



1685 West Higgins Road, Hoffman Estates, Illinois 60169
heparks.org t (847) 885-7500 f (847) 885-7523



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

**AGENDA
RECREATION COMMITTEE MEETING
TUESDAY, AUGUST 9, 2016
7:00 p.m.**

1. ROLL CALL
2. APPROVAL OF AGENDA
3. APPROVAL OF COMMITTEE MINUTES
 - July 12, 2016
4. COMMENTS FROM THE AUDIENCE
5. OLD BUSINESS
6. NEW BUSINESS
 - A. Beacon Point / M16-091
 - B. TC Renovation Transition Plan / M16-089
 - C. Balanced Scorecard 2Q / M16-088
 - D. Recreation, Facilities & Golf Report / M16-090
7. COMMITTEE MEMBER COMMENTS
8. ADJOURNMENT

All meetings are held in the boardroom of the Scott R. Triphahn Community Center & Ice Arena at 1685 W. Higgins Road in Hoffman Estates unless otherwise specified. If an accommodation or modification is required to attend these public meetings please contact Jane Kaczmarek at jkaczmarek@heparks.org or (847) 885-8500 with at least 48 hours' notice.



1685 West Higgins Road, Hoffman Estates, Illinois 60169
heparks.org t (847) 885-7500 f (847) 885-7523



**MINUTES
RECREATION COMMITTEE MEETING
July 12, 2016**

1. Roll Call:

A regular meeting of the Hoffman Estates Park District Recreation Committee was held on July 12, 2016 at 7:00 pm at the Triphahn Center in Hoffman Estates, IL.

Present: Commissioner Kinnane, Comm Rep S. Neel, Snyder, Wittkamp, Chairman R. Evans

Absent: Comm Rep Dressler, Henderson

Also Present: Executive Director Bostrom, Rec/Facilities Director Kies, Golf Director Bechtold

Audience: Commissioner McGinn, Kilbridge, Kaplan, President Bickham, Mr. K. Evans

2. Approval of Agenda:

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

3. Minutes:

Comm S. Neel made a motion, seconded by Comm Snyder to approve the minutes of the May 10, 2016 meeting as presented. The motion carried by voice vote.

4. Comments From the Audience:

None

5. Old Business:

None

6. New Business:

A. Digital Golf Technologies – Hole in One/M16-083:

Director Bechtold reviewed the item noting that it was an alternative revenue opportunity to offer a camera on the 4th hole for participation in a Hole In One Contest for \$10,000. He explained that BPC would split the entry fee for individuals but receive \$3 of the \$5 on any outing participation.

Comm Rep Snyder asked why the 4th hole and Director Bechtold noted that it provided the best line of vision as well as nearby electrical source.

Comm Rep Wittkamp asked where the cameras would be located and it was noted that they would be behind the green.

Commissioner Kaplan asked about the minimum yardage and it was noted that it showed 150 yards on the score card.

Mr. K. Evans asked if the outings received money and Director Bechtold noted that they would not, however, offering a Hole In One contest at this pricing (per golfer) would be less expensive than the outings having to pay for insurance as they presently do. Mr. K. Evans asked about the likelihood of having a Hole in One and Director Bechtold noted that they already had 1 this year.

Commissioner Kaplan questioned if this was a revenue only and it was noted that there would be a \$250/month fee 12 months of the year.

Executive Director Bostrom questioned what would happen if the camera lost the feed and Director Bechtold noted that BPC staff would be notified immediately so that they could inform participants and/or offer refunds if opportunities had already been purchased. Director Bechtold noted that the contract had been reviewed by Deputy Director Talsma and the district's legal counsel.

Chairman R. Evans asked about written information to the participants and Director Bechtold noted that staff would ask if they were interested in participating and explain the rules.

President Bickham questioned the interference with the sunlight and Director Bechtold noted that they would be surveying the hole for those reasons and that the second choice would be #7.

Comm Rep Snyder made a motion, seconded by Commissioner Kinnane to recommend the board approve signing an agreement for the DGT system as outlined in M16-083. The motion carried by voice vote.

B. Recreation, Facilities & Golf Report and 2Q goals/M16-082:

Director Kies reviewed the memo noting some of the upcoming events. He explained that staff was excited about Party in the Park on August 6th, the cross selling and the renovations on the PSSWC Pools, Off-Ice Area, 50+ North Side.

Director Kies also noted that he had a visitor interested in the CAPRA Certification that visited the district for ½ of a day and was very impressed with the district operations and opportunities.

Commissioner McGinn asked about the Healthy Kids Camp decrease and Director Kies explained that in the same vein, the other camps were increasing. He explained that parents often alternated types of camps (Athletic, Science, etc.) and the registration fluctuated.

Director Bechtold reviewed the Golf Report and addressed the Plunket Furniture Building noting that it was adjacent to hole #3 and that the building would be used to house the Obama Library items for storage. He explained that would mean more security in that area, but it was not expected to have any negative impact on the hole or the course in general.

Comm Rep S. Neel asked about the work done last year on #10 and Director Bechtold explained that it had gone well and improved the green. Director Bechtold also noted that staff was very excited about the cross selling training.

Commissioner McGinn asked about the video gaming and Director Bechtold noted that it was on pace with the budgeted amount but was not sure it would be sufficient to encourage the company to keep the machines on site.

Chairman R. Evans asked about the range machine and it was noted that it was operational. Comm Rep Snyder asked about the type size for the PINs and it was noted that staff was working with Rectrac to increase the size of the fonts.

Comm Rep S. Neel made a motion, seconded by Commissioner Kinnane to send the Rec, Facilities & Golf Report and 2Q goals as outlined in M16-082 to the board as presented. The motion carried by voice vote.

7. Committee Member Comments:

Comm Rep S. Neel said her son enjoyed the sports camp very much.

Commissioner Kinnane commended Seascope staff on doing a great job. He also noted that he spoke with HVAC Tech Ademi and was impressed with his enthusiasm.

Chairman R. Evans noted that there were many activities coming up with music at BPC and a Foundation 50/50 ticket sales on July 14th. He also noted that he was happy to see the logo at the Village Green better positioned for reading, however, it need to be updated with the park district's new logo.

8. Adjournment:

Comm Rep S. Neel made a motion, seconded by Comm Rep Wittkamp to adjourn the meeting at 7:50 p.m. The motion carried by voice vote.

Respectfully submitted,

Dean R. Bostrom
Secretary

Peg Kusmierski
Recording Secretary

MEMORANDUM NO. M16-091

TO: Recreation Committee
FROM: Dean R. Bostrom, Executive Director
Gary Buczkowski, Director of Planning & Development
RE: Beacon Point
DATE: August 4, 2016

Background

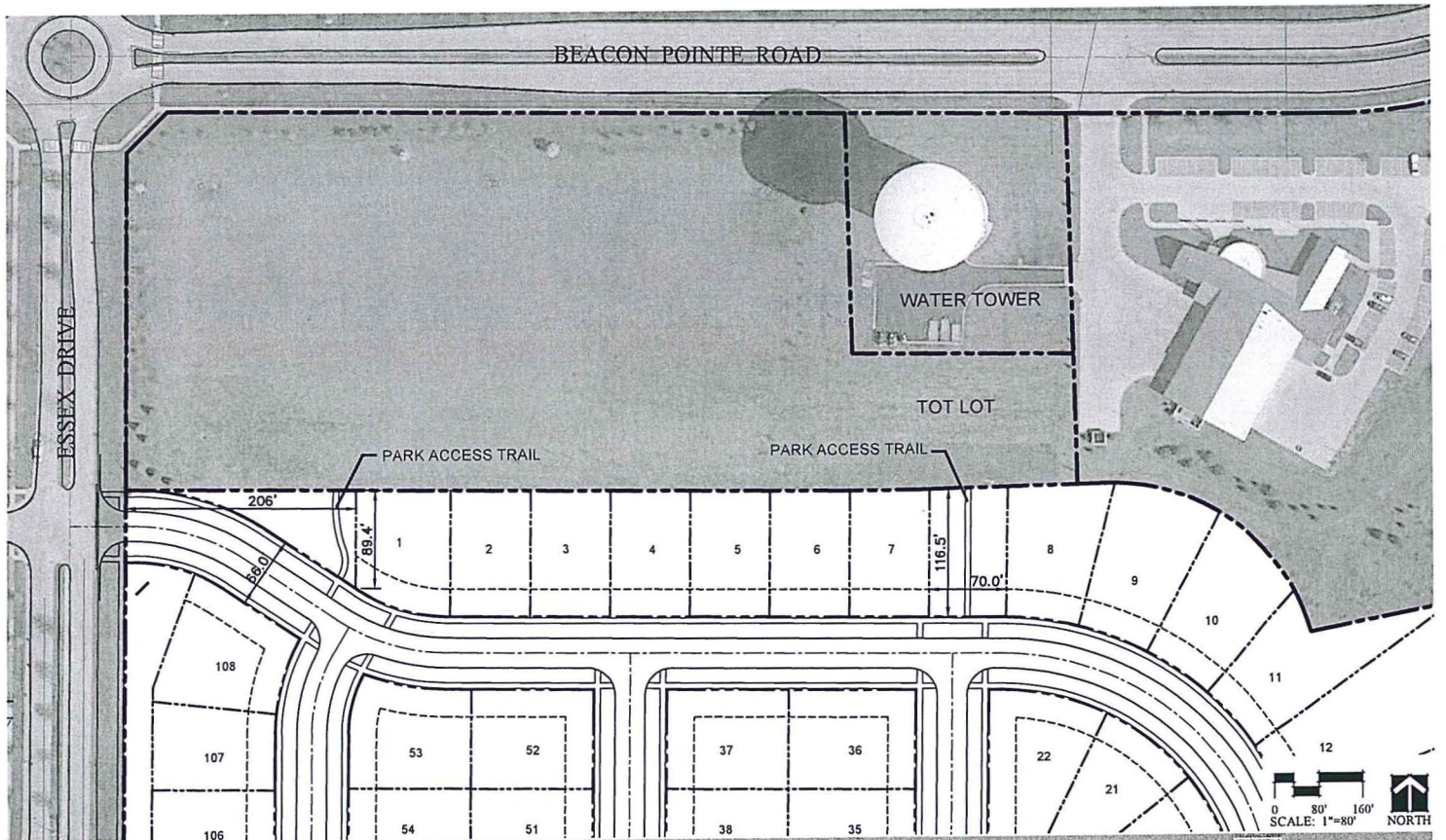
The majority of the western development of Hoffman Estates came about as a result of the University Park annexation and plan development plan in 1999. As part of that plan, park open space was defined based on the ultimate population of the entire area being developed. This allowed for the creation of larger park sites compared to many smaller sites in an effort to meet the recreational needs of the community. In 2007 the last park site was turned over to the park district and is now known as Beacon Point Basin. Because of the recession, the residential community to the south of Beacon Point Basin was never built. With the improvement in the economy, Cal Atlantic Homes has put together a plan to restart that community. Recognizing the need to connect this future development to the already established park land (Beacon Point Basin), staff recently met with Cal Atlantic Homes staff to negotiate adequate park access. Those proposed plans are now moving through the village planning process and require park district approval before the Village will approve their development plans.

Implications

Cal Atlantic Homes has agreed to provide two access points to the park as part of their overall development. These access points would be located at the north end of two of the north /south streets (see attached drawing). The eastern most access point would connect directly into the proposed tot lot area to be developed by the park district in the future. This proposed tot lot is directly south of the existing Village water tower. Cal Atlantic has agreed to establish the turf and install the two concrete walks on the two future park properties. In addition, Cal Atlantic has offered to contribute \$10,000 to the construction of the tot lot playground if the district were to install it when residential occupancy reaches 50%. In the past the park district has not installed the playground until 80-90% of the development is occupied. Given the uncertainty of the market, the installed playground at 50% could be a sales marketing tool for Cal Atlantic. At earliest, installation of the playground would not occur until 2018. Once installed, this new tot lot playground would also serve the existing residential community to the west of Essex Drive (Beacon Point). At present over two hundred residential properties are outside of the ½ mile playground radius. This new playground when installed would be a more convenient recreational resource for them.

Recommendation

Staff recommends that the full board approve the plan proposed and presented by Cal Atlantic Homes to provide their proposed recreational park access to Beacon Point Basin as outlined in the implications. Staff also recommends accepting Cal Atlantic's offer to contribute \$10,000 to the building of the tot lot playground and instruct staff to commence with the planning and construction of the facility when 50 % occupancy is established in Cal Atlantic's development.



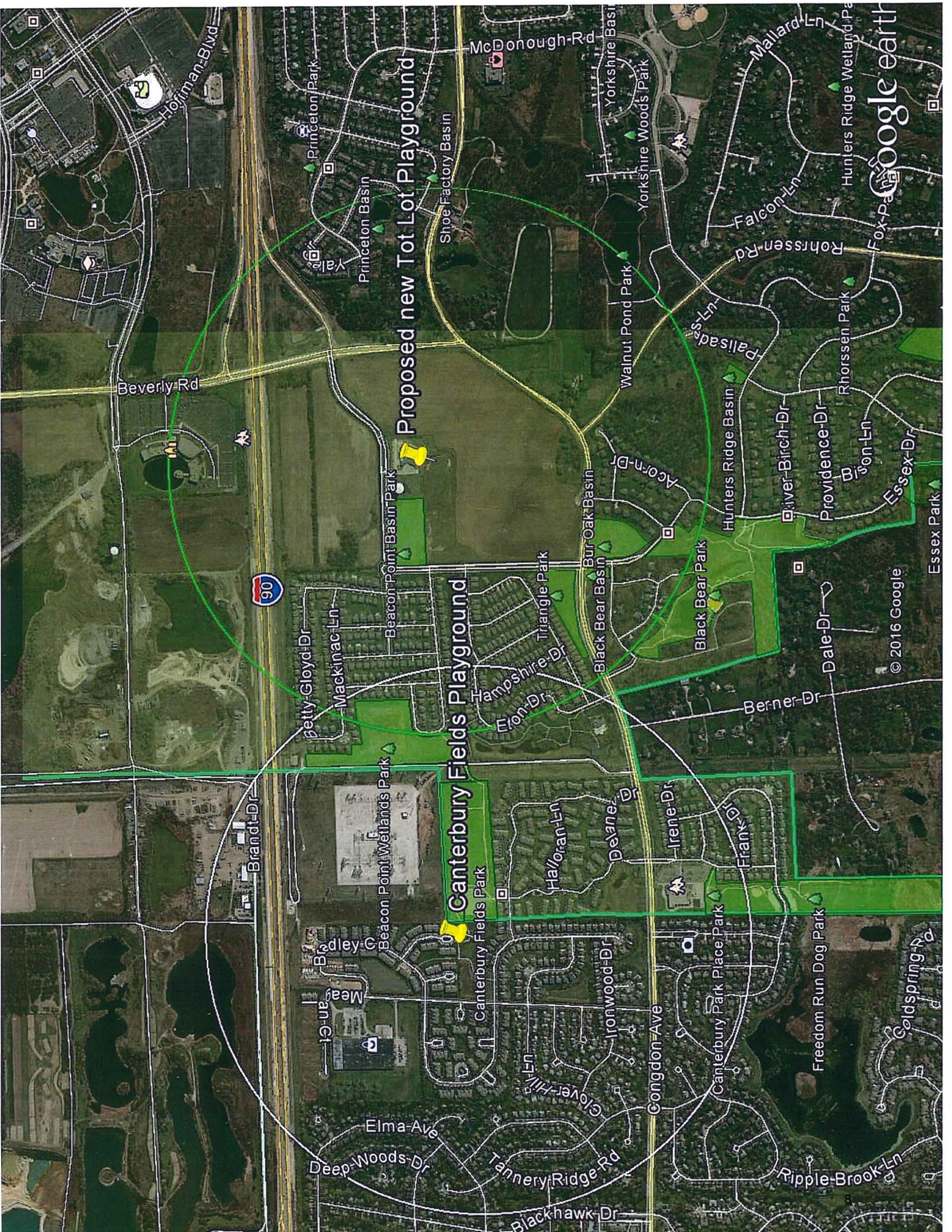
PARK ACCESS EXHIBIT
BEACON POINTE
 HOFFMAN ESTATES, ILLINOIS

8/1/2016

CalAtlantic
 HOMES

CRWA
 CARYL WEBER
 ASSOCIATES, INC.

LAND PLANNING
 SURVEYING & ENGINEERING
 211 SOUTH MAIN STREET
 WILSONVILLE, ILLINOIS 60190
 TEL: 630.334.1100
 WWW.CRWASURVEYING.COM



Proposed new Tot Lot Playground

Canterbury Fields Playground

Google earth



© 2016 Google

MEMORANDUM NO. M16-089

TO: Recreation Committee
FROM: Dean R. Bostrom, Executive Director
Mike Kies, Director of Recreation and Facilities
Nicole Chesak, Superintendent of Recreation
RE: Triphahn Center north side renovation and transition plan
DATE: August 2, 2016

Background:

Since the TC renovation project concept plan was approved at the March Board meeting, staff has been working with Williams Architects to finalize construction documents as well as developing a programming transition plan leading up to the construction schedule.

Implications:

To recap the areas that will be impacted by the renovation process:

- Demolition and redesign of the current athletic storage room off the gym.
- Demolition and renovation of Room 107 to add a third Early Learning Center room.
- Demolition and renovation of Room 108 to become the 50+ Gaming Room.
- Demolition and renovation of Room 110 and Program Manager's Office (formerly Room 111) to create new working offices for four program managers.
- Demolition and renovation of the Game Room. This space will become a part of the multi-purpose room proposed in the concept drawing, as presented prior.
- Demolition and renovation of the Active Adults Activity Center. This space will then be an extension the multi-purpose room.
- Renovation of the Kitchen. Kitchen will still serve the initial purpose; however it will be smaller to accommodate the hallway that will lead into the new 50+ Gaming Room.
- Demolition and renovation of billiards room. This space will also be a part of the multi-purpose room.
- Demolition and renovation of the north side Lobby. This will include expanding room 110 for additional office space, front desk to be moved into that area and a conference room reconfigure for better space utilization.
- Demolition of four staff offices; two in Active Adults Activity Center; that space will be a part of the multi-purpose room and storage. Program manager office behind north side front desk will be removed to allow the hallway to the 50+ Gaming Room. Early Childhood Office will now become a part of the Recreation Department office space to be created.
- Relocation and reinstallation of the gymnastics program to Vogelei Barn. This will allow the current shelf space to provide an off ice training area of the ice operations programs as well as additional fitness class space.

Below you will see a chart of dates and activities to facilitate the renovation process.

As soon as the Parks can begin	Gut and rebuild Athletic Storage on North Side to store Items and north side Renovation Project/In-House Staff
*	Tag those items for disposal and forward information to A&F meeting for Sale of Surplus Ordinance for September Board approval/Rec Staff
*	Tag those items for sale and/or relocation/Rec Staff
8/5/2016	Drawings completed for review 50% - 75% Completed by Williams Architects
8/17/2016	Drawings to Village Permit Review
9/6/2016	Revise drawings based on Village Review
9/20/2016	Project out to bid (to include FFE)/P&D Staff and Rec Staff
10/4/2016	Last Date for issuance of addendums (Also week of NRPA Conference)
10/11/2016	Bids Due Back to the Park District
11/1/2016	Construction Bids to B&G Committee for approval
11/1/2016	Rec Staff begins packing 11/1/2016
11/8/2016	FFE Bids to Rec Committee for approval
11/10/2016	Empty Vogeiei and move tables and items not tagged for disposal to All District Storage/In-house Staff
*	No rentals at Vogeiei after 11/9/2016
11/25/2016	All bids to Board for Approval
11/26/2016	Contracts Awarded
11/28/2016	Gymnastics layout due from Tumbling Times
12/1/2016	Staff and all items not tagged for disposal out of north side
12/1/2016	Move Kitchen equipment (fridge, freezer, etc.) to new location/In-house staff
12/6/2016	Last programming of space within north side of TC
12/7/16 to 2/3/2016	Demolition begins starting with room 107/In-house Staff
12/19/2016	Last day of gymnastics on shelf
12/20/16 to 01/13/16	Removal of gymnastics equipment to Vogeiei. Supervision and/or Engineering Supervision to be provided by Tumbling Times/In-house Staff to move equipment.
1/16/2017	New start date for gymnastics
End of January 2017	Off Ice open
2/4/2017	Construction begins with trades/Contractual
5/6/2017	Finish Hard Construction /Contractual
5/9/2017	Begin FFE to include cubicles/Contractual
June 2017	Open North side

Additionally:

- Staff will announce the closure and changes to participants and members starting prior to the end of October (after the Board approval of contracts on October 25)

and in the Winter Brochure which is scheduled for delivery Nov 16-19. Updated locations for programs will be clearly identified in the Winter, Spring and Summer brochures. Information will be posted on the district website, bulletin boards and social media for the public to access.

- Staff will prepare a "Frequently Asked Question" sheet to make sure that all staff and the public are aware of the changes, timelines and details to the project to coincide with the Board approval of the project bids.
- A new calendar of 50+ Activities will be set for December 2016 through February 2017 and included in the Winter Brochure and will be updated for the Spring Brochure. Programs are anticipated to be relocated to BPC, PSS&WC, WRC, Village of Hoffman Estates and/or Poplar Creek Bowl.
- The program managers' offices affected by the project will be moved into the WRC, PSS&WC the TC Administrative and Registration Office Space.
- As soon as demolition begins, food prep presently done in the kitchen will take place inside the Icebox concession stand and continue through the renovation process.

Staff is attempting to lessen the impact that the room closures will have on staff, participants and members by proactively addressing all potential issues.

Recommendation:

The Triphahn Center north side renovation Transition Plan is being presented to the Recreation Committee for discussion purposes only. No formal action is required at this time.

MEMORANDUM NO. M16-088

TO: All Committees
FROM: Dean R. Bostrom, Executive Director
Craig Talsma, Deputy Director/Director A&F
Mike Kies, Director of Recreation
John Giacalone, Director Park Services/Dev & Risk Mgmt
Gary Buczkowski, Director Planning & Development
Brian Bechtold, Director Golf Operations
RE: Balanced Scorecard
DATE: July 29, 2016

Background

According to the definition from Wikipedia, “*the **Balanced Scorecard (BSC)** is a strategy performance management tool - a semi-standard structured report, supported by design methods and automation tools, that can be used by managers to keep track of the execution of activities by the staff within their control and to monitor the consequences arising from these actions*”

The phrase 'Balanced scorecard' is commonly used in two broad forms:

- 1. As individual scorecards that contain measures to manage performance, those scorecards may be operational or have a more strategic intent; and*
- 2. As a Strategic Management System, as originally defined by Kaplan & Norton.*

Key components in utilizing the Balanced Scorecard methodology

- its focus on the strategic agenda of the organization concerned*
- the selection of a small number of data items to monitor*
- a mix of financial and non-financial data items.”*

Implications

The District continues to refine our Balanced Scorecard and have made certain adjustments to ensure that the measurement values that we utilize are relevant and functional. The goal is to provide a snapshot view of these key components at a specific point in time and to have an annual year to year comparison. This allows us to determine on a very broad spectrum the direction in which the District is moving.

These key components are not being analyzed on a valuation to current budgets or forecasts as much as to the same time period in previous years. Those types of evaluations are provided in the monthly Recreation Committee participation reports and the financial statements in the A&F Committee reports. The Balanced Scorecard comparison gives us a broad overview as to the direction the District is moving with regard to our overall mission, values and goals. The Balanced Scorecard has been updated to report quarterly numbers and compare these numbers to previous quarters. This is then done for the year to date (YTD) totals as well.

Certain numbers that are included may have changed and if significant we have included a small note under the measurement definition.

Recommendation

Staff recommends the Board approve the Balanced Scorecard for the second quarter 2016.

Balanced Scorecard 2016

District Goals	District Objectives	Measures	Quarter 2 2015	Quarter 2 2016	YTD thru June 30, 2015	YTD thru June 30, 2016
Provide healthy and enjoyable experiences for all people	Offer healthy and enjoyable experiences that promote equal access	Number of programs/sessions/participants	624 sessions offered 346 session ran 3,449 participants (annual program #'s will be reported Q4)	481 sessions offered 316 session ran 2,907 participants (annual program #'s will be reported Q4)	1,286 sessions offered 828 sessions ran 6,925 participants	1,143 sessions offered 798 sessions ran 6,383 participants (annual program #'s will be reported Q4)
		Number of facility memberships/visits 2016 includes new BPC passes	7,287 memberships 74,278 visits	8,249 memberships 93,389 visits	7,287 memberships 157,630 visits	8,249 memberships 181,189 visits
		Daily paid facility useage	\$53,871	\$86,433	\$96,058	\$124,884
		Number rounds (inc BPC events) / baskets	10,723 rounds 7,312 baskets	10,546 rounds 8,210 baskets	11,316 rounds 7,731 baskets	12,417 rounds 9,156 baskets
	Achieve customer satisfaction and loyalty	Community and participation survey data related to overall satisfaction and retention by percentage	92.7% overall satisfaction	92.7% overall satisfaction	92.7% overall satisfaction	92.7% overall satisfaction
	Connect and engage our community	Number of special events (not inc free) & participation	8 events 455 participants	0 events 0 participants	10 events 804 participants	9 events 1,022 participants
		Number of free events	5	11	9	15
		Number of Partnerships/ Coop agreements	0	0	36	36
		Increase in Digital Marketing/Social Media Engagement	Mobile App Users 94 Heparks.org Hits 55,012 Online Brochure Hits 3,405 WebTrac Hits 7,050 Social Media/FB Likes 104	Mobile App Users 104 Heparks.org Hits 55,474 Online Brochure Hits 5,372 WebTrac Hits 7,710 Social Media/FB Likes 133	Mobile App Users 1,489 Heparks.org Hits 105,922 Online Brochure Hits 6,157 WebTrac Hits 13,474 Social Media/FB Likes 1,878	Mobile App Users 1,525 Heparks.org Hits 105,969 Online Brochure Hits 8,777 WebTrac Hits 14,744 Social Media/FB Likes 2,294
		Number of Foundation events/participants	1 event/176 participants 2 board mtgs	1 event/140 participants 2 board mtgs 1 retreat	2 events/252 participants 3 board mtgs	2 events/211 participants 3 board mtgs 1 retreat

<u>District Goals</u>	<u>District Objectives</u>	<u>Measures</u>	<u>Quarter 2 2015</u>	<u>Quarter 2 2016</u>	<u>YTD thru June 30, 2015</u>	<u>YTD thru June 30, 2016</u>
<i>Deliver Financial Stewardship</i>	Achieve annual and long range financial plans	Percental of operational revenues to expenses (excludes D/S and Capital)	73.67%	77.43%	99.72%	102.81%
	Generate alternative revenue	Total revenue: Grants	\$9,240	\$620	\$14,860	\$620
		Total revenue: Sponsorships	\$28,432	\$58,034	\$40,882	\$90,383
		Total revenue: Rentals	\$230,239	\$277,050	\$558,140	\$635,259
		Total revenue: Misc.	\$22,862	\$8,736	\$43,756	\$31,296
	Utilize our resources effectively and efficiently	Percentage of assets to liabilities	2014 - 103.00%	2015 - 103.00%	2014 - 103.00%	2015 - 103.00%
<i>Achieve Operational Excellence and Environmental Awareness</i>	Create and sustain quality parks, facilities, programs and services	Community survey data related to overall condition of parks and overall quality of programs and services	Next survey 2019	Next survey 2019	Next survey 2019	Next survey 2019
	Utilize best practices	Accreditation score: CAPRA	Next review 2018	Next review 2018	Next review 2018	Next review 2018
		Accreditation score: Illinois Distinguished	Being reviewed 2016	Being reviewed 2016	Next review 2016	Being reviewed 2016
		GFOA-Certificate of Achievement for Excellence in Financial Reporting	Accredited FYE 2014	Applied for FYE 2014	Applied for FYE 2014	Applied for FYE 2015
		PDRMA score	Next review 2017	Next review 2017	Next review 2017	Next review 2017
		NAEYC	Next review 2018	Next review 2018	Next review 2018	Next review 2018
		Transparency score	Unchanged	Unchanged	Unchanged	Unchanged

<u>District Goals</u>	<u>District Objectives</u>	<u>Measures</u>	<u>Quarter 2 2015</u>	<u>Quarter 2 2016</u>	<u>YTD thru June 30, 2015</u>	<u>YTD thru June 30, 2016</u>
	Advance environmental and safety awareness	PDRMA score	Next review 2017	Next review 2017	Next review 2017	Next review 2017
		No. of accident reports	101 reports filled out 3 generating insurance claims	122 reports filled out 3 generating insurance claims	122 reports filled out 3 generating insurance claims	170 reports filled out 3 generating insurance claims
		Environmental Scorecard	97% Review Year 2015	97% Review Year 2015	97% Review Year 2015	97% Review Year 2015
		Natural Area/ Wetland Parks Burned	(0) In House (0) Contracted	(7) In House (4) Contracted	(24) In House (4) Contracted	(24) In House (4) Contracted
<i>Promote Quality Leadership and Services</i>	Develop leadership that ensures workforce readiness	Number of internal training sessions	(1) FT Staff Mtg (1) AED Medic Course (7) Hoffman U (40) Parks	(1) FT Staff Mtg (1) AED Medic Course (7) Hoffman U (13) Parks	(2) FT Staff mtg (3) AED Medic courses (9) Hoffman U (40) Parks	(2) FT Staff Mtg (2) AED Medic Course (14) Hoffman U (40) Parks
	Build organization culture based on I-2 Care Values	Team building events / Discussions With Dean	(4) Discussions w/Dean (0) Team Builder	(2) Discussions w/Dean (2) Team Builder	(7) Discussions w/Dean (1) Team Builder	(5) Discussions w/Dean (4) Team Builder
	Promote continuous learning and encourage innovative thinking	External conferences, sessions, workshops and seminars	Steven Covey, Ken Blanchard, Schaumburg Business Assoc.,MIPE	Mayor Recept., Village Bon Appetite, NIU, Legal Symposium	IAPD, PGA, PDRMA, IPRA, PGA, AMA, Steven Covey, Ken Blanchard, Schaumburg Business Assoc.,MIPE	IAPD, PGA, PDRMA, IPRA, Chamber, Schaumburg Bus. Association, District 211 Focus Grp, NWSRA, Mayor's Update, Hoffman HS Advisory, ProConnect, MIPE, Mayor Recept., Village Bon Appetite, NIU, Legal Symposium

MEMORANDUM NO. M16-090

TO: Recreation Committee
FROM: Dean R. Bostrom, Executive Director
Michael R. Kies, Director of Recreation & Facilities
Brian Bechtold, Director of Golf Operations
Nicole Chesak, Superintendent of Recreation
Jeff Doschadis, General Manager of Ice
Katie Basile, Superintendent of Facilities
Sandy Manisco, Communications and Marketing Superintendent
Debbie Albig, Manager of Community Centers
Cathy Burnham, General Manager of Sales & Operations
RE: Board Report
DATE: August 5, 2016

Recreation and Facilities Division



UPCOMING EVENTS

- Aug 1 – Volunteer Appreciation Night at Seascaple – **completed**
- Aug 2 – National Night Out Against Crime – Sycamore park – **completed**
- Aug 4 – Summer Sounds Concert on the Village Green – **completed**
- Aug 5 – Friday Fun in the Park at Vogelei – **completed**
- Aug 5 – Movie Night at Seascaple – **dusk** – Raiders of the Lost Ark – 80's throwback
- Aug 6 – Party in the Park – 4-10 pm at Fabbrini Park
- Aug 7 – Grandparents Day Pool Party at Seascaple
- Aug 7-8 – Fundraising event at Jersey Mike's Subs
- Aug 10 - Live Music in the Gazebo at BPC
- Aug 11 - Summer Sounds Concert on the Village Green
- Aug 13 – Common Teasel Removal event
- Aug 15 – STAR District 15 Open House at WRC
- Aug 16 – STAR District 54 Open House at TC
- Aug 17 – 50+ Open House
- Aug 19 – Friday Fun in the Park at Vogelei
- Aug 21 – Last day Seascaple is open
- Aug 22 – First Week of Preschool
- Aug 27 – Nutrition workshop at PSSWC
- Aug 29 – STAR registration re-opens
- Sept 17 – Parents Night Out at PSSWC
- Sept 23 – Uncorked & Untapped
- Sept 24 – Wildflower Seed Collecting at Charlemagne Park

Snapshot Summary/Highlights:

- HEPD has been working with the HE Chamber of Commerce. Since the development of their Strategic 5 year plan the primary goal was to develop an education committee which is now lead by Martha Keyes from Northern Illinois University. The objective of this committee to develop added value education seminars for community businesses in the Hoffman Estates area. One of the first events which is already secured is a panel presentation with the 3 college and university presidents from the area. Those include Harper College, Elgin Community College and Northern Illinois University. The aim is for these presidents to share with the local community the long term initiatives that each of these educational institutions are doing to prepare future potential employees for positions within our community. As the date gets closer more information will follow.
- The PSS&WC aquatic center(s) are about just over 50% complete and on schedule to be finalized in the allotted timeline as presented to the board, committee, members and community. The feedback from the members has been very positive with having the options to attend SFAC and the HE High School pools.
- The ice renovation project was completed and reopened on Monday July 18th as scheduled. The shell and tube replacement was successful which was added to the compressor system allowing for a larger energy load to be taken off the three compressor units. Since these components coming back on line the ice operations team has seen a significant drop in total head pressure on all these pieces. The cooling tower replacement upgrade was also added to allow the glycol which runs the flooring system that helps to cool the ice surface to be more efficient and reclaim the amount of water being used to keep the space equable. That to has also been successful in its installation process. Staff is looking forward to seeing some energy efficiency savings from all aspects of the ice operations now and in the future. During this time the ice operations team did an outstanding job painting 90% of the lower level and patching quite a bit of the rubberized flooring.
- SFAC season passes are selling well; currently we are 125 more passes sold ahead of last year.
- The dog park memberships have made an outstanding increase from this time last month; currently they are tracking 98 ahead of this time last year.
- The Hoffman Estates Park District youth basketball program in collaboration with the with the Windy City Bulls to host a free clinic on July 25th at the Sears Centre from 10am to 12:30pm. specifically for the HEPD campers, Benny the Bull and Bill Wennington came out to entertain and talk to the kids about staying in school. While at the same time chasing their dreams. Over 300 children attended and played on the new Sears Centre court, toured the locker rooms and came away with some great gifts.
- Wendy and Martha will be offering 2 additional weeks of camp – August 15-17 and August 22-26 to accommodate families whose children will not have supervised care during this time. Flyers have been sent out to camp sites to advertise the additional weeks.
- Total participation for camp this summer was 2,058 as compared to 1,702 in 2015 that is an increase of 356 participation slots from this time last year.

- Wolf Pack (NWHL) registration has been a great success. The season is a month away from starting and it appears we will have 13 teams participating in the league this year.
- Seascope and Prairie Stone Sports & Wellness Center passed the second Starguard audit of 2016. All guards were exceptional in their reviews.
- The new healthy snack options offered by the new vending company, Absolute Vending, have been received well by members and customers, no unhealthy options at any of our facilities.

Volunteers Summary:

- Admin staff was contacted by several high school students, some working with a Harper Program requiring volunteer hours, and placed them with various Recreation Program Managers depending on the number of volunteer hours they needed.
- Volunteer Appreciation Night was held Monday, August 1st with over 150 volunteers and their families and friends in attendance. The evening was a success and staff received many “thank-you’s” for offering this event free to the volunteers.

Dance

- Staff completed the process of finalizing paperwork for 4 new dance teachers to start teaching for the fall session.



Youth Athletics

Youth Baseball/Softball

- Registration for fall baseball has begun in the month of July. HEPD youth baseball program will team up again with RMPD and SAA to form fall leagues. Practice will begin the week of August 22nd and games will start on September 3rd. Season should wrap up on October 28th, weather pending.

Travel Baseball

- Travel baseball tryouts for next season took place at Cannon Crossing on July 23rd and July 30th.

Tournament Team Baseball

- Our 10u team competed in two tournaments in July. The team competed in each tournament winning a total of 2 games. With the success of these tournaments it is our hope to turn this 10u tournament team into a 10u travel team next season.
- Our 14u team competed in the Elgin Classic this past July.

Youth Basketball

- On July 25th our HEPD feeder program hosted a camp at the Sears Centre in co-operation with the Jr. NBA and the Windy City Bulls. A total of 39 players showed up to the camp. The camp was coached by local AAU, Feeder, HEHS basketball staff and Harper Men’s basketball staff. Each player left with a bag and t-shirt from the Jr. NBA. Players worked on fundamentals for 2.5 hours on the Windy City Bulls court. Bill

Wennington opened up the camp by talking to the players about working hard on and off the court.

Youth Outdoor Soccer

- Fall/Spring and Fall only registration has begun (online).

Adult Softball

- We have set up a game for our fall league to be televised. The game will take place in September and air on television in November.
- Fall registration is taking place right now and is scheduled to start on August 22nd.

Gymnastics

- The second summer session of gymnastics started the week of July 18. Currently there are 150 participants registered, in July 2016 there were 131 registered.



Early Childhood

Preschool: (half day or 1.5 hour camps).

	4 TC	15 TC	+9 TC
Three-school 16-17	11 WRC	6 WRC	-5 WRC
	27 TC	12 TC	-15 TC
2's Playschool 16-17	20 WRC	6 WRC	-14 WRC
	128 TC	119 TC	-9 TC
Preschool 15-16	63 WRC	66 WRC	+3 WRC
Early Learning Center	23	30	+8
Child Only Classes	9	9	0
Parent Tot	21	46	+25
Preschool Totals	306	309	+3

Summer Camp (half day or 1.5 hour camps).

	7/2015	7/2016	Var. +/-
Preschool Kids Camp S3 & S4	68 TC	59TC	-9
	31WRC	29WRC	-2
Healthy Kids Camp S3 & S4	31	29	-2
Ready for Kindergarten (July)	64 TC	78 TC	+14
	15 WRC	14 WRC	
Safety Town S3 & S4	16	8	-8
Nature Investigators	14	5	-9
Tot's Spot 2's S1 & S2	24	6	-18
Jr. Leader	4	2	-2
Total Summer Camp	267	230	-37*

* staff is seeing as you look in the registration for full day camps, more of a necessity than in years past, as you will see with the increase in total participation in camps overall.

- ELC numbers are lower in summer, but the fall 2016 4 –year –old classroom is full and has 4 children on the waiting list. The 3-year-old class has 12 registered for fall.
- Preschool registration for 2016-2017 remains open. All 3-year-old half-day preschool classes are full with 42 children on the waitlist. There are 15 4-year-old spots at TC and 10 4-year-old spots at WRC remaining.

Bus Service	36	46	+10
Creative Arts Camp	86	130	+44
Discovery Camp	81	75	-6
Explorers Camp	222	261	+39
3 Day Explorers Camp	178	198	+20
Early Arrival	283	364	+81
3 Day Early Arrival	46	47	+1
Late Stay	323	421	+98
3 Day Late Stay	42	46	+4
Nature Camp	11 (1 week)	21 (1 week)	+10
Science Camp	73 (2 weeks)	38 (1 week)	-35*
Sports Camp	197	239	+42
Teen Camp	124	172	+48
Totals	1,702	2,058	+356

*The participant per week was about the same.

- Additional training was offered to staff this summer, including NWSRA inclusion training and an IPRA training - Super Skills for Staff.
- We hired 22 new staff members in anticipation of high camp numbers due to the ice rinks being under construction. They have picked up the responsibilities and vision of the summer camp programs. We had aimed to hire specifically trained staff: for example – 2 theater major employees to work Art Camp and staff who have worked in a childcare setting prior to this year.
- We continue to work with Seascape pool to utilize the yellow wristbands for children to participate on the tube slides, but still be restricted from the deep end of the pool. This is allowing more children to enjoy more amenities the pool has to offer.
- Summer Camp registration is currently open and ongoing



50+ Club

The 50+ Club Space will be undergoing major renovation to offer better use of the space available on the north side of the Triphahn Center. Staff has been busy creating a 'wish' list for the items they would like to see in the 50+ Gaming Room. At this time, there is potential to have those items purchased by the Friends of HE Parks Foundation for the 50+ Group.

Classes offered in July

- Basic Exercise, Chair Yoga, Gentle Yoga, Line Dancing, Spanish, Tai Chi, Write It Now!

Athletic opportunities offered in July

- Balloon Volleyball, Billiards, Pickle ball (outdoor & indoor), Ping Pong, Volleyball and Walking Path (including IPRA Sr Games)

Upcoming trips

- Lunch cruise off Fox Lake, Lance Lipinsky & the Lovers, in Carpentersville

Evening/Special Programs in July

- Pub Quiz Night (3rd Thursdays/5:30 pm) – 35 participants - held in 50+ Center

Friday post lunch programs (July)

- **7/15 Autumn Leaves Memory** Care provided lunch and presentation a Virtual Dementia Tour interactive program
- **7/22** Picnic at Fabbri Park moved indoors due to extreme temperatures

Other

- Meeting with Advertising/Sponsorship Manager to put finishing touches to annual Open House, scheduled for 8/17/16. A couple dozen vendors will be in attendance with 18 paying \$100 a table to display their services. Village departments, along with AMITA Health will be represented, as well.
- Free Adult Health Clinic – 7 drop-ins
- Used First Student buses for several trips.
- Volunteered as Lines Person at Sr Games Pickle ball
- Attended HU on Contract Agreements
- Met with Karen Dee, of Westbrook Senior Living and Jorie Gustafson-Langlois, of Arden Courts (both retirement communities) regarding partnerships
- Assisted a member needing home help referrals
- Partnered with Indian senior group on trip



Ice Operations

I.C.E Academy

- Freestyle contract ice started back up Monday July 18th. 22 Freestyle contracts are in place for the remainder of July and they will go through Aug. There was also 109 drop in for freestyle during July.
- Due to the timing of the rink opening back up there were no available staff to try and run an abbreviated skating camp for 2016.

Wolf Pack

- Staff was able to run an off ice camp at Pine Park / Willow Rec. Center. While the ice maintenance project was underway. Over the course of 4 weeks, 81 hockey players attended this camp.
- ½ day hockey camps started on July 18. These are ½ day camps that only meet 2 times a week at all levels. For the 2 weeks in July when returning to the ice 98 players have taken part in this camp. Staff is considering going to this option in 2017 with its success.

- Wolf Pack (NHL) registration has been a great success. The season is a month away from starting and it appears we will have 13 teams participating in the league this year.

Ice Rink Information

- TC Ice Arena maintenance project was completed on time. All indications early on that the facility should see immediate energy savings.
- Staff is continuing work lower level projects that will continue through the month of Aug.



Prairie Stone_™ Sports & Wellness Center

July Membership Totals

2015
3,109

2016
3,059

Var. +/-
(50)

Member Services

- July enrollment numbers were significantly lower due to the comprehensive indoor aquatic renovation project that was launched in July at PSS&WC. The Member Services team experienced slower walk-in traffic and fewer phone calls and leads given that news of the project was publicized on various marketing channels. Several prospective clients opted not to enroll during the month due to the aquatic center closure. The Member Services team will attempt to reach out to these prospective clients in later August as the project concludes to inquire about membership interest at that time. Meanwhile, the Member Services team has worked diligently to field questions, complaints, and credit/refund requests from members resulting from the extensive aquatic project.
- The enrollment promotion for the month of July included an option to enroll for \$50 with prorated July dues OR \$0 enrollment with no July dues upon purchase of a 3-pack of Personal Training at the time of enrollment. Given the intention of promoting Personal Training, only the \$0 enrollment/0 July dues special was advertised via digital media. The Member Services team sold a total of 17 3-packs during the month of July, which equated to approximately 20% of the new members enrolled in the month.
- The ongoing Friends in Fitness member referral program continued to be a primary force in generating new memberships; during the month of July there were 5 new members who have enrolled as a result of the club cash referral promotion.
- 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 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 number of credit card denials following July billing was comparable to June numbers. Despite the vacancies on the Member Services team, efforts to contact members proactively to obtain updated information for billing continued via mail and email during the month of July. These efforts also included phone calls and person-to-person contact upon check in at the Service Desk. With such efforts being taken consistently from month to month, the number of 90-day cancellations continues to decline as the team is becoming increasingly successful at connecting with members in the first 30 to 60 days following billing to reconcile account balances.
- The General Manager of Sales & Operations is currently working with the Member Services Supervisor to complete the PSS&WC website platform conversion from Joomla to WordPress. The conversion also includes replacement of the current Fitness calendar on the right sidebar margin of the site with a scrolling event calendar as well as other minor enhancements to improve site navigation and responsiveness. The website was transitioned to the new platform in June prior to full edit/completion in order to prevent corruption related to the outdated Joomla plug-ins and platform.
- The Member Services department is currently working at 1/3rd capacity given that the Member Services Supervisor is out through September on maternity leave and the PT1 Member Services Associate resigned in early July. Efforts have been taken to employ the temporary services of PT team members to help provide coverage within the department while these vacancies are present. Meanwhile, the vacant PT1 position has been advertised on the IPRA website/Eblast as well as on Indeed.com. Interviews with qualified candidates will begin in early August.
- The General Manager of Sales & Operations continues to work with the Director of Recreation & Facilities and the Superintendent of Facilities on securing the sponsorship agreement with the Windy City Bulls, which will name PSS&WC as the official training center of the Windy City Bulls and provide various marketing incentives for the District and club.

Operations and Fitness Departments:

- PSS&WC hosted a variety of athletic rentals within the gymnasium area during the month of July including a large 2-day youth basketball tournament coordinated by World Class Basketball. Although birthday parties and scout lock-ins are still offered at PSS&WC, efforts have been taken to transition to larger multi-court athletic rentals that reduce labor intensity while generating steadier revenue streams.
- PSS&WC Managers have secured a new vending machine vendor for PSS&WC, TC, and WRC. Absolute Vending provides a variety of healthy snack options that are appealing to guests/members of each facility. The General Manager of Sales & Operations met with the District's Pepsi representative to discuss the addition of a third vending machine in the café area that would dispense a healthy selection of Pepsi beverages (i.e. Propel, Aquafina Splash, etc.). Delivery of this new Pepsi machine is still pending. Summit Café will no longer offer counter service beginning in September transitioning to tournament/event concessions and vending exclusively.

- The PSS&WC team has prepared and provided informational FAQ sheet and the flyer/poster for the announcement of the PSS&WC aquatic facility closure from July 5- August. All details have been provided for the staff and for the patrons. During the closure, several projects will be completed, including the aquatic filter tank and HVAC system replacement, painting of the aquatic ceilings, resurfacing of the pool bases, as well as a number of additional projects to enhance the aquatic centers. During the time of closure, PSS&WC adult members are being provided with complimentary access to Seascape and Hoffman Estates High School. Fees apply for children and additional guests and family members. The Member Services team has worked diligently to field questions, complaints, and credit/refund requests from members resulting from the extensive aquatic project and continues to promote the alternative options as noted above.
- The outreach fitness classes provided by the park district for District 211 at the Higgins Educational Outreach Center will be placed on hold over the summer months (given that the facility closes throughout the summer), with classes to resume in the fall. The classes have been very well received and well attended. We look forward to providing the classes in the fall.
- PSS&WC has an upcoming Nutrition Workshop, Belly Busters, taught by *Zac Marshall* on Saturday August 27th 9-10am.
- Within the area of group fitness Class participation has remained steady. Highlighted classes include:
Zumba 40-45 Kick and Pump 35-40 Cardio Mash up 25-30
- PSS&WC fitness department hosted 4 Olympic training classes. A week of Olympic cross training, cycle, kickboxing and field training circuit classes were highlighted on the wellness calendar in July. Member feedback was great and loved the classes despite a little reluctance of participating in something other than the usual.
- PSS&WC fitness department is running a group fitness membership incentive commemorating the summer Olympics, Olympic Ring Challenge, Starting August 5th.

Seascape, Programs and PSS&WC Swim Lessons

Seascape Pass Sales	<u>2015</u>	<u>2016</u>	<u>Var. +/-</u>
	1,330	1,455	+ 125

- PDRMA performed a site visit for select regions of the park district on July 18th. Seascape was included within the evaluation process. Positive comments and feedback was received from the site visit.
- Aquatics managers continue to host monthly in-service lifeguard trainings on Sundays monthly so the aquatics staff can hone and practice their life saving techniques.
- Kid's First Sports Soccer continues to have strong numbers with 20 participants in the first summer session.
- Seascape and Prairie Stone Sports & Wellness Center passed the second Starguard audit of 2016. All guards were exceptional in their reviews.
- Special events:
Movie Night at Seascape will be held on Friday August 5. The movie will be Raiders of the Lost Ark.



Triphahn Center

Triphahn Center Fitness and Operations:

Membership	7/2015	7/2016	Var. +/-
Fitness	921	891	-30

General Summary:

- The lower number again can be attributed to the opening of two new centers in the last two months. Staff like with other openings once the centers become more established we will see that influx return. Based on the types of clubs opening which targets this demographic the small reduction is positive.
- The new healthy snack options offered by the new vending company, Absolute Vending, have been received well by members and customers.
- Dance World was held successfully on Saturday July 9th-
- The portable climbing wall was part of the 4th Fest held at the Sears Center in Hoffman Estates (Saturday and Sunday 2nd & 3rd) In addition; we had a rental on 717 for the Arlington Heights Fire Fighters. Both were very successful events!
- Facility rentals continue to remain consistent amongst church groups and our new choir group. Currently closed another standing rental involving Jim Fabrini and a networking group he is a member of, through the end of 2016.



Willow Recreation Center

Membership Fitness/Racquetball Totals	7/2015	7/2016	Var. +/-
	402	351	-51

* As with the TC fitness center we have seen a decrease in participation which is typical with the two new centers opening up in the area that attract the same demographic. A lot of the cancellations came at the reduction of racquetball memberships, 24 more than this time last year. As with most program life cycles the popularity comes and goes with certain activities, we have seen that racquetball has a tighter smaller life cycle.

General Summary:

- The new healthy snack options offered by the new vending company, Absolute Vending, have been received well by members and customers.
- The new elevator door was installed at WRC on July 19th, replacing the door that had torn inside paneling.
- Facility Rentals continue to be very busy. Rental revenue generated at Vogelei Barn was 25% from this time last year.
-



Dog Off-Leash Areas

Bo's Run:

- Breakdown for Bo's Run / Combo passes HE 153, Palatine 52, Barrington 2, Schaumburg 43, Arlington Heights / Mt. Prospect 6, Inverness 31. Additional towns are Rolling Meadows, Elk grove, Hanover Park.
- There were 30 guests to Bo's Run in July compared to 12 in July 2015.

Freedom Run:

- Breakdown for Freedom Run/ Combo passes Elgin – 188, HE – 85, Streamwood 81. Schaumburg – 28. Additional towns are Huntley, Hanover Park & S. Barrington, Elk Grove, Palatine, Wheeling & others.

Dog Park Passes	7/2015	7/2016	
Bo's Run	231	289	
Freedom Run	309	346	
Combo	75	78	
Total:	615	713	Var. +98



Communications and Marketing

PROGRAM PROMOTIONS

Staff worked with program managers to promote Party in the Park, Fall Guide and Registration, STAR registration, youth sports programs, Seascape events, Friday Fun in the Park, Live Music in the Gazebo, 50+ events, 50+ Open House, trips and programs; Parents' Night Out, Summer Sounds in the Village Green, Giving Tree, Mobile App.

Party in the Park marketing – Through our regular marketing channels (website, marquee, Eblast, mobile app push notices, posters, digital signage, press releases, Summer & Fall Guide ads, community calendars) plus vinyl banners at parks, 30 yard signs at facilities and employees' and Commissioners' homes.

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

RE-BRANDING UPDATE

In April, C&M rolled out a new logo and tagline for the park district. Throughout June and July, internal signage at Willow was changed, as well as additional business cards and staff badges. District Parks' vehicles are complete. C&M is working on the banners in the TC lobby staircase and school bus graphics. Parks Department is working to change the logos on the

marquee signs, at a significantly lower cost than if we had hired a vendor to replace. Outdoor Park and parking lot signage will be a budget item for 2017.

VIDEO

This month, we featured the video "Party in the Park" starting July 25. Previously we featured "Summer Camp 2016".

Volunteer – The C&M Department has a high school student with an interest in video who has volunteered to help with taking photos and video, and video editing, to cover summer camp programs this season. He works approx. 5-10 hours per week, as needed and his schedule allows.

PRESS RELEASES/PUBLIC RELATIONS

Any earned press will be shown as attachments at end of the Board Report. Press releases that were sent this month to the Daily Herald, Chicago Tribune:

Party in the Park to Feature New Multi-Cultural Entertainment

Registration for Fall Programs Starts July 27

Party in the Park Offers Fun for Everyone

TESTIMONIALS & SOCIAL MEDIA COMMENTS

Facebook Comment Regarding Seascape: *5 star rating:*

"This was the first year we got a season pass and we love it! We even had our girls' birthday party there. We go once or twice a week and my girls have become much more confident in the water. I love that the zero depth, the sand area for kids, the slides, and there is even an adult's only area for those without children. Sure, it can be busy during the week with camp kids but these are kids enjoying their summer and it conjures up memories of my camp days. The lifeguards are very attentive, watching kids both in and out of the water. Great family place and we'll definitely get a pass next year as well."

"We had a great time at Trantina Farm! It was something we have never done before. Great meal too, all ready "liked" Homer Cafe on Facebook with a nice review. Thanks again Rica for planning another fun outing!"

From Diamond Tours overnight trip 2016: "The leader prepared us with pertinent information for/about the trip itinerary. She was excellent and well organized. Rica Cuff – as a team leader, she is very friendly and knowledgeable. Added a smiley face (!)"

Mt Rushmore trip: "We are very satisfied about this trip and thank you for the preparation work for the leaders in advance and the arrangements during the trip. We enjoyed the trip very much and saw a lot of new things on this trip too. We would like to make a special thanks to Rica Cuff who made this wonderful journey for us."

Facebook Comments:

In response to the Facebook Video Post, "Painting the Ice":

Liz Annie "Yea! We get to go back home soon! The best rink anywhere!"

Laura Zimmerman McMinn "so proud of you!!!"

Victoria Dolikian "The ice looks great. Kudos to all who were involved."

Email Received:

"Picklers,

A huge thank you to the staff at Prairie Stone Sports and Wellness Center for their help in making the Deb Harrison clinics a success. Without their support I think all would agree we could not have done the clinics. The weather was horrible outside, but the clinic went off without a hitch indoors thanks to the help of the staff at PSSWC. Also, the meet and greet at the Poplar Creek Country Club was well received and much of that success also goes to the staff there.

Also, we'd like to give a shout-out to Carmela at the Triphahn Center for dealing with all the issues of signing everyone up for the clinics. "

BLOGGER POST

July 31, 2016 by [osage59](#)

"RESTORATION – IN MY TOWN...

During the course of this summer I have enjoyed seeing a restoration project – that is literally across the street – mature into a successful and functional ecological asset for the community. Hoffman Estates is a suburb located northwest of Chicago, and the park district there manages a number of ponds that were created during the construction of housing there 30-40 years ago.

The ponds were constructed in the usual way, with exposed rip-rap edges. These edges were functional inasmuch as it allowed easier access for fishing and for Canada geese as well. Algae blooms were problematic on occasion -as one might expect in ponds that were shallow, and that took in nutrient runoff from adjacent residential turf areas.

To the credit of the [Hoffman Estates Park District a shoreline restoration process](#) was started several years ago on many of these ponds, including two that we walk around quite a bit:

We've had a ringside seat watching the progress of these restorations, and as of 2016 they seem to be knitting together well. The invasive plants seem to be waning, and the native plantings appear to be flourishing and improving in number of species. This particular restoration also includes the ditches that connect two of the ponds:



As we exit July and enter August I have noticed that – in spite of the recent heat wave – that algae blooms, while present, seem to be manageable. My anecdotal observations also seem to show more diverse bird and insect life all the way around.



For those of us who walk around, or fish within these ponds, these restorations seem to be a success. As restorationists, we need to celebrate these victories that might otherwise go under appreciated.

Are there similar restoration efforts in your town that can be models for other communities? Let's give these projects the credit they deserve!



Sandy Manisco says: August 1, 2016 at 11:58 am

Thanks for the feedback! We are glad you appreciate the natural areas. We feel they offer a huge benefit to our community and the wildlife in our area.

MARKETING DASHBOARD



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

The app has been available since April 25, 2014. C&M continues to promote various features of the app to increase usage. Below is a chart showing progress over the previous 10 months.

Oct 2015	Nov 2015	Dec 2015	Jan 2016	Feb 2016	March 2016	April 2016	May 2016	June 2016	July 2016

1,350 1,356 1,379 1,398 1,412 1,412 1,421 1,429 1,525 1,560



Mobile Access – Source: Google Analytics

More users are accessing heparks.org on mobile devices than on PCs or tablets. 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.)

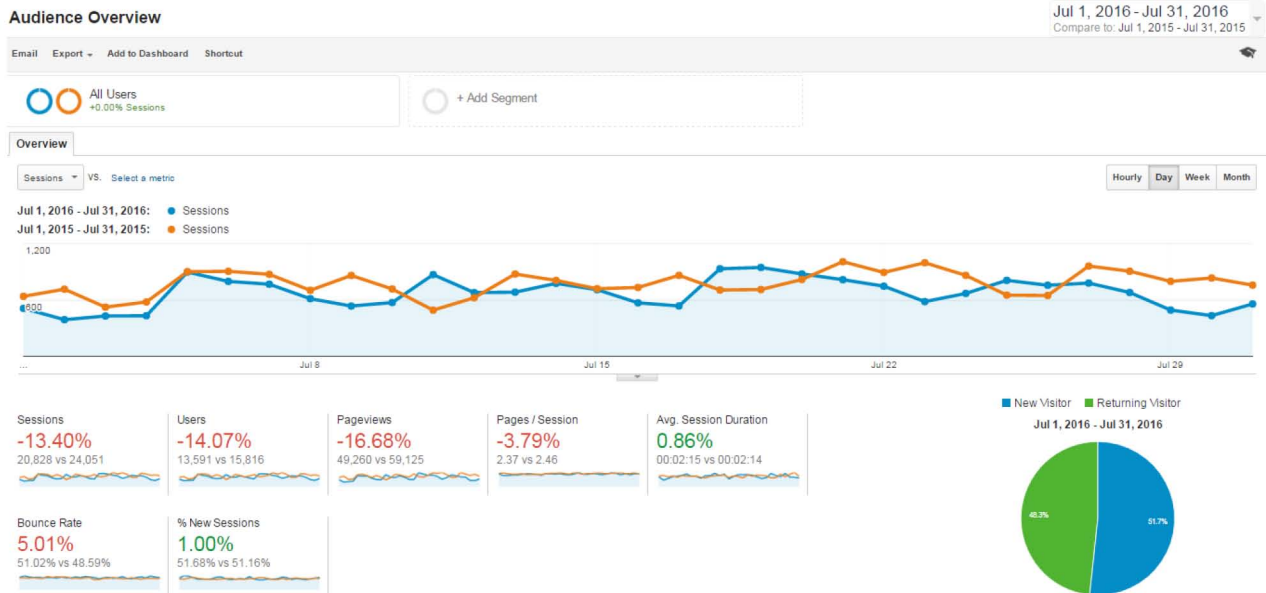
Source:	Benchmark:	July 1-31, 2015	July 1-31, 2016	Change from last year
Google Analytics	Feb 2013-Feb 2014			
Desktop	63%	41%	40%	-1
Mobile	27%	46%	52%	+6
Tablet	10%	9%	7%	-2%

*A decrease in tablet views is speculated to be a result of more mobile phone use as mobile phone screens are increasingly larger. Tablet sales have leveled off. It is more convenient to use a smart phone which is always within reach. (<http://time.com/3532882/people-arent-buying-tablets/>)



Website HEParks.org – Source: Google Analytics

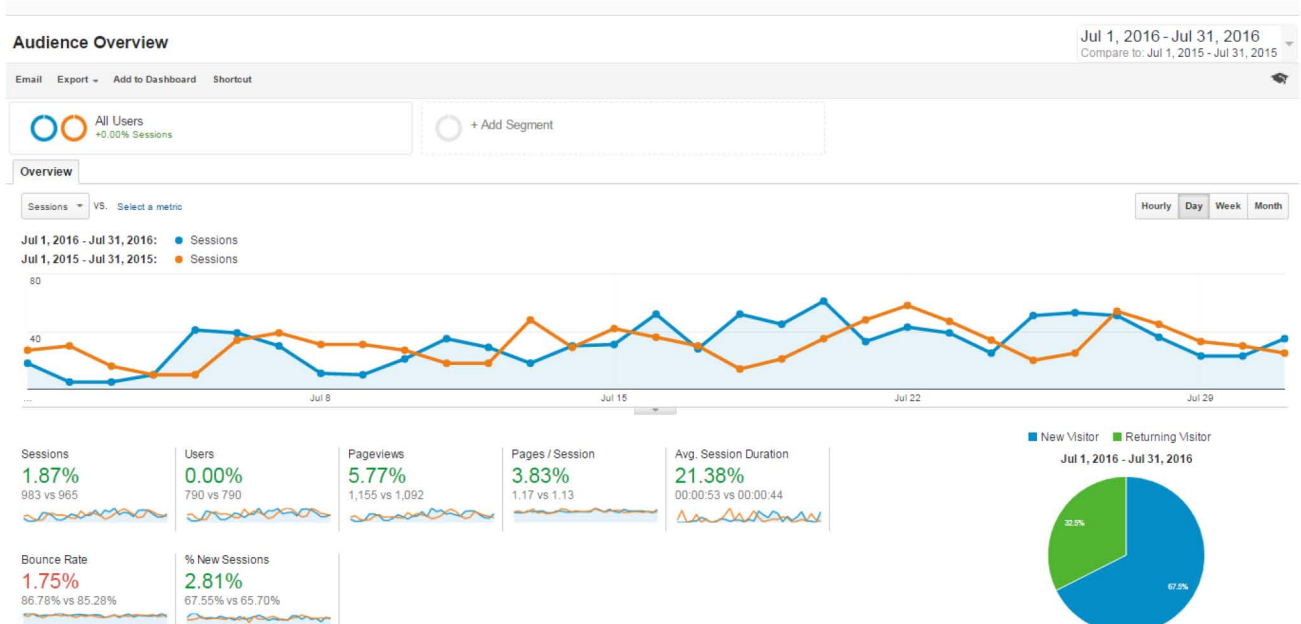
Hits to the website are still very high, but have declined. We believe activity has moved to the Program Guide page and mobile WebTrac.





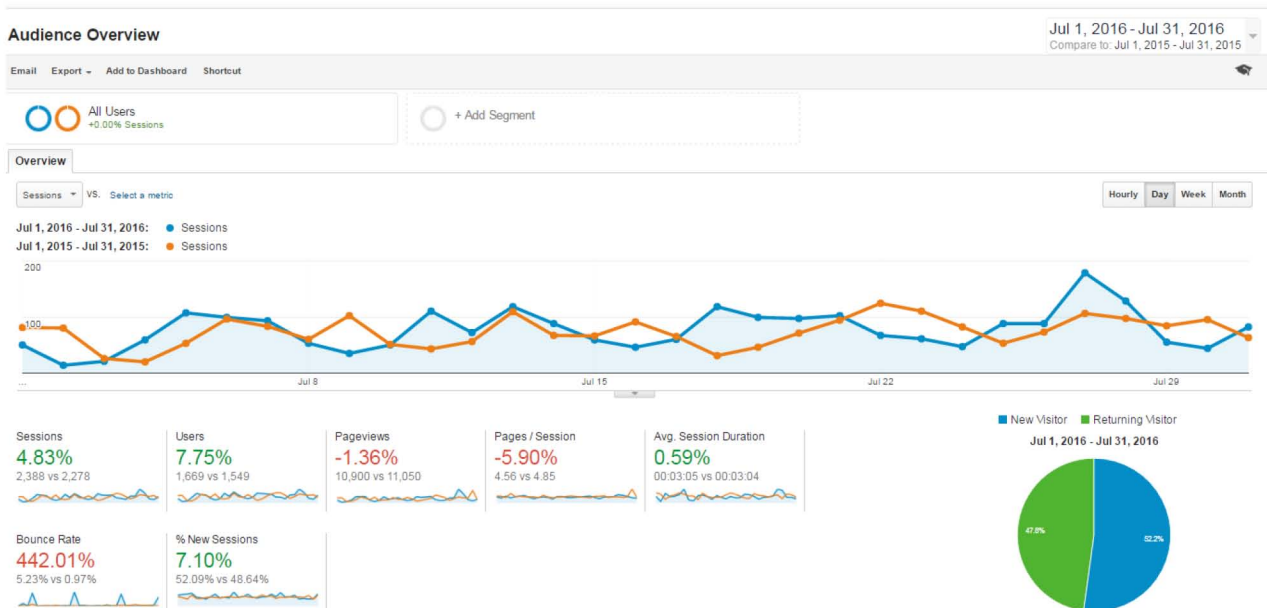
Program Guide Online – Source: Google Analytics

Hits to the online program guide are level this month.



WebTrac/Online Registration Page Hits – Source: Google Analytics

Hits to online registration have leveled off as we have been driving more users to the mobile WebTrac page, with the increased use of mobile devices for web browsing. In electronic marketing, links go directly to Mobile WebTrac pages.

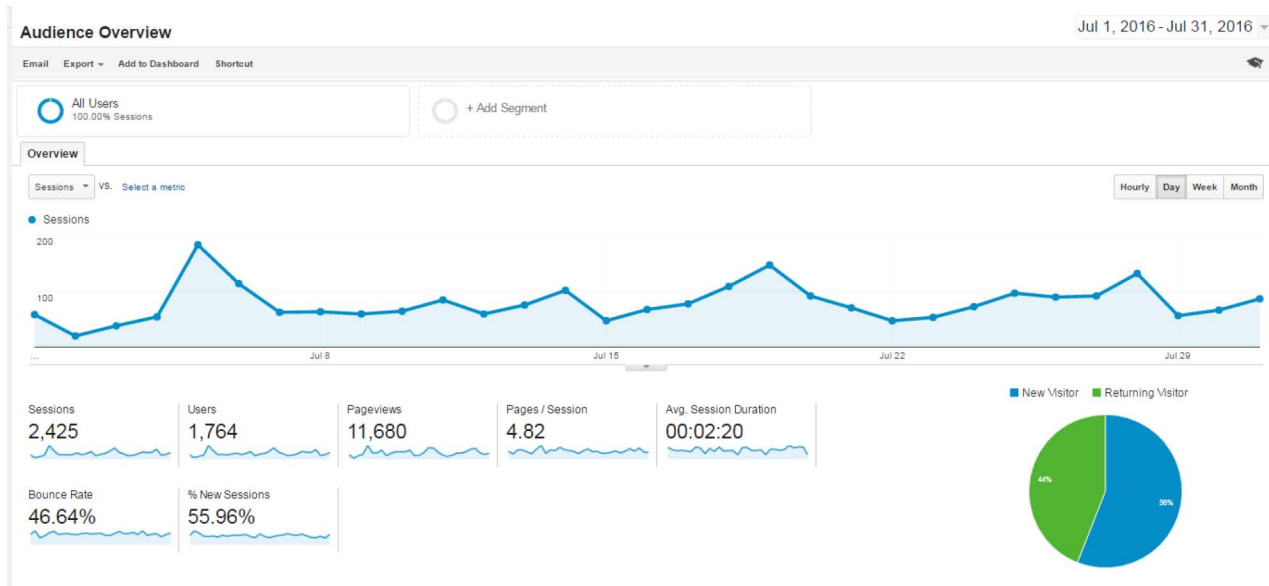




Mobile WebTrac – Google Analytics

(Tracking began December 1, 2015; comparative data will be available Dec 2016.)

The number of people accessing Mobile WebTrac from their mobile devices has surpassed the number browsing WebTrac from a PC. A strategy we use that is having a great impact is that when we post links on web, email and social media we always links directly to mobile online registration pages.



Facebook Reach

Total Likes totaled 2,353 this as of 7/31. 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. See the chart below for a list of our most successful posts this month, which explains the "peaks".

Top 5 Most Successful Posts July 1-31

Post Message	Type	Posted	Lifetime: The number of impressions of your Page post. (Total Count)
Exciting enhancements are coming soon to the Triphahn Center. Find out more here--> http://ow.ly/pfED301ZGM6	Photo	7/15/1 6:30:05 PM	3848
COOL OFF! We have 4 free splash pads --> http://ow.ly/INwT302rCeg	Photo	7/20/1 6:13:35 PM	3798
Seascape passes are now 25% off! Use promo code SEA25	Photo	7/25/1	3400

online or in person. http://ow.ly/XDq7301KZsG	o	6 7:02 AM	
Do you have our free mobile app? Keep up to date on all the fun happening at HE Parks --> http://ow.ly/FeLf301YsXH	Photo	7/23/16 6 6:01 AM	3342
#PokemonTrainers did you know there is a #Pokestop at Seascape Family Aquatic Center? Collect your Pokeballs and come in for a dip!	Photo	7/26/16 6 12:55 PM	3318

Top 10 Highest Posts since October 2015

Post Message (The highlighted posts are from the current month.)	Type	Posted	Lifetime: The number of impressions of your Page post. (Total Count)
Today our Half-Day Preschool is having their own Crazy Hair Day! How cute are they?	Photo	3/14/16 11:12 AM	6148
Congrats to figure skater, Tomoki Hiwatashi, who won a Gold Medal at Nationals! http://ow.ly/Xyalq Tomoki trains @ Triphahn Ice Arena!	Link	1/26/16 8:00 AM	6119
Dads and their little girls having a night to remember! Moms, don't miss Mother Son Date Night on Feb. 19!	Photo	2/12/16 10:00 AM	4654
Congrats Volunteer of the Year Coach Bill Buesing! And Jan. Best of Hoffman Sylvia Henfling. Thx to all our volunteers! http://ow.ly/XAV4N	Photo	1/27/16 7:42 AM	3921
The Easter Bunny hopped on by this weekend for our Aqua Egg Hunt!	Photo	3/26/16 10:00 AM	3865
Exciting enhancements are coming soon to the Triphahn Center. Find out more here--> http://ow.ly/pfED301ZGM6	Photo	7/15/16 3:05 PM	3848
COOL OFF! We have 4 free splash pads --> http://ow.ly/INwT302rCeg	Photo	7/20/16 1:35 PM	3798
#Didyouknow that Pickle ball is over 50 years old!? Our very own Rica Cuff is presenting today at the IAPD conference! To find out more about Pickle ball click here---> http://ow.ly/3yXN7y	Photo	1/30/16 11:09 AM	3736
Here's a peek inside our Recreation and Facilities Division Team Meeting where we were honing our networking skills today, and having a little fun, too.	Video	1/19/16 2:45 PM	3511



Conversion Rate – What percentage registered online?

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

2011:	21%
2012:	26%
2013:	30%
2014:	33%
2015:	35%
thru 7/31, 2016:	36.7%



Email Blast Results, Constant Contact

	Sent/Open	Mobile	Bounces	Clicks	Opt-Out
2016 Fitness, Sports & Rec	---/17.7%	50+%	8.8%	8. %	0.22%
Hoffman Happenings 7/5	19.3K/17.6%	647%	1.7%	12.8%	0.7%
50+ Newsletter July	980/38.5%	59%	1.9%	9.5%	0%

Opens = Emails our contacts received and viewed.

Mobile = Percent of emails opened on a mobile device.

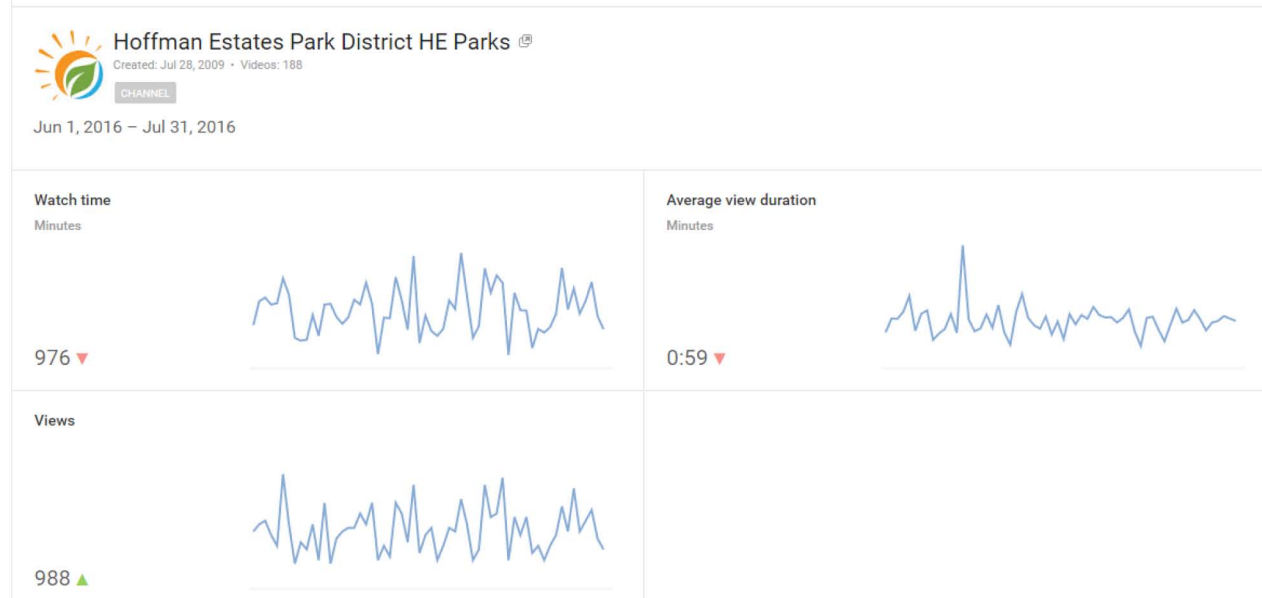
Bounces = Emails sent, but not received by our contacts, indicates the quality of the data.

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



YouTube Metrics

Below is a list of our Top 10 Videos with the most traffic and minutes watched over the past 30 days. The numbers are down because we have been posting videos directly on the website and on Facebook, instead of linking to YouTube.




Top 10 Videos [Browse all content](#)

Video	↓ Watch time (minutes)	↓ Views	↓ Likes	↓ Comments
Park Info: Thor Guard	163 17%	146 15%	1	0
Summer Campers 2016	112 12%	86 8.7%	1	0
What is Pickleball?	111 11%	72 7.3%	0	0
Me & HEPD: Joe DeMaria and Nico Muira, Se...	60 6.1%	50 5.1%	1	0
Wacky Dad Games at Father's Day Pool Party	51 5.2%	53 5.4%	0	0
Aqua Fit Swim Aerobic Class at Prairie Stone ...	49 5.1%	41 4.1%	0	0
Wolf Pack Hockey Hosts Krolak Cup	48 4.9%	22 2.2%	0	0
Park Info: Playground Workout, Bench Pushup	44 4.5%	47 4.8%	0	0
Park Info: What Is Bioswale?	42 4.3%	19 1.9%	0	0
Hoffman Estates Park District National Gold ...	37 3.8%	13 1.3%	0	0


Top geographies
Watch time

- United States (89%)
- Canada (1.5%)
- Philippines (1.4%)
- Sweden (1.1%)
- United Kingdom (0.9%)



Gender
Views

- Male (54%)
- Female (46%)



Bridges of Poplar Creek Board Report July 2016

General Programs

- The final two Summer Jr classes are underway. The Tigers program had 32 participants. Each student receiving a Nike Bridges Jr Golf Academy hat along with a sleeve of Nike golf balls. This class included general fundamental instruction on the golf swing as well as 4 on-course playing days. The second session of Golden Bears also took place. This program had 31 students in this introduction class. They also received Tour Edge mid-iron and putter for participating in the class. We had 112 Jr Golf participants along with 12 Jr League Golf Members this season compared to 102 in 2015.
- We hosted our second Live Music Night in the event area. The band Kevin Presbrey & the Midwest was another hit. We had over 100 guests once again to enjoy the live music. The Tap Inn provided food & drink specials for all that attended. Looking forward to our next Live Music Night on August 10th with the group Voyage.

Golf Rounds

ROUND TOTALS			
2013	2014	2015	2016
5,565	5,826	5,581	5,046
YTD ROUND TOTALS			
2013	2014	2015	2016
17,136	16,895	16,908	17,446

Range Information

RANGE BASKET SALES TOTALS			
2013	2014	2015	2016

2,985	3,410	3,182	3,046
YTD RANGE BASKET SALES TOTALS			
2013	2014	2015	2016
11,044	10,969	10,913	12,084

Pass Sales

Resident Annual	3
Resident Individual	128
Resident Junior	1
Resident Senior	85
Total Resident Passes Sold YTD	217

Preferred TT Pass	104
Non-Res Individual	20
Non-Res Junior	0
Non-Res Senior	58
Total Non - Resident Passes Sold YTD	182

Communications & Marketing

Marketing/Advertising

- We did 6 Email Blasts advertising Music Night, Customer Appreciation Day, Weddings, Banquets, Golf Instruction, Jr Golf, Monday Madness, Terrific Tuesdays, Wedge Clinics and Golf Specials.

Food & Beverage

For the month of July we had a total of 24 events: (25 Events in 2015)

The breakdown is as follows:

3 breakfast meetings servicing 75 people (AM Rotary moved to Schaumburg, looking to work with more of Schaumburg businesses since it is Schaumburg AM Rotary)

4 baby/bridal showers servicing 161 people

1 retirement dinner servicing 75 people

1 hors d oeuvres reception servicing 43 people

1 pickle ball awards dinner servicing 33 people

1 Hoffman Fire Department pizza meeting servicing 30 people

6 golf outings with lunch or dinner buffets servicing 579 people

5 ceremony and reception servicing 686 people

1 reception only servicing 165 people

1 ceremony only servicing 200 people

We currently have 20 events booked for August (26 in 2015)

5 Breakfast meetings servicing 125 people

2 baby/bridal showers servicing 75 people

1 meeting only/room rental servicing 100 people

3 ceremony and reception servicing 445 people

7 Golf outings with lunch or dinner buffets servicing 640 people

1 family reunion servicing 89 people

1 memorial luncheon servicing 25 people

Wedding Count Update:

2017=1 ceremony and reception, 1 ceremony only

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

4 weddings cancelled for 2016. August for 200 guests estimated revenue \$19,000 and September for 120 guests estimated revenue \$11,000. June 11th evening wedding cancelled for 200 guests estimated revenue \$15,000 and November 5th for 150 estimated revenue \$16,000. Contracts and deposit payment schedules are currently being evaluated to adjust for future years. This is not a normal pattern as we had only 2 cancelations in the past 3 years.

Offering 15% off those dates and any dates still open and waiving ceremony fee. Deposits were kept of \$2k each.

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

2014= 23 ceremony and reception, 6 reception only, 7 ceremony only

Golf Maintenance Summary

July started out the same as June, hot and dry. With the current weather patterns that the month started in, our priority for the golf course was water management (moisture management) on the greens, tees and fairways. Numerous hours this month were spent hand watering greens and tees to make sure only areas that needed water were receiving water. Five movable sprinklers were constructed to water hot spots in fairways; these sprinklers watered a 15 foot radius and were moved throughout the day. When temperatures are consistently above 84 degrees with night time lows in the 70's and high humidity holding excess moisture in the ground, the turf becomes very susceptible to certain diseases (fungus) such as Dollar Spot (*Sclerotinia homoeocarpa*), Brown Patch (*Rhizoctonia solani*) and Summer Patch (*Magnaporthe poae*). To manage the outbreak of these diseases, fungicides are applied, but to extend their longevity, moisture management is key. Water management was going great up until the 23rd of July when the small drought broke with 1.5" inches of rain over a three hour period, followed by another 1.2" of rain twenty four hours later. The maintenance crew worked to try and remove as much water from playing surfaces as possible to avoid any fungus from developing by squeegeeing fairways and tees, needle tinning greens that held too much moisture and pumping water from large standing areas. This water removal was to avoid *Pythium blight (Pythium aphanidermatum)* a rare fungus that loves high humidity, many hours of dew or excess moisture with high temperatures. Fungicide control of this fungus is too expensive to apply preventatively, so phosphites are used to control it during a normal season. We are happy to report that through the hard work of the maintenance team's water management no extra fungicide application needed to be applied.

Due to the high heat and humidity, there was a considerable change in putting green speeds over the second half of July as bentgrass greens become puffy with the humidity. To avoid damaging the greens but to continue to mow and/or roll all surfaces, mowing practices had to change. Heights of cuts were adjusted and mowing patterns changed to avoid overlapping. Once the heat and humidity break, a couple of vertical mowings will take place to remove thatch and excess turf, followed by returning mower heights to normal.

The maintenance crew was also busy with the following tasks:

- #7 front right green side bunker was renovated with new drainage and sand
- Bunker repair following the storms from 7/21-7/24
- Bank mowing and edging of bunkers

- Removal of invasive plants on shorelines and no mow areas
- String trimming entire property
- Irrigation repairs
- Trimming irrigation heads and yardage plates
- Weeding landscape beds
- Integrated pest management applications
- Filling divots on tee boxes and select fairways
- Equipment repairs and daily checks

Submitted updated: 8/3/2016 7:42 AM

Wolf Pack Hockey Club Anticipates Successful Season with Rink Enhancements



The Triphahn Center is expected to undergo major enhancements starting this fall. Hoffman Estates Park District

Hoffman Estates Park District

New enhancements coming to the Triphahn Ice Arena are getting the Wolf Pack Hockey Club really excited. Already this summer new ice surfaces were installed with the addition of new HVAC compressors and fresh paint was applied throughout the rink, which is owned and operated by the Hoffman Estates Park District (HE Parks). Plans will be presented to the Park Board of Commissioners in October for a new Off-Ice Training Facility. Upon approval by the Board, demolition will begin in the fall and be ready to go in time for the Spring season.

Amateur hockey associations nationwide have long recognized off-ice or "dryland" training as the most effective way for players to improve their game performance and their overall physical fitness. This involves a series of exercises that helps improve speed, agility, endurance and strength.

"Off-ice training is the best way for players to improve their fitness level, and their game," said Mike Kies, director of recreation and facilities for HE Parks. "Even for players who don't plan to continue with hockey long term, the benefits they'll gain from improving their physical fitness are so valuable to their overall health and wellness."

The new Off-Ice Training Facility will be located on the second floor of the Triphahn Center, adjacent to the rink where the Gymnastics Shelf is currently. Gymnastics will move to the Vogelei Barn.

"We're combining great training by some very accomplished coaches and players with a fun positive environment," said Assistant General Manager of Ice Operations Randy Jordan. "We are looking forward to many more successful hockey seasons in the coming years. Players are sure to enjoy their time at the rink and accelerate their skills too." Jordan has been coaching for more than 38 years and was instrumental in establishing the Wolf Pack Hockey Club for HE Parks.

Registration for fall hockey lessons is now open for kids as young as 3 years old. Parents can contact Jordan at rjordan@heparks.org or 847-885-7500 for more information, or browse classes online at heparks.org (<http://heparks.org>).

More about the Wolf Pack Hockey Club

The Wolf Pack Hockey Club is a Tier III club playing in the Northwest Hockey League (NWHL), and Tier II club playing in Northern Illinois Hockey League (NIHL). Since its inception in 2004 the Wolf Pack Hockey Club has become among the largest participating teams and player membership in the Northwest Hockey League. Exploding player registration numbers, a continued growth of existing players, and a focus on five skill advancement, has resulted in numerous championships and the development of many elite players.

About the Wolf Pack Hockey Club

In 2010-11, its first and probationary year at NIHL, the Wolf Pack fielded three teams. All teams were placed at the Silver level, and each team finished in the top 5 of the top tier, two won the President's Cup, and one finished second in the Blackhawk Cup. Following the 2010-2011 season, the Wolf Pack Hockey Club was approved a full Tier II program.

The WPHC has established a development philosophy that depends upon and prides itself on organic growth. The developmental program is responsible for starting hundreds of new hockey players with a solid hockey foundation recognized by USA Hockey. HE Parks made a sizeable investment in "one goal" equipment, the training of a number of focused coaches in a systematic (SUMO) process of development. The belief is that more well trained coaches and ice time engages, creates faster enjoyment and commitment to the sport, which has seen numbers go beyond any imaginable estimates.

About the HE Parks

Providing first-class parks, facilities, programs and services for a dynamic community of more than 50,000 in the Northwest suburbs of Chicago, HE Parks operates two community centers, a premier 18-hole golf course, state-of-the-art fitness center, twin ice arenas, family aquatic center and more than 70 parks. In addition to Bridges of Poplar Creek Country Club, notable sites include the Prairie Stone Sports & Wellness Center, Triphahn Community Center & Ice Arena, Seascape Family Aquatic Center, Willow Recreation Center and Vogelei Park. HE Parks has won numerous national, state and local awards. For more information visit heparks.org (<http://heparks.org>) or call (847) 885-7500.

Article Comments (0)

Daily Herald

News updated: 6/28/2016 1:58 PM

Mr. Myers to perform July 7 in Hoffman Estates

Daily Herald report

Mr. Myers will perform at 7 p.m. Thursday, July 7, at the Virginia Mary Hayter Village Green in Hoffman Estates, as part of the "Summer Sounds on the Green" concert series presented by the Hoffman Estates Arts Commission and Hoffman Estates Park District.

Mr. Myers blends the sound of calypso, reggae, ska and a touch of rock 'n' roll, creating their own style of Caribbean Rock. The carefree sounds of Jimmy Buffet, Harry Belafonte and Bob Marley will roll in on steel drums and upbeat vocals.

This is the third of eight summer shows in the Summer Sounds series. All performances take place at 7 p.m. on Thursdays. The Village Green is located at 5510 Prairie Stone Parkway, across the street from the Sears Centre Arena in the Poplar Creek at 59/90 Entertainment District.

Admission is free, and audience members can bring a blanket or a lawn chair to the amphitheater. If you are bringing a picnic, do not bring glass bottles, glasses or glass containers for the safety of barefoot patrons.

Levy Restaurants will be selling a variety of traditional snack food as well as unique items, changed each week to complement the concert's musical theme. Beer, wine and mixed drinks also will be sold. A limited supply of 20th anniversary commemorative cups will be available for purchase.

For more information, including directions and parking details, call (847) 252-5448, or visit the Arts Commission website at www.hoffmanestatesarts.com.

Article Comments (0)

You May Like

Sponsored Links by Taboola

Trustworthy Credit Card Gets Rid of Debt with 0% Intro APR
NerdWallet

The most addictive game of the year! Play with 14 million Players now!
Forge Of Empires - Free Online Game

Submitted updated: 6/27/2016 12:28 PM

Music highlights Northwest Fourth-Fest in Hoffman Estates



Ben Luhman, 11, and his sister Clara, 13, of Hoffman Estates, along with Katie Adams, 14, of Hoffman Estates were among the thousands who visited the Sears Centre Arena for last year's Northwest Fourth-Fest. The five-day festival returns beginning Thursday.

Mark Welsh | Staff Photographer, 2015

Daily Herald report

Northwest Fourth-Fest returns to the Sears Centre Arena in Hoffman Estates this week with live music, carnival rides, an arts and crafts fair, activities for kids and a July 3 fireworks show to give spectators an early start on their Independence Day celebrations.

The fest, sponsored by the Village of Hoffman Estates, Hanover Township and the Hoffman Estates Park District, opens at 6 p.m. Thursday with the carnival only, and continues through Monday evening outside the arena, 5333 Prairie Stone Parkway.

After the carnival Thursday, festivities get underway in earnest

Friday with the band Stereo Heart taking the main stage at 6:30 p.m., followed by Suburban Cowboys at 8:30 p.m.

On Saturday, the fest will feature plenty of activities for kids, including a zip line, climbing wall, petting zoo, pony rides, face painting and balloon art.

The Arts and Crafts Fair runs from 9 a.m. to 4 p.m. inside the Sears Centre and continues from 10 a.m. to 4 p.m. Sunday.

Saturday entertainment includes a performance by Serendipity at 4:30 p.m., Beatles tribute band American English at 6:30 p.m., and a Hi Infidelity rock show at 8:30 p.m.

On Sunday, interactive events include pony rides sponsored by Schaumburg Township District Library, spider climb, a diaper derby, bags tournament, and a Mariano's-sponsored pie eating contest.

Musical performances include The Gingers at 4:30 p.m., Hairbangers Ball at 6:30 p.m., and 7th Heaven at 8:30 and 10 p.m. The evening will end with a spectacular fireworks show -- advertised as the largest in the region -- at 9:30 p.m.

The venue will provide traffic control, free parking with 9,000 spaces available, and routes in and out of the grounds for a convenient celebration.

The holiday weekend wraps up in Hoffman Estates with the village's annual Fourth of July Parade, stepping off at 9 a.m. and marching down Illinois Boulevard. Fourth-Fest opens at noon and runs to 6 p.m., with the carnival only.

For more information and a complete schedule of events, visit northwestfourthfest.com (<http://northwestfourthfest.com/>) or call the Fourth of July hotline at (847) 252-5446. Social media users can follow event information and highlights with the hashtag #NW4F.

You May Like

Sponsored Links by Taboola

Attention Shoppers: How to Clear Your Debt
NerdWallet

What Jeannie Looks Like Now Is Incredible
Sportingz

People Are Throwing Out Their Old Socks to Get These
Cup of Jo for Bombas Socks

The Worlds 6 Highest Car Insurance Claims
Bestquotes.com

Cambridge Scientists Trace Aging of All Organisms To One Thing
Scientific American | Elysium Health