	Status	Achievement Level/Comments
Conduct weekly F&B meetings to discuss operations and special events.	40 weekly meetings on F&B operations.	IP	Weekly meetings were held during the 1 st quarter. Weekly meetings are being held outlining all functions.

District Initiative 3: Promote continuous learning and encourage innovative thinking

Division Objectives:	Measures:	Status	Achievement Level/Comments
All F&B Employees become BASSET Certified & Food Serve Safe.	100% of all F&B Employees.	C	All staff is currently updating their basset certifications. All F&B staff is currently certified.

Hoffman Estates Park District – 2015 Goals
A&F Division

Report Date: September 2015

Key: C = Complete / SC = Substantially Complete / IP = In Progress / NB = Not Begun / NA = Not Accomplished

DISTRICT GOAL 1: PROVIDE HEALTHY AND ENJOYABLE EXPERIENCES FOR ALL PEOPLE

District Initiative 1: Offer healthy and enjoyable experiences that promote equal access

Division Objectives:	Measures:	Status	Achievement Level/Comments
Evaluate, modify and develop District procedures to ensure operating at a high level of customer service.	Review all business, human resource, and IT procedures and revise as appropriate by September 2015.	IP	Ongoing review based on processes and software enhancements. Procedures don't to date include; PT Employee Scheduling and Working, Purchasing, Non-Compliance, Com Ed Power Outage, and Participation/Attendance.
Evaluate and update District wide smoking policy.	Achieve by 2 nd qtr.	C	Currently adheres to all Village and state laws. Will continue to evaluate the possibility of smoke free areas within the District.

District Initiative 2: Achieve customer satisfaction and loyalty

Division Objectives:	Measures:	Status	Achievement Level/Comments
Investigate and implement expanded Wi-Fi services within the District.	Achieve by 2 nd qtr.	C	Comcast BCI w/ WIFI extenders are completed at all facilities. These provide HEPD-Public WIFI for patrons. Additional WAPs to expand HEPD-Public and provide HEPD-Private WIFI for employees are completed at TC, WRC, & PSSWC. Project complete.

District Initiative 3: Connect and engage our community

Division Objectives:	Measures:	Status	Achievement Level/Comments
Promote volunteer opportunities through the WEB.	Achieve continually.	IP	Volunteer opportunities for plant your park day, coaches, 50+, and special events have been promoted.
Provide financial/budget overview for Park Perspectives.	March 2015 for Spring issue.	C	Report included as part of year-end financial report for park perspectives Spring issue.
Maintain FOIA compliance and transparency aspects of the District to ensure Illinois Policy Institute Sunshine Award status.	Achieve continually as information is approved.	IP	Information and finalized reports/documents are uploaded continually to heparcs.org. CAFR and all year-end financial information has been uploaded. Annual wage and benefit report updated. All FOIA requests have been processed timely.

DISTRICT GOAL 2: DELIVER FINANCIAL STEWARDSHIP

District Initiative 1: Achieve annual and long range financial plans

Division Objectives:	Measures:	Status	Achievement Level/Comments
Achieve District annual budget to ensure maintaining fiscal year projected fund balance reserves.	Achieve by December 2015.	IP	Staff reviewing monthly financial statements as well as auditing quarterly results. Have started additional off-line evaluation looking for trends in operations. Focusing on decreasing revenues in operational areas.
Create annual balanced budget.	Achieve by November 2015.	SC	Hoffman U conducted with staff and all staff working to complete a balanced recommended budget. Divisions budgets are currently under review and being finalized. Divisions goals for 2016 have been completed. CIRP for next five year's in final stages of staff approval.
Conduct budget preparation review session for all staff.	Achieve by July 2015.	C	Hoffman U conducted August 19 th .
Review/update Policy Manual.	Achieve by August 2015.	IP	Employee relative and social media policies have been completed. Continuing education policy has been drafted. Entire policy manual will be reviewed by year-end.

District Initiative 2: Generate alternative revenue

Division Objectives:	Measures:	Status	Achievement Level/Comments
Evaluate utilization of cell tower agent to represent District interest in current and potential cell tower opportunities.	Achieve by 3 rd qtr.	IP	Speaking with Verizon contractor for potential south side flag pole tower. Received payment for Canon Crossings T-Mobile site.
Renew beverage sponsor agreement.	Achieve by 1 st qtr.	SC	Has been submitted with BPC Golf Director. To be present for recommendation at the November Board meeting.

District Initiative 3: Utilize our resources effectively and efficiently

Division Objectives:	Measures:	Status	Achievement Level/Comments
Support C&M with Mobile application.	Achieve continually.	IP	Working with C&M as enhancements are available.
Hire PT IT support for desktop support.	Achieve by 2 nd qtr.	C	Position was filled for summer, looking for a qualified candidate to fill position long-term.

DISTRICT GOAL 3: ACHIEVE OPERATIONAL EXCELLENCE AND ENVIRONMENTAL AWARENESS

District Initiative 1: Create and sustain quality parks, facilities, programs and services

Division Objectives:	Measures:	Status	Achievement Level/Comments
Review District program/facility fees to ensure minimum 30% margin and determine subsidized programs.	Achieve by September 2015.	IP	Ongoing with new program masters submitted as well as monitoring District minimum participation requirements. Monthly reports are being submitted to different divisions for explanations.
To further District disaster recovery plan, redeploy and configure spare HP server to act as additional VMHost.	Achieve by September 2015.	SC	Server has been relocated to BPC. RAM memory and configuration in process.
Purchase, image and deploy replacement desktops.	Achieve by 4 th qtr.	IP	Obtaining quotes for this year's computer allotment deployment.
Purchase and replace Watch Guard firewall with CISCO or equivalent to enhance network infrastructure.	Achieve by 2 nd qtr.	C	Firewall replaced with Cisco and currently operational.
Purchase and replace copiers (BPC/TC-No/Maint).	Achieve by 3 rd qtr.	C	TC-N and Maint. copiers were purchased and installed in March. BPC copier purchased and installed in April.
Purchase and replace District server room UPS Battery Array.	Achieve by 3 rd qtr.	SC	Insurance claim in processed with PDRMA. New unit ordered and schedule for delivery 10/14.
Purchase and replace (15) monitors District wide.	Achieve by 2 nd qtr.	C	All monitors have been purchased and deployed.
Investigate conversion to MS Office 365 and/or comparable software to enhance communications.	Achieve by September 2015.	C	Investigating license cost as Microsoft changed their agreement. Office 365 appears to be a better value with Office 2016 coming out later this year. District will plan to upgrade in 2018.

District Initiative 2: Utilize best practices

Division Objectives:	Measures:	Status	Achievement Level/Comments
Continue to research processes and opportunities with other Districts to ensure operating at a high level and utilizing industry best practices.	Achieve continually.	IP	Staff has reached out to other Districts as information is needed; recently staff has been in contact with other District's regarding accounting software.
Conduct random monthly cash audits at all facilities.	Conduct monthly audits on various dates /times on all District service desks.	IP	Random cash audits being conducted monthly with no discrepancies worth noting.
Conduct surprise audits of program personnel and independent contractors to ensure classes are held with properly registered participants meeting minimum numbers. Utilize video as needed.	Conduct monthly program audits seasonally by program.	IP	Random program audits being conducted monthly with no discrepancies worth noting.

Conduct ledger audits to ensure financial integrity.	Conduct quarterly.	IP	Ledger audits occur once quarter ends, however many ledger audits have been performed to ensure proper flow of unearned income. Minor adjustments have been made to account for programs directing revenue to an incorrect account.
Conduct trial balance audits to reduce District receivable exposure.	Conduct monthly.	IP	Receivable updates occur weekly and monthly with no concerns worth noting.
Conduct program revenue audits including waitlists and minimum/maximum requirements to ensure cost recovery.	Conduct twice monthly.	IP	Random cost recovery audits are being done in conjunction with program audits and minimum/maximum participation analysis with reports submitted to responsible divisions.
Prepare CAFR for previous fiscal year.	Achieve by 2 nd qtr.	C	CAFR has been finalized and application with GFOA for Certificate in Excellence has been filed.
Perform software updates.	Achieve monthly as available.	IP	Updates are performed as available.
Upgrade and implement VSI RecTrac V3.	Achieve by 4 th qtr.	NA	At recommendation of vendor upgrade will be pushed back to 2016 or 2017 until software capabilities have matured.
Purchase and install required PCI compliant (2015) credit card encrypted mag stripe and bar code readers District wide to minimize vulnerability to customer and District.	Achieve by 4 th qtr.	NA	As PCI regulations are ever changing, credit card gateway vendor PlugnPay will not have required equipment available until 1 st or 2 nd qtr 2016. Project being pushed to 2016.
Achieve PCI certification by completing PCI self-assessment. Electronic systems operating scans to ensure minimal security risk.	Achieve annually.	NB	
Complete electronic systems operating scans with Trust Keeper to be alerted to potential vulnerabilities.	Achieve a "pass" rating quarterly.	IP	The 1 st qtr scan was completed on March 19 th , the 2 nd qtr scan completed on June 19 th and the 3rd qtr scan completed on September 19 th with the District receiving a "pass" rating on all.
Purchase a cash counting machine to increase efficiencies.	Achieve by 1 st qtr.	C	Purchased in May.
Investigate accounting software applications for implementation in 2016.	Achieve recommendation for 2016 Budget.	IP	Staff has been gathering information and speaking with other Districts about software options. Staff have participated in 3 demonstrations.
Investigate, purchase and implement benefit scheduling and tracking software.	Achieve by 4 th qtr.	IP	Researching available software options as part of new accounting software.
Investigate, purchase and implement an email archiving software to assist staff in email storage and recall while also reducing server storage requirements.	Achieve by 2 nd qtr.	SC	Purchased and installed Barracuda Email Archiver. Implementation and staff training will be scheduled at a future Hoffman U.

Monitor IMRF eligible staff and educate managers/supervisors regarding the 30 hour threshold.	Achieve monthly.	IP	Monitor monthly with off-line controls.
Monitor PT employees hours worked regarding the PPACA compliance.	Achieve monthly.	IP	Monitor monthly with off-line controls.
Utilize and update the IPRA salary system for online use for all full and part time staff.	Achieve quarterly.	C	Completed for 2015, but continually monitor and update as necessary.

District Initiative 3: Advance environmental and safety awareness

Division Objectives:	Measures:	Status	Achievement Level/Comments
Investigate opportunities to minimize storage and further District green initiatives.	Achieve by 3 rd qtr.	IP	Staff reviewing processes to determine potential green options. Rolling out payable EFT process for year end.
Investigate printers with duplexing options to further District green initiative.	Achieve as purchases for printers are considered.	C	Pricing for machines that duplex are still over budget, but as these machines become more available, staff hope that pricing becomes more attractive. All copiers within the District have been purchased with duplexing as an option to further our green initiatives.
Investigate and make recommendation on a print management system for 2016.	Achieve by September 2015.	IP	Staff has meetings set up in October and November with print management consultants to determine potential options available to the District.

DISTRICT GOAL 4: PROMOTE QUALITY LEADERSHIP AND SERVICES

District Initiative 1: Develop leadership that ensures work force readiness

Division Objectives:	Measures:	Status	Achievement Level/Comments
Continue to review and enhance division succession plans.	Achieve by 3 rd Q	SC	Succession plan opportunities for employees by position discussed during mid-year reviews.
Conduct and continually expand Hoffman U training curriculum with offerings with training in purchasing, IMRF, PDRMA, unemployment cost savings measures.	Achieve annually with calendar offerings.	IP	Thru 3 rd Q sessions on new hire paperwork, the new phone system, purchasing, RecTrac, budget, independent contractors, exempt hours, annual employee reviews, MainTrac and FinTrac have all been presented. Upcoming offerings include employee benefits and e-mail archiving.
Coordinate Spanish speaking IMRF workshop for Parks seasonal staff.	Achieve by 3 rd qtr.	NA	Has been pushed to 2016 due to scheduling difficulties.

Continue emphasis on cross training within division to ensure work force readiness.	Achieve continually by performing tasks and having a bi-annually touch base to ensure any changes in processing are learned.	IP	Cross training as well as back-up staff performing key tasks occurs continually to ensure work force readiness.
Investigate and recommend a procedure for new FT hires to sit with business department staff to review applicable software programs and financial procedures.	Achieve by 3 rd qtr.	C	Procedure has been completed and implemented.
Continually enhance orientation process.	Achieve continually.	SC	Conducted Hoffman U on new hire paperwork requirements. Updating orientation information is ongoing.
Create an action plan to reduce unemployment costs by researching opportunities to develop alternate or modified light duty work plans. Develop advance planning for seasonal layoffs working within budget constraints.	Achieve by 3rd qtr.	IP	Unemployment Consultants met with Parks Dept. in August regarding end of season layoffs. Considering using seasonal staff in facilities in 2016 either at the front or end of the parks season. By utilizing staff for 1-2 weeks , this could limit unemployment payments while keeping staff within hourly requirements.
Investigate options to incorporate incentive programs for healthy habits for employees.	Achieve by September 2015.	C	Pedometers were offered as incentives to staff who earned first 100 points of their PATH program points.
Promote PDRMA PATH Program.	Achieve by September 2015.	SC	Program promoted at FT staff meeting in April as well as promoted thru pedometer incentive. Multiple staff have already reached maximum incentive goal.
Promote health & wellness to sedentary staff by purchasing core strengthening fitness chairs to be shared within business/administrative departments.	Achieve by 3rd qtr.	C	Three fitness chairs have been ordered for staff to test. Staff liked the fitness chair option and 2 more were purchased. Staff in close proximity to one another share the chairs.

District Initiative 2: Build organization culture based on I-2 CARE Values

Division Objectives:	Measures:	Status	Achievement Level/Comments
Divisionally, at minimum, one staff will sit on District Team Committee.	Achieve annually.	C	Division currently has two staff members sitting on the Team Committee.
Investigate options for competitions by facility to build team work.	Achieve by 3 rd qtr.	NA	In coordination with the team committee and those opportunities offered or currently scheduled to be offered, the schedule did not permit a facility competition for 2015.

District Initiative 3: Promote continuous learning and encourage innovative thinking

Division Objectives:	Measures:	Status	Achievement Level/Comments
Attend legislative conference.	Achieve by May 2015.	C	Staff Attended.
Attend legal symposium.	Achieve by November 2015.	IP	Staff registered for event on October 29.
Attend Year 1 Director's school.	Achieve by November 2015.	C	Deputy Director attended year 1 of NRPA Director School.
Participate in IMRF/PDRMA seminars.	Achieve as offered.	C	Deputy Director is on PDRMA Board and attends PDRMA meetings and seminars. HR manager has attended IMRF session.
Attend IPRA/IAPD and NRPA conferences.	Achieve by 1 st and 3 rd qtr.	C	Staff (4) have attended IPRA/IAPD State conference. Staff (1) have attended NRPA conference.
Attend PDRMA risk management institute.	Achieve by November 2015.	NB	

HOFFMAN ESTATES PARK DISTRICT MEMORANDUM # 15-146

To: A&F Committee
From: Dean Bostrom, Executive Director
Craig Talsma, Deputy Director/Director of Admin & Finance
Date: October 23, 2015
Re: Bond Issue Notification Act (BINA) Hearing

Background

The District issues an annual bond each year in order to provide funding for our capital improvement and replacement plan and to maintain correct payments on our debt service retirement plan. In order to properly proceed with the bond issue that is budgeted for in 2015 and that will be presented at the November A&F Committee meeting, we first must provide an opportunity for public input on our intent to do so. This is done through a Bond Issue Notification Act (BINA) hearing.

The hearing must be advertised in the local paper which has been done. We normally state a dollar value to cover us for a minimum three year period.

Implications

The following notice was properly published in the Daily Herald and the topic has been added as new business during our Board meeting.

NOTICE OF PUBLIC HEARING

The Board of Park Commissioners of the Hoffman Estates Park District, Cook County, Illinois, will hold a public hearing on October 27, 2015 at 7:00 p.m.. The hearing will be held at the Triphahn Center, 1685 West Higgins Road, Hoffman Estates, Illinois. The purpose of the hearing will be to receive public comments on the proposal to sell bonds, in one or more series, in an aggregate amount not to exceed \$10,000,000 for the purpose of providing for capital improvements to and maintenance of park district facilities including but not limited to renovation of various park facilities, improvements to the golf course, the purchase of equipment and buildings, and paying any necessary costs of issuance and expenses incident thereto.

Dated October 12, 2015.

/s/ Secretary, Board of Park Commissioners
Hoffman Estates Park District, Cook County, Illinois

[To be published once on October 16, 2015, in the *Daily Herald*]

Recommendation

To allow for public input on the District's future intention to issue bonds during the October 27 Board meeting.

MEMORANDUM NO. 15-138

TO: Board of Commissioners
FROM: Dean R. Bostrom, Executive Director
RE: IAPD Credentials Certificate
DATE: October 15, 2015

Background

IAPD's Annual Business Meeting will be held on Saturday, January 30th at 3:30 p.m. in the Hyatt Regency Grand F Ballroom during the IAPD/IPRA Conference. Each member district shall be entitled to be represented at all Association Meetings and Conferences by a Delegate.

Implications

The Park Board must appoint one delegate and a 1st, 2nd, and 3rd alternate to attend IAPD's Annual Business Meeting on January 24th. Attached is a Credentials Certificate, which, when properly certified by the Board Secretary and approved by the Board, will entitle the delegate or, in their absence, an alternate listed thereon to vote on matters presented during the IAPD Annual Business Meeting.

Recommendation

Staff recommends the approval of the Credentials Certificate with the appointment of the delegate and 1st, 2nd, and 3rd alternates as follows:

Delegate: Mike Bickham
1st alternate: Pat McGinn
2nd alternate: Robert Kaplan
3rd alternate: Ron Evans

