



**AGENDA**  
**REGULAR BOARD MEETING NO. 1004**  
**TUESDAY, APRIL 26, 2016**  
**7:00 P.M.**

1. ROLL CALL
2. PLEDGE OF ALLEGIANCE
3. APPROVAL OF AGENDA
4. AWARDS
  - A. Best of Hoffman – Ryan Contreras-Betz
  - B. Part-Time Employee of the Quarter – Connie Tykal
5. APPROVAL OF MINUTES
  - A. Special Board Minutes 3/1/16
  - B. Committee of the Whole Minutes 3/15/16
  - C. Special Board Minutes 3/15/16
  - D. Regular Board Minutes 3/22/16
6. COMMENTS FROM THE AUDIENCE
7. CONSENT AGENDA
  - A. Montessori Academy Easement Agreement / M16-046
  - B. PSSWC DLA Architects / M16-049
  - C. Bid results: Crack-fill & Sealcoat / M16-047
  - D. Bid results: Skid loader / M16-048
  - E. Jerry's Ice Pro Shop Agreement Renewal / M16-054
  - F. A&F Detail Reports
    - o Manual checks \$379,325.00
    - o Monthly Invoices \$553,243.69
  - G. Financial Statements
  - H. Acceptance of B&G Minutes 3/1/2016
  - I. Acceptance of Rec Minutes 3/8/2016
  - J. Acceptance of A&F Minutes 3/15/2016

April 26, 2016  
Page 2

8. ADOPTION OF EXECUTIVE DIRECTOR'S REPORT
9. PRESIDENT'S REPORT
10. OLD BUSINESS
11. NEW BUSINESS
  - Village's Storm Water Management Representative /M16-058
12. COMMISSIONER COMMENTS
13. EXECUTIVE SESSION
  - A. Minutes, pursuant to Section 2(c)(21) of the Open Meetings Act
    1. 2/23/16
    2. 3/15/16
  - B. Appointment, employment, compensation, discipline, performance or dismissal of an employee, pursuant to Section 2(c)(1) of the Open Meetings Act.
14. POTENTIAL DISCUSSION AND POSSIBLE VOTE ON MATTERS FROM EXECUTIVE SESSION
15. 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](mailto:JKACZMAREK@HEPARKS.ORG) OR (847) 885-8500 WITH AT LEAST 48 HOURS' NOTICE.



*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.*

**MINUTES  
SPECIAL BOARD MEETING  
March 1, 2016**

**1. Roll Call:**

A special meeting of the Hoffman Estates Park District Board of Commissioners was held on March 1, 2016 at 8:20 pm at the Triphahn Center in Hoffman Estates, IL.

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

Absent: Commissioner Kinnane

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 Kilbridge to approve the agenda as presented. The motion carried by voice vote.

**4. Comments From the Audience:**

None

**5. New Business:**

A. Natatorium HVAC units/M16-034:

Commissioner Mohan made a motion, seconded by Commissioner McGinn to award a contract for the Natatorium HVAC Unit Replacement to the low bidder, Amber Mechanical, for the low bid price of \$356,000 and approve a contingency fund of \$17,800 (5%) as outlined in M16-34A.

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

B. Supply and Installation of Playground Equipment for Victoria Park/M16-031A:

Commissioner Kaplan made a motion, second by Commissioner R. Evans to award the contract to the low bidder, Hacienda Landscaping, for the supply and installation of playground equipment at Victoria Park for \$75,615 and approve the contingency fund of \$5,671 (7.5%) as outlined in M16-031A.

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

**6. Commissioner Comments:**

Commissioner McGinn noted that he spent Saturday afternoon on the course also.

Commissioner R. Evans noted that he attended the event for the Hockey Player and it was a great event.

**7. 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  
COMMITTEE OF THE WHOLE  
March 15, 2016**

**1. Roll Call:**

A regular meeting of the Hoffman Estates Park District Committee of the Whole was held on March 15, 2016 at 7:00 p.m. at the Triphahn Center in Hoffman Estates, IL.

Present: Commissioner R. Evans, Kaplan, Kilbridge, Kinnane, McGinn, Comm Rep Chhatwani, Katis, Musial (7:10 am.), Snyder, Utas, Winner, President Bickham

Absent: Commissioner Mohan, Comm Rep Bettencourt, Dekirmenjian, Dressler, Friedman, Henderson, Koltz, Neel, Triphahn, Wittkamp

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

Audience: Frank Parisi, William Architect; Mr. Russell Duke of 500 Arlington St, C&M Superintendent Manisco, Facility Supervisor Fong, Program Manager Dodson, Facility Manager Albig, Rec Superintendent Chesak, GM of Ice Operations Doschadis, IT Manager Agudelo

**2. Approval of Agenda:**

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

**3. Comments From the Audience:**

None

**4. Old Business:**

None

**5. New Business:**

A. 50+ Adults Center Expansion and Off-Ice Training Facility /M16-042L

Executive Director Bostrom introduced Frank Parisi who reviewed the issue. He noted that the 50+ space had 3 areas of concern:

- Admin
- 50+ Space
- Early Childhood and Game Room

Admin: Mr. Parisi explained that they were looking at moving the control desk over to where the present preschool offices were and creating an open workspace with cubicles.

50+ Space: He noted that a lounge area would be created on the other side of the hall for the 50+ group with removable walls so that the space could be opened to the lobby in the evening if there was more traffic. He also talked about breaking the now larger room into two smaller multi-use rooms but keeping the kitchen the same.

EC and Game Room: Mr. Parisi explained that the “game” area now in the old board room space would be moved to the present Arts and Crafts room and could double as an additional multi-use room. He explained that the lobby area would be extended past the kitchen, hugging the gym wall, to create a hallway to the game room and that the final room could be used as an additional EC room with its own bathroom and exit to the outside wall.

Mr. Parisi explained the estimated hard construction costs for the rooms to be:

- Admin: \$123,285
- 50+: \$472,860
- EC/Game: \$125,622

Commissioner Kilbridge asked about the low cost for the Admin area renovation and Mr. Parisi explained that there would not be much hard construction as most of the walls would be retained and the majority of the costs would be soft i.e., furniture, cubicles, etc.

Commissioner Kaplan asked why the 50+ area had such a large price tag and Mr. Parisi explained that the area would have to be gutted and HVAC, electrical, flooring and walls would all be impacted. He also noted that there was \$75,000 in the number for the possible removal of a structural pole in the room.

Commissioner Kinnane asked about the exterior of the building and Mr. Parisi noted that it would not be changed with the exception of creating the exit door in the EC room.

Comm Rep Katis asked about the square footage for 50+ and the man-hours required to demo and rebuild the area. Director Buczkowski explained that the

schedule was for the demolition to begin in November/December when the district's construction crew was slower. It was noted that the room was 3350 square feet.

Commissioner Kinnane asked how the coordination of the work would be handled and Executive Director Bostrom explained that Director Buczkowski would act as the General Contractor for the project, as he has done in the past for the district.

Comm Rep Utas asked about the security of the lounge area for evening use and Mr. Parisi explained that there would be removable panels to open the area up to the public, much like the ones used in hotel lobbies to provide space for continental breakfast areas but that the 50+ books and items would be secured inside locked cabinets.

Comm Rep Musial asked why there was a need to gut the large room area and Executive Director Bostrom explained that it was now 4 small rooms and that if they wanted to make that space more usable, the walls would have to come down. He also explained that a quality partition so that the space could be used for 2 separate functions would cost \$45,000.

Comm Rep Utas asked if the panels would be electric or manual and it was noted that they would be manual.

President Bickham questioned what would happen if they had basketball leagues and hockey on the same night with the parking and Executive Director Bostrom explained that the space would be programmed accordingly and not offer a hockey and basketball tournament at the same time.

Off-Ice: Mr. Parisi talked about the different options and explained that they were looking at repurposing the gymnastic shelf. He explained that they would have 2400 square foot and some use of the track to offer strength and agility training, skating area, training and shooting area. He noted that they would pad the walls and add extra netting between the shelf and the gym and use portable synthetic ice. He explained that the hard construction costs for this area would be \$82,000.

Commissioner Kaplan asked if this would provide the type of space needed or if it was too small. Comm Rep Utas asked if the space was too far from the ice. GM Doschadis explained that the space would accommodate 15-18 kids at a time and should suite the needs very well. He also explained that proximity to ice would not have any impact on the use.

Comm Rep Musial asked about the hours and days of the usage and it was noted that it would be addressed in the Recreation presentation. She also asked about the noise level and it was noted that it would not be as loud as the gymnasium noise.

Commissioner R. Evans asked about the Wolves usage and GM Doschadis noted that they had been talking, however, the Wolves had training space on their side of the building and they were taking a wait and see position .

Director Buczkowski noted that staff had been very cognitive of the ROI on the space prior to making the selection explaining that reconfiguring the fitness center was approximately \$450,000 - \$500,000 while creating an outside space would cost between \$650,000 - \$1,000,000. Comm Rep Katis asked about the need and viability of this type of space and GM Doschadis explained that now they were seeing a shortage of ice in the area due to the popularity of hockey. He also explained that having a training site would increase exposure and that the participants had been asking for this space. He explained that the addition of off-ice training would increase the chances of keeping the hockey numbers consistent and he felt a need to keep this project moving forward.

Director Kies noted that the space could be altered to accommodate other activities with minimal cost. Comm Rep Utas asked if there would be an area for parents and it was noted that there would not.

President Bickham asked about the netting and it was noted that it would be between the shelf and the gymnasium.

Total Cost of the project:

• Hard Construction Costs:	\$803,767
• Soft Costs:	\$213,733
<b>TOTAL</b>	<b>\$1,017,500</b>

Executive Director Bostrom noted that the soft costs would include everything from the type of flooring, chairs, and all non-hard construction costs to come up with the correct soft cost estimate.

Commissioner Kinnane asked about the bidding process and Executive Director Bostrom explained that staff would work with Williams Architects on that item. Director Kies noted that with the 50+ population growing, the district needed to redesign the space into a more dynamic space. He also explained that if ice were to go away, that space could be repurposed very easily. It was explained that the gymnastic equipment and program would go to the Vogelei Barn.

It was explained that:

- the Vogelei rentals would come to the Triphahn Center in the new multi-purpose rooms;
- the summer camp before and after care located at Vogelei would go to space in District 54
- the Kiln room would be removed as it had never been a popular program and the kilns would be sold. If classes were to come back, they could be done with an outside contractor.



- the indoor track would remain open to the public, but that when the off-ice participants needed to use it, the public would potentially be provided with a looped experience.
- staff would look at a new fee structure for the 50+ group

Commissioner Kaplan noted that he did not like the idea of a looped experience for members on the track. Comm Rep Musial noted that they would have people moving in both directions on the track.

It was noted that the ROI for room 107 showed only 10 children participating for \$43,800 surplus but that the room capacity was 17.

President Bickham noted that the project appeared to have a 2-year ROI and Director Talsma noted that with the FFE it might be closer to 3 years.

The ROI for the 50+ renovation was projected to be \$96,664/year or a 10 ½ years ROI not including any membership fees for the 50+ group.

Commissioner McGinn asked about expenses incurred in moving gymnastics to Vogelei and it was noted that most of it would be in-house without much costs. Superintendent Chesak explained that gymnastics was eager to move to a larger space with higher ceilings. She also explained that with more of a spring floor, they felt they could take the team to a higher level from a 3 to a 5.

Commissioner Kilbridge asked if there was a room at Vogelei for parents and it was noted that there was not; but they could view the gymnastics space from the landing outside the space. It was noted that they would need new locks to prevent Teen Center participants from accessing the equipment unsupervised.

Comm Rep Musial asked about parking and Executive Director Bostrom explained that they had space for 45 cars.

Commissioner Kinnane asked about an elevator and it was noted that there was one.

President Bickham asked about the room for EC and Superintendent Chesak explained that it could allow for separate rooms for 3, 4, 5 year olds as well as another option for preschool rooms.

Comm Rep Musial asked staff to look at why the 50+ programs stopped at 4 pm noting that many 50+ would participate in evening events.

Director Talsma noted that ice generated 40% and ELC generated 35% with only 10 kids or 75% of the ROI and they would also recoup the Vogelei rentals. Director Kies explained that the renovations would allow for a more dynamic space with more options offering more revenue.

Comm Rep Utas asked why the 50+ was not moved to the barn and Executive Director Bostrom explained that it was well documented that stand alone centers did not do well; that 50+ wanted to remain in the mainstream and participate in other activities.

Comm Rep Utas asked why they did not move Administration and Executive Director Bostrom explained that the barn was not large enough for present Admin needs but that in another 10 – 15 years it might be an option to look at alternative spaces to expand programming in the Triphahn Center.

Comm Rep Musial asked about the B/A Camp moving to District 54 and the costs incurred and Superintendent Chesak noted that they would not be incurring any additional costs and might move this summer even though construction would not begin until November.

President Bickham asked how many ice facilities had off-ice and GM Doschadis noted that staff had only toured those facilities with off-ice space.

President Bickham asked about the rentals at Vogelei/TC versus BPC and Director Talsma explained that there was no conflict with BPC as the Vogelei/TC rentals wanted to bring in their own food.

President Bickham asked where in District 54 the camp would move to and Superintendent Chesak noted that it would be McArthur School.

Director Talsma addressed the committee noting that the district could afford the project as a 2017 budgetary project. He explained that the Recreation Fund had \$1,000,000 that could be utilized and that the ROI would go back into that fund. His recommendation was to authorize the \$1,017,500 project as part of the 2017 budget process and to authorize the spending of the remaining pre-construction costs to Williams Architects of \$69,490 plus reimbursables prior to the construction start in November.

Commissioner Kilbridge made a motion, seconded by Commissioner R. Evans to recommend the board approve the concept plans for renovation of the north end of the TC and off-ice training facility as prepared by Williams' Architects and outlined in M16-042 as well as authorizing the spending of the remaining pre-construction costs to Williams Architects of \$69,490 plus reimbursables not to exceed \$10,000; and to approve the inclusion of the overall project in the 2017 budget for a cost of \$926,000 which includes additional fee to Williams of \$17,373 (Total project cost of \$1,017,500). The motion carried by voice vote with Comm Rep Katis voting Nay. (11-1-10)

B. HEPD Logo/M16-043:

Executive Director Bostrom presented C&M Superintendent Manisco to review the memo. Executive Director Bostrom reviewed the infringement of trademark and IP

rights noting that legal council did not recommend expending funds to have the logo or tag line patented.

Comm Rep Utas asked why it was not capitalized and Superintendent Manisco noted that it was a stylistic look. Director Talsma noted that the “heparks” would help to drive participants to the website.

Comm Rep Musial noted that she mistook the logo for an eyeball not a sun with leaf and water.

Executive Director Bostrom explained that it was critical to have a web presence and felt it important to use a logo that would help drive participants to that website.

Comm Rep Katis asked about the cost of switching and Executive Director Bostrom noted that it would not be that costly as the district would make switches in a timely manner i.e. ordering new logos when there was a need to order new shirts and/or new letterhead; that much of the change would be electronic. He explained that the cost would be incurred to switch the vehicles and the marquees, however, they could be done through the budget process and not be required to switch immediately.

Comm Rep Utas said he would like to see the first letters capitalized. Comm Rep Winner said he like the logo; that it looked modern.

Commissioner McGinn made a motion, seconded by Comm Rep Chhatwani to recommend the board recommend the district implement the new rebranded logo and new tag line, implementing the new branding as soon as possible over the course of the year. The motion carried by voice vote with Comm Rep Utas voting Nay. (11-1-10).

**6. Committee Member Comments:**

Comm Rep Katis said he felt the renovation project too expensive.

Comm Rep Musial said she was glad the A&F Committee chose to represent the majority of the Committee of the Whole.

Comm Rep Chhatwani said she loved the new logo.

Commissioner Kinnane noted that he had been on the golf course and the Fish Fry and enjoyed both. He also explained that he had the opportunity to meet Supervisor Taylor and other maintenance crew.

Commissioner R. Evans said he had seen the new equipment at PSSWC.

President Bickham thanked the A&F Committee for representing the Committee of the Whole and encouraged everyone to view the events page.

7. **Adjournment:**

Comm Rep Musial made a motion, seconded by Commissioner Kilbridge to adjourn the meeting at 9:20 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  
March 15, 2016**

**1. Roll Call:**

A special meeting of the Hoffman Estates Park District Board of Commissioners was held on March 15, 2016 at 9:45 p.m. at the Triphahn Center in Hoffman Estates, IL.

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

Absent: Commissioner Mohan

Also Present: Executive Director Bostrom, Deputy Director/A&F Director Talsma

Audience: None

**2. Pledge of Allegiance:**

Everyone present stood for the Pledge of Allegiance.

**3. Approval of Agenda:**

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

**4. Comments from the Audience:**

None

**5. Commissioner Comments:**

Commissioner Kilbridge said she was impressed with the presentation to the Committee of the Whole.

Commissioner R. Evans, McGinn, Kaplan and Kinnane all agreed.  
Commissioner Kinnane said he was glad that the district was pro-active on this item.

President Bickham noted that within the next year ½ of the population will be 50+ and that the presentation had been well done.

**6. Executive Session:**

Commissioner Kinnane made a motion, seconded by Commissioner R. Evans to move to Executive Session at 9:50 pm for the purpose of:

- A. Appointment, employment, compensation, discipline, performance or dismissal of an employee, pursuant to Section 2 (c) (11) of the Open Meetings Act.

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

Commissioner Kinnane made a motion, seconded by Commissioner Kilbridge to reconvene to regular session at 10:30 pm. The motion carried by voice vote.

**7. Vote from Executive Session:**

None

**8. Adjournment:**

Commissioner McGinn made a motion, seconded by Commissioner Kaplan to adjourn the meeting at 10:30 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 No. 1003  
March 22, 2016**

**1. Roll Call:**

A regular meeting of the Hoffman Estates Park District Board of Commissioners was held on March 22, 2016 at 7:00 p.m. at the Triphahn Center in Hoffman Estates, IL.

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

Absent: President Bickham

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: Mayor and Joane McLeod; Jim Burke, Links Technology; Marcy Darin, Alexian Brothers Foundation; Brit Bending 1511 Chatham Ln, Schaumburg; Michele and Mike Hanson 1085 Worthington Dr, Hoffman Estates

In the absence of President Bickham, Vice President McGinn chaired the meeting.

**2. Pledge of Allegiance:**

Everyone present stood for the Pledge of Allegiance.

**3. Approval of Agenda:**

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

**4. Awards:**

Mrs. McLeod addressed the board thanking the Hoffman Estates Park District and their staff for participating in the Fit Pal program. She gave a short presentation explaining the program and noted that it was funded by the Verizon Foundation in conjunction with Alexian Brothers Foundation and the Hoffman Estates Park District. She explained that Alexian Brothers chose a group of at-risk children to participate and that in 4 months 59% had lowered their BMI and several no longer needed to be treated for diabetes. She explained that our staff was wonderful and thanked them very much for their support and for providing the facilities.

Marcy Darin addressed the board noting that the park district had been a terrific partner. She explained that the program had been very family centered with parents and siblings attending the sessions; that Verizon had donated the phones for the kids to be able to use the App and that the App had been customized for our local community.

Executive Director Bostrom acknowledged Superintendent Basile and Director Kies as the staff actively involved with making this program a success. Superintendent Basile noted that it had been very exciting to have so many kids so excited about fitness.

Ms. Darin noted that they were working with Verizon to continue the program and on behalf of Alexian Brothers she wanted to thank the park district for their support.

**5. Minutes:**

Commissioner Mohan made a motion, seconded by Commissioner Kaplan to approve the minutes of the February 23, 2016 meeting as presented. The motion carried by voice vote.

**6. Comments from the Audience:**

Michele Hanson addressed the board asking if there was a district procedure to deal with employees charged with criminal misdemeanor and their participation with children in our programs.

Executive Director Bostrom noted that the district was not aware of any employee that committed a violation that would not allow them to work at the district or prohibit them from working with children. He noted that issues that may have occurred 20+ years earlier would not impact those decisions. Ms. Hanson noted that incidents had happened in 2006, 2014 and as recently as two months earlier. Executive Director Bostrom noted



that Ms. Bending had submitted a complaint and the district had done a thorough investigation of the issues and responded back to Ms. Bending.

Ms. Hanson asked if the district considered an incident in 2006 to not be a recent item and Executive Director Bostrom noted that he was not sure that the board was in a position to respond to that item. He did explain that the district did not feel that they were putting children or patrons in harm's way.

Commissioner Kilbridge noted that this was a personnel discussion and best not done in open session.

Ms. Hanson explained that parents in this program would believe that the instructors were appropriate to teach the class and shocked to find that the district did not support that.

Vice-President McGinn asked that the complaint be put into writing and sent to the board.

Ms. Bending addressed the board asking if they were aware of the children that would not be returning to the program because of the issue. She wondered if the decision to create off-ice space could continue to be funded by the ice program if they were down in participation. Executive Director Bostrom noted that the Wolf Pack Travel Program was a totally autonomous organization and the district did not have control over the Wolf Pack coaches or their decisions. He noted that the park district's programs and ice times were completely filled during prime hours. Vice President McGinn noted that it was because of the demand for ice that the district was looking at an off-ice training area.

Ms. Bending explained that the NIHL program had mismanaged the amount of ice they purchased and could not do that again. She also explained that kids were leaving and that they may not have enough participation. She noted that TC was a great facility but had some serious issues with this program.

Vice-President McGinn thanked her for comments.

**7. Consent Agenda:**

Commissioner Kinnane made a motion, seconded by Commissioner Mohan to recommend the board approve the consent agenda.

On a roll call vote: Carried 6-0-1  
Ayes: 6 Evans, Kaplan, Kilbridge, Kinnane, McGinn, Mohan  
Nays: 0  
Absent: 1 Bickham

- A. Bids: Install Playgrounds / M16-032
- B. Bids: Surface Victoria Park / M16-030
- C. Bids: Asphalt / M16-033
- D. Brochure Print Bids / M16-038
- E. BPC/Cayan LLC Credit Card Gateway / M16-045
- F. Surplus Ordinance O16-002 / M16-040
- G. 50+ Center Expansion and Off-Ice Training Facility projects / M16-042
- H. Hoffman Estates Park District Logo Change / M16-043
- I. A&F Detail Reports
  - o Manual checks \$320,655.86
  - o Monthly Invoices \$221,034.89
- J. Financial Statements
- K. Acceptance of B&G Minutes 2/2/2016
- L. Acceptance of Rec Minutes 2/9/2016
- M. Acceptance of A&F Minutes 2/16/2016

**8. Adoption of Executive Director's Report:**

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

**9. President's Report:**

Vice President McGinn congratulated Executive Director Bostrom for receiving his certification for completing the mentoring program with IPRA.

He also noted that while attending the Palatine Governmental dinner in March they announced that their course would open March 15, to which the Salt Creek Park District announced they would open March 14, to which BPC announced that they already had 700 rounds in. Kudos to Director Bechtold.

He noted that President Bickham wanted to thank staff for the IAPD Conference reviews and all the hard work on the TC Renovations for 50+ and off-ice.

**10. Old Business:**

None

**11. New Business:**

None

**12. Commissioner Comments:**

Commissioner Kinnane noted that he had been on the golf course, met Rob at the pro shop and felt he was a nice addition to staff.

Commissioner Mohan noted that he was in for the meeting tonight and with his scheduling change requested that he not be assigned as Chair or Vice-Chair of future committees.

Commissioner Kilbridge noted that she had missed the Government dinner and apologized.

Commissioner R. Evans said he had been to March Madness and they had 30 teams and a great event. He also noted that the Easter Brunch was sold out.

Commissioner Kaplan reminded everyone that Friday was the last day for the fish fry and that staff was doing a great job.

Vice-President McGinn reminded everyone of the Easter Egg Hunts coming March 26 and also noted that the Easter Brunch was sold out.

**13. Adjournment:**

Commissioner Mohan made a motion, seconded by Commissioner Kilbridge to adjourn the meeting at 7:35 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. 1004**

**EXECUTIVE DIRECTOR'S REPORT**

**April 2016**

**PARKS DIVISION**

1. All turf covers were removed from soccer goals on game fields to mixed success. Lack of snow cover and essentially dry conditions did not allow for percolation of water and early growth of the turf. This procedure will be repeated next winter expecting normal snow conditions.
2. Plow and winter damage clean-up has begun. The early dig of topsoil allowed us to order sufficient top soil to complete most repairs.
3. Preparations have begun to system up the Thorgard Lightning Prediction System. Bridges of Poplar Creek will be installed this week, with all systems operational by April 15<sup>th</sup>, our normal target date.
4. Tire damage was repaired at Cannon East Soccer from joy riders covering one quarter of the field. When ground temperatures rise for sufficient germination seeding will begin on all athletic fields.
5. In House controlled burns are ongoing as weather permits; 22 were planned and 8 remain to be done.
6. Native and wildflower seeding in the natural areas will begin in the next 2 weeks. In an effort to help the Monarchs we have planted 35 lbs. of Milkweed seed in the natural areas with another 15 lbs. to be planted this spring bringing the total to 50 lbs. to date. Many of our natural areas have healthy Milkweed populations which we continue to supplement with seed.
7. Mowing of the non -burned areas continues as conditions permit.
8. Park cleanup has begun and will continue through the beginning of April, it has been somewhat problematic with all the high winds we have had this spring.
9. Staff constructed a wood post black vinyl fence in the wet areas of the Dog Park at WRC.
10. Staff constructed a wood shelf in the dance room at TC.
11. Staff installed tennis and volleyball nets for the 2016 season.
12. Staff removed all no ice use signs and flags for the season.
13. Staff removed 20' x 11' wall at the old Pilates room at PSSWC. Constructed a header to support ceiling, moved electrical outlets and switches, dry walled primed and painted.
14. Staff reinstalled soccer goals and anchored down for the start of the spring season.
15. Staff ran conduit pipe for fans at PSSWC.

16. Staff unclogged drain in kitchen at BPC.
17. Siemens control for fire panel at TC has been repaired.
18. Staff fixed multiple different leaks due to winter freezing at Golf Range House/ bathroom.
19. Maintenance and repair completed on all trailers
20. Mobile lift replaced control pad
21. Completed maintenance on chipper and installed hour meter
22. Completed maintenance on air compressor and installed new engine temperature sensor
23. Completed maintenance and repairs on all tractors
24. Truck 917 replaced valve cover gaskets
25. Safety lane truck and trailer inspections completed

## **PLANNING & DEVELOPMENT**

### **1. PSSWC club locker room**

Staff, along with DLA Architects, is completing the renovation study for the wet areas and steam rooms at PSSWC. As anticipated, this project will have a redevelopment cost somewhere near \$500,000. Critical to the planning of this project will be how it will impact customers/members and their utilization of the center on a daily basis. A presentation will be given to the B&G committee and, if approved by the board, final construction drawings will be completed along with cost estimate to be included for consideration in the 2017 budget process.

### **2. 2016 Playground renovation projects**

The three playgrounds have been ordered and are currently on schedule to be delivered the first two weeks of April. Should this occur, the installation contractors will begin demolition the first week of April with the goal of completing the playgrounds by mid-May.

### **3. Concrete sidewalk replacement**

With the weather turning for the better, the contractor is preparing his crew to begin the replacement of concrete walks at TC, BPC, and PSSWC. If all goes as planned, this work will be completed by the end of April and prior to the beginning of the asphalt grinding and patching project.

### **4. Playground Rule Signs**

Playground rule signs are currently being produced and should be delivered to the district by the middle of April. Once those signs are in our hands, park maintenance personnel will begin to install the new signs based upon available time/other projects and weather conditions. The ultimate goal will be to have all the signs installed by the end of 2016.

## **5. GIS**

Staff is currently working with the consultant to complete the GIS data base design. Once that is completed, it will be reviewed for completeness and if all is well, it will be made ready for the inventory which will commence in late May or early June. The work that is being done at this time will allow for the inventory to be completed with as little time as necessary as the template will be so complete as to make data collection easy.

## **6. Shoe Factory Bike Trail**

Village staff was able to contact reps from CNN Railroad and during that conversation they were assured that CNN's comments along with an agreement would be provided to the Village in the near future. If this was to occur and the agreement ratified, the project could move forward as originally planned.

## **RECREATION & FACILITIES**

### **UPCOMING EVENTS**

- April 13 – CHEER customer service training in-house for Hoffman U.
- April 20-22 – Summer Guides expected to arrive by mail in resident's homes
- April 27 –Summer Registration begins
- May 7 – Garlic Mustard Pull AM at park TBD
- May 5 – Cinco De Mayo lunch at the Tap Inn at BPC
- May 8 – Mother's Day Skate at Ice Arena
- May 14 – Parents Night Out at PSSWC
- May 15 – 9 & Stein Golf Outing at BPC
- May 21 – Community Garage Sale at Seascape parking lot

### **Snapshot Summary/Highlights:**

- On March 22<sup>nd</sup> Alexian Brothers and the Verizon Foundations, along with LINKS Technology Solutions Inc. recognized HEPD as an outstanding community partner in the Fit-Pals project, a Certificate of Appreciation was given to the Board of Commissioners in appreciation of our support. A 2-minute video explaining the program and its results that included a significant reduction in the group's overall BMI was presented.
- The annual Egg Hunts took place on Saturday, March 26 at Fabbrini Park, Pine and Cannon Crossings which all had amazing turn outs. Many of the park board commissioners, the Mayor of Hoffman Estates and many of their trustees were on hand to get the events started at each park. A total of 12,000 eggs were distributed to the families that came out. The two aqua egg hunts at PSS&WC also took place with 35 participants taking part in each event; both these events were sold out.
- Director of Recreation & Facilities Kies spoke and participated in the University of St. Francis mock interview program on Thursday March 17<sup>th</sup>. Speaking with

students about the field of recreation and helping them on interview preparation/tips as well as resume formatting.

- Director of Recreation & Facilities Kies was invited along with 30 other professionals from around the nation to the Agents of Change Symposium in Austin, Texas. This event took place March 31 & April 1. The objective was to look at adaptive leadership styles, strategic thinking and effective advocacy while using the City of Austin, TX as a case study. The results from the feedback in the discussions regarding the case study will be used as an enhancement to the Austin Park & Recreation's 2012 Comprehensive Plan. The final wrap up session focused on how these action items can be carried back to your agencies and networks.

**Volunteers Summary:**

- Admin staff was contacted by 2 high school volunteers looking for opportunities and were forwarded to Skating Manager Dooley to see if she could use them at Skate Rental.
- 4 Volunteers for 50+ for a total of 5 hours.
- 1 Volunteer for the Doggie Egg Hunt for 3 hours
- 6 Volunteers for the Easter Egg Hunts for 19 ½ hours

**Dance**

- Registration is now closed and costumes have been ordered for the May recital. Recital information has gone out to families with the date and times of the shows. Recital will take place the weekend of May 13-15 at the Hoffman Estates High School.

Winter/Spring Recital Session	1/2015	1/2016	Var. +/-
Triphahn Center	177	181	+4
Willow	71	70	-1
Dance Company	24	22	-2
<b>Total Dance</b>	<b>272</b>	<b>273</b>	<b>+1</b>

- The Hoffman Stars Dance Company participated in their 2<sup>nd</sup> competition, Cathy Roe Ultimate Dance, which was held on March 4-6<sup>th</sup> in Oswego. The teams did an outstanding job as shown in the results below (soloists and groups).
  - Soloist – 13-15 age – Novice – Superior Score - 2<sup>nd</sup> overall highest score
  - Soloist – 10-12 age – Novice – Superior Score - 2<sup>nd</sup> overall highest score
  - Soloist – 10-12 age – Intermediate – Superior score
  - Soloist – 10-12 age – Intermediate – Superior score
  - Duo – 10-12 age – Novice – Superior score – 3<sup>rd</sup> overall highest score
  - Duo – 10-12 age – Intermediate – Superior score – 2<sup>nd</sup> overall highest score
  - Company 1 jazz - Superior score – 5<sup>th</sup> place overall highest score- 8-9 age.
  - Company 1 lyrical – Superior score – 3<sup>rd</sup> place overall highest score – 8-9 age.
  - Company 2 jazz – Superior score - 10-12 age.
  - Company 2 lyrical – Superior score – 3<sup>rd</sup> place overall highest score 10-12 age.
  - Company 3 jazz – Superior score - 2<sup>nd</sup> place overall highest score 10-12 age.

Company 3 lyrical – Superior score – 10-12 age  
The whole company won a Special Award for Perfect Precision.  
The next competition will be Hall of Fame at the Schaumburg Convention Center the weekend of April 15-17.



## Youth Athletics

### **Youth Baseball**

- Pinto, Mustang, Bronco and Pony level teams will finished their free indoor sessions on March 29<sup>th</sup>. Shetland and Pinto teams have already been created and are set to start their outdoor practices on April 2<sup>nd</sup>. Mustang, Bronco and Pony teams will conduct their evaluations on April 2<sup>nd</sup>. Coaches meetings were conducted the week of March 21<sup>st</sup> and 28<sup>th</sup>.

### **Travel Baseball**

- In 2016 there are two travel baseball teams underneath the HEPD umbrella. One team will be at the u14 level and one at the u12 level. The Hoffman Knights will compete in the MSBL again and participate in several weekend tournaments locally. These teams started to rent indoor space at the beginning of January and will continue to be inside until the first week of April.

### **Tournament Team Baseball**

- New this season the Athletic Department is offering season long tournament teams. In the past tournament teams, which are developed from our in-house all-stars, compete in 1-2 local post season tournaments. This season these teams will be formed before the season starts and compete in 4-5 tournaments and practice on Sundays. This is great for players who can't commit to the full schedule off travel baseball or can't afford it.
- Registration was ongoing throughout the month of March. Currently there are 3 teams based out of the Hoffman Estates area at the u9, u10, u12 category that will compete at the travel level but have taken the route as a rental to the Hoffman Estates Park District for all practices and games. This will give HEPD up to 30 rentals on our baseball fields throughout the season.

### **Youth Indoor Soccer**

- This year indoor soccer is being run by DEA Nation. For every participant in grades K-4, they will have 15 minutes of skills and drills followed by 45 minutes of game play.
- Indoor soccer has changed from a league format to a skills and strategy program to prepare for the upcoming spring season.

### **Youth Basketball**

- The youth basketball came to an end on March 12<sup>th</sup> with our annual post season tournament for 5<sup>th</sup>-8<sup>th</sup> graders and our 1<sup>st</sup>-4<sup>th</sup> graders playing their tenth game of the season. Evaluations were handed out and are being collected and counted.



On March 26<sup>th</sup> our 7/8<sup>th</sup> grade tournament team competed in an AAU tournament in Romeoville. This team was put together so players could have a taste of playing at the AAU/next level.

**Adult Basketball**

- The 2016 winter leagues are coming to a close. The regular season ended on March 28<sup>th</sup> and 29<sup>th</sup> while the post season tournament will take place on April 11<sup>th</sup> and 12<sup>th</sup>.

**Adult Football/Softball**

- We are currently taking registration for the spring 2016 season for Adult Softball and Adult Football Leagues which are set to start at the end of April.

**Gymnastics**

- The winter session ended the last week of March. Total registration for the second session of classes was 171 students, compared to the same session in 2015 which was 167 students. The spring session of gymnastics begins the week of April 11<sup>th</sup> and registration is ongoing.



*Early Childhood*

**Preschool:**

	15 TC	13 TC	-2 TC
Three-school 15-16	11 WRC	13 WRC	+2 WRC
	27 TC	30 TC	+3 TC
2's Playschool 15-16	24 WRC	24 WRC	0 WRC
	115 TC	127 TC	+12 TC
Preschool 15-16	68 WRC	69 WRC	+1 WRC
Early Learning Center	31	38	+7
<b>Total Preschool:</b>	<b>291</b>	<b>314</b>	<b>+23</b>

- Summer Camp registration is currently open.
- Open registration for remaining spots in preschool is open.
- The Preschool Family Fun Fair was Friday, March 11, 5:30-8:00 p.m. It included inflatables, games, food, book walk, bake sale, and a magician. A profit was made. Profits will be used to purchase laptop computers for the preschool classrooms.

**STAR**

<b>Program</b>	<b>3/2015</b>	<b>3/2016</b>	<b>Var. +/-</b>
TJ:	16	20	+4
Whiteley:	23	29	+6
Armstrong:	41	43	+2
Fairview:	71	79	+8
Lakeview:	40	34	-6
MacArthur:	40	82	+42

Muir:	29	39	+10
Lincoln Prairie:	49	52	+3
<b>Total</b>	<b>309</b>	<b>378</b>	<b>+69</b>
<b>Kinder STAR</b>	<b>3/2015</b>	<b>3/2016</b>	<b>Var. +/-</b>
WRC:	10	12	+2
<b>Spring Break Trips</b>	<b>3/2015</b>	<b>3/2016</b>	<b>Var. +/-</b>
Monday 54	56	55	-1
Monday 15	20	25	+5
Tuesday 54	56	55	-1
Tuesday 15	21	26	+5
Wednesday 54	55	49	-6
Wednesday 15	20	26	+6
Thursday 54	58	55	-3
Thursday 15	18	26	+8
Friday 54	55	34	-21
Friday 15	12	24	+12
<b>Total</b>	<b>371</b>	<b>375</b>	<b>+4</b>



## 50+ Club

### Volunteerism

Volunteers – 1 volunteers – 3 hours total  
(St Patty's day supper/Pub Quiz)

### Classes offered in March

Basic Exercise, Chair Fitness, Gentle Yoga, Line Dancing, Spanish, Tai Chi, Snack Well!

### Athletic opportunities offered in March

Billiards, Pickleball, Ping Pong, Volleyball, Walking

### Upcoming trips in March

Art Institute of Chicago, Korean Center for seniors

### Evening/Special Programs in March

Pub Quiz Night (3<sup>rd</sup> Thursdays/6:00 pm) – 25 participants - held at BPC (St Patty's Day supper took place beforehand)

### Friday post lunch programs (March)

3/4 Member treats all to pizza

3/11 NW Housing Partnership talk

### Organized Activities

Book Club, courtesy of STDL (18 participants)

### Other

Met with Pat DiMaria, AMITA Health, regarding future programs

Balance due/paperwork forwarded to Diamond Tours for 82 registrants for Spr 2016

Mt Rushmore trip

Met with Jennifer Djordjevic, Mayor McLeod's office, to discuss possible joint programming with the Village of Hoffman Estates

Attended Networking Breakfast Club Group involving area senior communities

Hired new writing instructor, as well as new exercise class to start in fall 2016  
 Meeting with new 50+ Friends of HEParks Foundation member  
 Scheduled cues repair for billiards room



## Ice Operations

### I.C.E Academy

- Winter classes will conclude on April 1. Spring Session classes will get underway on Monday April 4. The Registration numbers for the spring will be in the April report
- United States Figure Skating is changing their entire skating format with regard to its lesson plans. TC Ice Arena will be hosting the Basic Skills Chicago Regional meeting on April 5. Skating Manager Dooley and GM Doschadis will be attending this meeting.
- Staff is working with Special Olympics to host the 2017 Special Olympics Figure Skating / Speed Skating Championships.

### Wolf Pack

- Evaluations for Wolf Pack NWHL spring hockey took place on March 17 & 18. At the conclusion the Wolf Pack will have a total of 13 teams. The Midget level will not be competing in the NWHL as there were not enough teams to make a division. They will play in 1 tournament at some point in the spring.
- The Wolverines make up 1 of the 13 teams in the above information. 16 girls will make up the team and compete in the Pee Wee division.
- Development Classes spring session will begin on April 3. Registration was still ongoing at the time this report was written so those numbers will be included in the April report.
- A spring break clinic was held in the evenings of March 22-24. 31 players participated in this workshop.
- The Krolak Cup hockey tournament will begin April 7. The team from Sweden arrives April 1 and will compete against 4 area hockey teams in the tournament with the Wolf Pack being one of them. This is Bantam age tournament.



## Prairie Stone<sub>tm</sub> Sports & Wellness Center

<b>March Membership Totals</b>	<b>2015</b>	<b>2016</b>	
<b>Var.+/-</b>			
Fitness	3,223	3,232	+10

### Member Services

- The enrollment promotion for the month of March extended a discounted enrollment fee of \$30 advertised via direct mail postcard and via digital media. The direct mail promotion offered a \$30 ENROLLMENT special with a special "scratch off" feature that revealed the opportunity to receive March dues free upon mention or presentation of the direct mail postcard. The direct mail enrollment promotion was advertised on a "mega" full size direct mail postcard that was targeted for distribution to 15K single family homes within a 7 mile radius of the fitness center in selected postal codes. (The number of enrollments during the month of March that resulted from direct mail correspondence totals 13 new members.)
- The ongoing Friends in Fitness member referral program continued to be a primary force in generating new memberships; during the month of March there were 20 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 March billing was slightly lower in comparison to recent months. 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 March with the addition of a new PT1 Member Services Associate. These efforts include phone calls, emails, form letters, 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.
- An internal candidate from the Fitness team at PSS&WC was selected as the new PT1 Member Services Associate. He officially began his new role in the first week of March, with training in all areas of Member Services continuing throughout the month.

### **Operations and Fitness Departments:**

- PSS&WC hosted a variety of athletic rentals within the gymnasium area during the month of March. Pickleball activities are in full swing during the indoor season, which spans through April and the first part of May. 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.
- The Operations and Maintenance teams are currently working through a locker audit in both member locker rooms to identify hardware/repair issues and erroneous permanent locker assignments; efforts have been made in March to repair a number of full length lockers to restore them to daily use in the men's club locker room.
- PSS&WC Managers are currently working with WRC and TC to secure a new vending machine vendor for all 3 facilities. This vendor will provide a variety of healthy snack options that are appealing to guests/members of each facility.
- The Superintendent of Facilities facilitated the bid packet for the PSS&WC lap and activity pool ceiling painting. This project will be coordinated with all scheduled projects for the aquatic center, planned within mid-July, 2016.
- The Superintendent of Facilities is providing support to facilitate partnership opportunities by organizing fitness classes with District 211 at the Higgins Educational Outreach Center. Zumba/dance fusion classes began in March, offered on Thursday nights. Fifteen participants are enjoying the weekly class, which will be offered for an 8 week session. Additional outreach opportunities that were facilitated included the Alexian Brothers Center Community partnership, Fit Pals. A fitness interval training class was successfully offered mid-March in relation to the Fit Pals outreach program.
- The New PSS&WC Fitness equipment, the Life Fitness Synergy functional training piece, is OPEN FOR USE! The Personal training team has been performing demos and free small group classes on the new equipment throughout the month of March.
- PSSWC has an upcoming Nutrition Workshop, Gardening for Health, taught by Kathy Brown, RD on April 9<sup>th</sup>.
- The PT department continues to promote new clients by offering free educational workshops, small group classes, and fitness tests. Promoted thru wellness calendar.
- Within the area of group fitness, class participation has remained steady. Highlighted classes include: Zumba 35-40 Power Hour 30-35 Pump and Abs 35-40.
- Two Group Fitness classes have been highlighted on the wellness calendar in March, "disco barre" and "ride through Ireland".
- The Group Fitness Coordinator has started offering monthly fitness talks with our members. The topic in March was "getting better results from your routine with heart rate monitors and other wearable technology". The April topic is "discovering your workout target zones".
- PSSWC added a new group exercise class onto the schedule on Wednesday at 12pm, the TRX Circuit. The class is growing steadily now with 8 members the past 2 weeks.

- PSS&WC is offering a new group fitness class starting in April, Fusion Yoga on Thursday at 6:30pm.

### Seascope, Programs and PSS&WC Swim Lessons

Seascope Pass Sales +/-	2015	2016	Var.
Sold as of 04/04/16	375	385	+ 10

- Returning Lifeguard trainings have been done and staff recertified 25 lifeguards. The Starguard training for new guards is scheduled for May 15-May 22.
- Spring swim lessons start Saturday April 2. We are currently at 220 participants but registration is still ongoing.
- Spring session for the climbing wall begins Wednesday, April 6. Current enrollment is 9 participants. We are up 6 from last year.
- The 2016 climbing wall inspection is in process has been scheduled for April 14. The PSS&WC, along with the portable climbing wall, have been scheduled on the same date for the annual inspection.
- Aquatics managers continue to host monthly in-service lifeguard trainings so the aquatics staff can hone and practice their life saving techniques. During spring break an in-service was held for Swim Instructors on Wednesday, March 30.
- Kids First Sports Soccer and Fun & Fitness starts the first week of April while the Kids First Basketball will start the week of April 22. Currently 11 are enrolled for soccer, 6 for fun & fitness, and we have 2 classes of basketball; 9 enrolled in the 5-7yrs and 12 enrolled in the 8-12yrs sections.
- Special events:
  - Pot-o-Gold Rock Climb** was held on Saturday, March 19, 1pm-3pm, both sessions were filled with 18 participants each.
  - Aqua Egg Hunt** was held on Saturday, March 26, 1:00p-3:30pm, each session was filled with 35 participants each. Pictures of the event are posted on the PSS&WC social media page.
  - Community Garage Sale:** Saturday, May 21, 8am-1:00pm.



*Triphahn Center*

### Triphahn Center Fitness and Operations:

Membership	2/2015	2/2016	Var. +/-
Fitness	949	973	+ 23

### General Summary:

- Dance World was held successfully on Saturday March 12th.
- Facility rentals continue to do well attracting a variety of different groups including church and various athletic groups.

- Woman of Steel and Fitness Bootcamp classes both ended at full capacity. Spring registration is underway.



## Willow Recreation Center

Membership	3/2015	3/2016	Var. +/-
Fitness	350	329	-21



## Dog Off-Leash Areas

**Doggie Eggstravaganza** – was held on March 19<sup>th</sup>. There were 22 dogs participating at Bo's Run and 24 dogs at Freedom Run. The event was sponsored by Petco, who donated all the treats for the eggs and a prize basket, 7 Paws a Week who donated 4 baskets and raffle prizes, Bentley's Corner Barkery donated goodie bags for all the dogs at the event and Pet Supplies Plus who donated 4 baskets and had many giveaways at the event. Golf Rose Animal Hospital also attended and had many give a-ways for participants too.

### Bo's Run:

- Breakdown for Bo's Run / Combo passes HE 157, Palatine 44, Barrington 19 Schaumburg 50, Arlington Heights / Mt. Prospect 4, Inverness 27. Additional towns are Rolling Meadows, Elk Grove, Hanover Park.
- There were 34 guests to Bo's Run in March compared to 8 in March 2015.

### Freedom Run:

- Breakdown for Freedom Run/ Combo passes Elgin – 149, HE – 86, Streamwood 72. Schaumburg – 28. Additional towns are Huntley, Hanover Park & S. Barrington, Elk Grove, Palatine, Wheeling & others.

Dog Park Passes	3/2015	3/2016	
Bo's Run	335	Bo's Run 278	
Freedom Run	367	Freedom 292	
Combo	84	Combo 81	
Total:	786	651	(618 at end of Feb 2016)



## Communications and Marketing

### PROGRAM PROMOTIONS

**Staff worked with program managers to promote** Spring Guide and Summer Camp Registration, Egg Hunts, Aqua Egg Hunt, Doggie Eggstravaganza, March Madness Golf Outing, Parents' Night Out, Kickin' It at the Creek, Giving Tree, Girls' Night Out, and Fish Fry.

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

**Park Champion Initiative** – An email was sent to Rep Fred Crespo and Ill. State Rep Michelle Mussman to update them on Park District news and invite them to Spring Events. Mayor McLeod and Village Trustees are planning to attend the Egg Hunts on March 26.

### COMMUNITY EDUCATION

**2015 Annual Report** – Will be inserted in the centerfold of the Summer Guide, which will be out between April 20-22.

### PRESS RELEASES/PUBLIC RELATIONS

Sent to Daily Herald, Chicago Tribune:

[Burger Bucks Program Benefits Kids](#)  
[Community Garage Sale Planned](#)

### MARKETING DASHBOARD



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

The app has been available since April 25, 2014; as of March 31, 2016 we have had 1,421 apps downloaded.



#### **Mobile Access – Source: Google Analytics**

Mobile Access continues to increase. More users are accessing heparks.org on mobile devices than on PCs. Benchmark column indicates how users accessed HEParks prior to the app and mobile-friendly website. (Responsive mobile-friendly website



launched October 28, 2014; app launched April 25, 2014; mobile WebTrac launched in late November 2014.)

Source:	Benchmark:	March 1-30, 2015	March 1-30, 2016	Change from last year
Google Analytics	Feb 2013-Feb 2014			
Desktop	63%	51%	47%	-4
Mobile	27%	38%	45%	+7
Tablet	10%	9%	7%	-2*

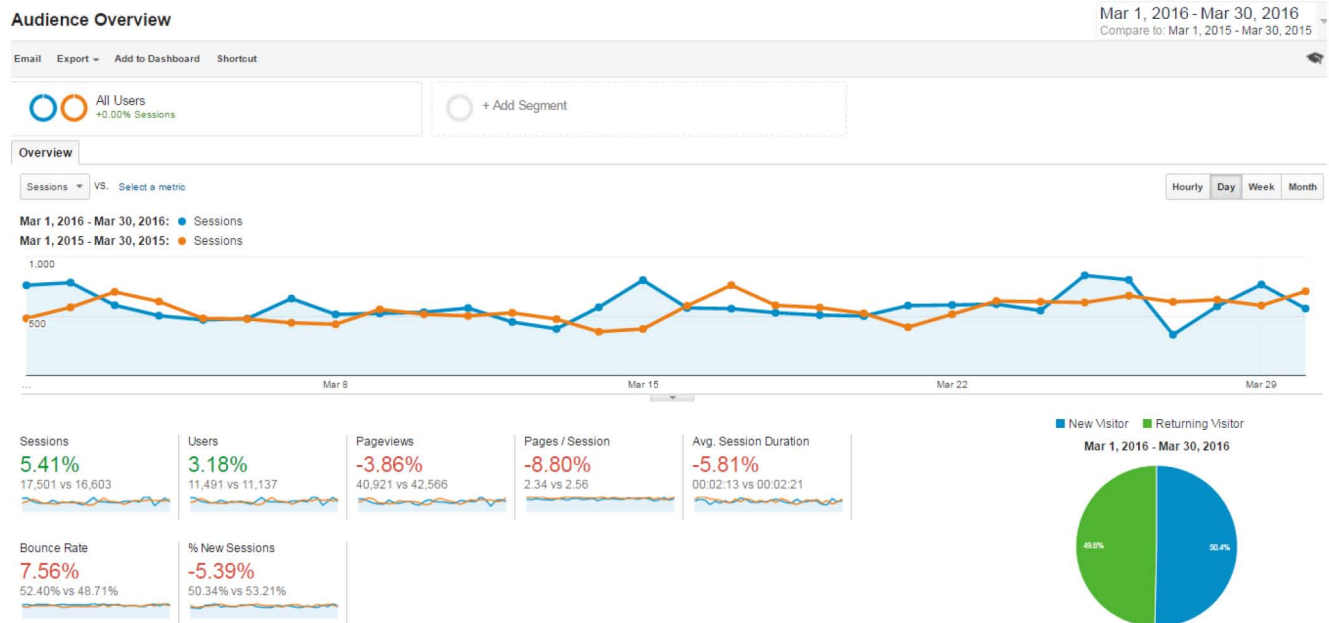
\*A decrease in tablet views is speculated to be a result of more mobile phone use as mobile phone screens are increasingly larger. Tablet sales have leveled off. It is more convenient to use a smart phone which is always within reach.  
[\(http://time.com/3532882/people-arent-buying-tablets/\)](http://time.com/3532882/people-arent-buying-tablets/)

*We are seeing greater numbers of people reading our weekly email on their mobile phones. See additional reporting below in Email.*



### Website HEParks.org – Source: Google Analytics

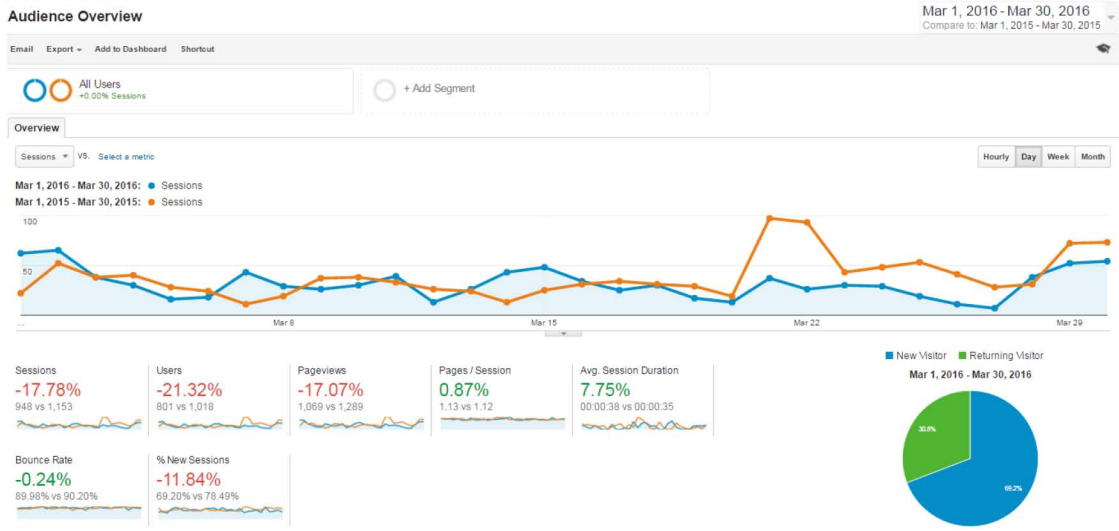
This month hits to the (full site) home page are up slightly from last year.





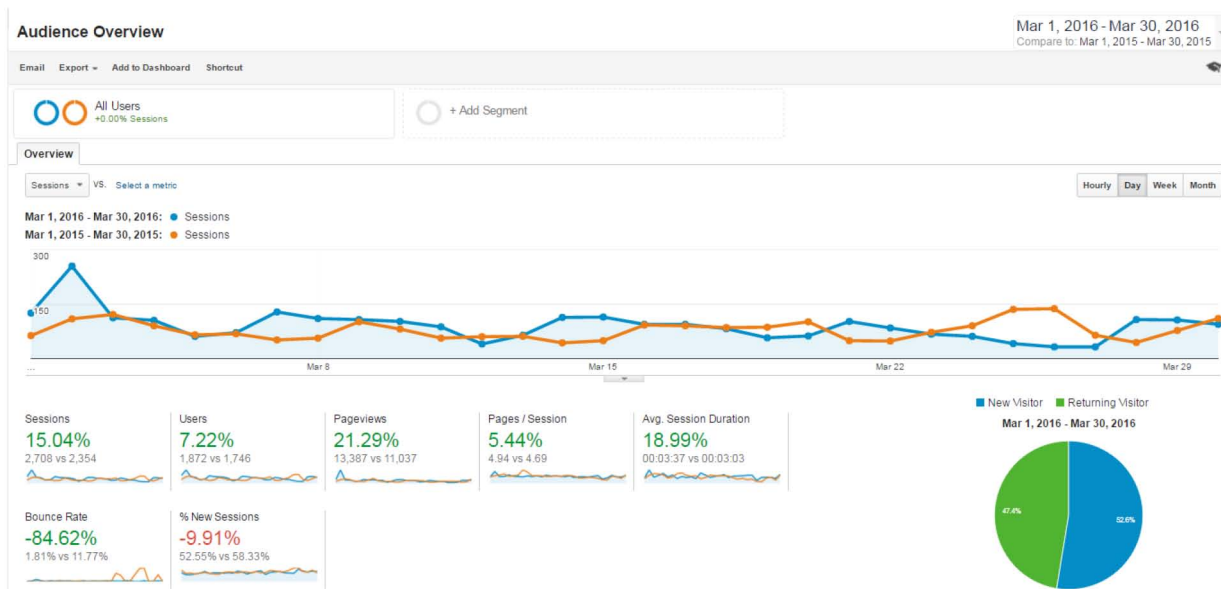
## Program Guide Online – Source: Google Analytics

Hits are down from last year, likely due to the timing of the Guide.



## WebTrac/Online Registration Page Hits – Source: Google Analytics

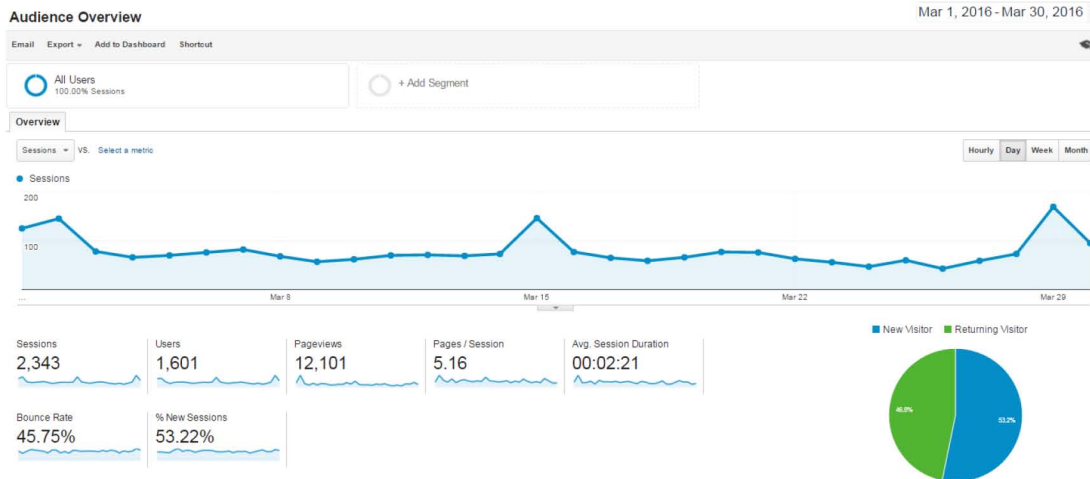
More people are accessing Online Registration. Hits are up on WebTrac/Online Registration, likely due to the mobile friendly version of the website and online registration. Users may be bookmarking our Online Registration page, bypassing the homepage of the website entirely.





## Mobile WebTrac – Google Analytics

It appears more people are using Mobile WebTrac than the full WebTrac site. (Tracking began December 1, 2015.) More people are accessing Online Registration from their mobile devices.



## Facebook Reach

Total Likes totaled 2,115 as of 3/31. 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. Engagement includes any click or story created in March = 22,526. See the chart below for a list of our most successful posts this month, which explains the “peaks”.

### Top 5 Most Successful Posts March 1-30

Post Message	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	6092
The Easter Bunny hopped on by this weekend for our Aqua Egg Hunt!	Photo	3/26/16 10:00 AM	3652
We're in the business of offering healthy & enjoyable experiences!	Video	3/15/16 10:43 AM	2105
Egg Hunt 2016	Photo	3/26/16 10:00 AM	1928
Preschool Winter Wonderland Fun Fair, Fri. 3/11 at Triphahn Center --> <a href="http://ow.ly/ZfOAn">http://ow.ly/ZfOAn</a>	Photo	3/10/16 10:10 AM	1708

**Top Highest Posts since October 2015**

Post Message	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	6092
Congrats to figure skater, Tomoki Hiwatashi, who won a Gold Medal at Nationals! <a href="http://ow.ly/Xyalq">http://ow.ly/Xyalq</a> Tomoki trains @ Triphahn Ice Arena!	Link	1/26/16 8:00 AM	6080
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	4615
Congrats Volunteer of the Year Coach Bill Buesing! And Jan. Best of Hoffman Sylvia Henfling. Thx to all our volunteers! <a href="http://ow.ly/XAV4N">http://ow.ly/XAV4N</a>	Photo	1/27/16 7:42 AM	3881
#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--> <a href="http://ow.ly/3yXN7y">http://ow.ly/3yXN7y</a>	Photo	1/30/16 11:09 AM	3696
Summer can't come fast enough. We can't wait for Seascapes Family Aquatic Center to open so we went by today to soak up some rays...HA! Get your summer pass now and save 15% with promo code SEA15 now through 4/30/16.	Video	2/10/16 11:16 AM	2670
We're in the business of offering healthy & enjoyable experiences!	Video	3/15/16 10:43 AM	2105
Happy #LeapDay! Check in to Leap in...check in @ Triphahn Center get a free 2016 Seascapes Day Pass. Ready, set, GO!	Photo	2/29/16 12:10 PM	2104
Spring Guide is here, Hoffman! Watch for yours in the mail. Includes Summer Camp Planner - reg. starts 3/2. <a href="http://ow.ly/XWODv">http://ow.ly/XWODv</a>	Photo	2/24/16 7:46 AM	2040
Congrats to Redhawks Pee Wee Football champs! February Best of Hoffman. Read more --> <a href="http://ow.ly/YHqn0">http://ow.ly/YHqn0</a>	Photo	2/24/16 6:55 AM	1985
Happy #LeapDay! Check in to Leap in...check in at Triphahn Center get a free 2016 Seascapes Day Pass. Ready, set, GO!	Photo - REPOST	2/29/16 10:05 AM	1949
Egg Hunt 2016	Photo	3/26/16 10:00 AM	1923
Great Job Youth Basketball All Stars! The teams played this past weekend.	Link	3/2/16 7:11 AM	1914
Happy #LeapDay! Check in to Leap in...check in Triphahn Fitness Center get a free 2016 Seascapes Day Pass. Ready, set, GO!	Photo-REPOST	2/29/16 8:05 AM	1892
Register before Early Bird Deadline 2/20 for Yth Baseball <a href="http://ow.ly/Y5Ucl">http://ow.ly/Y5Ucl</a> and Yth Softball <a href="http://ow.ly/Y5UIS">http://ow.ly/Y5UIS</a>	Photo	2/15/16 1:35 PM	1794
Happy #LeapDay! Check in to Leap in...check in at Triphahn Center get a free 2016 Seascapes Day Pass. Ready, set, GO!	Photo - REPOST	2/29/16 5:54 AM	1776
HEPD Morning Stretch	Photo	2/10/16 7:23 AM	1754
Preschool Winter Wonderland Fun Fair, Fri. 3/11 at Triphahn Center --> <a href="http://ow.ly/ZfOAn">http://ow.ly/ZfOAn</a>	Photo	3/10/16 10:10 AM	1708

Congrats Redhawks PeeWees football for winning Pop Warner Super bowl two years in a row! <http://ow.ly/ZRQIM>  
 Egg Hunts tomorrow! Check locations and times here --> <http://ow.ly/ZDn0q>

Photo 3/23/16 1705  
 1:09 PM  
 Photo 3/25/16 1645  
 12:35 PM



### 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 3/30, 2016: 35.6%



### Email Blast Results, Constant Contact

Out	Sent/Open	Mobile	Bounces	Clicks	Opt-
2016 Fitness, Sports & Rec Hoffman Happenings 3/1	---/19%	50+%	9%	7%	.22%
50+ Newsletter March	19.5K/18.5%	62%	1.1%	12%	1.3%
	943/37%	52%	1%	12%	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.



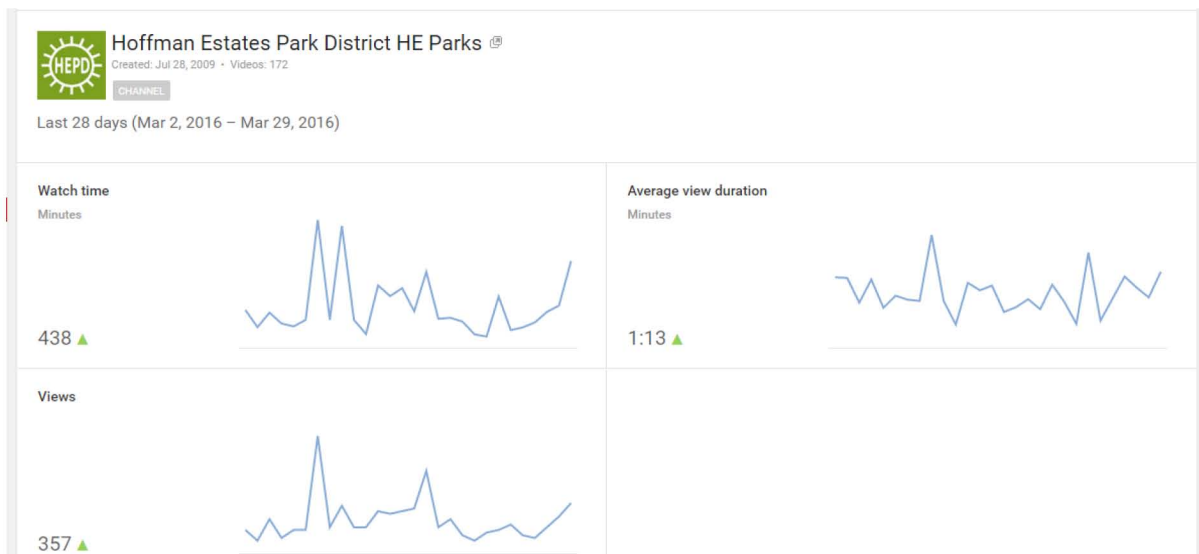
### YouTube Metrics

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

## Top 10 Videos

[Browse all content](#)

Video	Watch time (minutes)	Views
<a href="#">Park Info: Thor Guard</a>	74 (17%)	54 (15%)
<a href="#">Wolf Pack Hockey Hosts Krolak Cup</a>	65 (15%)	25 (7.0%)
<a href="#">Park Info: What Is Bioswale?</a>	43 (9.8%)	17 (4.8%)
<a href="#">What is Pickleball?</a>	31 (7.1%)	20 (5.6%)
<a href="#">Hoffman Estates Park District National Gold M...</a>	30 (6.8%)	11 (3.1%)
<a href="#">Me &amp; HEPD: David and Elizabeth Rossaiky, Mar...</a>	23 (5.3%)	16 (4.5%)
<a href="#">Pot of Gold Climb</a>	15 (3.4%)	22 (6.2%)
<a href="#">Aqua Fit Swim Aerobic Class at Prairie Stone S...</a>	12 (2.7%)	8 (2.2%)
<a href="#">Hoffman Estates Park District Takes A Stand A...</a>	12 (2.7%)	4 (1.1%)
<a href="#">Park Info: Playground Workout, Bench Pushup</a>	8 (1.9%)	10 (2.8%)



## Bridges of Poplar Creek Board Report

### General Programs

- Preferred Tee Time contracts have been received. We currently have 29 groups, with possibility of 1 additional group. We had a total of 30 groups in 2015.
- Fish Fry was well attended during Lent. We had a total of 718 guests. Staff did a great job with preparation and service. We serviced 626 guests in 2015.
- March Madness was a little chilly but we had 58 participants play in this opening event. Congratulations to our winners. Bobby Jones Flight 1st - Jared Trebes & Ben Allen (66); Babe Zaharias Flight 1st - Joe Paladino & Kurt Davis (78), Chick Evans Flight 1st - Arron Calhoun & David Dacanay (97).

**Golf Rounds**

<b>MONTHLY ROUND TOTALS</b>			
<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>
<b>342</b>	<b>0</b>	<b>647</b>	<b>1,569</b>
<b>YTD ROUND TOTALS</b>			
<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>
<b>342</b>	<b>0</b>	<b>647</b>	<b>1,869</b>

**Range Information**

<b>MONTHLY RANGE BASKET SALES TOTALS</b>			
<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>
<b>288</b>	<b>110</b>	<b>414</b>	<b>822</b>
<b>YTD RANGE BASKET SALES TOTALS</b>			
<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>
<b>288</b>	<b>110</b>	<b>419</b>	<b>951</b>

**Pass Sales**

Resident Annual	3
Resident Individual	29
Resident Junior	0
Resident Senior	24
Total Resident Passes Sold YTD	56

Preferred TT Pass	48
Non-Res Individual	6
Non-Res Junior	0
Non-Res Senior	23
Total Non - Resident Passes Sold YTD	77

## **BPC Communications & Marketing**

### **Marketing/Advertising**

- Bridges staff finalized ads with The Knott for this upcoming season along with updating our ad and website reviews for the Wedding Wire.
- Met with Gold Rush Gaming to help market gaming and the Tap Inn restaurant.
- Worked with C&M to finalize marketing items for the Tap Inn.
- We did 7 Email Blasts advertising Easter Brunch, Fish Fry, Banquets, Season Passes, Golf Shop promotions, and March Madness.

### **Food & Beverage**

For the month of March we had a total of 21 events: (20 Events in 2015)

The breakdown is as follows:

10 breakfast meetings servicing 195 people

4 baby/bridal showers servicing 181 people

2 dinner servicing 139 people

1 ABBHH meeting servicing 150 people

1 Paint the Night servicing 40 people

1 March Madness servicing 58 people

1 Kickin' it at the Creek servicing 21 people

1 Easter brunch servicing 373 people

We currently have 24 events booked for April (29 Events in 2015)

8 Breakfast meetings servicing 156 people

1 church luncheon servicing 50 people

7 baby/bridal showers servicing 260 people

1 luncheon servicing 40 people

3 PDRMA meetings servicing 35 people each day (2 full day meetings, 1 half day)

1 dinner for Village of Hoffman Sister Cities servicing 55 people

1 room rental for \$375 servicing 50 people



1 ceremony/reception servicing 150 people

1 1st Communion servicing 30 people

Wedding Count Update:

2017=1 ceremony and reception, 1 ceremony only

2016 = 22 ceremony and reception, 4 reception only, 1 ceremony only

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**

Overall Mother Nature was kind to us at Bridges of Poplar Creek Country Club this March. We saw sunshine and seventy degrees, we had snow and twenties and everything in between. Coming out of winter, the greens at the golf course are always a high priority. Going into winter, we had put 50 tons of sand onto the greens surface to protect the crown of the plant from winter injury. All of that sand needs to go somewhere in the spring to avoid the crown of the plant being suffocated by warmer temperatures. We were able to go out and needle tine all the greens to a 4 ½" depth and then drag the majority of the sand into these holes. Once the sand was into the holes, we started to roll the greens to smooth them out from freeze and thaw as well as our holes that we just created. The final step to the process was to mow off all the dormant leaf tissue to allow new growth to take place when warmer temps arrive. The process went smoothly and the greens are ready for the root depths to increase once warmer consistent temps arrive. The remainder of March the maintenance team spent time on the following:

- Opening all bathrooms on the course
- Mowing all areas of the course except rough
- Restoring bunkers – edging, mowing banks and raking sand
- Placing all golf course accessories on the course
- Filling the irrigation system
- Integrated Pest Management for poa annua seed head suppression
- Constant course cleanup
- Clubhouse grounds – tree bases, perennial pruning and overall cleanup

## **Finance/Administration**

- The auditors were on-site March 21<sup>st</sup> and concluded their on-site field work on Friday, March 25<sup>th</sup>. Staff is working to complete the statistical pages included with the Comprehensive Annual Financial Report. Outstanding items include documentation from Illinois Municipal Retirement Fund on GASB 68(Government Accounting Standards Board). This documentation is expected mid-May.
- Staff is working with BS&A to finalize the implementation timeline and enhancing the District's current chart of accounts.
- Staff has been working with the Triphahn Center service desk during development and testing stages of FinTrac Employee Scheduling software. The beta test results were favorable. The Triphahn Center manager has been trained in scheduling and is working to apply schedule patterns for the remainder of April. Staff is focusing to get the Seascope schedule structure in place and managers trained so upon opening, Seascope can utilize electronic scheduling.
- Staff continues working with Director of Planning on the Green City Graphical Information System (GIS) implementation.
- Staff continues to be part of the team working on preparing 2017 capital projects including the Triphahn Center renovation and the PSSWC locker room renovation project.
- Payroll Cycle Processing
  - 03/25/16      \$272,473.20
  - 04/08/16      \$259,981.02

### **A. Administrative Registration/EFT Billing**

- EFT Billings for:
  - a. TC/WRC/PSSWC Fitness Centers
  - b. ELC (weekly)
  - c. Sponsorship/Marquee Signs
  - d. STAR
  - e. Pre-School
  - f. Dance Company
- Administrative
  - a. Foundation Mailing
  - b. Spring Guide Proofing

- Administrative Registration for:
  - a. Financial Assistance
  - b. Foundation Giving Tree
  - c. Foundation GNO
  - d. 2015/16 Pre School waitlist cleared
  - e. Spring Hockey
  - f. Spring Soccer
  - g. Spring Break Trips
  - h. Off-Ice Park Permits
  - i. BPC Tee Time Passes

**B. Human Resources**

- Processed 12 new part-time hires.
- Attended IMRF Webinar on retirement planning / pension spiking. This webinar provided info pertaining to pay-out of accrued benefit time for employees at the time of retirement – and how it could impact both their pension and the District’s finances.
- Conducted Hoffman U on new-hires/deactivations, proper way to fill-out paperwork.
- Conducted Hoffman U on tax forms and I-9 forms. Explained implications for 1095-C forms issued to employees earlier this year due to the new requirements of the Affordable Care Act.
- Attended Hoffman U by NWSRA regarding recreation and inclusion.

**C. Technology**

- WIFI Enhancement
  - a. Preparations to accommodate the new WAPs have been completed. New WAPs have been installed at BPC, WRC, & TC.
- BS&A
  - a. Working with BS&A and the District’s current accounting software provider MSI to cleanup existing data and migrate to BS&A to begin database testing.
  - b. Sterling Network is in the process of building the new virtual server to house the BS&A application modules.
- BPC Range Servant
  - a. Working with BPC to provide connectivity for range ball dispensing machine.

**D. Sponsorship**

- Staff is working to create a menu of all District sponsorship opportunities including a valuation of marquee sign flips which are dependent upon traffic pattern and time of year.
- Newly acquired sponsors:

- a. Napleton Auto Group
  - Foundation Platinum level sponsor
  - 6 month agreement
    - TC Marquee – 4 slots
    - Vogelei Marquee – 4 slots
- b. Fabbrini Flowers
  - BPC GPS advertisement
  - 4 month agreement
    - Vogelei Marquee – 1 slot
- c. Bath Planet
  - Party in the Park sponsor
- d. Garibaldi's
  - Party in the Park food vendor
  - 3 month agreement
    - TC Marquee – 1 slot
    - Vogelei – 1 slot
- e. Ala Carte Entertainment
  - Party in the Park food vendor
- f. H & R Block
  - 2 month agreement
    - Vogelei Marquee – 1 slot
- Proposals Submitted to:
  - a. Toasty Cheese - full package with signs and sponsorship
  - b. Advanced Physical Medicine - event sponsorship only
  - c. Woodfield Mall - Marquee signs
  - d. Math Wizard – event packages
  - e. Sugar Jones – event package
  - f. Pinstripes – marquee and event package
  - g. India Temple – Marquee signs
  - h. American Limo – Marquee signs
  - i. Pet Food Zoom – Event Package

**HOFFMAN ESTATES PARK DISTRICT  
2016 GOALS & OBJECTIVES  
PARKS DIVISION**

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 Objective 3: Connect and engage our community**

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Expand marketing communications with the use of social media and mobile applications	Provide useful public landscaping information through the park perspective social media and web site. Update a minimum of 4 times per year.	SC	Seasonally topical turf and gardening tips have been sent to the C & M department to be posted on the web site at their discretion
Increase volunteer involvement in District operations	Conduct a garlic mustard removal event. By 2 <sup>nd</sup> quarter	IP	Scheduled for 5-17-16 at Essex Park
	Conduct a teasel removal event. By 3 <sup>rd</sup> quarter.	IP	Scheduled for 8-13-16; location to be determined
	Conduct a wild flower seed collection event. By 3 <sup>rd</sup> quarter.	IP	Scheduled for 9-24-16 at Charlemagne Park
	Conduct an Adopt a Park program. Increase by 2 sites.	IP	Adopt-a-park opportunities will be posted on the marquee signs
	Conduct a park clean up event. By 4 <sup>th</sup> quarter.	IP	Scheduled for 6-11-16 at Essex Park

**DISTRICT GOAL 2: DELIVER FINANCIAL STEWARDSHIP**

**District Objective 1: Achieve annual and long range financial plans**

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Achieve District annual budget to maintain fluid balance reserves	Administrate the Parks Division budget. Meet 100% of the timelines established by the finance division	NB	
	Develop the Parks and Risk Mgt sections of the 2015 CMP. Complete by the district's adopted schedule	NB	
Perform internal control audits	Monitor budget to ensure expenses do not exceed budget and are in line with revenue projections and revenues are meeting	IP	All line items are currently within budget

	financial goals and objectives. Meet budget expectations.		
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**District Objective 3: Utilize our resources effectively and efficiently**

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Utilize best practices to maximize operational efficiencies as a District	Replace Seascape ice maker. Compete by end of 1 <sup>st</sup> quarter	IP	Ice machine has been ordered
	Replace 1995 CHEVY 4X4 PICK-UP. Compete by end of 4 <sup>th</sup> quarter	IP	Vehicle is ordered
	Replace 2003 JOHN DEERE SKID STEER. Compete by end of 4 <sup>th</sup> quarter	IP	Bids have been opened
	Seascape rebuild pumps #1 & #5. Compete by end of 4 <sup>th</sup> quarter	IP	Currently securing competitive pricing
	Replace 2003 Redi-haul trailer. Compete by end of 4 <sup>th</sup> quarter.	IP	Bids have been opened
Perform a capacity usage analysis	Purchase and plant trees, shrubs, and flowers throughout district. Compete by end of 4 <sup>th</sup> quarter.	IP	Spring tree order has been placed

**DISTRICT GOAL 3: ACHIEVE OPERATIONAL EXCELLENCE AND ENVIRONMENTAL AWARENESS**

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

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Implement best practices for allowable expansion of natural areas	Enhance high visibility natural areas by adding additional wild flower seeds. Complete by end of 4 <sup>th</sup> quarter per budget allowance.	IP	Natural areas overseeding is complete
Continue to address park and recreation needs according to the district's ADA transition plan	Complete assigned ADA projects. Complete by end of 4 <sup>th</sup> quarter.	NB	No projects have been assigned

**District Initiative 2: Utilize best practices**

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Enhance overall quality of natural areas	Enhance natural areas by controlling invasive plants to 20% or less. Maintain/monitor on quarterly basis for compliance.	NB	Invasive plants have not started growing yet
	Control burns at Black Bear, Hunters Ridge and Roherson Parks. Annually.	NB	The sites listed are to be burned by our contractor. As of now the weather has not been favorable for the burns. We do have until the

			end of April to complete the sites listed
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**District Objective 3: Advance environmental and safety awareness**

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Implement best practices to maintain a minimum score of 95% in the District-wide IPRA environmental report card	Maintain Park Division's compliance with IPRA's Environmental Report Card. Complete by end of 4 <sup>th</sup> quarter.	IP	The parks division is compliant with the report card

**DISTRICT GOAL 4: PROMOTE QUALITY LEADERSHIP AND SERVICES**

**District Objective 1: Develop leadership that ensures workforce readiness**

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Develop a new hire training program that addresses District policies and procedures	Hire Supervisor of Aquatics and Facilities. Complete by end of 1 <sup>st</sup> quarter	IP	Currently reorganizing the Parks Division supervisor's level
Continue to evaluate and create procedures and training to promote a high level of internal customer service	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 date.	IP	All full time parks staff have been trained. Training will continue with seasonal staff as they arrive for the season

**District Objective 3: Promote continuous learning and encourage innovative thinking**

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Continue emphasis on cross-training and ensure workforce readiness	Instruct & train members of the training committee on district wide trainings. Complete by end of March.	C	Training team has been trained
Promote furthering educational opportunities of staff by encouraging participation in workshops, conferences and other educational opportunities	Conduct two Parks Division team building events. Complete by end of 2 <sup>nd</sup> and 4 <sup>th</sup> quarters.	IP	April 20 <sup>th</sup> PDRMA is conducting a customized back safety school at the Parks Facility for all of the parks staff

**HOFFMAN ESTATES PARK DISTRICT  
2016 GOALS & OBJECTIVES  
PLANNING & DEVELOPMENT**

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 Objective 1: Offer healthy and enjoyable experiences that promote equal access**

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Develop plans to meet increased program needs 50+ population	Maximize the use of existing space for active adults / rental programs based of a ROI evaluation. Redesign space to convert more effective and efficient use. As part of the Triphahn Architectural study that will be completed in the spring of 2016.	<b>IP</b>	<b>Williams and staff presented their proposal to the full board in March and the plan was approved by the Board. Williams and staff are now developing construction documents to go out for bid in the fall of 2016.</b>

**District Objective 2: Achieve customer satisfaction and loyalty**

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Provide parks, facilities and opportunities that promote healthy and enjoyable experiences.	Renovate and rebuild Victoria, Canterbury Park Place and Sheffield playgrounds. Complete projects by August 1 <sup>st</sup> 2016.	<b>IP</b>	<b>Bids for supply and installation were received and awarded in March for these projects. Contractor to begin work in April.</b>

**District Objective 3: Connect and engage our community**

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Solicit input and engage residents in the planning process.	Conduct public input meetings on all projects that involve a new addition or alteration to an existing facility. Meetings October for 2016 projects.	<b>IP</b>	<b>Interested parties were invited to the presentation meeting regarding renovation plans for the north end of the Triphahn Center.</b>
	Incorporate if possible and/ or practical in plans for renovation and update of parks and playgrounds. Meetings fall 2016 for 2017 projects.	<b>IP</b>	<b>Limited input due to limited attendance at the meeting</b>



**DISTRICT GOAL 2: DELIVER FINANCIAL STEWARDSHIP**

**District Objective 1: Achieve annual and long range financial plans**

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Achieve District annual budget to maintain fund balance reserves.	Complete all overseen capital projects at or below budget amounts. September 2016.	<b>IP</b>	<b>Bids for 2016 projects have come in under budgeted amounts.</b>
	Monitor all projects and adjust program plans to maintain projects with budgeted amounts. On a weekly basis.	<b>IP</b>	<b>Staff continues to monitor funding availability to maintain that trend.</b>

**District Objective 2: Generate alternative revenue**

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Achieve District annual budget to maintain fund balance reserves.	Oversee and maintain Community marquee signs in operational order. Ongoing.	<b>IP</b>	<b>To increase sales and net profitability, ad sales has been brought in-house and is currently under the direction of the Administrative Finance department</b>
Develop strategies to attract additional sponsors and new partnerships	Continually monitor and track operational performance so as to provide constant programming ability for communication of district and community events. Ongoing.	<b>IP</b>	<b>To increase sales and net profitability, ad sales has been brought in-house and is currently under the direction of the Administrative Finance department</b>

**District Objective 3: Utilize our resources effectively and efficiently**

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Achieve District annual budget to maintain fund balance reserves.	Come up with a plan to reuse playground equipment and refurbish same. Replace only items that have worn out or have no future purpose. Victoria Park Playground redevelopment. Renovate playground by the end of July 2016.	<b>IP</b>	<b>Victoria playground renovation was designed to reuse the existing post structure which has resulted in less construction debris and less new material. In addition this has allowed the reuse of the majority of the existing fall surface rubber.</b>

**DISTRICT GOAL 3: ACHIEVE OPERATIONAL EXCELLENCE AND ENVIRONMENTAL AWARENESS**

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

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
*Maintain district infrastructure to utilize proven best practices that provide first class parks and facilities	Replace Victoria Playground. Complete by July 2016.	IP	<b>Bids awarded and materials are now in production.</b>
	Replace Canterbury Playground. Complete by August 2016.	IP	<b>Bids awarded and materials are now in production.</b>
	Replace Sheffield Playground. Complete by July 2016.	IP	<b>Bids awarded and materials are now in production.</b>
	Repair and color coat Fabbrini Tennis courts. Complete by July 2016.	IP	<b>Contractor identified and work will commence once weather is conducive for this type of work.</b>
	Repair and color coat Victoria Tennis courts. Complete by July 2016.	IP	<b>Contractor identified and work will commence once weather is conducive for this type of work</b>
	Repair and color coat Victoria Basketball Court. Complete by July 2016.	IP	<b>Contractor identified and work will commence once weather is conducive for this type of work</b>
	Repave BPC Roadway. Complete by July 2016.	IP	<b>Contractor identified and work will commence once weather is conducive for this type of work</b>
	Patch and sealcoat Triphahn Center parking lots. Complete by July 2016.	IP	<b>Contractor identified and work will commence once weather is conducive for this type of work</b>
	Crack fill all parking lots (ongoing process). Complete by July 2016.	IP	<b>Contractor identified and work will commence once weather is conducive for this type of work</b>
	Coordinate architectural study /Triphahn north wing renovation plans. Complete by May 2016.	C	<b>Concept plans were completed, presented and approved in March. Williams Architects is now preparing construction documents and specifications with the intent of going out to bid in the fall of 2016.</b>
	Coordinate architectural study. Construction 2017.	IP	<b>Williams Architects is now preparing construction documents and specifications with the intent of going out to bid in the fall of 2016.</b>

**District Initiative 2: Utilize best practices**

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Specify environmental sound programs and opportunities on environmental best practices.	Work w/outside contractors involved with district projects to reduce garbage & require contractors to have metal waste picked up by scrapers. Offer mulch to the public for residential garden use. Locally dispose of 85% existing mulch materials. Utilize 10% organic waste mulch to improve soils on the former site of Summit (Essex Park) residence	<b>IP</b>	<b>Old mulch will be made available to the public beginning in April.</b>

**District Objective 3: Advance environmental and safety awareness**

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Specify environmental sound programs and opportunities on environmental best practices.	Develop and implement a best use practice to utilize the existing rubber tire fall surface at Victoria Park playground. Reuse 95% of existing material.	<b>IP</b>	<b>The plans for the new fall surface call for the reuse of 100% of the ground rubber tire chips. That existing material will be covered with a poured in place wearing surface.</b>

**DISTRICT GOAL 4: PROMOTE QUALITY LEADERSHIP AND SERVICES**

**District Objective 1: Develop leadership that ensures workforce readiness**

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Promote further educational opportunities of staff by encouraging participation in workshops conferences and other educational opportunities.	Coordinate the registration of personnel to attend the 2016 IL Landscape Contractors Association Meeting and conference in Schaumburg. Requires training budget for registrations. Involve two staff members minimum.	<b>IP</b>	<b>Director of Planning has completed 31 hours of off-site training which included 14 hrs of hands on GIS training that was completed at NIU in Naperville.</b>

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

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Continually expand and update Hoffman University training curriculum to enhance workforce knowledge and readiness.	Lead one Hoffman Workshop program. One minimum in 2016.	<b>IP</b>	<b>Planning staff organized and held a Hoffman U along with representatives from North West Special Recreation regarding the ADA law and how it impacts our facilities and programming.</b>

**District Objective 3: Promote continuous learning and encourage innovative thinking**

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Promote further educational opportunities of staff by encouraging participation in workshops conferences and other educational opportunities	Attend ILCA conference (Participate in a minimum of 6 CEU hrs.) Spring 2016.	<b>C</b>	<b>Gary Buczkowski attended 7 hrs of programs at this conference</b>
	Attend IPRA ,ASLA or NRPA conference. Fall 2016.	<b>C</b>	<b>Gary Buczkowski attended 9 hrs of programs while at the IPRA conference in January.</b>
	Attend 2 training programs or classes. By end of 2016.	<b>C</b>	<b>Gary Buczkowski attended 14 hrs over two days of technical hands on GIS Training.</b>

**HOFFMAN ESTATES PARK DISTRICT  
2016 GOALS & OBJECTIVES  
REC, FACILITIES, ICE, C&M DIVISION**

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 Objective 1: Offer healthy and enjoyable experiences that promote equal access**

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Develop performance measurement system to evaluate value in programming structure <i>(short term)</i>	(ICE) Evaluate DROP IN ice time programs – freestyle, private hockey, public skate, and drop in hockey time. Time adjustments for alternate programming options will be considered. Complete by the end of Q2.	IP	Public skate – when weekend times were offered attendance has greatly reduced. All other DROP IN programs are very healthy. Staff will continue to evaluate this on a quarterly basis balancing ice program demands and the ability for drop in ice times. Spring analysis next.
Expand Marketing communications with the use of social media and mobile applications. <i>(short term)</i>	(FAC) Develop interactive contests to enhance member retention. Utilize social media to promote monthly events and contests. TC/WRC. Develop contests and begin offering in Q1, Q2, Q3 & Q4. Offer 4 contests by the end of Q4.	IP	Staff conducted a member appreciation week during the first quarter which was well received from participants. Staff will be working with C&M in Q2 to utilize social media more to promote these initiatives/opportunities.
Develop plans to renovate Chino Park to meet community needs <i>(short/mid-term)</i>	(REC) Research the possibility of adding Community Garden Plots to Chino Park. Research the possibility of working with the village on this as a joint program. Determine a number of plots if the ROI suggests that it is a feasible project by Q2. Make recommendation in Q3.	NB	
Improve the overall health outcomes of programs offered <i>(annually)</i>	(DIVISION) Research, improve and expand on recreation, service and programming opportunities. Benchmark other organizations that are providing programs and services that are on the uptrend in specific areas. Each department should benchmark 2 new programs/services by Q3.	IP	Staff has been working with outside providers i.e. Harper College, Kids First, Higgins Outreach Center and is currently in the process of researching other trending opportunities to enhance the programming opportunities. Staff has worked extensively to benchmark and best practice opportunities as it relates to the potential north side renovation, programming, rentals, ELC expansion, etc. and off-ice training in Q1. Part of this process is looking

			at maximizing space utilization and prioritization.
	(FAC) Increase the number of health & wellness programs to the community. Develop 5 new programs and have 2 new successful programs running by Q4. Create new programs to replace phased out fitness programs by Q4.	IP	Staff is researching new fitness trends, while at the same time offering services as outreach to the Higgins Educational Center. Staff is working with Harper College to provide the district as an off-site programming location with various health and wellness programs included in the inventory of those proposals.
Expand facility based special events that promote greater facility usage ( <i>annually</i> )	(REC) Offer additional quality special events/activities with local partners and/or new partners. Offer 3 new partnered events/activities that run with at least the minimum number of participants.	IP	Currently the 50+ opens their space for specialty groups on Sundays on a bi-monthly basis. Staff is working to provide additional programming through a new partnership with Harper College. Staff is also meeting with the village to discuss a joint special event and programming based on the current demand, while pooling resources.
	(REC) Research & develop one new special event to incorporate into 2017 budget. Recommend new special event to incorporate into 2017 budget by Q2.	NB	
Create recreational programs and opportunities to target underserved “demographic populations” ( <i>annually</i> )	(REC) Increase the number of demographically targeted programs. Offer 2 new programs by Q4.	C	50+ added 2 chair-based exercise programs for less physically abled. Staff is also working with outside contractors to offer targeted programs that are not currently listed in our program inventory list, i.e. ultimate Frisbee, dodgeball and kickball.
	(REC/C&M)) Partner with Hoffman Estates Police Department for National Night Out. Create a large community outreach program at 1 HEPD location. Hold event in Q3.	IP	Staff will be partnering with the HE Police Department again this year. The intention will be to host the event again at SFAC. The village and park district were very happy with the attendance and the ability to share this message through this venue.
Evaluate facility space utilization to accommodate growing programming needs. ( <i>mid-term</i> )	(DIVISION) Evaluate and work with Williams Architects to create a study to determine the direction with the north side of the Triphahn Center and Off Ice Training program. Complete direction by Q4.	IP	Staff has been meeting with Williams Architects on numerous occasions. A presentation was made to the committee as a whole that was well received in March. Staff will continue to work with them and look at the transition plan/schedule.
Develop program life cycle model for all	(DIVISION) Develop a systematic approach	NB	

programs to assess meeting community needs and desires ( <i>short/mid-term</i> )	to identifying trends in the different industries as it relates to customer preferences. Benchmark 3 state and national recreation agencies. Obtain at least 2 models to compare by Q2. Develop recommendations by 3Q on programs to phase out in 2016/17.		
Expand specialized programming opportunities that utilize partnerships and contractual agreements ( <i>mid-term</i> )	(DIVISION) Contact local colleges to establish partnerships for additional programming, i.e. Harper College, Judson University, Roosevelt, etc. Contact colleges by Q1; develop 1 new partnership with a local college and/or university.	IP	Communications have continued with Harper College. They are excited about the space our facilities have to offer for various non-accredited classes. Staff is currently working to develop a contractual agreement and start scheduling space, based on supply and demand.
	(REC) Increase the number of programs offered to the community. Develop 5 new programs and have 2 new successful programs running by Q4. Create new programs to replace all phased out programs by Q4.	IP	Staff is reviewing current programs and enrollment numbers.
	(REC) Research opportunities to offer a Fall Boy Scouts Skills Challenge Course at Fabrini Park. Complete by end of Q3, if applicable institute at end of 2016.	IP	Staff is currently working with two boy scouts on their eagle scout project(s). Staff has also developed a climbing program at PSS&WC specifically for scouts as a challenge for their ability to obtain certain scout badges.

**District Objective 2: Achieve customer satisfaction and loyalty**

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Expand Marketing communications with the use of social media and mobile applications ( <i>short term</i> )	(FAC) Work with C&M to develop and integrate a fitness member survey, to assess member's needs for TC and WRC Fitness Centers. Q1-Develop survey Q2&Q4 - Administer survey	IP	C&M has developed the survey. It will be distributed in Q2.
Develop brand identification and tagline to increase community awareness of District parks, programs, facilities and services ( <i>mid-term</i> )	(C&M) Develop an easy, quick, but quality online survey to measure customer satisfaction for special events and programming. Create an online survey by Q2, implement in Q3.	IP	Conducting research to benchmark other surveys so the online survey is user friendly and provides the district quantitative data that will help enhance special events and programming.
Develop plans to meet increased program needs of 50+ population.	(C&M) Measure satisfaction with the overall quality and user-friendliness of the website	IP	Conducting research to benchmark other surveys.

	particularly as it relates to registration and a means for communication. Create an ongoing online short survey by Q3, no more than 12 questions, implement in Q4.		
Expand Pickle ball opportunities and evaluate need for additional courts.	(REC) Partner with the Village of Hoffman estates and the Hoffman Estates Chamber of Commerce to start our “Providing a community for lifelong living” initiative. HEPD- recreation and activity, VOHE – health screening and services; HECC – resources for 50+ needs. Complete by Q4.	NB	
Educate parents regarding the child development benefits in our programs and services.	(REC) Evaluate the expansion of Pickle Ball courts to Victoria Park during 2016 resurfacing project. Complete by Q3 if applicable.	IP	Planning and Development Director Buczkowski will be adding pickle ball court striping to the tennis court resurfacing project at Victoria Park in 2016. This will offer additional opportunities to play pickle ball while at the same time not affect the tennis court users.
Utilize best practices to maximize operational efficiencies as a District ( <i>annually</i> )	(REC) Provide training for preschool aged children on our new Handwriting Without Tears learning curriculum and DHS update trainings for State families. Complete by Q3 – Handwriting with Tears Orientation Complete by Q2 and Q3 – DHS Orientation	SC	Staff attended Handwriting Without Tears Training in February.
	(ICE) Complete ice compressor rebuild.	NB	Will be completed within the planned capital replacement schedule.
	(FAC) Purchase Fitness Equipment and/or move fitness equipment from PSS&WC. Complete by Q4.	IP	The Life Fitness synergy fitness equipment has been received at PSS&WC within Q1. Additional fitness equipment will be assessed moved and/or purchased for all facilities by Q4.
	(FAC) Replace interior carpet and tile in rooms 2, 3, 4 and the general conference room at WRC. Complete by Q4.	IP	Quotes have been obtained for rooms 3, 4 & the meeting room. Parks Dept. will be installing carpet and tiles in room 1 & 2 when time allows, prior to Q4.
	(ICE) Replace and rebuild cooling tower and tube condenser. Complete by Q3.	IP	The start date is set for a June 4 shutdown; during that time these items will be replaced and rebuilt. Programming, ice and building schedules are reflective of this timeline and change.



	(FAC) Replace vinyl tile in the Vogelei Barn. Complete by Q4.	NB	
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**District Objective 3: Connect and engage our community**

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Expand specialized programming opportunities that utilize partnerships and contractual agreements ( <i>mid-term</i> )	(ICE) Institute new USFS High School skating program. Staff will be meeting with area high schools with regard to the program and how to become involved. Complete meeting by Q1; if feasible implement by Q3.	NB	USFS is changing their lesson format to include high schools. Staff will address with schools once the information is released in April and institute in the Fall Q4.
	(REC) Partner with the Village of Hoffman Estates block party coordinator to add a recreational component in their block party scheduling. (Ex. various contests, sound system with dance along options). Q1 – Schedule a meeting with VOHE coordinator. Participate in 50% of the block parties with this new recreational component by Q3.	NB	Changing of staffing for both VOHE and HEPD has not permitted for this partnership to begin.
	(REC) Work collaboratively with other groups within our community to offer value added services. Offer one and/or add on to one special event by Q4 that incorporates the Village and Chamber.	C	New partnership with Village on Harvest Luncheon serving 50+ population. Other opportunities are also still being evaluated.
	(REC) Program outdoor sport adventure programs at various parks. Expand LL Bean partnership with Paddleboard to include kayaking and canoe training. Add additional archery programs and research cycling programs. Complete by end of Q2	IP	Currently offering Outdoor Adventure program with DEA in the summer brochure.
Expand facility based special events that promote greater facility usage. ( <i>annually</i> )	(FAC) Work with C&M to develop ways to utilize social media to promote community centers, (membership, rentals and personal training). Work with C&M in Q1, create measures in Q2 and determine if results were successful in Q4.	IP	Currently the C&M Supt. is working with the various departments to promote and engage participation in these areas. As new social media associate position is filled again this will enhance and be even more prevalent in all facets of the district operations.
Expand Marketing communications with the use of social media and mobile applications. ( <i>short term</i> )	(C&M) Utilize video on web and social media to engage and educate the community on green, social equity and health and wellness. Develop at least one new video each month, create 12 total by Q4.	IP	Pickle Ball – Jan 4 –Feb 1 Dreaming of Summer – Feb 1-Feb 23 Pot of Gold Climb – Feb 23- March 18 Spring Registration – March 18-Apr26 Summer Registration – Apr26

	(C&M) Measure the attrition rate of mobile application users. Determine a baseline by end of Q2; decide if this application is of value at that time.	IP	Currently the department measures the use of the mobile application. In Q2 the department will determine a baseline and decide if that is a quantifiable and useful measure for growth.
Increase volunteer involvement in District operations ( <i>annually</i> )	(DIVISION) Benchmark other volunteer program to determine appropriate measures as it relates to levels of volunteer engagement. Determine a number of hours per year as a baseline by Q4. Increase volunteer participation as a district in hours by 2% from 2015.	IP	Staff is currently working on ways to increase the amount of volunteer opportunities, while at the same time researching new ways to engage more participation.
Develop program life cycle model for all programs to assess meeting community needs and desires ( <i>short/mid-term</i> )	(REC) Develop a formal special event total attendance template that can also track demographic information that may be important for targeted markets and/or event ideas/decisions. Develop by end of Q2.	NB	
Develop brand identification and tagline to increase community awareness of District parks, programs, facilities and services ( <i>mid-term</i> )	(C&M) Actively account for social media subscribers and increase engagement. Increase engagement by 3%, by Q4.	IP	(Baseline/Jan) Facebook-(2,069) March 2,146 +3% Twitter-(630) March 644 +2% Google Plus -(11) March 19 +4% Instagram – (58) March 61 +5%
Create recreational programs and opportunities to target underserved demographic populations ( <i>annually</i> ).	(REC) Expand iCompete into an Elementary School in D15 and potentially another D54 school. Q2 – propose to school districts Q3 – Run program throughout school year	IP	Met with the Principal of Hoffman Estates High School to also look to expand the program to other areas over the summer in order to run the program year round.
	(ICE) Research and Develop a Hockey Mentorship program to families of Hoffman Estates. Q1 – Develop program parameters Q2- Recruitment Q3 – Kickoff	IP	Staff is currently in the process of developing this template.

**DISTRICT GOAL 2: DELIVER FINANCIAL STEWARDSHIP**

**District Objective 1: Achieve annual and long range financial plans**

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Achieve District annual budget to maintain fund balance reserves ( <i>annually</i> )	(DIVISION) Maintain minimum operating standards for all program areas. Complete by Q4.	IP	Staff is using budget activity analysis worksheets to make sure that each program and/or service offered maintains the appropriate ratios for the minimum operating

			standards.
Secure additional alternative sources of revenue to support financial goals ( <i>annually</i> )	(REC) Reach out to special interest groups to provide contractual services to reduce costs while providing new programming and service opportunities for residents and guests. Partner with 2 new special interest groups to provide 2 new contractual services for programming opportunities. Complete by Q4.	IP	Significant sponsorship opportunities are being researched for 50+, along with more conventional 50+ program fee structures, e.g., punch card system, while at the same time making sure costs are covered including direct and indirect expenses.

**District Objective 2: Generate alternative revenue**

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Secure additional alternative sources of revenue to support financial goals ( <i>annually</i> )	(ICE) Evaluate offering a house league hockey program at Pine Park. Complete by end of Q1.	C	It was determined that in house will have to take place at TC. The influx of weather made it unpredictable with regard to ice. Staff was able to use Sunday time to implement a new House League Program.
	(DIVISION) Measure the total net surplus in the 02 from 2015 to 2016. Complete by Q4.	IP	This is process that is monitored on an on-going basis. Staff continues to monitor this net surplus goal.
	(FAC) Increase facility rental revenue by across the district by a minimum of 3%, from 2015 to 2016. Complete by Q4.	IP	The Q1 saw a 3% increase between TC, WRC & Vogelei facility rentals as compared from 2015 to 2016.
Support Friends of HE Parks to expand level of financial support provided to District and our residents for scholarships and special projects ( <i>annually</i> )	(C&M) Promote the Giving Tree and other Friends of HE Parks events, programs and services to the community. Utilize all marketing and communication channels, increase overall exposure by 3% from 2015.	IP	Giving tree in all marketing channels since January. This initiative has been included in the marketing matrix which includes all channels as stated above.
Achieve District annual budget to maintain fund balance reserves ( <i>annually</i> )	(DIVISION) Increase the revenue ratios and reduce the expense ratios from 2015 to 2016. Complete for 100% of all major program areas by Q4.	IP	Staff continues to monitor all major program areas. Each department head is using our budgetary cost analysis sheets that include direct and indirect costs to meet expense ratios.
Continue to evaluate and apply for grant revenues to support District's operations and capital projects ( <i>annually</i> )	(C&M/REC) Increase the number of grant seeking opportunities. Apply for 2 more grants in 2016 than in 2015, complete by Q4.	IP	The IAPD Power Play grant was submitted in February. Staff will continue to research and apply for additional grants during the 2016 calendar year as they become available.

**District Objective 3: Utilize our resources effectively and efficiently**

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Perform a capacity usage analysis of facilities <i>(annually)</i>	(ICE) Continue to work with the SEARS CENTRE regarding open ice options. Connect quarterly meetings to determine availability. Complete by Q4.	IP	Staff worked with Sears in the winter months with regard to ice time because of the limitations of guaranteed time and the new developmental basketball team moving in. Staff believes ice time will become limited based on the facilities schedule as a whole.
	(ICE) Conduct a space analysis of the ice arena area – skate rental / party room/ Coaches area/ 3 office spaces. Ensure that space is being utilized to the optimum potential. Complete in Q1.	SC	Storage options as well as spacing within the old Hockey Manager office are being utilized as additional locker room space for girls and boys teams and for coach’s equipment to free up the coaches locker room. Staff continues to monitor this utilization.
Secure additional alternative sources of revenue to support financial goals <i>(annually)</i>	(ICE) Evaluate the possibility of moving the Pine park ice rink to TC to add additional sheet of ice in the fall/winter. Complete by end of Q2, make recommendation in Q3.	C	The Off-Ice Training area has been the focus of staff time. Adding a rink to the TC lot creates a parking issue and seems to not be an option, after conducting the analysis with Williams.
	(REC) Increase program participation by 1% overall from 2015 to 2016. Complete by Q4.	IP	Staff is working to increase participation in all program areas; part of this initiative is to also add additional programs including ethnic based services that were identified in the CMP process.
	(FAC) Increase total membership sales at TC & WRC by 1% from 2015 to 2016. Complete by Q4.	IP	Currently TC is exceeding last year’s total net memberships, but WRC is slightly behind by 21 members. Staff believes we may see a dip with two more facilities opening up locally in the next 6 months. Staff will continue to monitor and be proactive with recruitment and retention.
Reduce utility expenses in parks and facilities by converting to alternative energy sources <i>(annually)</i>	(FAC) Research cost-cutting, sustainable initiatives within the facilities that create energy efficient upgrades. Complete by Q4, implement 1 new initiative during 2016.	IP	As part of the weekly walk-throughs with the Director of Recreation & Facilities the facility managers and the director will be looking for various opportunities as those weekly walk through’s take place.

**DISTRICT GOAL 3: ACHIEVE OPERATIONAL EXCELLENCE AND ENVIRONMENTAL AWARENESS**

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

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Enhance District signage to inform and educate guests. ( <i>short/mid-term</i> )	(C&M) Update district educational signage. Add to, revise and reprint (where necessary) educational signs. Complete by Q4.	NB	

**District Initiative 2: Utilize best practices**

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Continue to promote operation safety excellence utilizing procedures and best practices to maintain PDRMA accreditation. ( <i>annually</i> )	(SFAC) 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 PSSWC and SFAC. Plan aquatic trainings within Q1 and complete 4 outside audits by Starguard by Q4. Pass 90% of all audits conducted by Starguard.	IP	Managers have recertified 25 returning lifeguards and will be hosting a new guard class in May. All are registered with Starguard and will be ready for audits as they occur.
Utilize best practices to maximize operational efficiencies as a District ( <i>annually</i> )	(FAC) Review the changing demands of the facilities as the demographics and community continues to change. Review schedules in Q1 & Q2 make any recommended changes in Q3, based on participation numbers and demand.	IP	Staff continues to monitor space demands and usage. As space opens up based on program participation and or participation numbers, classes are relocated based on size and space demands. Facility managers are also renting space that has gone un-programmed and/or under-utilized.
	(FAC) Work with local vendors to obtain the best pricing for our custodial supplies. Try to utilize mass purchasing amongst all facilities. TC&WRC. Q1- Set up facility supervisor and head custodial Mtg. to identify supplies needed and potential vendors. Q1 & Q2- Obtain quotes from identified vendors. Implement changes in Q3 if able and the program is cost effective.	IP	Staff is currently working to set up meetings with all departments to utilize joint purchasing and mass delivery options as well.

**District Objective 3: Advance environmental and safety awareness**

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Continue to promote operation safety excellence utilizing procedures and best practices to maintain PDRMA accreditation. <i>(annually)</i>	(FAC) Provide Medic AED, CPR, First Aid Course educational training opportunities to all HEPD team. Establish HEPD as an independent training center, beginning in 2016. Confirm the establishment of HEPD as an independent training center within Q1. Offer quarterly trainings for all HEPD team members, 1/quarter. Educate 50% of all new hires.	IP	HEPD has been established as an independent training center. Three additional full time staff have been certified to be instructors to teach Medic classes for the district. The annual Medic staff training plan has been developed and promoted to staff. One Medic class has been offered in Q1, with 2 planned to be completed within Q3.
	(FAC) Achieve PDRMA accreditation process, achieving scores which meet or exceeds expectations. Complete PDRMA review within scheduled time frame for 2016.	IP	PDRMA review has been scheduled at Seascope within the month of June. Preparation for the accreditation process has begun and will continue up to the point of the review.
Develop additional programs and processes to support conservation, green initiatives <i>(annually)</i>	(ICE) Continue to look for ways to improve energy efficiency measures in the ice arena area. Complete 4 reviews by Q4.	NB	
Provide educational programs and opportunities on environmental best practices <i>(annually)</i>	(C&M) Educate residents through the Park Perspective on renewable resources, environmental stewardship and sustainability practices within our community. Complete by Q4.	IP	The 2015 Annual Report will go out in the Summer brochure. This information will give residents a snapshot of various renewable resources, sustainability practices and stewardship programs the district completed over the past year. As the year moves forward, Park Perspectives will also provide these educational opportunities.

**DISTRICT GOAL 4: PROMOTE QUALITY LEADERSHIP AND SERVICES**

**District Objective 1: Develop leadership that ensures workforce readiness**

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Continue emphasis on cross-training and ensure workforce readiness.	(FAC) Provide ongoing training to service desk team members. Continue cross training new staff between TC & WRC. Combined Quarterly staff meetings and conduct 4 total by end of Q4.	IP	The first meeting was held on 2/11/16, these will be quarterly and 4 will be completed by the end of Q4.
Promote furthering educational opportunities of staff by encouraging participation in	(REC) Create a HE-Skills program for high school volunteers and employees providing	IP	Handbook currently being created. Staff will be attending a training April 20-21 <sup>st</sup> .

workshops, conferences and other educational opportunities ( <i>annually</i> )	them specific training in workforce readiness. A bi-monthly training will be conducted as a part of this program. Q1 – research topics/operations. Q2 – create training calendar. Q3 – implement program		
	(DIVISION) Train front line service desk associates in upselling and cross selling for all district programs and services. Complete in by end of Q1.	IP	A company has been contacted and a proposal is being reviewed to conduct this training to the district.
Continue to foster openness in communication District-wide ( <i>annually</i> )	(ICE) Institute a 360 Assessment Program for hockey and ice skating staff. To be used for Quarterly staff assessments with compilation of information to be used at yearly reviews. Have in place by Q3.	IP	The implementation of the Staffing Pattern through FinTrac will be utilized in this process which will get underway in April/May.

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

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Continually expand and update Hoffman University training curriculum to enhance workforce knowledge and readiness. ( <i>annually</i> )	(FAC) Provide CHEER customer service training and promote attendance of all new HEPD team members within first 3 months of employment. Provide 4 CHEER training opportunities by end of Q4.	IP	The annual calendar for the CHEER customer service training has been developed and promoted among staff. Two trainings have been scheduled for Q2. These training have been added to the Hoffman U schedule.
Promote healthy lifestyles through work environment best practices ( <i>annually</i> )	(DIVISION) Continue to strive to enhance the internal work culture that remains honest and ethical with principles that foster strong integrity and trust. Complete by Q4.	IP	The division as a whole meets monthly to promote open communications between departments, during which time participants are reporting attendance numbers and also discussing upcoming events/activities. Those all-division meetings also include district updates and at least one team building activity or presentation. All direct reports to the Director of Recreation & Facilities meet on a bi-monthly basis to discuss any current issues and or updates to projects, action items, etc.

**District Objective 3: Promote continuous learning and encourage innovative thinking**

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Promote furthering educational opportunities of staff by encouraging participation in workshops, conferences and other educational opportunities. ( <i>annually</i> )	(FAC) TC facility supervisor and Community Center Manager, to attend and become more involved in IPRA Facility Management Sections. Complete in Q1 and Q4.	IP	Staff continues to attend job specific training. The Facility team attended the IPRA Facility Management Section meeting on 04/06/16.

Continue to foster openness in communications District-wide. <i>(annually)</i>	(C&M) Identify one new channel for district-wide internal communications. Complete by Q2.	IP	The C&M department has identified one new channel for district-wide communications, Intranet; they will be sharing this opportunity with the IT department.
Create and maintain succession plan to prepare employees for advancement and prepare organization for personnel changes <i>(annually)</i>	(Division) Provide responsible leadership opportunities to engage team members who are looking to advance their professional careers within the organization. Complete Monthly.	IP	During the annual review process within the Recreation and Facilities department, team members engaged in professional advancement discussions; this will take place on a monthly basis.



**HOFFMAN ESTATES PARK DISTRICT  
2016 GOALS & OBJECTIVES  
PSS&WC**

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

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

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Expand facility based special events that promote greater facility usage ( <i>annually</i> )	Develop wellness and fitness opportunities, services to engage customers and build rapport. Develop 1 new retention program in Q1.	IP	Wellness opportunities have been offered through the fitness department and promoted through the monthly wellness calendar. The new retention program will be offered within Q2.
Increase cooperative efforts with neighborhoods and community associations on health related issues ( <i>annually</i> )	Strengthen partnership opportunities with organizations, such as Alexian Brothers, AthletiCo and the Chamber to provide community based fitness programs and services. Provide 2 fitness opportunities in the community in collaboration with community partnerships by Q3.	SC	The partnership for fitness opportunities continued throughout Q1 with the Alexian Fit Pals program. 2 classes have been offered, 1 youth/family fitness class, featuring interval training, was offered in Q1. The class was very well received. In addition, a partnership with District 211 has begun, providing Zumba classes for the community at the Higgins Educational Outreach Center.

**District Objective 2: Achieve customer satisfaction and loyalty**

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Expand facility based special events that promote greater facility usage ( <i>annually</i> )	Provide innovative group fitness classes and special events.	C	The fitness department has planned and implemented a new group fitness class: TRX Circuit started 3/1/16.
	Add 1 new class format and implement 2 retention events. Complete by Q4.	IP	1 of 2 group fitness retention events has been implemented: March Madness Bracket Challenge running 3/16/16-4/1/16.
	Develop member retention programs that build customer retention. Develop 2 programs by Q4. Achieve a customer attrition rating by Q4 of 0.45%. Baseline 2016 budget 0.468%	IP	The member loyalty program continues to be enhanced within the personal training program, strengthening member retention and providing incentive for personal training services.
	Enhance current Member Rewards/Referral system with addition of a Charter Member Rewards program (for members with 5+	IP	Currently researching programs that will begin working with Advertising & Sponsorship Manager in Q2 on securing

	years of consistent active membership status). Research and plan in Q1 and Q2; implement enhancement by Q3.		potential sponsors for various components of an enhanced member rewards program.
	Sell 1,575 memberships during 2016, achieve membership cancellations of 1,575. Net membership effect 0 complete by Q4.	IP	Currently the net membership is exceeding the projection by 2 members at the completion of Q1.
Develop performance measurement system to evaluate value in programming structure ( <i>short term</i> )	Create evaluation system for the group swim lesson program to assess customer satisfaction. Modify swim lessons according to feedback and needs expressed through customer satisfaction survey. Develop a 10 to 12 quick question satisfaction survey with the C&M department for the swim lesson program within Q2 to implement within Q3. Utilize an online data gathering system that creates a measured baseline. Conduct 1 onsite automated survey questionnaire visit in Q3 & Q4.	IP	Developed and completed evaluation for first quarter with a 22% return rate. It was sent through Constant Contact and the results have been used to enhance the program.
	(PSS&WC) Develop and incorporate new online member survey to assess member needs and initiate targeted responsiveness. Initiate 1 survey in early Q2 and 1 survey in Q4.	NB	Research options in Q2 through Constant Contact and Retention Management.
Utilize best practices to maximize operational efficiencies as a District ( <i>annually</i> )	Purchase and install service desk carpet. Complete by Q4.	NB	
	Resurface gymnasium floor. Complete by Q4.	NB	
	Contract with outside provider to obtain design plans for member locker room renovations. Complete by Q4.	SC	Plans for the renovation of the locker rooms are in progress.
	Purchase Fitness Equipment. Complete by Q4.	SC	The fitness team has purchased and installed new fitness equipment in Q1: Life Fitness Synergy 360. More equipment to be purchased by end of Q3.
	Repaint activity pool surface and touch up activity pool ceiling. Complete by end of Q3.	IP	The bid packets and announcements for the painting of the ceiling for the lap and activity pool have been developed, proposing the project completion prior to the end of Q3.

**District Objective 3: Connect and engage our community**

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Increase volunteer involvement in District operations ( <i>annually</i> )	Develop 1 new high school volunteer program. Plan and develop in Q1 & Q2. Implement program in Q3. Engage 5 high school volunteers in the new program by Q4.	IP	Fitness Supervisor has begun researching similar programs within HEPD and at other park districts. Currently on target, researching in Q1 & Q2 to potentially implement in Q3.
Improve overall health outcomes of programs offered ( <i>annually</i> )	Develop and implement a 12 month wellness calendar based on monthly activities and events within the club and in Kids Korner to engage, educate, and enlighten members. Plan quarterly 2 initiatives with input from front line team members beginning in Q1. Complete 8 initiatives by Q4.	IP	The fitness team has planned and implemented 20 monthly events on the wellness calendar in Q1. Personal trainers are performing free education workshops, health screenings, and small group classes. The program will be ongoing through Q4.
Expand marketing communications with the use of social media and mobile applications ( <i>short term</i> )	Establish a social media campaign program to connect with prospective and current members to enhance communication and increase “touch points” with engaging, fun, and informative initiatives. Launch in Q1 with continued emphasis throughout Q2, Q3 & Q4. Produce and communicate at least 1 message via social media each week. Measure results monthly through Google Analytics, complete by Q4.	IP	Weekly interactive messages/posts made on Facebook to promote wellness calendar events, special group fitness classes/ programs, and member challenges.

**DISTRICT GOAL 2: DELIVER FINANCIAL STEWARDSHIP**

**District Objective 1: Achieve annual and long range financial plans**

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Achieve District annual budget to maintain fund balance reserves ( <i>annually</i> )	Achieve FY16 net membership goal. Achieve net member total of 0 by end of Q4.	IP	Q1 net member exceeded YTD projections by 2 members.
	Monitor budget to ensure practices continue to support the achievement of budgetary revenue and expense goals and aims. Meet and/or exceed departmental budgeted bottom line for fund 11.	IP	Budget is being monitored to ensure that costs are contained and that revenue projections are reached.
	Monitor PSS&WC operational budgets both from revenue and expense standpoint to	IP	Budget is being monitored to ensure that costs are contained and that revenue

	ensure that projections are meeting and/or exceeding the budgetary aims of the district. Meet bi-monthly throughout the year, with the GM, Supt. of Facilities and Director of Rec/Fac. to ensure that the annual budget is meeting expectations. Complete 18 meetings prior to the end of Q4.		projections are reached. Staff meets on weekly, bi-monthly and monthly basis.
Develop new business plan structure, including cost recover goals, program trends, markets served, and competition ( <i>annually</i> )	Enhance current corporate membership program while increasing corporate membership base. Grow the membership base by 3% in 4 existing corporate accounts beginning in Q1; sign up 1 new company by the end of Q1.	IP	Onsite corporate visits completed at 2 existing accounts in Q1; planning underway for launch of targeted corporate program beginning in Q2.

**District Objective 2: Generate alternative revenue**

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Secure additional alternative sources of revenue to support financial goals ( <i>annually</i> )	Enhance Personal Training revenue generating opportunities. Increase PT revenues by 3.19% by Q4 from actual 2015.	IP	Personal training services are being promoted and revenue is being generated for personal training, health coaching, and nutritional services.
	Increase annual aquatic pass fees by 5%. Implement in Q4.	NB	
	Increase tennis private and semi-private lesson fees. Complete by the end of Q3. Increase gross revenue by 4.8% from actual 2015.	NB	
	Research the option of adding an additional charge i.e. membership fee for Kids Korner for those members who utilize the service. Complete research by end of Q2 with a recommendation by end of Q3.	NB	Recent changes in hours of operation in FY16 have negated anticipated need for introduction of fee structure in Kids Korner.
	Research the ability to drop the tennis membership and go to a court time only charge program. Complete research by end of Q3 and recommend a direction by start of Q4.	NB	
Develop new business plan structure, including cost recover goals, program trends, markets served, and competition ( <i>annually</i> )	Research capabilities of RecTrac to accommodate a “house charge” payment for members. If feasible implement in Q3, for services such as PT, massage, guest passes, etc.	NB	

Develop strategies to attract additional sponsors and new partnerships. ( <i>short-term</i> )	Establish a contractual service for early childhood sports programs that include non-traditional active programming, i.e. fencing, etc. Secure 1 outside contractor to provide programs and/or services within Q1 that will offer sports specific classes and non-traditional sports.	IP	Kids First has been contracted to provide after school fitness programs (fun and fitness), dodge ball, soccer classes, and basketball classes. As interest and participation grows, additional classes will be offered.
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**District Objective 3: Utilize our resources effectively and efficiently**

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Develop new business plan structure, including cost recover goals, program trends, markets served, and competition ( <i>annually</i> )	Initiate website conversion to WordPress platform to allow for enhanced responsiveness, blog pieces, and improved design/layout. Complete by end of Q2. Produce 1 blog piece per quarter in Q3 & Q4. Post a total of 2 blogs by Q4.	NB	Research through current District vendor (Invex) to begin in Q2.
Perform internal control audits ( <i>annually</i> )	Manage payroll to meet personnel budget to ensure maximum operational efficiency. Meet or exceed payroll budget by end of Q4. Monitor IMRF, ACA and PT1 team member hours per (26) payroll to maintain budgeted levels and aims.	IP	Payroll is being monitored to meet the personnel budget.
Develop strategies to attract additional sponsors and new partnerships ( <i>short term</i> )	Work collaboratively with the district Communication and Marketing department to effectively promote and market facility and services for additional sponsor-ship and partnership opportunities. Obtain 2 new sponsors for the facility that support an event, amenity and/or program by Q4.	NB	Meeting with new Advertising & Sponsorship Manager in Q2.

**DISTRICT GOAL 3: ACHIEVE OPERATIONAL EXCELLENCE AND ENVIRONMENTAL AWARENESS**

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

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Utilize best practices to maximize operational efficiencies as a District ( <i>annually</i> )	Replace carpet within the service desk, adjacent office spaces and member services area. Purchase carpet, as planned within the operating capital funds, within Q2 and	NB	

	replace within Q3		
	Complete tennis court enhancement within 2016. Complete project by Q3	NB	
	Complete the repainting of the ceiling and resurfacing of the activity pool floor. Complete project, as planned within the district capital budget, by Q4	IP	The bid packets and announcements for the painting of the ceiling for the lap and activity pool have been developed and placed on the website, proposing the project completion by the end of Q3.
	Complete the steam room repairs, as planned within the district capital funds. Complete men's and women's club locker room steam room repairs by Q4.	IP	Staff is currently working with an outside vendor to enhance those areas prior to the renovation.
	Meet and exceed the member and customer expectations as it relates to facility cleanliness. Conduct daily opening and closing MOD walk through checklists, weekly manager walk through and bi-monthly walk through with contractual cleaning service. Complete by Q4.	IP	Daily checks are being performed by the opening and closing MOD team and cleaning checklists are being completed by the maintenance team. Weekly walk-throughs will start in Q2 with the Director of Recreation and Facilities.
	Log and follow up on 90% of all member comment cards as it relates to a facility concerns. Complete by Q4.	IP	Weekly follow up and tally of comment cards ongoing. Follow up is being completed on all comment cards that provide contact information.
Implement best practices to maintain a minimum score of 95% in the District-wide IPRA environmental report card ( <i>annually</i> )	Evaluate fitness equipment needs, selecting and purchasing 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, 2016. Complete by end of Q3.	IP	Beginning to assess purchase of new fitness equipment as planned within 11 fund for 2016. Will evaluate current equipment. Will meet with vendors and explore equipment options and provide quote for potential plan for improvement within Q2.
	Achieve all needed facility requirements to achieve a minimum score of 95% on the District-wide environmental report card. Complete by Q4.	IP	Staff is currently working with the Parks Maintenance team to make sure the best practices are being maintained and achieved.

**District Initiative 2: Utilize best practices**

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Continue to promote operational safety excellence utilizing procedures and best practices to maintain PDRMA accreditation ( <i>annually</i> )	Schedule and complete the annual climbing wall inspection by Experiential Climbing Systems or other PDRMA recommended climbing wall organization. Schedule within Q2, complete inspection by Q3.	IP	Annual climbing wall inspection has been scheduled for the portable and the PSSWC climbing wall, to be completed within Q2.
	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 PSSWC and SFAC. Successfully complete operational reviews throughout each quarter, complete program by Q4. Pass and/or exceed 90% of all Starguard audits by Q4.	IP	Managers have recertified 25 returning lifeguards and will be hosting a new guard class in May. We are all registered with Starguard and will be ready for audits as they occur.

**District Objective 3: Advance environmental and safety awareness**

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Continue to promote operational safety excellence utilizing procedures and best practices to maintain PDRMA accreditation ( <i>annually</i> )	Provide Medic AED, CPR, First Aid Course educational training opportunities to all HEPD team. Establish HEPD as an independent training center beginning in 2016. Establish HEPD as an independent training center within Q1. Offer a total of 4 trainings by end of Q4.	IP	HEPD has been established as an independent training center. Three additional full time staff has been certified to be instructors to teach Medic classes for the district. The annual Medic staff training plan has been developed and promoted to staff. One Medic class has been offered in Q1, with 2 planned to be completed within Q3.
	Achieve PDRMA accreditation process, achieving scores which meet or exceeds expectations. Complete PDRMA review within scheduled time frame for 2016. Achieve a score that exceeds PDRMA's minimum standards.	IP	Visit from PDRMA has not taken place yet. Staff is currently working Jane to make sure all items are up to date and current with the accreditation standards.

**DISTRICT GOAL 4: PROMOTE QUALITY LEADERSHIP AND SERVICES**

**District Objective 1: Develop leadership that ensures workforce readiness**

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Promote furthering educational opportunities for staff by encouraging participation in workshops, conferences, and other educational opportunities. <i>(annually)</i>	Develop engaging educational opportunities for team development to enhance knowledge of the fitness industry and facility services to better serve members. Conduct 4 internal PSSWC trainings quarterly, complete by Q4.	IP	Personal Training Coordinator will hold Q1 educational training “Results Fitness by Alyn and Rachel Cosgrove” on 4/28/16. Additional trainings will be provided throughout the quarters.
	Promote staff educational development and professional development among team by attendance of industry recognized conferences and seminars, including the IPRA, PDRMA, Club Industry and NRPA. Create an annual plan prior to the end of Q1 that includes all FT team members and what external educational opportunities they will be attending that fits within the financials means of the budget.	IP	Several FT staff attended the annual IPRA conference in January. The Aquatics and Program Manager has become CPO certified within Q1. Additional trainings are being attended in Q2 to include the PDRMA human resources curriculum workshop and PDRMA Aquatics Risk Management Day. Additional conference and seminar attendance has been planned throughout the year.
	FT team members participate in Hoffman U sessions and also conduct Hoffman U sessions. FT team members as a facility attend 10 Hoffman U sessions and conduct and/or assist in at least 2 sessions as a facility.	IP	FT team members have attended several Hoffman U sessions in Q1. Trainings have included the Mandated Reporter, Dangers of Sitting, Comprehensive Asset Management Plan, NWSRA presentation, and the quarterly HEPD FT staff meeting. PSSWC and facility staff has conducted Hoffman U sessions including the Dangers of Sitting and the Medic Course provided within Q1.
Incorporate incentive programs for healthy habits for employees <i>(short/mid-term)</i>	Enhance the staff through the development of an incentive program and participation within fitness services. Implement in Q1; obtain 25% of all FT team members participating in the incentive program by the end of Q4.	NB	
Continue emphasis on cross-training and ensure workforce readiness. <i>(annually)</i>	Utilize Member Services Team to assist in training the Facility Team Members at other district sites on sales. Assist outside consultant in upselling and cross selling training by end of Q2.	IP	An outside provider has been selected; staff is currently working to develop the program to meet the district’s goals and objectives.



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

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Promote healthy lifestyles through work environment best practices ( <i>annually</i> )	Engage team members at PSS&WC using the CHEER customer service initiative. Forming “teams” of PT team members to carry out the CHEER culture, rewarding those that do. Implement by Q2.	IP	Staff has been acknowledged for demonstrating the CHEER philosophy which has been recognized within the center. CHEER teams have yet to be established, which will take place within Q2/3.
Continually expand and update Hoffman U training curriculum to enhance workforce knowledge and readiness ( <i>annually</i> )	Set expectation for all PSSWC new team members to complete CHEER training within 2016. Have 75% of all new hires trained in the CHEER program prior to the first 3 months of employment.	IP	The annual CHEER training sessions have been planned and will be offered in Q2 and Q4. Staff will be encouraged to attend the training to reach intended measure.
Continue to foster openness in communication District-wide ( <i>annually</i> )	FT team members attend monthly Recreation & Facility Division all team mtgs. Complete by Q4.	IP	Monthly meetings have been attended by FT team members.

**District Objective 3: Promote continuous learning and encourage innovative thinking**

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Continue to evaluate and create procedures and training to promote a high level of internal customer service ( <i>annually</i> )	Plan offsite gathering of PSSWC Leadership Team to assess performance of previous quarter and share ideas for upcoming quarters. Start by Q2; complete at least 2 meetings by Q4.	NB	To be started within Q2.
Continue emphasis on cross-training and ensure workforce readiness ( <i>annually</i> )	Hold quarterly departmental meetings to connect and share updates and information with team members. Conduct 4 meetings by Q4, with 90% attendance at each meeting, per department.	IP	Quarterly meeting was held to include FT and PT1 team. Due to budgetary limitations, further meetings were not conducted. The budget will be evaluated throughout each quarter to assess financial feasibility to conduct meetings.
Continually expand and update Hoffman University training curriculum to enhance workforce knowledge and readiness ( <i>annually</i> )	Encourage PSSWC team members to attend Hoffman U training. Have all FT team members attend at least 3 non mandatory Hoffman U trainings and have at least 2 FT PSS&WC team host 1 Hoffman U.	IP	Hoffman U meetings have been attended and actions and measures have been achieved for Q1.

**HOFFMAN ESTATES PARK DISTRICT  
2016 GOALS & OBJECTIVES  
GOLF**

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 Objective 1: Offer healthy and enjoyable experiences that promote equal access**

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Expand facility based special events that promote greater facility usage ( <i>annually</i> )	Increase Outing Rounds by 30%. 4,149 Outing Rounds (2,879 Outing rounds in 2015).	NB	Golf outings will begin in late April.
	Provide 32 Preferred Tee Times. 32 Preferred Tee Time Groups (30 Groups in 2015).	IP	We currently have 29 groups signed up for the 2016 Season. The season officially starts first weekend in April. We are anticipating 1 to 2 more groups will sign up before the season begins.
	Provide 3,400 League. Goal is 3,400 League Rounds (2,989 rounds in 2015).	NB	Golf leagues will begin in late April
	Host 8 outside wedding ceremony only events. Goal is 8 ceremony only events. (4 in 2015).	IP	We have 1 ceremony only booked thru 1 <sup>st</sup> qtr.
	Introduce an Annual Golf Pass & Discount Pass to increase golf rounds. Goal is to sell 100 passes.	IP	We are off to a great start. We have sold 39 Discounted Passes, 18 Sr. Discounted Passes and 1 Resident Annual Pass for a total of 58 passes thru 1 <sup>st</sup> qtr.
	Host 5 Wedding Receptions. Goal is 5 Wedding Receptions (5 in 2015).	IP	We have 4 receptions booked thru 1 <sup>st</sup> qtr.
	Host 20 Ceremony & Reception Weddings. Goal is 20 Ceremony & Reception Weddings (18 in 2015).	IP	We have 22 ceremony & receptions booked thru 1 <sup>st</sup> qtr.
	Expand & Provide Jr. Program Classes in Spring, Summer & Fall to 150 participants. Goal is 150 participants. (88 participants in 2015).	NB	Jr. golf classes begin in May.
	Expand & Provide Group Lessons to include 50 students for all ages in Spring, Summer &	NB	Group lessons begin in May.

	Fall. Goal is 50 students. (74 Students in 2015).		
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**District Objective 2: Achieve customer satisfaction and loyalty**

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Expand marketing communications with the use of social media and mobile applications ( <i>short term</i> )	Receive 10 Five Star Reviews on the Knott for Weddings. Goal is 10 Reviews receiving 5 Stars (8 in 2015).	NB	Weddings will begin in Spring.

**District Objective 3: Connect and engage our community**

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Expand facility based special events that promote greater facility usage ( <i>annually</i> )	Provide 6 Special Golf Events with 360 participants. Goal is 6 Events with 360 participants. (5 events with 348 participants with 1 remaining event 2015.)	IP	We had our first event of the year in March Madness and had 58 players.
	Provide 2 Holiday Event Brunches with 675 guests. Goal is 2 Events with 675 Guests. (261Easter Brunch & 439 Breakfast with Santa).	IP	Easter Brunch had 371 guests this year.
	Host 8 Special Event Nights. Goal is 8 Events (6 events in 2015).	IP	We have run 3 special events in the first quarter. Paint the Night Event (44 Guests) & 2 Events of Kickin It @ Creek. (121 Guests)
Increase volunteer involvement in district operations ( <i>annually</i> )	Expand volunteers to help maintain event area and golf course. Secure a minimum of 80 hours of volunteer work to help garden the event area and maintain the golf course.	NB	Will begin in April.

**DISTRICT GOAL 2: DELIVER FINANCIAL STEWARDSHIP**

**District Objective 1: Achieve annual and long range financial plans**

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Achieve District annual budget to maintain fund balance reserves ( <i>annually</i> )	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	IP	Budget is monitored monthly. With the weather cooperating early this spring we are off to a good start in 1 <sup>st</sup> qtr with rounds and range sales.

	line.		
	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	Budget is monitored monthly. With the weather cooperating early this spring we are off to a good start in 1 <sup>st</sup> qtr with the Tap Inn. Event bookings are trending up from 2015 as well.
	Reduce Golf Maintenance expense and monitor to ensure expenses do not exceed budget and are in line with revenue projections. Meet or exceed Golf Maintenance Department Budget bottom line.	IP	Budget is monitored monthly. With the weather cooperating early this spring and the golf course opening, the Maintenance crew has still been operating with an off season crew with minimum expenses in 1 <sup>st</sup> qtr.
	Provide 32,656 Rounds. 32,656 rounds in the 2016 Season (26,354 thru 10/1 in 2015).	IP	We have 1,869 thru 1 <sup>st</sup> qtr.
	Rebrand the Bar & Grill giving it a unique name along with creating a more price conscious menu to create greater volume with lower cost point. Have new menu in place with a unique bar & grill name by end of 1 <sup>st</sup> qtr.	SC	The bar & grill has been renamed “The Tap Inn”. A new menu of \$5, \$7, & \$9 concept has been rolled out along with the Tap Inn Big Cup weekend Specials for Draft Beer.
	Monitor Cook County 3% Amusement Tax. Implement tax increase pending Cook County legislation approval.	IP	No change has been made. We will continue to monitor.
	Research and Analyze Golf Cart Lease for 2017 season. Complete bid process by end of 3 <sup>rd</sup> Qtr.	IP	We have reached out to vendors and were able to demo carts at the PGA convention. EZGO, Yamaha & Club Car will all have demos brought out to the course early this summer for further testing. Bids will be completed in the Fall.
	Research and Analyze ROI for Lease on GPS units for 2017 season. Monitor for 2017 budget process.	IP	All major cart providers now have a preferred GPS vendor. This will provide us very competitive pricing. Bids will be completed in the Fall.
	Research and Analyze ROI for Billy Casper Golf Course Maintenance Contract for 2017 season. Develop recommendation by end of 2nd Qtr.	IP	Have met with Billy Casper representatives a few times early this year. We will have full evaluation and staff recommendation ready for the May Rec and Board meetings.

**District Objective 2: Generate alternative revenue**

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Secure additional alternative sources of revenue to support financial goals ( <i>annually</i> )	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%. (4,549 Rounds in 2015).	IP	We had 376 Golf Now rounds in the 1 <sup>st</sup> 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%. (\$144,127 in 2015).	IP	We had \$14,608 in sales in the Tap Inn for the 1 <sup>st</sup> qtr.

**District Objective 3: Utilize our resources effectively and efficiently**

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Utilize best practices to maximize operational efficiencies as a District ( <i>annually</i> )	Work with Parks Department for annual burns, tree stump removal, and other maintenance projects to save from additional expenses from renting equipment. Use parks department machines 5 different times for the season to minimize renting equipment.	IP	Tree stumps were removed this summer. Control burns will take place in early April.
	Purchase a heavy duty utility cart for golf maintenance. Purchase 1 <sup>st</sup> Qtr.	C	Unit has been purchased.
	Purchase a Stove Top Oven for the main kitchen line. Purchase 1 <sup>st</sup> Qtr.	C	Unit has been purchased.
	Purchase a Range Ball Dispenser with a credit card processor. The machine will reduce payroll by \$15,373. Purchase 1 <sup>st</sup> Qtr.	SC	Unit has been purchased. Final set up will be completed in early April.
Achieve District annual budget to maintain fund balance reserves ( <i>annually</i> )	Manage payroll to meet or exceed personnel budget to ensure maximize operational efficiency. Meet or exceed Payroll Budget.	IP	Payroll is closely monitored on a daily basis and adjusted daily based on weather and functions.
	Monthly budget monitoring to maintain at or below projected budget expenses. Not to exceed budget expenses.	IP	Expenses are being monitored closely and are on plan thru 1 <sup>st</sup> qtr.
Perform internal control audits ( <i>annually</i> )	Monthly budget monitoring and proper costing out on menus to maintain a 32% food cost and 26% beverage cost. 32% food cost	IP	Food & Beverage costs are being monitored based on events. Will continue to monitor on a daily basis.

	and 26% beverage cost.		
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**DISTRICT GOAL 3: ACHIEVE OPERATIONAL EXCELLENCE AND ENVIRONMENTAL AWARENESS**

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

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Utilize best practices to maximize operational efficiencies as a District ( <i>annually</i> )	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	The facility is following the daily checklists we have in place and is completing these lists 100% of the time in the first quarter.
	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	Maintenance has started spring clean-up on the course along with all the general practices on a daily basis.

**District Initiative 2: Utilize best practices**

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Enhance overall quality of natural areas ( <i>annually</i> )	Maintain a portion of the natural areas by the use of the goats. Complete by 3 <sup>rd</sup> Qtr.	NB	Goats are scheduled in the fall.

**District Objective 3: Advance environmental and safety awareness**

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Implement best practices to maintain a minimum score of 95% in the District-wide IPRA environmental report card ( <i>annually</i> )	Maintain IPRA's Environmental Report Card. By end of 4 <sup>th</sup> quarter.	NB	Will be completed in 4 <sup>th</sup> qtr.

**DISTRICT GOAL 4: PROMOTE QUALITY LEADERSHIP AND SERVICES**

**District Objective 1: Develop leadership that ensures workforce readiness**

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Develop a new hire training program that addresses District policies and procedures ( <i>short-term</i> )	Train all Part Time employees in all departments on service plan. Train 100% PT Employees in all departments by March.	IP	All new hires are being trained on procedures and service plans.

	Train all new hires after March within 15 days of hire.		
Utilize best practices to maximize operational efficiencies as a District ( <i>annually</i> )	Train staff in selling/upselling opportunities and services available at BPC. Train key staff by end of 2 <sup>nd</sup> Qtr.	NB	Special training will be provided in the 2 <sup>nd</sup> qtr along with the Rec Department.
Incorporate incentive programs for healthy habits for employees ( <i>short/mid-term</i> )	Have key staff attend HEPD AED & CPR training. Have at least 24 key staff members maintain certification by end of 2 <sup>nd</sup> Qtr.	IP	Staff is in the process of setting up a date for Bridges Staff to ensure all key staff certifications are up to date.

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

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Continue to foster openness in communication District-wide ( <i>annually</i> )	Conduct weekly staff meetings during prime season with key personal to discuss operations, golf events and special events. 40 weekly meetings.	<b>IP</b>	Staff is meeting on a weekly basis to discuss upcoming events and event coordination.

**District Objective 3: Promote continuous learning and encourage innovative thinking**

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Promote furthering educational opportunities of staff by encouraging participation in workshops, conferences and other educational opportunities ( <i>annually</i> )	All F&B Employees become BASSET Certified & Food Serve Safe. 100% of all F&B Employees.	IP	All new F&B staff are required to receive certification within first 15 days of employment.

**HOFFMAN ESTATES PARK DISTRICT  
2016 GOALS & OBJECTIVES  
A&F**

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 Objective 1: Offer healthy and enjoyable experiences that promote equal access**

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Develop performance measurement system to evaluate value in programming structure.	Establish ROI by evaluating and recommending chargeback procedure for internal programming usage of marquee signage. Develop and recommend by 2 <sup>nd</sup> qtr.	<b>IP</b>	Have started discussions with new Advertising Sponsorship Manager to review internal advertising on signs and value relationship to external ads.

**District Objective 3: Connect and engage our community**

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Educate residents regarding District financial stewardship and transparency.	Provide financial/budget overview for Park Perspectives. March 2016 for Spring issue.	<b>C</b>	
	Maintain FOIA compliance and transparency aspects of the District to ensure Illinois Policy Institute Sunshine award status. Post within 30 days of approval.	<b>SC</b>	Documentation provided to C&M as finalized and/or approved. Items added YTD; Budget & Appropriation Ordinance, 2015 Check Register, Independent Contractors, Tax Levy, 2016 Salaries.

**DISTRICT GOAL 2: DELIVER FINANCIAL STEWARDSHIP**

**District Objective 1: Achieve annual and long range financial plans**

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Achieve District annual budget to maintain fund balance reserves.	Achieve District annual budget to ensure maintaining fiscal year projected fund balance reserves. Achieve by December 2016.	<b>NB</b>	
	Create 2017 annual balanced budget. Achieve by November 2016.	<b>NB</b>	
	Conduct budget preparation Hoffman U session for all staff. Achieve by July 2016.	<b>NB</b>	



Develop new business plan structure, including cost recovery goals, program trends, markets served, and competition.	Collaborate with recreation and facilities divisions to determine program ROI and subsidized programs and percentage level of support. Achieve by July 2016.	<b>NB</b>	
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**District Objective 2: Generate alternative revenue**

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Secure additional alternative sources of revenue to support financial goals.	Evaluate opportunities to work with an independent grant writer. Achieve recommendation by 1 <sup>st</sup> qtr.	<b>NB</b>	On hold and will evaluate potential of Advertising Manager in this role.
Support Friends of HE Parks to expand level of financial support provided to District and our residents for scholarship and special projects.	Submit accumulated American Express points for donation to Friends of HE Parks. Achieve semi-annually in April and October.	<b>NB</b>	
	DD to act as staff liaison for Friends of HE Parks and provide usage of sponsorship coordinator. Attend 80% of board meetings and events.	<b>IP</b>	Have attended all board meetings and golf committee meetings.
Develop strategies to attract additional sponsors and new partnerships.	Hire a FT sponsorship coordinator. Achieve by 2 <sup>nd</sup> qtr.	<b>C</b>	Position filled.
	Generate additional \$150,000 of advertising/sponsorship/marquee revenue.	<b>IP</b>	FT Advertising & Sponsorship Manager position was filled February 22 <sup>nd</sup> , many newly acquired contracts begin in 2 <sup>nd</sup> qtr. Total contracts entered into YTD have total \$43,100; with \$2,468 earned as of 3/31
	Expand and develop community relationships by attending local community events and meetings. Attend minimum of 12 community meetings and events.	<b>IP</b>	Events attended YTD; SBA meetings

**District Objective 3: Utilize our resources effectively and efficiently**

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Perform internal control audits.	Conduct random cash audits at all facilities. Utilize video as needed. Conduct monthly at all service desks.	<b>IP</b>	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 taking into account seasonality of programming.	<b>IP</b>	Random program audits being conducted monthly with no discrepancies worth noting.
	Conduct ledger audits to ensure financial integrity. Conduct quarterly.	<b>IP</b>	Ledger audits occur once quarter ends, however many ledger audits performed continually to ensure proper flow of unearned income. Minor adjustments made as necessary.
	Conduct trial balance audits to reduce District receivable exposure. Conduct monthly by providing statements to program managers.	<b>IP</b>	Receivable updates occur weekly and monthly with no concerns worth noting. Staff currently reviewing best practices for waitlist registrations.
	Conduct program revenue audits including waitlists and minimum/maximum requirements to ensure cost recovery. Conduct twice monthly.	<b>IP</b>	Random cost recovery audits are being done in conjunction with program audits and minimum/maximum participation analysis with reports submitted to responsible divisions.
	Conduct facility usage and membership audits, utilizing video as necessary to ensure cost recovery. Conduct monthly at all facilities.	<b>IP</b>	Random usage audits are being done in conjunction with membership analysis with reports submitted to responsible divisions.
Reduce utility expenses in parks and facilities by converting to alternative energy resources.	Maintain offline audit control of all utility usage to monitor abnormalities. Prepare monthly.	<b>IP</b>	Offline control database being built to provide analytical measurement.

**DISTRICT GOAL 3: ACHIEVE OPERATIONAL EXCELLENCE AND ENVIRONMENTAL AWARENESS**

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

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Maintain environmental best practice certification.	Ensure administrative and finance division section compliance with IPRA Environmental Scorecard. Achieve annually maintaining 100% compliance.	<b>NB</b>	
Enhance Wi-Fi services at District facilities.	Evaluate new access points and PTP at remote sites to ensure connectivity. Monitor monthly and ensure 98% hardware up time.	<b>SC</b>	All facilities with the exception of PSSWC have been upgraded with new WAPs. Upon completion of cabling, PSSWC will be completed.
Evaluate implications of a smoke-free District policy.	Collaborate with staff and other districts best practices to determine implications of a smoke free District wide practice. Achieve recommendation by 3 <sup>rd</sup> qtr.	<b>IP</b>	Meeting with district HR managers at the May HR-A&F Section meeting.

**District Objective 2: Utilize best practices**

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Continue to promote operational safety excellence utilizing procedures and best practices to maintain PDRMA accreditation.	Administrative and finance division to achieve excellent score for PDRMA accreditation section. Prepare accreditation materials by 4 <sup>th</sup> qtr. to achieve an excellent score in 2017.	<b>NB</b>	
	HR manager to cross train with safety coordinator to ensure work force readiness. Cross training process to begin 4 <sup>th</sup> qtr. for accreditation in 2017.	<b>IP</b>	Dates for PDRMA on-site visits have been scheduled.
Ensure operational compliance with legal mandates.	Attend legal symposium. Achieve by November 2016.	<b>NB</b>	
	Attend legislative conference. Achieve by May 2016.	<b>IP</b>	Registered to attend.
	Monitor state and federal legal mandates and implement policies as needed. Approve policies within 45 days of any legal mandates.	<b>IP</b>	Reviewing mandates as applicable. Currently awaiting Department of Labor decision on exempt/non-exempt classification salary minimum.

Maintain and develop operational processes required to achieve accreditation status for CAPRA and Illinois Distinguished Agency standards.	Maintain all A&F related District reaccreditation for Illinois Distinguished Agency standards to ensure 100% compliance with CAPRA standards. Achieve by 3 <sup>rd</sup> qtr.	<b>IP</b>	Staff compiling documentation and making recommendations for updates if warranted.
Maintain financial accreditation CAFR.	Prepare CAFR for previous fiscal year. Achieve by June 2016.	<b>IP</b>	On-site audit field work complete, with CAFR being presented in draft form at the June A&F committee meeting.
Maintain operations through software updates and enhancements for desktop and network infrastructure.	Upgrade and implement VSI RecTrac V3, if recommended. Achieve by 4 <sup>th</sup> qtr.	<b>NA</b>	Staff recommends the VSI RecTrac V3 upgrade be moved to 2017 to allow staff to focus on accounting software upgrade and V3 to mature.
	TC video security- upgrade server and purchase 10 additional cameras. Achieve by 3 <sup>rd</sup> qtr.	<b>NB</b>	
	Purchase and install virtual computer servers (HEPD-APPS01, HEPD-ACCT, HEPD-RECV3) Achieve by 3 <sup>rd</sup> qtr.	<b>SC</b>	HEPD-ACCT01 has been completed and is operational. HEPD-APPS01 will be retired by year end. HEPD-RECV3 will be completed in conjunction with the RecTrac V3 upgrade.
	Purchase, image and deploy replacement desktop computers. Achieve by 4 <sup>th</sup> qtr.	<b>C</b>	Desktops procured and deployed.
	Purchase and replace (10) computer monitors District wide. Achieve by 3 <sup>rd</sup> qtr.	<b>IP</b>	Monitors procured and deployment in process.
	Purchase and replace boardroom laptop computers. Achieve by 4 <sup>th</sup> qtr.	<b>C</b>	Touchscreen laptops have been procured and will be deployed in April.
	Purchase and replace copiers (WRC/Business). Achieve by 3 <sup>rd</sup> qtr.	<b>NB</b>	
	Purchase and install scanners (HR/Business). Achieve by 3 <sup>rd</sup> qtr.	<b>IP</b>	Working with new accounting software implementation team for recommendation.
	Purchase and install required PCI compliant (2016) credit card encrypted mag stripe, bar code readers, and VeriFone machines District wide to minimize vulnerability to customer and District. Achieve by 4 <sup>th</sup> qtr.	<b>NB</b>	
	Achieve PCI certification by completing PCI self-assessment. Achieve by 4 <sup>th</sup> qtr.	<b>NB</b>	Self-Assessment to be completed 4 <sup>th</sup> qtr.

	Complete electronic systems operating scans with Trust Keeper to be alerted to potential vulnerabilities. Achieve a “pass” rating quarterly.	<b>IP</b>	The electronic system scans are being performed monthly. The following scans have been completed YTD with a “pass” rating. January 19 <sup>th</sup> , February 19 <sup>th</sup> , March 19 <sup>th</sup>
	Update the IPRA salary system for online use for all full and part time staff. Update annually by 2 <sup>nd</sup> qtr.	<b>IP</b>	Full update to be completed by May 2016.
	Purchase and replace computer touchscreens (TC/WRC/PS). Achieve by 2 <sup>nd</sup> qtr.	<b>SC</b>	Procured touchscreen monitors; deployed at TC and PSSWC.
	Purchase and replace Freedom Run firewall. Achieve by 2 <sup>nd</sup> qtr.	<b>C</b>	Procured and implemented.
	Purchase and replace District server room AC unit. Achieve by 2 <sup>nd</sup> qtr.	<b>IP</b>	Current AC unit was checked & cleaned out and now appears to be working fine. Monitoring temperature & performance.
Maintain PRORAGIS database to ensure compliance with CAPRA and National Gold Medal standards.	Ensure required input for CAPRA. Achieve by 4 <sup>th</sup> qtr.	<b>NB</b>	
Monitor employee hours worked to ensure legal compliance with state and federal mandates.	Implement FinTrac Scheduling for all non-exempt employees District wide. Achieve by April 2016.	<b>IP</b>	Staff has tested and is creating shift database one on one with each supervisor/manager. Implementation will be staggered based on department and District need.
	Monitor IMRF eligible staff and educate managers/supervisors regarding the 30 hour threshold. Achieve monthly.	<b>IP</b>	Monitor monthly using off-line controls, reports submitted to responsible divisions.
	Monitor PT employees hours worked regarding the PPACA compliance. Achieve monthly.	<b>IP</b>	Monitor monthly using off-line controls, reports submitted to responsible divisions.
	Implement benefit scheduling and tracking software in conjunction with new accounting software. Achieve by 3 <sup>rd</sup> qtr.	<b>NB</b>	
	Complete all IRS reporting required for PPACA. Achieve 1095C by January 2016.	<b>C</b>	Final documentation submitted timely.

	Achieve 1094C by February 2016.		
Utilize best practices to maximize operational efficiencies as a District.	Continue to research processes and opportunities with other Districts to ensure operating at a high level and utilizing industry best practices. Achieve research with new accounting software by 1 <sup>st</sup> qtr. and achieve as new opportunities are presented.	<b>IP</b>	In conjunction with new accounting software the District chart of accounts will be streamlined for better efficiencies.
Develop a redundancy plan for virtual servers to enhance District disaster recovery plan.	Update District disaster recovery policy. Achieve by 1 <sup>st</sup> qtr.	<b>IP</b>	Redundancy for VMs is currently operational locally. Researching offsite and cloud options for disaster recovery plan.
Replace District accounting software.	Purchase, implement and train on new accounting software. Go LIVE by November 2016.	<b>IP</b>	Preliminary meetings have concluded as well as the first round of data extraction for testing. The implementation schedule will be finalized in April.

**District Objective 3: Advance environmental and safety awareness**

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Develop additional programs and processes to support conservation and green initiatives.	Investigate opportunities within new accounting software to scan accounts payable invoices and human resource records to minimize paper storage and further District green initiatives. Achieve by December 2016.	<b>IP</b>	Have reviewed ability to do so within new accounting software.
	Promote electronic payments for vendors willing to accept ACH payment to further green initiatives. Achieve with 25% of vendors electing electronic payment.	<b>NB</b>	

**DISTRICT GOAL 4: PROMOTE QUALITY LEADERSHIP AND SERVICES**

**District Objective 1: Develop leadership that ensures workforce readiness**

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Continually expand and update Hoffman U training curriculum to enhance workforce knowledge and readiness.	Conduct and continually expand Hoffman U training curriculum with training in purchasing, IMRF, PDRMA, budget, IT, ROI in programming, registration and accounting software. Achieve annually with a minimum of 8 calendar offerings.	<b>IP</b>	Hoffman U offerings YTD include; IT Open Forum, I9 & Tax Forms, New Hires/Deactivations, Staff Scheduling, RecTrac Registration

Continue emphasis on cross-training and ensure workforce readiness.	Continue to review and enhance division succession plans. Evaluate and revise by meeting monthly with staff.	<b>IP</b>	Two staff have been identified as retiring within 12 months, succession plans are in place to ensure full functionality.
	DD to cross train with ED to ensure work force readiness for CAPRA and Distinguished Agency accreditations. Achieve distinguished agency accreditation by meeting monthly to prepare for 4 <sup>th</sup> qtr. accreditation process.	<b>IP</b>	Have begun reviewing required policies and documentation.
	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.	<b>IP</b>	Cross training as well as back-up staff performing key tasks occurs continually to ensure work force readiness.
Continue to evaluate and create procedures and training to promote a high level of internal customer service.	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 deemed appropriate by September 2016.	<b>IP</b>	Ongoing review based on processes, software enhancements and District efficiencies.
	Evaluate and update the written review procedure. Achieve by July 2016.	<b>IP</b>	Reviewing best practices with district HR managers at the May HR-A&F Section meeting.
Create action plan to reduce unemployment costs.	Develop a procedure to outline alternate or modified light duty work plans. Achieve by 2 <sup>nd</sup> qtr.	<b>IP</b>	Compiling alternate and modified duty work plans to create an implementation procedure.
Enhance IT support to promote quality and timely delivery of internal and external services.	Ensure staff usage of <a href="mailto:support@heparks.org">support@heparks.org</a> for optimal response time. Achieve by ensuring 90% of all IT needs requested through portal.	<b>C</b>	Staff has been consistently utilizing <a href="mailto:support@heparks.org">support@heparks.org</a> to facilitate IT support requests.
	Provide continuation of IT PT support. Achieve by 1 <sup>st</sup> qtr.	<b>IP</b>	Working with HR to advertise IT PT job opening. Will also post at local college (s).
Investigate District-wide cooperative purchasing opportunities.	Establish internal cooperative purchasing procedure. Achieve recommendation by 2 <sup>nd</sup> qtr.	<b>IP</b>	Assigned to Superintendent of Facilities

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

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Continue to foster openness in communication District-wide.	Divisionally, at minimum, one staff will sit on District Team Committee. Achieve continually.	<b>IP</b>	Two staff currently sit on the Team committee.
Promote healthy lifestyles through work environment best practices.	Promote PDRMA PATH program. Achieve annually with 70% participation of all FT staff.	<b>IP</b>	PATH on-site screening scheduled for April 6 <sup>th</sup> , scheduled appointments show a 30% increase from 2015, which would project to a 60% FT staff participation. Continue to promote program to meet goal.

**District Objective 3: Promote continuous learning and encourage innovative thinking**

<b>Division Objectives</b>	<b>Measures/Action</b>	<b>Status</b>	<b>Achievement Level/Comments</b>
Promote furthering educational opportunities of staff by encouraging participation in workshops, conferences and other educational opportunities.	Attend legislative conference. Achieve by May 2016.	<b>IP</b>	Registered to attend.
	DD attend Year 2 Director's school. Achieve by November 2016.	<b>NB</b>	Scheduled for August 22 <sup>nd</sup> – 26 <sup>th</sup> .
	SB achieve CPRP. Achieve by November 2016.	<b>NB</b>	
	Attend IPRA/IAPD conference. Achieve by 1 <sup>st</sup> qtr.	<b>C</b>	Four staff attended the IPRA/IAPD conference in January 2016.
	Attend NRPA Congress. Achieve by 3 <sup>rd</sup> qtr.	<b>NB</b>	
	Attend PDRMA risk management institute. Achieve by November 2016.	<b>NB</b>	
Develop a new hire training program that addresses District policies and procedures.	Reevaluate District orientation process. Update procedure by May 2016.	<b>IP</b>	Reviewing and updating current orientation checklist.



**MEMORANDUM NO. M16-058**

**To: Board of Commissioners**  
**From: Dean Bostrom**  
**Subject: Storm Water Management Representative**  
**Date: April 22, 2016**

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**Background**

The Village has requested that the park district appoint a staff member to serve on their Storm Water Commission. Attached is the Village's Resolution regarding the Storm Water Management committee. As Gary Buczkowski, Planning & Development Director, has working knowledge of storm water management as it relates to park district properties, we are recommending that Gary be the park district's representative.

**Recommendation**

That the board approves Gary Buczkowski to serve as the park district's representative on the Village's Storm Water Commission.

VILLAGE OF HOFFMAN ESTATES

**A RESOLUTION CREATING THE  
STORMWATER MANAGEMENT COMMITTEE  
OF THE VILLAGE OF HOFFMAN ESTATES**

NOW, THEREFORE, BE IT RESOLVED by the President and Board of Trustees of the Village of Hoffman Estates, Cook and Kane Counties, Illinois, as follows:

Section 1: The Stormwater Management Committee of the Village of Hoffman Estates be and is hereby created to read as follows:

A. Stormwater Management Committee.

There is hereby created the Stormwater Management Committee of the Village of Hoffman Estates.

B. Membership.

The Stormwater Management Committee shall consist of ten (10) members, including the chairman of the Public Works & Utilities Committee, the chairman of the Planning, Building & Zoning Committee, the chairman of the Public Health & Safety Committee, a representative of the Hoffman Estates Park District, and six (6) residents of the Village of Hoffman Estates appointed by the Village President and approved by the Village Board, one of whom shall be chairman.

C. Duties of the Stormwater Management Committee shall be:

1. to review and recommend to the Village Board of Trustees action necessary to alleviate the possibility of flooding in flood prone areas of the Village;
  2. to provide input into the preparation of a flood disaster plan;
  3. to encourage publicity relative to activities for the general purpose of public understanding;
  4. to encourage research, investigations and studies relating to control and prevention of flooding;
- and other such duties as may be determined by the President and Board of Trustees.

D. Compensation of Members.

The members of the Stormwater Management Committee shall receive such compensation as deemed appropriate by the President and Board of Trustees from time to time and as provided by resolution of the President and Board of Trustees.

E. Budget.

The budget shall be determined as the President and Board of Trustees deem appropriate.

Section 2: This Resolution shall be in full force and effect immediately from and after its passage and approval.

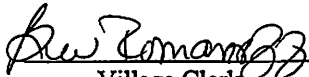
PASSED THIS 17th day of November, 2008

VOTE	AYE	NAY	ABSENT	ABSTAIN
Trustee Karen V. Mills	<u>  X  </u>	<u>      </u>	<u>      </u>	<u>      </u>
Trustee Cary J. Collins	<u>  X  </u>	<u>      </u>	<u>      </u>	<u>      </u>
Trustee Raymond M. Kincaid	<u>  X  </u>	<u>      </u>	<u>      </u>	<u>      </u>
Trustee Jacquelyn Green	<u>  X  </u>	<u>      </u>	<u>      </u>	<u>      </u>
Trustee Anna Newell	<u>  X  </u>	<u>      </u>	<u>      </u>	<u>      </u>
Trustee Gary J. Pilafas	<u>  X  </u>	<u>      </u>	<u>      </u>	<u>      </u>
Mayor William D. McLeod	<u>  X  </u>	<u>      </u>	<u>      </u>	<u>      </u>

APPROVED THIS 17th DAY OF November, 2008

  
\_\_\_\_\_  
Village President

ATTEST:

  
\_\_\_\_\_  
Village Clerk