



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

**AGENDA  
REGULAR BOARD MEETING NO. 1003  
TUESDAY, MARCH 22, 2016  
7:00 P.M.**

1. ROLL CALL
2. PLEDGE OF ALLEGIANCE
3. APPROVAL OF AGENDA
4. AWARDS
5. APPROVAL OF MINUTES
  - Regular Board Minutes 2/23/2016
6. COMMENTS FROM THE AUDIENCE
7. CONSENT AGENDA - Click each item to view the Memo
  - 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
    - Manual checks \$320,655.86
    - 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

**March 22, 2016**  
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8. ADOPTION OF EXECUTIVE DIRECTOR'S REPORT
9. PRESIDENT'S REPORT
10. OLD BUSINESS
11. NEW BUSINESS
12. COMMISSIONER COMMENTS
13. 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.



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**MINUTES  
REGULAR BOARD MEETING NO. 1002  
February 23, 2016**

**1. Roll Call:**

A regular meeting of the Hoffman Estates Park District Board of Commissioners was held on February 23, 2016 at 7:00 p.m. at the Triphahn Center in Hoffman Estates, IL.

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

Absent: None

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

Audience: Mr. K. Evans, Advertising and Sponsorship Manager Massani, Mr. Zaharopoulos – PSSWC Member, Redhawks Pee Wee Football Team, family and friends.

**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 & Recognitions:**

President awarded the BOH to the Redhawks Pee Wee Football Team for their outstanding accomplishments on the field and for being awarded the Sportsmanship Award.

**5. Minutes:**

Commissioner Kilbridge made a motion, seconded by Commissioner R. Evans to approve the minutes of the January 26, 2016 meeting as presented. The motion carried by voice vote.

**6. Comments From the Audience:**

Mr. Zaharopoulos addressed the board asking them to reconsider the closing of the Kids Korner from 1-4 pm as well as the time on the weekends. He explained that patrons used the services during that time and that it would become a bigger issue during spring break and over the summer months.

**7. Consent Agenda:**

Commissioner Mohan made a motion, seconded by Commissioner McGinn to approve the consent agenda as presented.

- A. Playground equipment bids / M16-016
- B. Tennis court/rink repair bids / M16-017
- C. Pick-up truck purchase / M16-011
- D. Emergency backstop replacement / M16-013
- E. Balanced Scorecard 4Q2015 / M16-018
- F. NWSRA 2015 Yearly Participation Summary / M16-020
- G. Bond Abatement Ordinance O16-001 / M16-021
- H. Facility Use Agreement with Township H.S. District 211 / M16-023
- I. Windsor Outdoor LLC Agreement / M16-024
- J. Job Description Parks Admin/Turf Supv / M16-026
- K. A&F Detail Reports
  - o Manual checks \$214,593.41
  - o Monthly Invoices \$204,950.56
- L. Financial Statements
- M. Acceptance of B&G Minutes 1/12/2016
- N. Acceptance of Rec Minutes 1/12/2016
- O. Acceptance of A&F Minutes 1/19/2016

On a Roll Call: Carried: 7-0-0  
Ayes: 7 R. Evans, Kaplan, Kilbridge, Kinnane, McGinn, Mohan,  
Bickham  
Nays: 0  
Absent: 0

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

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

**9. President's Report:**

President Bickham commended Commissioner McGinn on the IAPD Master Board Membership Status as well as the district on receiving the Hoffman Estates Chamber's Public Sector Excellence Award. He noted that conference was very informative. He noted that he was looking forward to the Mayor's breakfast Wednesday.

Deputy Director Talsma introduced Advertising and Sponsorship Manager, Carina Massani, to the board.

**10. Old Business:**

None

**11. New Business:**

None

**12. Commissioner Comments:**

Commissioner Kaplan noted that it was his first conference and very informative.

Commissioner R. Evans updated the board on the Eagle Scout project and that they had met their goals and the Feast Beast went very well. He also said he had an opportunity to see the new guide and felt that all staff involved did a great job.

Commissioner Kilbridge noted that the GNO had gone very well with a great turnout and prizes and they would have the financials shortly.

Commissioner Mohan said he had attended the Fish Fry and it was very good and very popular this year.

Commissioner McGinn said he was looking forward to the Legislative Breakfast.

Commissioner Kinnane said he had also attended the Beast Feast and it went very well. He also said he was at Evergreen Park earlier and it had been packed with kids.

**13. Executive Session:**

Commissioner Mohan made a motion, seconded by Commissioner Kaplan to move to Executive Session at 7:30 pm for the purpose of:

- A. Minutes, pursuant to Section 2(c) (21) of the Open Meetings Act.
- B. Appointment, employment, compensation, discipline, performance or dismissal of an employee, pursuant to Section 2 (c)

(11) of the Open Meetings Act.

- C. The purchase or lease / sale of property owned by the public body pursuant to Section 2 (c) (6) of the Open Meetings Act.

On a Roll Call: Carried 7-0-0  
Ayes: 7 Evans, Kaplan, Kilbridge, Kinnane, McGinn, Mohan,  
Bickham  
Nays: 0  
Absent: 0

Commissioner R. Evans made a motion, seconded by Commissioner Kinnane to reconvene to regular session at 7:47 pm.

On a Roll Call: Carried 7-0-0  
Ayes: 7 Evans, Kaplan, Kilbridge, Kinnane, McGinn, Mohan,  
Bickham  
Nays: 0  
Absent: 0

**14. Discussion and Vote from Executive Session:**

Commissioner McGinn made a motion, seconded by Commissioner Kaplan to award retiring Groundsman David Kissane a bonus of \$5,077.43 in appreciation of his 29 years of service.

On a Roll Call: Carried 7-0-0  
Ayes: 7 Evans, Kaplan, Kilbridge, Kinnane, McGinn, Mohan,  
Bickham  
Nays: 0  
Absent: 0

**15. Adjournment:**

Commissioner Mohan made a motion, seconded by Commissioner Kinnane to adjourn the meeting at 7:50 p.m. The motion carried by voice vote.

Respectfully submitted,

Dean R. Bostrom, Secretary

Peg Kusmierski, Recording Secretary

**HOFFMAN ESTATES PARK DISTRICT  
REGULAR BOARD MEETING NO. 1003**

**EXECUTIVE DIRECTOR'S REPORT**

**March 2016**

**PARKS DIVISION**

- Staff is painting wall, whirlpool and replacing floor tile at TC whirlpool.
- Staff repaired Wolves drier and vent at TC.
- Staff removed all electrical lines and reinstalled to accommodate for new wall removal for new equipment at PSSWC.
- Staff is removing exciting wall in fitness for new equipment at PSSWC.
- Staff installed yoga rack in closet at PSSWC.
- Staff is painting and high cleaning on night shift at PSSWC.
- Staff replaced sink and faucet in kitchen and main bar area at BPC.
- Staff installed two heating units in maintenance garage at BPC.
- Staff installed gas valve and inducer motor on heaters at BPC.
- Staff completed cleaning and repair of pool lounge chairs and deck chairs. Plastic banding was replaced and repaired and all chairs were bleached and cleaned.
- Parks clean-up has begun, pending weather and snow cover. Trash clean-up has continued unabated the entire winter.
- Quotes are beginning to filter in for fertilizer, grass seed, and pesticides. Spring orders are being prepared after all quotes are received and evaluated.
- Turf and horticulture supervisors completed pesticide training and testing over a two day period. All licenses secured and applicator positions covered.
- Brush clearing and clean up at the new portion of Essex Park as weather permits.
- Vehicle 500 replaced front brake pads and left front brake caliper
- Truck 516 replaced temperature sensor
- Truck 523 replaced transmission cooler lines
- Bus 510 replaced front brake rotors
- Truck 511 replaced charcoal canisters for emissions
- Completed installing wheel motors on skid loader for parking brake repairs
- Completed repair and maintenance on all mowers

## **PLANNING & DEVELOPMENT**

### 1. Victoria Playground and Fall Surface Renovation:

After meeting w/ a number of fall surface vendors, staff determined that due to flooding the options for replacing the existing surface would be limited to a few companies. Specifically, only one vendor was confident that their synthetic turf system would work in our situation. So as not to have to award this project as a sole source, staff agreed to accept a poured in place concept in lieu of the synthetic wear surface. The poured in place system has recently been developed and has one of the best fall attenuation ratings. Bid packages were released in February for both the synthetic turf and poured in place options and will be presented for board consideration in March. The estimated cost for the fall surface at Victoria Park is \$80,000 - \$100,000.

### 2. Park Rule signs:

Staff is excited to report that this project is nearing its end. Orders have been placed for both the post material and the signage. Based upon a \$30,000 budget, staff is confident that the majority of the 175 park rule signs can be purchased along with the 45 playground rule signs. This material will then be assembled and install in-house.

### 3. Shoe Factory Bike Trail:

Unfortunately, no news from CNN Railroad has given staff an uneasy feeling that this project may never be completed. For over a year, requests have been made for CNN staff to review and develop an agreement to utilize the right of way under I90 for purposes of a multi-use path. For an unknown reason, CNN will not respond to our requests. Staff is currently identifying other political options to move this project forward.

### 4. PACE Transportation Services/Hoffman Estates:

As part of the I90/Barrington Road improvements, PACE is planning to install a park and ride and bus service along the I90 corridor. Additionally, to get patrons from areas within Hoffman Estates PACE is exploring both fixed transit and dial-a-ride options. If an expanded dial-a-ride program were to be put into place, that program could also benefit the park district facilities in that it would allow for a new form of transportation for our community. Staff will work with PACE in the coming months to develop a marketing plan for our current and prospective users.





## UPCOMING EVENTS

- March 4 Fish Fry
- March 4 – 6 Midwest Sled Hockey Championships
- March 11 Preschool Fun Fair – TC Gym
- March 11 Fish Fry
- March 11 – 13 Wirtz Sled Hockey Championships
- March 17 St. Patrick's Day Lunch
- March 19 Doggie Eggstravaganza
- March 18 Fish Fry
- March 19 Parents Night Out
- March 19 March Madness Golf Outing
- March 19 Pot-o-Gold Rock Climb
- March 25 Fish Fry
- March 26 Egg Hunts
- March 26 Aqua Egg Hunt
- March 27 Easter Brunch

## Snapshot Summary/Highlights:

- A follow up from, Alexian Brothers Foundation and the Verizon Foundation, "I would request to be put on your agenda (near the beginning, if possible) for your March 22 Board meeting, if that request is acceptable. Your district has been an outstanding community partner in our Fit-Pals project, and we have a Certificate of Appreciation to give the Board to thank you for your support. We have a 2-minute video explaining the program and its results that we would also like to play. Thank you for your consideration. Joane McLeod Business Analyst, LINKS Technology Solutions, Inc."
- Daddy Daughter dance took place at Bridges on February 12<sup>th</sup>. There were a total of 203 registered for the event. Dinner, dancing and fun was had by all. Changes for this year included cookies instead of cupcakes and no raffle. This year every girl received a goodie bag and a small stuffed animal to take home.
- Mom Son Date night was held at Bridges on February 19<sup>th</sup>. There was a total of 153 registered for the event. The same dinner and dessert was served as well as dancing and photos. Again, no raffle took place and the boys took home a goodie bag and small stuffed animal.
- Three HEPD full-time team members were certified as Medic Pediatric Plus Instructors at the end of February. With the 3 newly certified instructors, there are 6 HEPD full-time team members who have been certified as Instructors to teach the Medic AED, CPR, and First Aid classes which certify and re-certify HEPD full and part-time staff. The first quarter Medic class took place on February 27<sup>th</sup>, in which 15 HEPD staff members (16 is the maximum) were certified. This is the first

class in which the park district used their new equipment, which included upgraded manikins, providing higher level of feedback and proved to be excellent training tools for participants. Currently all staff that manage a facility in the district are trained as instructors in Medic AED, CPR, First Aid and the emergency response program within Recreation & Facilities Division.

- Cheer, the customer service training program, is being offered and promoted through the Hoffman U program on March 16<sup>th</sup>. All part and full-time HEPD team members have been invited to attend the staff training.
- Staff conducted "Give Hockey a Try" on Feb. 21 as part of USA Hockey 9<sup>th</sup> Annual - Hockey Weekend across America. 55 kids attended the event which is the highest attendance ever.
- The Triphahn Center hosted the Blackhawk Cup (girls divisions) Feb. 24 – 28. This is the 6<sup>th</sup> year in a row that TC has hosted this event.
- A benefit hockey game took place Feb. 29 for Matt Olson. The injured hockey player was from the Cougars Hockey Club. Well over 350 people attended the event and it was covered by numerous media outlets, for example, <http://www.nbcchicago.com/news/local/Chicago-Cougars-Matt-Olson--370593321.html>
- The PSS&WC Member Services team participated in tandem with a Personal Trainer from the Fitness team in the Tate & Lyle Fitness Fair in February at the T&L location in the Prairie Stone business park. The effort resulted in many new membership inquiries and secured one new enrollment on that day. Tate & Lyle currently has a corporate membership agreement with PSS&WC that provides a partial monthly subsidy for T&L employees who are enrolled as members.
- Vogelei hosted the Beast Feast fund raiser for the Eagle Scouts working on the outdoor archery area project at Seascape. The event was attended by approximately 70-80 people and the scouts were able to reach their financial goal to start the project in April of this year.

**Volunteers Summary:**

- Admin staff was contacted by 3 high school volunteers looking for opportunities and were placed with Program Manager Dodson for the Mother Son Event for 5 hours
- Foundation provided 18 volunteers for a total of 54 hours to include the Girls Night Out on 2/18/16.
- 2 Volunteers for 50+ for a total of 5 hours.

**Dance**

- The winter/spring session of dance classes started the week of 1/11. Registration is now closed and costumes have been ordered for the May recital.

<b>Winter/Spring Recital Session</b>	<b>1/2015</b>	<b>1/2016</b>	<b>Var. +/-</b>
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 its first competition for the 2016 season. Des Plaines Idol was held on February 4<sup>th</sup> and 5<sup>th</sup>. Here are the results for the groups.

Company 1 jazz 1st place and 1st place overall in the 6-8 age group.

Company 2 jazz 1st place and 2nd overall in the 9-11 age group.

Company 2 lyrical 1st place and choreography award.

Company 3 jazz 1st place and future idol award.

Company 3 lyrical 2nd place

There were also 4 soloist and 2 duets that competed, but not everyone was placed in a ranking, but all looked amazing.

The next competition will be the Cathy Roe Ultimate Dance Competition in Oswego the weekend of March 4 & 5<sup>th</sup>.



## Youth Athletics

### Youth Baseball

- Indoor practice time – has started practice at the indoor sites. Players are not spilt up into teams yet and the participants are working as a whole group on baseball fundamentals indoors. A big focus right now is the proper foot work and throwing motion.

### 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 of travel baseball or can't afford it.
- Registration is on-going throughout the month of March. Currently there are 3 teams based out of the Hoffman Estates area at the 9u, 10u, 12u 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 will be run by DEA Nation. For every participant in grades K-4<sup>th</sup>, 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 season is coming to an end. On February 28<sup>th</sup> HEPD will have its first youth basketball all-star game at the Willow Recreation Center for 3/4<sup>th</sup>, 5/6<sup>th</sup> and 7/8<sup>th</sup> grade leagues. 5/6 and 7/8 grade teams will compete in their post season tournament on March 5<sup>th</sup> and March 12<sup>th</sup>.

### Adult Basketball

- The 2016 winter leagues have started. Teams began play the week of January 18<sup>th</sup> and will play into April. Three different leagues are running this winter, Monday A/B league, Monday C/D League and Tuesday C league. HEPD has a total of 17 teams this winter.



### Early Childhood

#### Preschool:

	13 TC	13 TC	0 TC
Three-school 15-16	13 WRC	13 WRC	0 WRC
	29 TC	30 TC	+1 TC
2's Playschool 15-16	24 WRC	24 WRC	0 WRC
	117 TC	127 TC	+10 TC
Preschool 15-16	69 WRC	69 WRC	0 WRC
Early Learning Center	24	35	+11
<b>Total Preschool:</b>	<b>289</b>	<b>311</b>	<b>+22</b>

- Preschool Fun fair will be held on March 11 from 5:30 – 8 pm.
- 148 Children registered for 2016-2017 preschool during resident registration.
- Open registration for remaining spots in preschool begins Monday, February 29.
- The Preschool Family Fun Fair is Friday, March 11, 5:30-8:00 p.m. It includes inflatables, games, food, book walk, bake sale, and a magician.

#### STAR

Program	2/2015	2/2016	Var. +/-
TJ:	16	20	+4
Whiteley:	23	31	+8
Armstrong:	40	42	+2
Fairview:	72	79	+7
Lakeview:	40	34	-6
MacArthur:	41	79	+38
Muir:	29	40	+11
Lincoln Prairie:	50	51	+1
<b>Total</b>	<b>311</b>	<b>376</b>	<b>+65</b>

**Kinder STAR**  
WRC:

**2/2015**  
10

**2/2016**  
12

**Var. +/-**  
**+2**



## 50+ Club

### **Volunteerism**

Volunteers – 2 volunteers – 5 hours total  
(Newsletter/center décor)

### **Classes offered in February**

Basic Exercise, Chair Fitness, Chair Yoga, Gentle Yoga, Line Dancing, Spanish, Tai Chi, Writing, Self-Hypnosis

### **Athletic opportunities offered in February**

Billiards, Pickleball, Ping Pong, Volleyball, Walking

### **Upcoming trips**

Backstage Tour/Lloyd's Chicago, Chicago Flower Show

### **Evening/Special Programs**

Pub Quiz Night (3<sup>rd</sup> Thursdays/6:00 pm) – 20 participants - held at BPC  
Cards/Games Night, 2<sup>nd</sup> Thursday, monthly  
Monthly HEV Free Adult Health Clinic – 9 clients

### **Friday post lunch programs (February)**

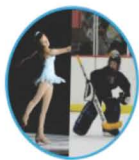
**2/6** Acrylic Painting class, courtesy of Visiting Angels Elgin (25 participants)  
**2/13** Mayor McLeod spoke  
**2/19** Entertainment/Music Therapy, courtesy of AMITA Health  
**2/26** Intro to IL 8<sup>th</sup> Congressional District candidates spoke

### **Organized Activities**

2<sup>nd</sup> Cali Rail trip presentation (PM)  
Book Club, courtesy of STDL (15 participants)  
Newly-formed Wii Bowling League (meets Tuesday mornings at 10am)

### **Other**

Attended bi-monthly Advisory Board meeting at Alden Poplar Creek  
Created Voter Fact Sheet for upcoming primary election  
Senior Check with family on 50+ Member with onset of dementia



## Ice Operations

### **I.C.E Academy**

- Staff is working on a possible ice show June 3-5. This would be the last evening on the ice before the maintenance project begins.
- A spring break camp will be offered March 21 – 25.

**Wolf Pack**

- All NWHL and NIHL teams started playoff games the end of Feb.
- Wolf Pack NIHL tryouts for tournament teams will take place March 14 & 15. This is the first year that the NIHL hockey club will be taking over the spring tournament teams and will be renting ice.
- Evaluations for Wolf Pack NWHL spring hockey will begin on March 17. Currently there are 142 players registered for evaluations. These numbers will change as players make travel teams and registration is ongoing.
- Wolverine pre-skates will take place March 16 and 17. Staff is trying to garner increased participation for the spring to secure the fall/ winter program.



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

<b>February Membership Totals</b>	<b>2015</b>	<b>2016</b>	<b>+/-</b>
Total	3,483	3,452	(21)

**Member Services**

- The member services team had a great month. The net membership sales goal for February was exceeded by 22.
- The enrollment promotion for the month of February extended two enrollment fee promotions advertised via direct mail postcard and via digital media. The direct mail promotion offered a \$29 ENROLLMENT special with the opportunity to receive February dues free upon mention or presentation of the direct mail postcard. The digital ad on the HEPD/PSS&WC websites offered a \$14 ENROLLMENT special with the opportunity to receive February dues free upon mention of the digital ad. 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 unofficial tally of enrollments during the month of February that resulted from direct mail correspondence currently totals 13 new members whereas there have been 12 new members thus far resulting from digital ad reference.)
- The ongoing Friends in Fitness member referral program continued to be a primary force in generating new memberships; during the month of January there were 35 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 February billing surged slightly 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 February despite the loss of administrative support from the recently vacated PT1 associate position with the Member Services office. 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.
- With the recent resignation/departure of the PT1 Member Services Associate in early February, efforts were taken to post the position on District websites as well as on the IPRA job site. An internal candidate from the Fitness team was among the dozen or so applicants who applied. From that group, two interviews were conducted with qualified candidates, one of those being the current Fitness team member who has since been offered the position based on a variety of relevant experience including extensive sales, customer service, and networking experience. He will officially begin his new role in the first week of March, with training set to continue through the early part of the month.
- The Member Services team has established a solid contact with Plote Construction, Inc., which has expressed interest in a potential corporate membership agreement/relationship. Plote is headquartered in Hoffman Estates and currently employs over 700 team members in various administrative and labor positions. Efforts will continue during the month of March to further promote membership opportunities.

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

- PSS&WC hosted a variety of athletic rentals within the gymnasium area during the month of February. Pickleball activities are in full swing during the indoor season, which spans through April and the first part of May.
- Overnight projects have been completed by the HEPD parks and maintenance team at PSSWC. Projects started in January and included tasks such as painting various areas of the facility (such as men's and ladies club locker room walls, door frames, beams, spot painting high walls), high dusting of vents and duct work, as well as additional projects. Overnight work will also be performed at TC and WRC.
- 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 will be offered week

nights starting in mid-March. Additional outreach opportunities being facilitated include the Alexian Brothers Center Community partnership, Fit Pals. A hip-hop/dance fusion class is being offered mid-March at Prairie Stone Sports and Wellness Center in relation to the Fit Pals outreach program.

- The remodel of the back fitness area for the new fitness equipment will be completed the first week of March. The New Fitness equipment is scheduled for delivery and installed the first week of March. The Personal training team will be performing demos and free small group classes on the new equipment throughout the month of March.
- PSSWC has an upcoming Nutrition Workshop, Your Nutrition Questions Answered, taught by Kathy Brown, RD on March 12<sup>th</sup>.
- The PT department continues to promote new clients by offering free educational workshops, small group classes, and fitness tests. Promoted through the wellness calendar as well as additional methods of marketing.
- Within the area of group fitness Class participation has remained steady. Highlighted classes include: Zumba 35-40 Pilates 25-30 Gentle Yoga 30

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

- Meetings have been held with Seascope Pool Managers and a schedule of lifeguard interviews & trainings has been developed.
- Staff has secured the Elgin Centre for the new lifeguard trainings along with re-certifications in March & May.
- First session of group swim lessons is ongoing. Our registration is 157 participants. In 2015 Session 1 had 167 participants. Evaluations were sent to participants through e-mail via constant contact. Positive feedback was received regarding the quality of the PSSWC group lessons.
- Session 1 for climbing wall was filled with 16 participants. The second session began February 17 with one section filled with 8. The climbing wall Merit Badge Day was successfully run and offered in February.
- The 2016 climbing wall inspection is in process has been scheduled for the beginning of April. 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.
- The summer brochure is in process of production, with the initial RecTrac information being entered into the proof. Special events upcoming include:  
**Pot-o-Gold Rock Climb:** Saturday, March 19, 1pm-3pm  
**Aqua Egg Hunt:** Saturday, March 26, 2-2:30pm  
**Community Garage Sale:** Saturday, May 21, 8am-1:00pm





## Triphahn Center

### Triphahn Center Fitness and Operations:

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

### General Summary:

- Dance World was held successfully on Saturday February 13th.
- Room rentals still continue to maintain with both church groups as well as both Volleyball groups.



## Willow Recreation Center

Membership	2/2015	2/2016	Var.+/-
	350	329	(21)



## Dog Off-Leash Areas

### Upcoming Doggie Eggstravaganza March 19<sup>th</sup> – 9:30am Bo's Run, 11:00am Freedom Run.

#### Bo's Run:

- Breakdown for Bo's Run / Combo passes HE 132, Palatine 35, Barrington 15 Schaumburg 39, Arlington Heights / Mt. Prospect 6, Inverness 20. Additional towns are Rolling Meadows, Elk grove, Hanover Park.
- There were 19 guests to Bo's Run in February compared to 2 in February 2015.

#### Freedom Run:

- Breakdown for Freedom Run/ Combo passes Elgin – 115, HE – 74, Streamwood 56. Schaumburg – 21. Additional towns are Huntley, Hanover Park & S. Barrington, Elk Grove, Palatine, Wheeling & others.

Dog Park Passes	2/2015	2/2016
Bo's Run	329	Bo's Run 262
Freedom Run	360	Freedom 285
Combo	85	Combo 71
Total:	774	618



## Communications and Marketing

### PROGRAM PROMOTIONS

**Staff worked with program managers to promote** Spring Guide and Summer Camp Registration, Parents' Night Out, Daddy Daughter Dance, Mother-Son Date Night, Kickin' It At the Creek, Giving Tree, Girls' Night Out, Try Hockey for Free, Fish Fry.

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

**Park Champion Initiative** – On Friday, Feb. 26, the three 8<sup>th</sup> District Democratic Congressional candidates came to speak at our 50+ Club. The candidates are running for the Democratic nomination to the House of Rep. seat that is currently held by Tammy Duckworth, who is running for Senate.

### COMMUNITY EDUCATION

**Dreaming of Summer** – A video created to promote Seascape passes.

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

### PRESS RELEASES/PUBLIC RELATIONS

Sent to Daily Herald, Chicago Tribune:

Girls Night Out

Summer Camp Registration

Try Hockey for Free

[Matt Olson Fundraising Games](#)

[Hoffman Estates Park District Wins Public Sector Partner of the Year](#)

[Burger Bucks Program Benefits Kids](#)

Earned Press (articles that ran in the newspaper):

Girls Night Out

Summer Camp Registration

Try Hockey for Free

Fundraising Event for Injured Chicago Cougars Player

### MARKETING DASHBOARD



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

The app has been available since April 25, 2014; as of February 29, 2016 we have had 1,412 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 Oct 28, 2014; app launched April 25, 2014; mobile Webtrac launched in late November 2014.)

Source:	Benchmark:	Feb 1-28, 2015	Feb 1-28 2016	Change from last year
Google Analytics	Feb 2013-Feb 2014			
Desktop	63%	49%	46%	-3
Mobile	27%	39%	45%	+6
Tablet	10%	10%	7%	-3*

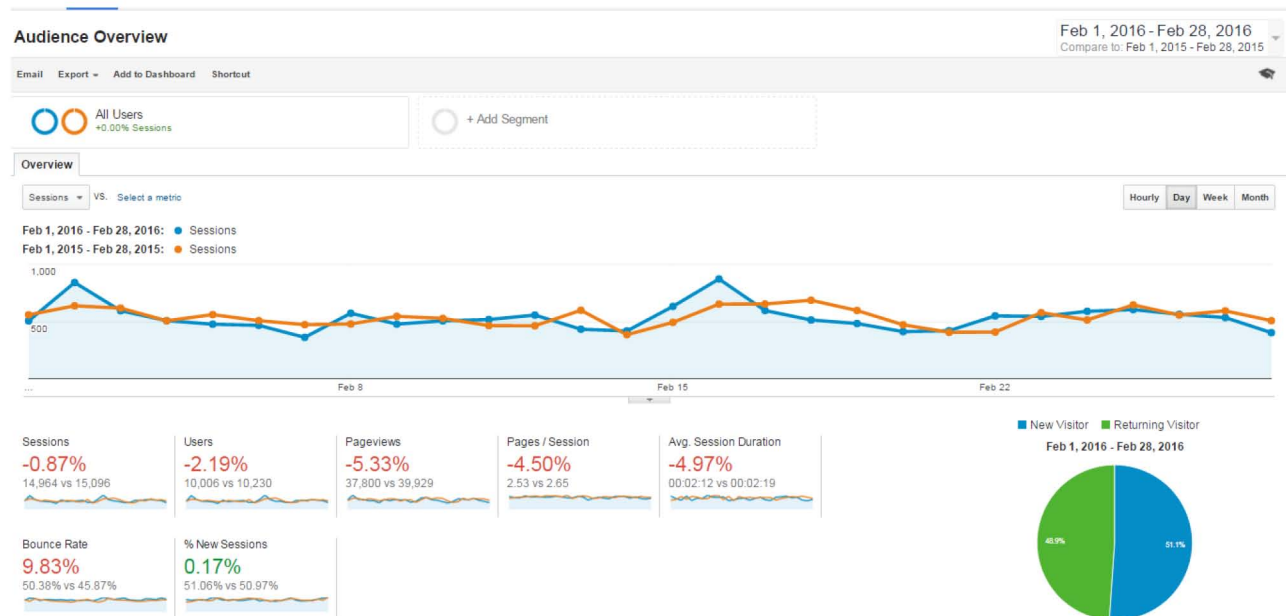
\*A decrease in tablet and desktop views is speculated to be a result of more mobile phone use as mobile phone screens are increasingly larger. Tablet sales have leveled off. It is more convenient to use a smart phone which is always within reach.

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



## Website HEparks.org – Source: Google Analytics

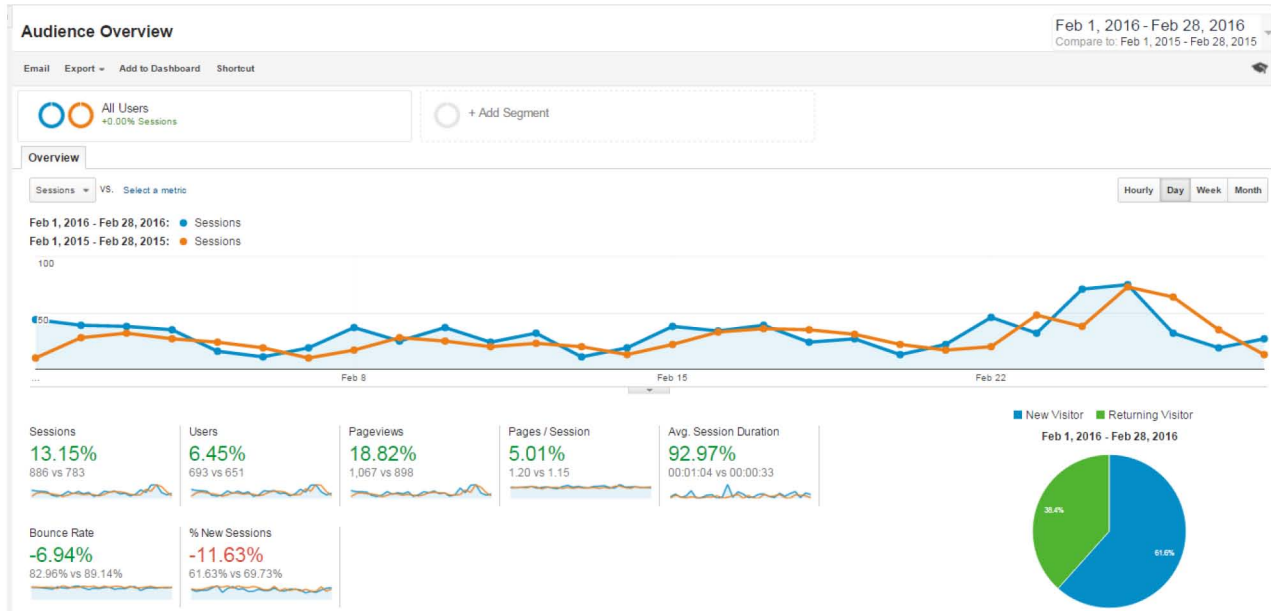
This month hits to the (full site) home page are down slightly from last year. (Note, PC and mobile hits are combined here; See Mobile Access chart above.)





## Program Guide Online – Source: Google Analytics

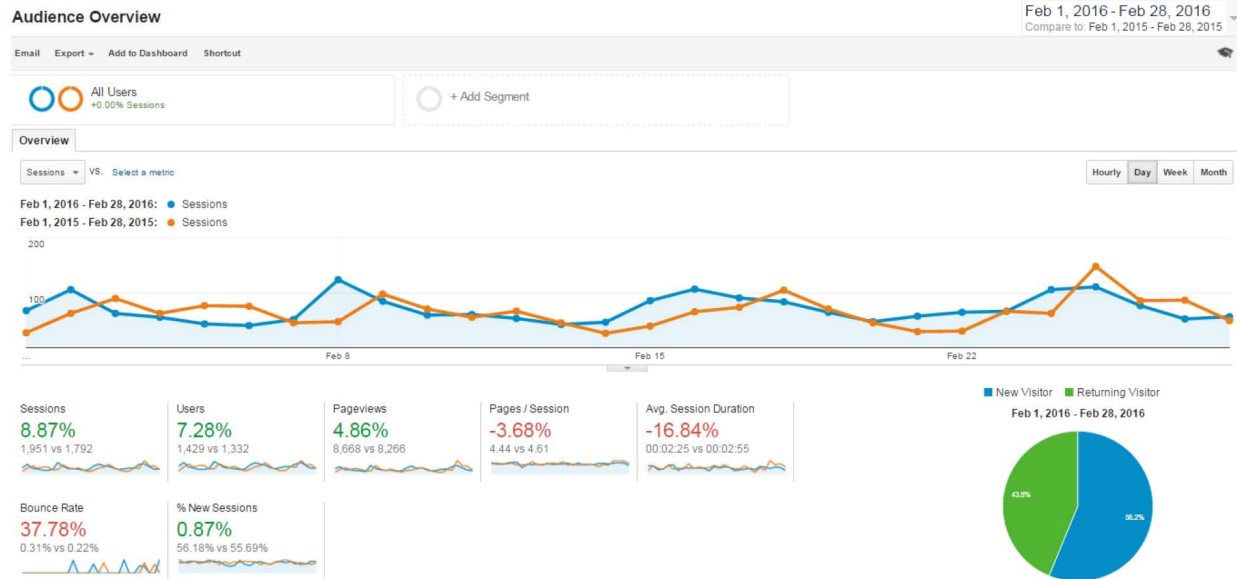
More people are accessing our electronic version of the Program Guide online.



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

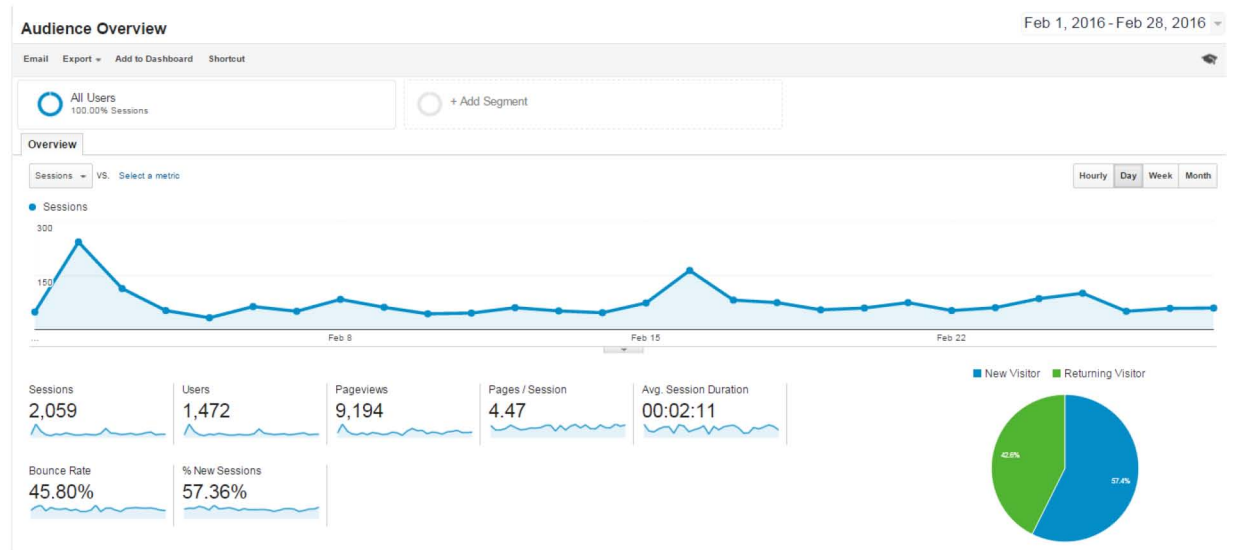
More people are accessing Online Registration. Hits are up on Webtrac/Online Registration, likely due to the mobile friendly version of the website and online registration. Users may be bookmarking our Online Registration page, bypassing the

homepage of the website entirely.



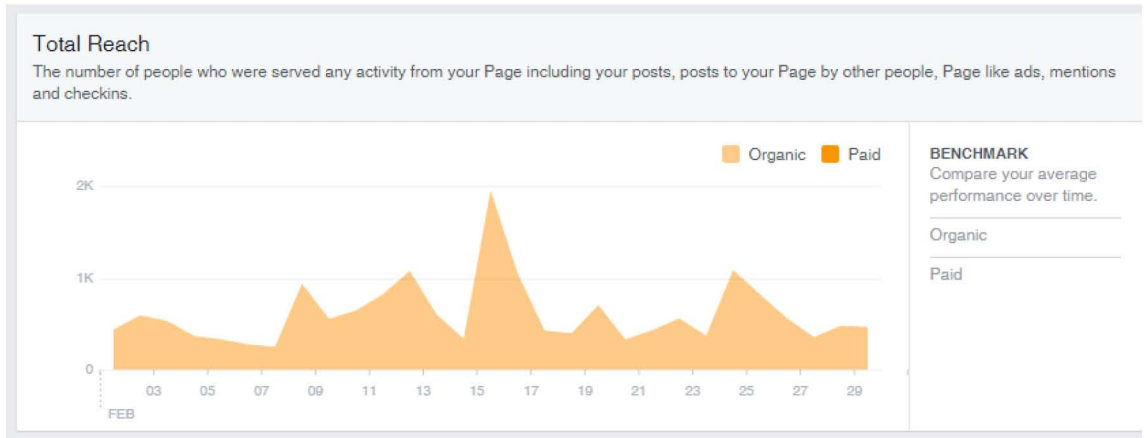
### Mobile Webtrac – Google Analytics

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

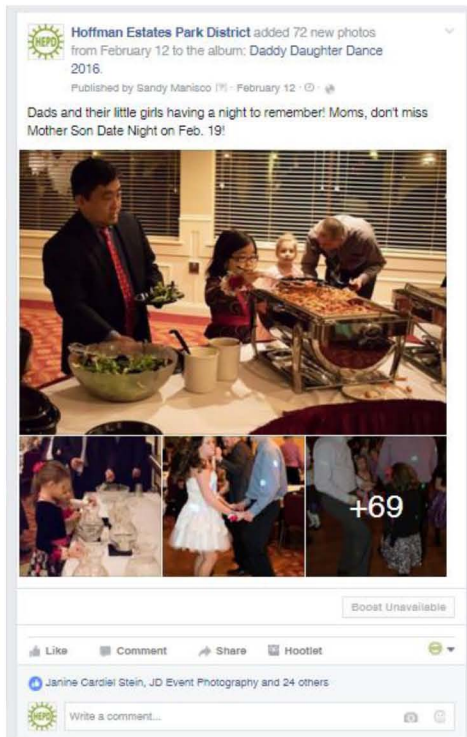


### Facebook Reach

Total Likes totaled 2,118 this as of 2/29. 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 February = 23,999. See the chart below for a list of our most successful posts this month, which explains the “peaks”.



### Top Post February 16



### Top 5 Most Successful Posts Feb 1-28 (Posts that reached more than 200 people)

Post Message	Type	Posted	Lifetime Post Total Impressions
Dads and their little girls having a night to remember! Moms, don't miss Mother Son Date Night on Feb. 19!	Photo	2/16/16 10:00 AM	4609

Lifetime: The number of impressions of your Page post. (Total Count)

Moms and their little guys had a blast at Mother Son Date Night. Check out those little ties, suit coats, vests.....so cute!	Photo	2/19/16 4:58 PM	2728
Archery	Photo	2/4/16 3:37 PM	2702
What is Pickle ball? Glad you asked. Find out here!	Video	2/2/16 8:04 AM	2236
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	2022

### Top 20 Highest Posts Since October 2015

Post Message	Type	Posted	Lifetime Post Total Impressions
			Lifetime: The number of impressions of your Page post. (Total Count)
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	4609
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 Pickleball is over 50 years old! Our very own Rica Cuff is presenting today at the IAPD conference! To find out more about Pickleball click here--> <a href="http://ow.ly/3yXN7y">http://ow.ly/3yXN7y</a>	Photo	1/30/16 11:09 AM	3696
Here's a peek inside our Recreation and Facilities Division Team Meeting where we were honing our networking skills today, and having a little fun, too.	Video	1/19/16 2:45 PM	3450
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	3230
Girls Night Out Feb 18 - Have fun for a great cause! Tix --> <a href="http://ow.ly/XBi4e">http://ow.ly/XBi4e</a>	Photo	1/30/16 9:45 AM	3002
Moms and their little guys had a blast at Mother	Photo	2/19/16	2728

Son Date Night. Check out those little ties, suit coats, vests.....so cute!		6 6:21 PM	
2016 Awards Breakfast for HEPD Employees	Photo	1/21/16 8:32 AM	2707
Archery	Photo	2/4/16 3:37 PM	2702
What is Pickleball? Glad you asked. Find out here!	Video	2/2/16 8:04 AM	2236
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	2022
Make some memories with your kids this Feb at Daddy-Daughter Dance or Mother-Son Date Night! <a href="http://ow.ly/VZJmw">http://ow.ly/VZJmw</a>	Photo	1/22/16 11:21 AM	1917
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	1833
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	1786
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	1763
HEPD Morning Stretch	Photo	2/10/16 7:23 AM	1751
Preschool Open House! Tues. Feb. 2 at Willow 7-8PM & Wed. Feb. 3 at Triphahn Center 7-8PM <a href="http://ow.ly/VZMHK">http://ow.ly/VZMHK</a>	Photo	1/19/16 1:31 PM	1746
Girls Night Out Feb 18 - Have fun for a great cause! Tix --> <a href="http://ow.ly/XBi4e">http://ow.ly/XBi4e</a>	Photo	2/2/16 9:55 AM	1667
Support HEPD Preschool! Eat at Buona TODAY. A portion of profits will be donated!	Photo	1/20/16 7:32 AM	1660





### 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%
Feb 1-28, 2016:	35.6%



### Email Blast Results, Constant Contact

Out	Sent/Open	Mobile	Bounces	Clicks	Opt-
<b>2015 Fitness, Sports &amp; Rec</b>	<b>---/19%</b>	<b>50+%</b>	<b>9%</b>	<b>7%</b>	<b>.22%</b>
Hoffman Happenings 2/2	19.6K/19%	64%	1.3%	16%	.8%
50+ Newsletter February	942/35%	55%	.6%	2.7%	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.

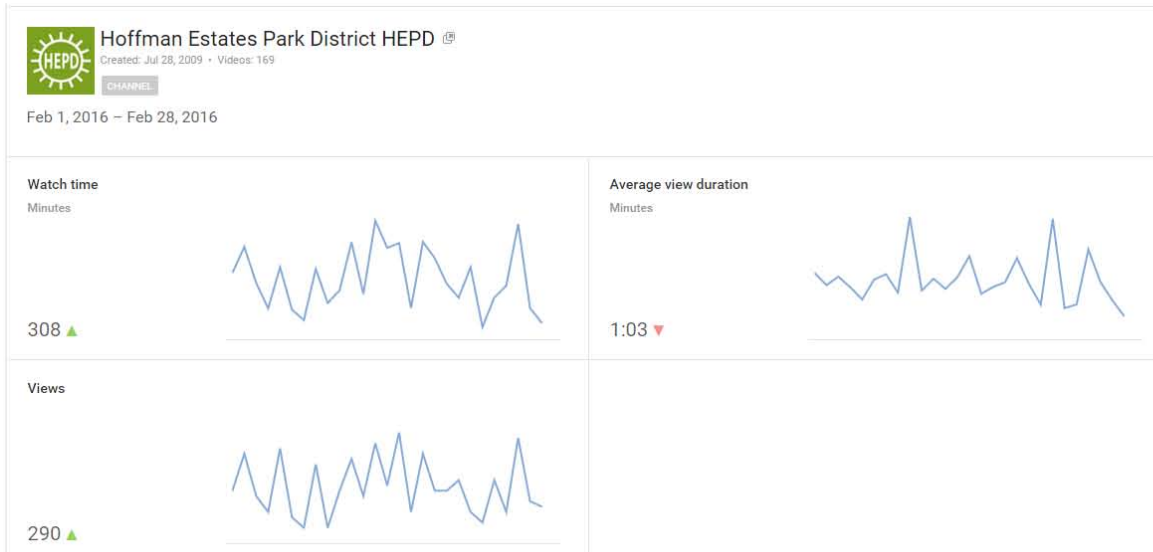
**Clicks** = Contacts who clicked on a link within our email.



### YouTube Metrics

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

Video	Watch time (minutes) @ ↓	Views @
Park Info: Thor Guard	40 (13%)	40 (14%)
Dreaming of Summer!	36 (12%)	28 (9.7%)
What is Pickleball?	27 (8.8%)	18 (6.2%)
Me & HEPD: David and Elizabeth Rossaiky, Ma...	27 (8.8%)	15 (5.2%)
Wolf Pack Hockey Hosts Krolak Cup	19 (6.3%)	12 (4.1%)
Try Hockey for Free!	17 (5.6%)	18 (6.2%)
Aqua Fit Swim Aerobic Class at Prairie Stone S...	17 (5.5%)	22 (7.6%)
Hoffman Estates Park District National Gold M...	17 (5.4%)	4 (1.4%)
Park Info: Playground Workout, Bench Pushup	16 (5.1%)	17 (5.9%)
Park Info: What Is Bioswale?	15 (4.8%)	7 (2.4%)



## ***Bridges of Poplar Creek Board Report February 2016***

### **General Programs**

- GOLF COURSE WAS OPEN IN THE MONTH OF FEBRUARY!!
- Preferred Tee Time contracts have almost been all received. We currently have 25 groups. We do expect 2 to 4 more additional groups for the season. We had a total of 25 groups this time last season. We had a total of 30 groups in 2015.
- Fish Fry is in full swing. We had three weeks in the month of February servicing 315 guests compared to 217 guests for the first three weeks in 2015.

### **Golf Rounds**

#### **ROUND TOTALS**

2013	2014	2015	2016
0	0	0	300

#### **YTD ROUND TOTALS**

2013	2014	2015	2016
0	0	0	300

## Range Information

RANGE BASKET SALES TOTALS			
2013	2014	2015	2016
0	0	5	124
YTD RANGE BASKET SALES TOTALS			
2013	2014	2015	2016
0	0	5	129

## Communications & Marketing

### Marketing/Advertising

- Bridges staff has posted 6 posts to the BPC Facebook page, between on 2/3/16 and 3/2/16. As of 3/2/16 the page has 633 likes. The page increased its likes by 7 in a month. Out of the 6 posts, we boosted 2 of them. We spent a total of \$26.
- The 2 best performing "boosted" posts reach a combined total of 6,000 thousand people. Of which we engaged 4,000 through people clicking on the posts/clicking through the posts (photos or following links) and 121 interacted with us via liking the post, pictures or commenting. Our boosted posts average 22 likes on it. Prior to "boosting" posts, a typical post would reach around 200/300 people, have between 10/20 engagement and about 5 people interacting.
- We did 4 Email Blasts advertising Fish Fry, Banquets, Season Passes and yes Golf Course Open.

### Food & Beverage

For the month of February we had a total of 13 events: (16 Events in 2015)

The breakdown is as follows:

7 breakfast meetings servicing 142 people  
 1 memorial servicing 62 people  
 1 shower servicing 21 people  
 1 dinner servicing 93 people  
 1 Daddy Daughter Dance servicing 205 people  
 1 Mother Son Dance servicing 157 people  
 1 room rental with a cash bar

We currently have 20 events booked for March: (20 Events in 2015)

11 Breakfast meetings servicing 220 people  
 1 ABBHH meeting servicing 160 people

2 baby showers servicing 88 people  
2 bridal showers servicing 75 people  
2 dinners servicing 125 people  
1 Kickin It  
1 Easter Brunch

#### Wedding Count Update:

2017=1 ceremony and reception, 1 ceremony only  
2016 = 20 ceremony and reception, 2 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**

This February has been a mix of spring and winter in one month. We have seen snow flying with freezing temperatures and we have seen sunny days with highs in the 50's. The maintenance department has spent the past month working both inside and outside. Inside we have implemented some ideas from the shop tour last month to improve our shop setup and increase productivity during the season. Both restrooms at the maintenance facility have been remodeled and updated. New tee markers for the 2016 season have been constructed and two sets have been placed on the course already. Instead of purchasing new flagsticks this winter the maintenance department purchased a vinyl sleeves that are melted to your old flagsticks to restore them to new quality. Once the flagstick were finished being restored they are being housed in a new flagstick stand built by our assistant superintendent. With the nice weather the maintenance team was able to get on the course and start our spring/winter cleanup of the course. Four days were spent just picking up debris, tree limbs, raking up small branches and blowing goose droppings from greens, tees and fairways. In order to get the golf course open and somewhat playable for guest in February, new cups were cut into the greens, flags placed, two sets of tee markers on the course and garbage cans on every hole. This week of prep work allowed our guest to enjoy the golf course for a nice weekend of golf at the end of February.

### **Finance/Administration**

- Staff is finalizing in-house audit preparation for the 2015 audit; on-site field work is scheduled to begin on March 21st.
- Staff had two meetings with Better Software Answers (BSA), the District's new accounting software provider. The first meeting identified the project team members, key considerations and a broad timeline review which will be finalized within a few weeks to come. The second meeting was strictly IT; the first extraction of data to test occurred on Monday, March 7th. The goal staff is hoping for is to have the BSA Software in place in time for the District

budget process. Determining the working timeline will be critical to achieving that goal.

- In conjunction with the BSA software implementation, staff is reviewing the chart of accounts and making some minor adjustments to increase reporting capabilities.
- Staff is working with Director of Planning on the Green City Graphical Information System (GIS) implementation.
- Staff is building the FinTrac Time Scheduler database to provide staff with an electronic tool for scheduling PT staff as well as ensuring accurate time swipes against proper job code scheduled for.
- Verizon Wireless
  - Staff worked with Verizon to re-evaluate District wireless plans. By splitting the District's services into three separate components, staff was able to realize an approximate annual savings of \$2500.
  - BPC needed to acquire two wireless tablets for credit card processing on the beverage carts. Verizon had the Samsung Galaxy E Tablet 8 GB at a cost of \$100 while other providers were approximately double. Payment Card Industry (PCI) compliant card swipers will be installed on the tablets to ensure seamless processing. This same option will be utilized for the District's portable credit card device.
- Staff is working with auditors to determine potential future methods for calculating independent contractor program fees. Many independent contractors the District works with are smaller organizations that do not have formal accounting departments, therefore unable to provide formal invoice documentation. Determining a way to automate the process could benefit not only the independent contractors but potentially save District manpower as well.
- The Daily Herald published an article on March 3rd regarding suburban golf courses losing taxpayers money. The article reported BPC losing \$92,070, which isn't correct as the article didn't include transfers in. In 2015, BPC had a positive increase in fund balance of \$5,523. What was of particular interest was that many operations used tax payer funds to supplement revenues.
- Payroll Cycle Processing
  - 02/26/16     \$257,691.68
  - 03/11/16     \$261,480.61

#### Administrative Registration/EFT Billing

- EFT Billings for:
  - a. TC/WRC/PSSWC Fitness Centers
  - b. ELC (weekly)
  - c. Sponsorship

- d. STAR
- e. Pre-School
- f. Dance Company
- Administrative
  - a. Foundation Mailing
  - b. Pre-School Mailing
  - c. Pre-School Lottery
- Administrative Registration for:
  - a. Financial Assistance
  - b. Preschool Field Trips
  - c. Foundation Giving Tree
  - d. Foundation GNO
  - e. Pre-School
  - f. Spring Hockey

#### Human Resources

- Processed 10 new part-time hires and 11 new volunteers.
- Provided orientation to FT Advertising and Sponsorship Manager position.
- Assisted ADA Compliance officer with interactive process for recreation division.
- Attended TEAM Committee meeting to plan HEPD employee social events / Hoffman U trainings for the remainder of 2016.
- Assisted with processing of 2016 FT employee increases.

#### Technology

- WIFI Enhancement
  - a. Preparations to accommodate the new Wireless Application Protocol (WAP) have been completed. New WAPs have been installed at BPC, WRC, & TC. Coordinating with PARKS to run new network cabling at PSSWC.
  - b. Planning on creating a splash page with terms & conditions as well as an "ACCEPT" button for HEPD-Public WIFI.
- Vogelei Barn Connectivity
  - a. Connect Vogelei back to Triphahn to become part of the HEPD Wide Area Network (WAN). Vogelei is currently utilizing its own Comcast Business Class Internet (BCI) connection.
  - b. Advised Recreation that the estimated cost is \$1,500. A firewall will be needed, much like Freedom Run, in order to

create a Virtual Private Network (VPN) tunnel from Vogelei back to Triphahn.

## 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. JNL Climate Control
    - 8 month agreement
    - TC Marquee – 1 slot
- Proposals Submitted to:
  - a. ABC Dentistry - full package with signs and sponsorship
  - b. Fabbrini Flowers - full package with signs and sponsorship
  - c. Napleton Auto Group - full package with signs and sponsorship
  - d. Toasty Cheese - full package with signs and sponsorship
  - e. Bath Planet – signs only
  - f. Lexington Health - full package with signs and sponsorship
  - g. Advanced Physical Medicine - event sponsorship only