



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

**AGENDA
RECREATION COMMITTEE MEETING
TUESDAY, FEBRUARY 10, 2015
7:00 p.m.**

1. ROLL CALL
2. APPROVAL OF AGENDA
3. APPROVAL OF COMMITTEE MINUTES
 - January 13, 2015
4. COMMENTS FROM THE AUDIENCE
5. OLD BUSINESS
6. NEW BUSINESS
 - A. KinderSTAR – D54 Full Day Kindergarten / M15-017
 - B. Special Event Enhancements / M15-018
 - C. Recreation, Facilities & Golf Report / M15-012
7. COMMITTEE MEMBER COMMENTS
8. ADJOURNMENT

ALL MEETINGS ARE HELD IN THE BOARDROOM OF THE TRIPHAHN CENTER, 1685 W. HIGGINS ROAD IN HOFFMAN ESTATES, UNLESS OTHERWISE SPECIFIED.

WE INVITE THOSE WHO MAY NEED AN ACCOMMODATION DUE TO A DISABILITY TO CONTACT US 48 HOURS IN ADVANCE. PLEASE CONTACT JANE KACZMAREK, EXECUTIVE ASSISTANT, AT 847-885-7500.



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**MINUTES
RECREATION COMMITTEE
January 13, 2015**

1. Roll Call:

A regular meeting of the Hoffman Estates Park District Recreation Committee was held on January 13, 2015 at 7:00 p.m. at the Triphahn Center in Hoffman Estates, IL.

Present: Commissioner R. Evans, Comm Rep Dressler, Kaplan (7:02), Koltz, Neel, Wittkamp, Chairman McGinn

Absent: None

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

Audience: Commissioners K. Evans, Kilbridge, President Bickham, Superintendent of Recreation Chesak

2. Agenda:

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

3. Minutes:

Comm Rep Neel made a motion, seconded by Commissioner R. Evans to approve the minutes of the November 11, 2014 meeting as presented. The motion carried by voice vote.

4. Comments from the Audience:

None

5. Old Business:

None

6. New Business:

A. Recreation, Facilities & Golf Report and 4Q2014 Goals/M15-001:

Director Kies reviewed the report noting that the district had received the Exceptional Workplace award from IPRA. He also recognized Supt. Chesak for her work with the Spencer Family and arranging for an opportunity for their son to participate at the Bears Game. Senior Coordinator Cuff was recognized by the Village of Hoffman Estates for her volunteer work in the community. He also pointed out that staff was working with the vendors to provide healthy options.

Commissioner K. Evans noted that the successful programs he was aware of required 100% of the selection to be healthy. Staff will monitor the changeover.

Chairman McGinn noted that the membership numbers at PSSWC were up. Executive Director Bostrom noted that Director Kies had been elected to the Vice Chair for the Chamber of Commerce as well as being put on the IPRA Foundation Board.

Commissioner R. Evans noted that swim lessons were at 708 and asked if there was room to add more. Director Kies explained that they could continue to expand in that area.

Comm Rep Koltz asked about the basketball numbers being down and staff noted that they did not have any clear reason although it appeared to be down in many districts. Staff will monitor the program.

Comm Rep Kaplan explained that many families played two sports and suggested that staff look at offering a fee break if a child was involved in a second sport; that it might help to increase participation.

Director of Golf Bechtold reviewed his report noting that they were actually receiving calls for receptions in 2017. He also explained that BPC was a gold finalist for Wedding Wire.

Chairman McGinn noted that it was good to see the event numbers up and the F&B numbers were also very good.

Comm Rep Koltz asked how long the course had been open noting that one near him had golf on New Year's day. Director Bechtold explained that they had closed in November and that they felt it

caused too much damage to 'reopen' the course for a few warmer days.

Commissioner R. Evans noted that he had received questions/concerns about the work on #10 and the balls rolling into the water more now. Director Bechtold explained that the fairway would now go to where the cart path had been and then begin the rough. He explained that in the past, balls would bounce on the hard cart path and into the water hazard and he did not believe that would be the case now. He also explained that the trees that were removed were scrub and would not be replaced at this time. Commissioner R. Evans asked why Stonegate was still advertising their award in the Knot in competition with BPC and it was noted that they had won it and it was advertised as such for 2009.

Executive Director Bostrom informed the committee that Director Bechtold had been promoted to the position of Director of Golf for 2015 and he was congratulated by the committee. Executive Director Bostrom also explained that they received questions with regard to the Division reports and that in the future, they would be addressing all the questions in an email to all committee and board members although they might not see that email until the day of the meeting.

Commissioner R. Evans made a motion, seconded by Comm Rep Neel to send the Rec, Fac & Golf Report and 4Q2014 Goals to the board. The motion carried by voice vote.

B. Renaming High Point Park/M14-145/137:

Executive Director Bostrom reviewed the item noting that it would go before the board on January 27th for final approval. He reviewed some of the history of Mr. Fabbrini.

Comm Rep Koltz asked about the 600-foot notice and Executive Director Bostrom explained that the district has a policy of notifying surrounding residents when the district is making a significant change to a park as a matter of courtesy.

Chairman McGinn noted that staff had done a great job looking into the history of Mr. Fabbrini.

Comm Rep Neel asked if there would be a plaque at the park with information on Mr. Fabbrini's services to the district and Executive Director Bostrom noted that there would.

Comm Rep Kaplan made a motion, seconded by Comm Rep Dressler to recommend the board accept the name change of High Point Park

to the Joseph L. Fabbri Park on January 27, 2015. The motion carried by voice vote.

7. Committee Member Comments:

Comm Rep Dressler wished everyone a happy new year.

Comm Rep Koltz said he had been on the website and the new process for registration was awesome.

Commissioner R. Evans said he saw a number of residents over the holiday season and became aware of how many did not know who the district was or what they did and encouraged staff to continue to get the message out.

Comm Rep Neel noted that she had received 3 Facebook messages from HEPD & ME in a single week and felt that was a bit overdone. It was noted that they should be scheduled for once a week and staff will check on this.

Chairman McGinn said he noticed the different advertising on the marquee signs and thought it was great. Comm Rep Kaplan asked about the rates and Comm Rep Dressler noted that it was \$1,400/month if you ordered 4 months and you received a 10 second ad every 90 seconds. She felt it an excellent value and had been told that she could share that ad space for ½ cost and ½ the exposure.

8. Adjournment:

Comm Rep Dressler made a motion, seconded by Comm Rep Wittkamp to adjourn the meeting at 7:40 p.m. The motion carried by voice vote.

Respectfully submitted,

Dean R. Bostrom
Secretary

Peggy Kusmierski
Recording Secretary

MEMORANDUM NO. M15-017

TO: Recreation Committee
FROM: Dean Bostrom, Executive Director
Craig Talsma, Deputy Director/Director of Admin & Finance
Mike Kies, Director of Recreation and Facilities
Nicole Chesak, Superintendent of Recreation
Alisa Kapusinski, Senior Program Manager
Jessica Senne, Program Manager
RE: KinderSTAR – Implications of D54 Full Day Kindergarten
DATE: February 6, 2015

Background:

KinderSTAR (KSTAR) is designed to meet the needs of children who require extended care after morning kindergarten. Children can attend the KSTAR afternoon Kindergarten enrichment program. Activities include art projects, active time, science, quiet time and monthly field trips. Children will be able to socialize and interact with their kindergarten friends and have a safe place to relax. Busses transport children from their schools to either Willow Recreation Center (District 15) or Triphahn Center (District 54). This program runs from approximately 11:30 am (or until busses transport participants) until 6:00 pm.

STAR Before and After School program is available for children needing before and after school care. The STAR program provides children a safe environment in a recreational setting. Before care is offered from 7:00 am, until the start of school and after care is from school dismissal until 6:00 pm. Three and five day options are available. STAR is held at Armstrong, Fairview, Lakeview, MacArthur, Lincoln Prairie and Muir Elementary Schools (District 54) and at Willow Recreation Center (District 15).

As of January 2015, District 54 has announced that effective August 2015 they will be starting full-day Kindergarten at all of their elementary schools. District 15 is considering the option as well, however, has not released any final decisions to date. The financial implications are listed below. These numbers detail the financial impact on the Fall 2015 budget with cancelling our District 54 KSTAR program at Triphahn. Details are also listed for District 15 IF the district was to implement a full-day kindergarten and we would need to also cancel District 15's KSTAR program at Willow. Numbers below reflect the potential net revenue surplus that we will lose if the programs cease.

Implications:

With this, the need for AM Kindergartners to attend our KSTAR program at both Triphahn Center and Willow Recreation Center from 11:30 am – 6 pm, is eliminated. Currently we have 10 students enrolled in D15 KSTAR and 27 in D54 KSTAR (10-3day students, 17-5 day students).

D54	D15
Rev: \$49,960	Rev: \$15,652
Exp: -\$18,661 (part time staffing)	Exp: -\$6,502 (part time staffing)
-\$19,930 (bus/supplies/snack/crafts/field trips)	-\$6,037 (bus/supplies/snack/crafts/field trips)
<hr/>	<hr/>
\$11,369 Current estimated profit	\$3,113 Current estimated profit

HEPD staff has noted that, though KSTAR might not be needed by these families, STAR still might be/will be a service the kindergarten students/families might/will need. Using an estimated number of 25 Kindergartners (between D15 and D54) who will still need care immediately after school lets out, we will have additional registrations in our STAR Program.

The fees for STAR are currently \$200/month. 25 participants times the four monthly payments that will be made in the fall of 2015 would provide approximately \$20,000 in additional STAR revenue (this would offset the lost revenue in KSTAR). The estimated 25 kids will be spread throughout our six school sites (with D54 schools) and Willow Rec Center (for D15 students). Because STAR wages will not be affected with the added children, we anticipate a minimal increase in expenses to cover participant snacks and craft supplies; therefore, staff feels that the overall net gain from the children switching from KSTAR to STAR will have a favorable financial impact to the Early Childhood Department.

Recommendation:

This is information only and no recommendation is needed. HEPD staff will be marketing to all schools, preschool classes and ELC to promote the STAR program for 2015/2016 families. STAR will continue to operate as planned.

MEMORANDUM NO. M15-018

TO: Recreation Committee
FROM: Dean R. Bostrom, Executive Director
Michael R. Kies, Director of Recreation & Facilities
Nicole Chesak, Superintendent of Recreation
Jody Dodson, Program Manager
RE: Special Events Enhancements
DATE: February 3, 2015

Background

For the past several years the district has done a good job providing various special events to all residents and guests of the Hoffman Estates community. Staff is always looking at ways to add value back into the special event schedule. Staff believes the schedule, events and offerings have to be dynamic in nature, always changing, upgrading and offering something new based on current community needs, input and recreational trends. As part of that process the areas of focus continue to be driven by the feedback from participants, staff, the CMP and the trends as it relates to recreational opportunities. Currently the district provides an extensive inventory of activities. Below is a snapshot of that annual calendar. You will see these events range from dance competitions to the district's largest event, Party in the Park.

February - Daddy Daughter, Mom Son Date Night and a Dance Competition
March - Dance Competition, Preschool Fun Fair, Dog Egg Hunt, the Egg Slide and Touch a Truck
April - Egg Hunt (3 sites) and 2 Dance Competitions
May - Earth Day, Mother's Day Skate and the SFAC Garage Sale
June - A Dance Recital, Start of Summer Concert Series and the Start of Children's Concert Series
July - The Concert Series and the Children's Series
August - The Concert Series and the Children's Series and Party in the Park
September - The Teen Corn Maze and the Wildflower Seed Collection
October - The Scarecrow Fest, Pumpkin Skate, Pumpkin Swim and the Halloween Bash
November - None
December - The Polar Express, Zoo Lights, Winter Fest and the Winter Dance Showcase

The list above includes the district's indoor and outdoor special event series. This does not include; SFAC events, figure skating competitions, shows, hockey tournaments, trips, workshops, clinics, other smaller events and/or sport tournaments.

Implications

After staff evaluated the current special event schedule, it was determined that there were some opportunities to enhance the schedule and add value to existing events plus develop new possibilities. Staff went back through and evaluated the special event summary sheets, event SWOT reports, results from the attitude/survey, the CMP and the surrounding neighboring communities' special event schedules. Through this process, staff was able to see various possibilities as it related to the 2015 and beyond special event schedule.

Recommendation

The following are proposed changes to the schedule to enhance the event schedule for 2015.

- May -** (Proposed) Plant your Parks Day in place of Earth Day. This event would consist of incorporating the NRPA's three pillars, i.e. social equity, health/wellness and environmental stewardship. The event would take place the first year at Joseph L. Fabbrini Park (Highpoint); it would consist of outdoor planting, park clean up, various outdoor play themed activities, including the portable climbing wall, throw back games and a healthy lunch option. Eventually the event would be carried across more parks within the district.
- August -** (Proposed) Merge the Touch a Truck event into the activities at Party in the Park (PIP). This would include various large trucks and the classic car show on site during PIP to add value into this event.
- October -** (Proposed) Fall/Pumpkin Festival (name to be determined) in place of the Scarecrow Festival (currently the second week of September). This event would take place during the second week of October creating distance slightly between Party in the Park and bringing the event more in line with the Halloween/Pumpkin Festival theme. The event would consist of the various outdoor activities as the Scarecrow Festival currently provides. The event will also have the band and currently staff is looking to provide an outside vendor to sell pumpkins and other fall items. The event would culminate with a pumpkin decorating contest.

Staff is recommending the proposed schedule/changes as reflected above.

MEMORANDUM NO. M15-012

TO: Recreation Committee
FROM: Dean R. Bostrom, Executive Director
Michael R. Kies, Director of Recreation & Facilities
Nicole Chesak, Superintendent of Recreation
Jeff Doschadis, General Manager of Ice
Katie Basile, Superintendent of Facilities
Cathy Burnham, General Manager of PSS&WC Sales & Operations
Sandy Manisco, Communications and Marketing Superintendent
Brian Bechtold, Director of Golf Operations
RE: January Board Report
DATE: February 4, 2015

Recreation and Facilities Division



UPCOMING EVENTS

- 2/3 & 2/4 - Preschool Open House - Parents interested in registering their child for the
- 2/15-2/16 - Hoffman Estates Park District Preschool – Half Day Program, are invited to attend.
- 2/10 - Nutrition Workshop “Low Carb or Low Fat?” – 6p at PSSWC
- 2/13 - Daddy Daughter Dance – 6:30p at Bridges of Poplar Creek CC
- 2/26 - Taste of Preschool - 8:30a at Triphahn Center
- 2/19 - Girls' Night Out – 7p at First Place Sports Bar
- 2/20 - Mother Son Date Night – 6:30 PM at Bridges of Poplar Creek CC
- 2/20 - Friday Fish Fry – 4:30-9p at Bridges of Poplar Creek Fridays through 4/5)
- 2/21 - The Triphahn Center will be part of USA Hockey 8th Annual - Hockey Weekend Across America event February 21st. Staff will be facilitating “Give Hockey a Try” program which will run from 1:00pm – 2:00pm.
- 2/22 - Boy Scout Climbing Merit Badge Day – 8:30A-1:30P at PSSWC
- 2/26 - HEPD is hosting the Blackhawk Cup (girls division) runs through March 1st.
- 2/28 - Healthy Kids Fair – 10A-Noon at PSS&WC
- 3/06 - HEPD will be hosting the Midwest Sled Hockey League Championships which will take place through March 8th.

Snapshot Summary/Highlights:

- HEPD won the Exceptional Workplace Award from the IAPD/IPRA and was presented that plaque at the state conference.
- The adult men's basketball league has 26 teams this year as compared to 20 this time last year. This is an additional 8-12 participant's per team and/or 48 to 72 additional players.
- PSS&WC had a membership growth of 38% from this time last year for January; in 2014 the Member Services team sold 179 memberships whereas in 2015 they sold 247. This is a very strong number of memberships sold.
- During the IAPD/IPRA Conference, during one of the session, the speaker was a no show. Both Alisa Kapusinski and Nicole Chesak were granted permission to present on "Program Life Cycle" and all who attended received CEU's.
- The Basic Skills skating winter lesson program began on January 12th. There are 301 participants in the winter session whereas in 2014 there were 253 participants. That is a 16% increase in a program that nationally has a downward trending participation number.
- Positive feedback continues to be received from PSS&WC members about the extensive renovation of the Kids Korner area. With membership growing rapidly in the month of January, Kids Korner has been extremely busy with the addition of all the new members' children. The new design layout has been well received members now have ample space to store and gather personal belongings as they enter and depart the area.
- Currently 319 Seascape passes have been sold compared to 248 passes at this time in 2014.
- During the month of January a new swim school has opened up in the South Barrington Arboretum <http://www.fosswimschool.com/swimming-lesson-locations/> called Foss Swim School. Staff will continue to monitor the numbers, but the demographics/price point variance create a different targeted market. Currently the PSS&WC public lessons have seen a slight decrease in participation, 167 compared to 193 in 2014. The private swim lessons continue to remain strong 36 in 2105 as compared to 34 in 2014.
- This spring, HEPD will be adding 3 Travel baseball teams (compared to 0 in 2014).
- Staff is currently working on making adjustments within the STAR program to prepare for the District 54 all-day Kindergarten announcement. A memorandum has been prepared and is attached regarding financial impact and anticipated changes.
- Staff has evaluated some of the special events and has decided to create a few new ideas for 2015 and modify the previous schedule in 2014. A memorandum has been prepared and included in the Recreation Committee packet for discussion.
- Staff is in discussion with the Illinois Special Olympics about possibly hosting the 2016 Figure Skating and Speed Skating Championships in February of 2016.
- There is a brand new Boy Scout climbing wall merit badge class set to run on February 22nd from 8:30a-1:30pm. This program is available to Boy Scouts who are looking to complete the requirements for the BSA climbing merit badge. There are six participants signed up for this program which is great since the program is still over three weeks out. Private groups or troops may also schedule this as a private program.

- A participant from our "Write Now" class was published in the New York Reminisce Magazine under the "Bringing It All Back," section.
- The recreation and facilities division has developed 3 new task force groups including Social Equity, Secret Shopper and Environmental Stewardship. These task force groups will work to develop initiatives within their specific area of concentration to integrate these opportunities within our current program and service structure.



Dance

Program/Month/Year/Variance +/-	1/2014	1/2015	Var. +/-
Recital Dance	317	320	+3

- The dance program began the week of January 19th. There are a total of 320 students enrolled, 249 at TC and 71 at WRC. All Classes are now closed and costumes have been ordered for recital, many have started to come in.
- The Dance recitals will be held on Saturday, June 5th times TBD for TC and Sunday, June 6th at 2:00pm for Willow at Schaumburg High School.
- The Hoffman Stars Dance Company will be participating in 4 competitions this spring: The Des Plaines Idol on Saturday February 7-8, Cathy Roe Dance Competition the weekend of March 6-8 in Oswego and Rainbow National Dance Competition on April 10-12 and Talent on Parade May 1-3. This year the company is taking 6 group numbers and 7 solo numbers. The solos are NEW this year and have been a great opportunity for the select dancers to advance their dancing skills.

Gymnastics Programs Summary:

Program/Month/Year/Variance +/-	1/2014	1/2015	Var. +/-
Winter 1 st session	155	162	+7

- The first session of gymnastics started on January 5th. Numbers are strong and instructors were added to accommodate the waitlist.
- Tumbling times is in the process of bringing over the equipment from Willow storage to be used upstairs at TC.



Youth Athletics

The Youth Athletic area is excited to report the development of some new and exciting programs for the spring and fall of 2015. The following is a list of these new active programs.

- This fall the Hoffman Estates Park District will be running flag football for grades 1-8th. The season will start at the end of August and conclude in October.
- Starting this spring Hoffman Estates Park District will be starting the first youth rugby program. This program will start with two free camps in April and May and a weeklong camp in July. With this new base of players the district will try and run a league the following summer between July and August.
- The youth athletic area will be working with the Wolfpack program to create a boxed hockey league during the summer, the camp will run during the off season of Wolfpack hockey.

Youth Indoor Soccer Summary:

<u>Program/Month/Year/Variance +/-</u>	<u>1/2014</u>	<u>1/2015</u>	<u>Var. +/-</u>
Indoor Soccer	198	127	(71)*

* Staff believes the reduction in participation is a direct result of some of the challenges faced during the last two years with the previous indoor location. Staff has changed the format to create more of a skills development /game experience for the participants. Last year the format was inconsistent with the facility schedule and canceling games/practices with little or no notice. Staff has also received feedback relating to local competition as it relates to indoor turf versus a gymnasium. However, staff believes with bringing the program back in house (the TC gym) the program number will grow back up and exceed the 2014 numbers. Currently the feedback on the program has been positive and the level of value/service has increase nicely.

Hoffman United Travel Soccer Summary:

- Next meeting for HEUSC is Wednesday, February 25, 8:30pm TC Board Room.

Youth Basketball Season

- We hosted picture day on January 3rd. This was a week before the games started and allowed the day to be less chaotic. Coaches, players and families did not have to run around from game to pictures to games. It was all done in one location and in about 4 hours compared to the 10 hours it took last year.
- By the end of January we will be 4 games into our regular season.
- New this year is tournament teams for youth basketball. We do this every year for baseball and this year we will try with basketball. Tryouts will be held on February 15th and teams will participant in one tournament after the season concludes.

YEAR	1/2	3/4	5/6	7/8	3/4 girls	5/6 girls	7/8 girls	Girls Feeder	TOTALS
2014	80	100	95	84	20	10	20	0	409
2015	79	88	99	67	20	16	10	8	401*

* This number includes the new program Little Dribblers (listed below).

Little Dribblers

- This is a new contractual program set up for youth ages 4-6. This will be a great program to feed into our youth basketball leagues that start at 7 years old. This program has 14 enrolled. The next session starts on February 21st.

Youth Baseball Camp

- Hoffman Estates high school varsity coach Todd Meador is offering a winter break camp fundamentals camp for the youth baseball players in Hoffman Estates. 18 students signed up for the camp this winter compared to 16 last year at this time.

Adult Athletics Summary:

Program/Month/Year/Variance +/-	1/2014	1/2015	Var. +/-
Men's Basketball	20	26	+6*

* This number reflects 6 new teams at 8-12 players per team. The season started January 19th.



Early Childhood

Preschool / Early Childhood Summary

Program	1/2014	1/2015	Var. +/-
Threeschool 14-15	15 TC, 11 WRC	15 TC, 11 WRC	0
2's Playschool 14-15	30 TC, 23 WRC	30 TC, 25 WRC	+2
Preschool 14-15	117 TC, 52 WRC	117 TC, 69 WRC	+17
Early Learning Center	29	28	-1
Early Childhood Classes			
Child Only	113	106	-7
Parent-Tot	15	41	+26
Total Preschool	405	442	+37

Preschool

- School was closed January 7, 8, & 9 due to severe cold. These days will be made up.
- Parent-Teacher conferences took place at the end of the month.

ELC

- ELC open house was held on January 31.
- The ELC attended a field trip to Jump Zone on January 28.

- Details are being finalized to begin Spanish enrichment lessons in the ELC on Monday mornings. This is another great perk we offer parents who enroll in our program. Parents will pay \$2/week to help supplement the cost of the program.

STAR Before and After School Program Summary

Program/Month/Year/Variance +/-	1/2014	1/2015	Var. +/-
TJ:	17	13	-4
Whiteley:	15	21	+6
Armstrong:	28	39	+11
Fairview:	69	71	+2
Lakeview:	45	43	-2
MacArthur:	43	46	+3
Muir:	24	25	+1
Lincoln Prairie:	35	41	+6
Total	276	299	+ 23

Day off School Trips

January 2 (winter break)	56
January 3 (winter break)	34
January 16 (half day-vog)	62
January 17 (vog)	61
January 20 (wrc/vog)	38
January 21 (wrc)	20



50+ Club Summary

Program/Month/Year/Variance +/-	01/2014	01/2015	Var. +/-
NEW	18	29	+ 11
RENEWED	26	40	+ 14
Total memberships	1,089(589)	649	(440) + 60*

* This time last year St. Alexius Medical Center purchased 500 memberships for their Golden Circle (which was closing their doors) membership base. Without those numbers the membership base grew 10% and/or 60 memberships over the past year.

Volunteerism

Volunteers - 13 volunteers - 17 hours total

Classes offered in January

Basic Exercise, Gentle Yoga, Tai Chi, Write It Now! Spanish
Self-Hypnosis, Line Dancing & AARP Driver Safety

Upcoming trips

Museum Tour, Eataty Chi, Fashion Outlets, Rosemont
Art Institute, Chi, Diamond Tours NYC & Fancy-Free Tours Door County

Upcoming Evening/Special Programs

Health Screenings – 7 drop-ins

Pub Quiz Night (3rd Thursdays/6:00 pm)

Minute To Win It! (theme for this year's annual winter break event, set for 3/5, at Los Fernandez / prizes furnished by Rosewood Care Center, Inverness, Jojo's Restaurant, Schaumburg)

Friday post lunch programs

1/16 BBLS/AARP rep gave a tax update/review

1/23 Culver's/member birthday celebration (Culver's provided free custard)

1/30 Brown Bag Lunch/US Securities & Exchange Commission presentation on safe investing/fraud

Organized Activities

Wii tournament took place on 1/13 which was sponsored by Clare Oaks Retirement Center

Other

Pool table maintenance (bi-annual)

IPRA Senior Committee meeting

IPRA Conference presenter (trip planning with 2 other facilitators)

Nominated 2 for BOH – Pat Clarke, of the Hoffman Estates Fire Department for senior emergency info cards and Chris Wu, from Great Harvest Bread Company for bread/sweets donations (attended presentation)

Met with Rosewood Retirement Community re: partnership

Webinar on fall prevention among seniors

Special Event Summary:

- **Daddy/Daughter Dance**

This year's dance is scheduled for Friday, February 13th. The DJ, photographer, and flowers have all been secured for the event. Bridges of Popular Creek is set and is handling the food and tables. The favors have been ordered and shopping will be done early in February for the rest of the supplies.

- **Mom/Son Date Night**

This year is the Mom Son Date night. It is scheduled to take place on Friday, February 20th. It will run the same as the Daddy Daughter event.



Ice Operations

I.C.E Academy

- The Basic Skills winter lesson program began on Jan. 12. There are 301 skaters in the winter session. In 2014 there were 253 participants.
- The Greater Chicago land Area Basic Skills Championship will take place at the Triphahn Center / Ice Arena on March 22.
- Staff is working on offering spring break camp.

Wolf Pack

- The Wolf Pack Development lesson program began its winter session on Jan. 12. Below are the classes – Current enrollment is at 262 with the addition of the 12 adult hockey clinic members on Sunday night - 257 were enrolled in 2014.

Jr. Wolf Pack - Early	23
Jr. Wolf Pack	76
TUES / SAT CLASS	50
WED / SAT CLASS	46
3 X 3 HOUSE LEAGUE	55

- Staff is in the process of starting spring hockey registration which will open for returning Wolf Pack members on February 7.
- Staff along with the NIHL Wolf Pack board is meeting on Monday, Feb. 16th to discuss a complete overall in the structure process of the Wolf Pack program in moving toward next year. With the size the Wolf Pack has become many more components need to be put in place to ensure the sustainability and function of the program.

Ice Rink Information

Program	1/2014	1/2015	Var. +/-
Public Skate	1,389	1,367	- 22
Freestyle	183	135	- 48*
* This is due to more ice time allocated for skating lessons on Saturday.			
Drop In/Homeschool	255	297	+42



Prairie Stone_{tm} Sports & Wellness Center

Membership Totals	2014	2015	+/-
	3,512	3,538	(26)*
* End of December 2014 (100), great turn around!			
New members	179	247	+ 68**
** 38% increase in net sales from 2014.			

Member Services

- The enrollment promotion for the month of January reflected a deeply discounted enrollment fee of \$15.00 to attract prospective clients during this first month of the new anniversary year for PSS&WC. Throughout the year, enrollment fee discounts and departmental promotions will incorporate the number "15" to highlight PSS&WC's 15 year anniversary. New members who enrolled in January also received January dues free upon mention of the direct mail postcard or the HEPD and/or PSS&WC website ads.
- The ongoing Friends in Fitness member referral program continued to be a primary force in generating new memberships; the club cash incentive corresponding with this referral program rewards current members with a \$25.00 club cash reward for referrals who enrolled as members. These promotions have proven to be popular and effective among prospective clients and among the most productive of marketing efforts.

- A 30K piece jumbo postcard mailing was initiated during the month of January to promote the discounted enrollment fee along with a “coupon” for a complimentary guest pass to those who presented the postcard at the time of enrollment. Targeted demographics included ages 35-65 single family homes with household income of 75k or higher within a 5-7 mile radius of the club. This demographic continues to track the best return on investment.
- 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 new electronic marquis signs throughout the community.
- New member totals for the month of January are at the highest level since 2010 and may at month's end be at a 5-year high.
- The number of credit card denials following January billing was fewer than those logged in the months of November and December. 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 January. These efforts include phone calls, emails, form letters, and person-to-person contact upon check in at the Service Desk. This issue is expected to continue for the foreseeable future as banks are forced once again to take proactive measures to cancel and reissue cards to their clients as a result of increasing cyber hacking trends.
- Efforts are currently being taken to finalize proofs for all current promotional tri-folds for the club. An order will be placed in February for the purchase of new promotional tri-folds to ensure inventory levels of each are sufficient.
- The Member Services Supervisor is currently working with Athletico Physical Therapy on the creation of a new “doctor referral” program that will utilize Athletico's broad network of physicians to promote membership opportunities at PSS&WC. Details will be forthcoming on this exciting new program.
- The General Manager of Sales & Operations is continuing to work with the C&M team on the creation of various video vignettes for use in social media and website promotions. Likewise, efforts are ongoing to establish a 3-month planning cycle for all club promotions and special events.
- The Member Services Supervisor is working with C&M on the development of promotional materials to support corporate wellness events and programs that will be initiated with many corporations and businesses in the area, thereby strengthening existing relationships while promoting the establishment of new ones.

Fitness Department:

- PSS&WC is launching a new fitness assessment (FitnessCalc) available for all new and current members. The assessment will evaluate current fitness levels and help develop and establish an effective fitness program. In addition, the assessment is a valuable tool to identify potential areas of health or injury risk, establish goals and to track and evaluate progress.
- PSSWC Fitness team Member Joe Bagnasco won Part Time Employee of the year!
- The PSSWC fitness department is in process of hiring two new personal trainers to continue to expand the training and revenue opportunities.
- PSSWC has two upcoming Nutrition Workshops, Low-Carb or Low-Fat? (February 10th), and Carb Control (March) that will be taught by dietician Marge Connor.

Operations Department:

- The Operations Manager is working collaboratively with the Sears Centre to secure practice space for the various women's teams participating in the Women's Big 10 Basketball Tournament at the Sears Centre in March.
- Facility Rentals have been busy in the month of January, with three overnight lock-in's, five birthday parties, four adult volleyball tournaments, HEPD basketball, and the annual "Boy's Night Out" event hosted by Willow Creek Church bringing in over 275 participants this year.

General Highlights:

- The Medic AED/CPR courses have been planned and offered for 2015. Two classes were offered within January, with 9 team members in attendance for each class.
- The first training session for the CHEER customer service training will be offered on February 26th, Wednesday evening, from 6-7:15pm. All team members are invited to attend the training. Additional trainings have been scheduled and will be offered throughout the year.

SFAC Season Pass Sales & Marketing:

- The Seascape winter sale was a success in 2014 and moving into 2015. Currently 319 Seascape passes have been sold compared to 248 passes at this time in 2014 (Even with the cooler 2104 summer, the pass sales are strong). Extending the deadline past December 31st ended up being a great decision. Beginning January 6th Seascape began promoting the "early bird discount" of 15% which will run through the end of April. About 15 passes were sold so far using this promotion. Seascape will begin promoting pass sales again heavily in March.

Swim Lessons & Programs (PSSWC):

- The first winter session of indoor swim is underway with 167 swimmers registered. The same session in 2014 had 193 swimmers.
- Brand new swim lesson participant report cards and evaluations were developed with the help of the C&M department. The aquatic team is looking forward to incorporate the new forms this session. The new design is much more

professional, fun, and easy to read. The evaluation tool is more detailed in hopes of getting more useful feedback from participants.

- In the area of private swim lessons there were 36 lessons sold in the month of January compared to 34 sold in January 2014.
- The Climbing 1 & 2 classes are running this session with 11 participants.
- Another new climbing wall special event has been added to the lineup for spring. A St. Patrick's Day themed "Pot of Gold Climb" is being planned for March 17th from 5-8p. Kids will enjoy rock climbing and collecting treasures as they ascend the rock wall.
- The January session of Parent's Night Out (PNO) ran with 30 participants. Kids played active games in the gym, climbed the rock wall, ate a pizza dinner and watched a movie. The next PNO event is scheduled for Valentine's Day on February 14th. Staff is anticipating that this will be a popular month for the program.



Triphahn Center

Triphahn Center Fitness and Operations:

Membership Totals	01/2014	01/2015	Var. +/-
	972	934	(38)*

* Staff believes this number is reflective of additional competition in the area, the recent fee increase and the nice influx of memberships sold at PSS&WC during the month of January.

General Summary:

- TC Facility Manager worked with C&M to have signs created and placed throughout the facility regarding loss prevention. The signs inform members and guests to keep their valuables with them at all times. The intentions of the signs are to decrease theft.
- TC Facility Manager had key chains made for the hockey locker rooms with key checkout instructions and directions to lock up valuables. Again, the intentions of the key chains are to decrease theft.
- TC Facility Manager worked with the parks department to get the main gym doors by the north entrance painted.
- Parks maintenance painted the cubbies/lockers in the ELC room 106. TC Facility Manager is working with the Parks Dept. to get all the lockers painted in all the preschool/ELC rooms (5 rooms' total).
- TC Facility Manager and Superintendent of Facilities taught Medic CPR class over a two day period to accommodate full time staffs busy schedules. The two day class was taught at the Triphahn Center Wednesday, January 14 and Thursday, January 15, 2015.
- TC Facility Manager and WRC Facility Manager taught an additional Medic CPR class on Saturday, January 17, 2015 at BPC.
- Fee increase letter was mailed out on January 23, 2015 to all TC fitness members informing them of a fee increase of \$2 per member effective March 1, 2015. All

members have been given the opportunity to lock in their current rate for 12 months if the prepay for the 12 months.

Custodial/Maintenance:

- There were 89 requests for program setups and 14 requests for rental setups January 2015.
- January's focus for custodial was keeping up with cleaning up salt and water from winter weather.
- Extra time was put into cleaning the gym with youth basketball, adult basketball and indoor soccer keeping the gym floor free of salt.
- The wood in the sauna was cleaned with a neutral cleaner and will be implemented monthly.

Fitness Department:

- New fitness classes began the first week of January. Two classes are running with a total of 20 participants (10 Fitness Boot Camp and 10 Women of Steel).



Willow Recreation Center

Membership Totals	01/2014	01/2015	Var. +/-
	329	338	+ 9

WRC Rentals, Operations, Programming:

- There were 290 courts sold in January. There were 222 courts sold in January 2014.
- WRC held 1 birthday party during January There was 0 parties held in January 2014.

Fitness Center Memberships:

- There were 8 visit/tours in January.
- There were 32 guests to the fitness center / racquetball as compared to 26 in 2014.

Fitness Classes:

- The 1st winter session began the week of January 5th. There are 7 classes running with 39 participants. There was also 97 drop in participants. There were 4 classes with 35 participants in 2014, plus 77 drop ins.



Dog Off-Leash Areas

Bo's Run:

- There were 5 guests to Bo's Run in January compared to 4 in January. 2014.
- There are currently 406 members to Bo's Run / Combo passes (329 Bo's Run only plus 77 combo members). There were 449 members to Bo's Run at this time in 2014 (367 & 82)

- Breakdown for Bo's Run / Combo passes HE 183, Palatine 45, Barrington 32, Schaumburg 70, Arlington Heights / Mt. Prospect 11, Inverness 24. Additional towns are Rolling Meadows, Elk grove, Hanover Park,

Freedom Run:

- There are currently 438 members to Freedom Run (361 Freedom Run only plus 77 combo members). There were 419 Freedom Run (337 & 82) in 2014
- Breakdown for Freedom Run/ Combo passes Elgin – 195 HE – 98, Streamwood – 73. Additional towns are Schaumburg - 41 Huntley, Hanover Park & S. Barrington, Elk Grove, Palatine, Wheeling & others.

Dog Park Passes	01/2014	01/2015	Var. +/-
Bo's Run	449	406	(43)
Freedom Run	419	438	+ 19
Combo Passes	82	77	(5)
Total	950	921	(29)



Communications and Marketing

PROGRAM PROMOTIONS

Staff Worked with program managers to promote: Girls Night Out, Personal Training, Events, PSS&WC memberships, Youth Basketball, Preschool, Early Childhood.

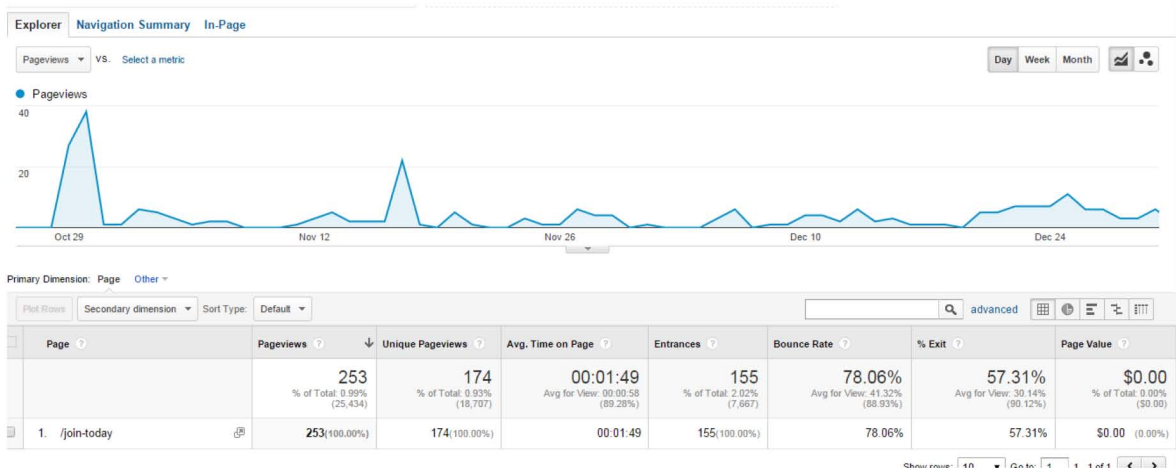
COMMUNITY EDUCATION

HEALTHY Kids eBlast & Blog –The articles are individually promoted through social media and eventually an RSS feed on our website.

Wings Coat Drive – In December, upon the suggestion of the staff at PSS&WC, we set up a coat drive for WINGS, and collected more than 100 coats for the charity.

PUBLIC RELATIONS & ADVERTISING

PSSWC Digital Campaign with PSSWC – The campaign was run on the Daily Herald website and other affiliated network sites where a 15 second commercial played as “pre-roll” before videos. This form of web marketing, called “re-targeting” allows our ad to follow a prospective member across websites, allowing our commercial to appear on other sites. The campaign yielded more than 100,000 impressions and 312 clicks (click through rate of .28%, well above the industry standard of .17%) from the pre-roll video to the PSSWC Join Today splash page. This is consistent with our Google Analytics, which indicates 253 hits to the Join Today promotion splash page. General Manager Burnham received 2 emails from the campaign. We cannot attribute any new memberships to the campaign itself.



MARKETING DASHBOARD

Mobile App Downloads



The app has been available since April 25, 2014; as of Jan 27, 2015 we have had 1,201 apps downloaded. We saw a big increase of nearly 300 downloads in December. It's not clear what caused the big increase; the only difference has been the digital marquees. We've been promoting the specific benefits to each group, i.e. Preschool, STAR. The mobile app is being marketed to the community via web, eBlast, posters, social media and with mobile app promotional cards distributed to program participants.



Mobile Access

Results to date are positive, showing more users accessing heparks.org on mobile devices or tablets. We are looking for a greater percentage of page views by mobile and tablet. New responsive/mobile-friendly website launched Oct 28, 2014:

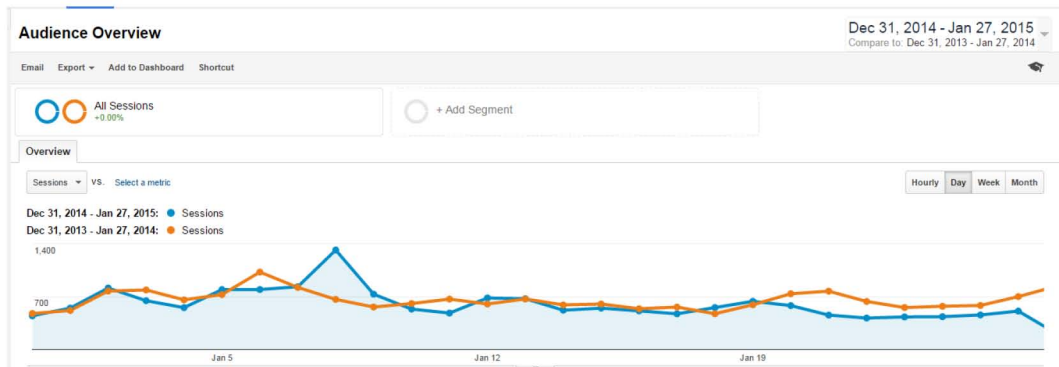
	Benchmark: Feb 2013-Feb 2014	Dec 31, 2013 - Jan 27, 2014	Dec 31, 2014 - Jan 27, 2015	Change from last year
Desktop	63%	55%	45%	-10
Mobile	27%	31%	42%	+12
Tablet	10%	13%	11%	-2*

*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.



WEBSITE Heparks.org Google Analytics

Results for the period of Dec 31, 2014-Jan 27, 2015. Hits to the home page are steady, slight declines are noted.

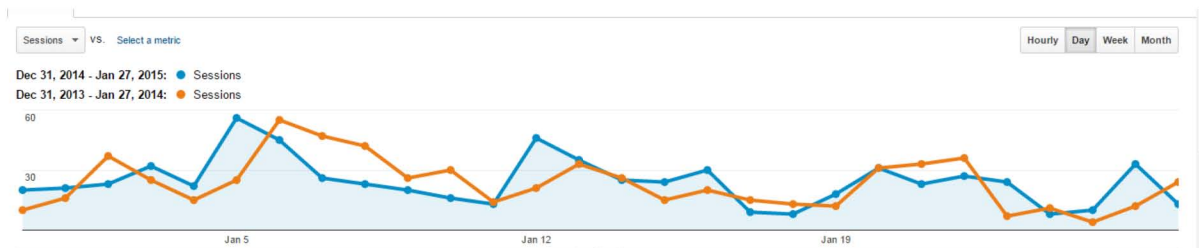


	2014	2015	Var. +/-
Sessions	18,306	16,584	-9.41%
Users	12,381	11,583	-6.45%



Program Guide online

Indicates how many times people are viewing the electronic version of our program brochure on our website. Approx. 100 people viewed the online Program Guide. This could be a result of the December increase of 300 Mobile App users.

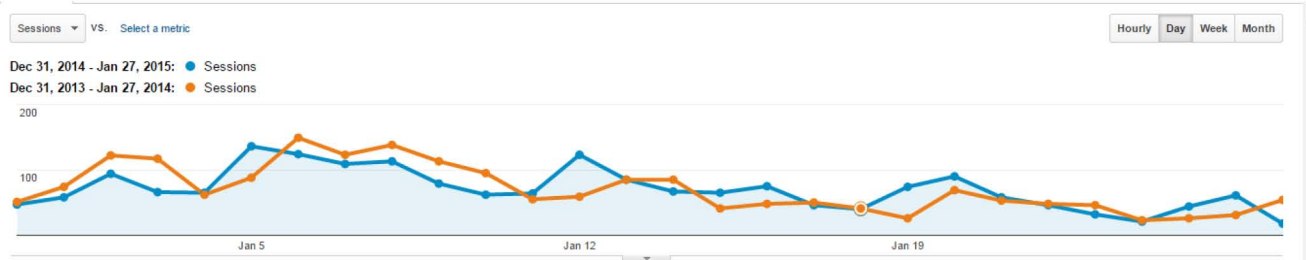


	2014	2015	Var. +/-
Sessions	655	681	+3.97%
Users	498	597	+19.88%



WebTrac/Online Registration Page Hits

Google Analytics – Hits are higher on Mondays; a historical trend, with the most hits on the week right before sessions begin. Overall compared to last year we are seeing much more hits to our online registration. Notable is the number of users and page views is up considerably, indicating more people are using it and spending more time in online registration. This could be a result of the December increase of 300 Mobile App users.

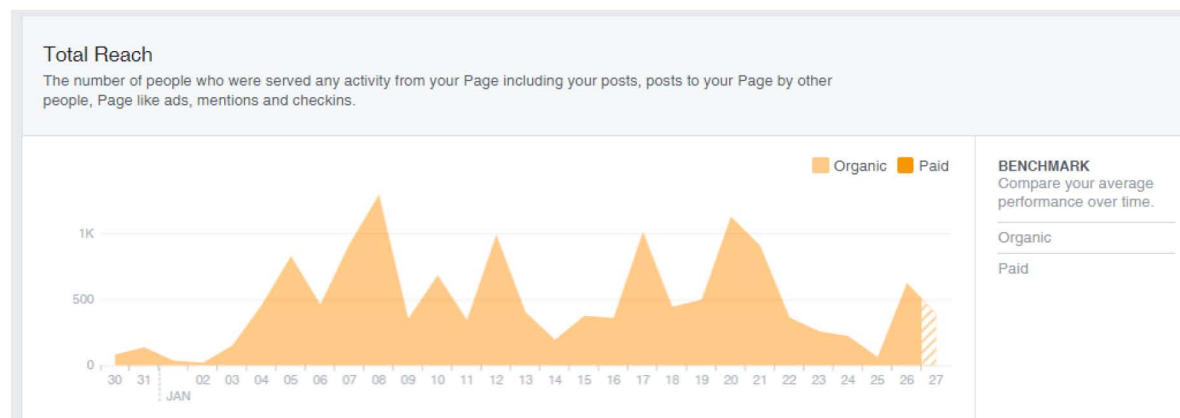


	2014	2015	Var. +/-
Sessions	1972	1962	-0.51%
Users	1,207	1,437	+19.06%
Page Views	4,659	8,659	+90%

Facebook Reach



Total Likes – 1,788. 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 January = 17,410.



Conversion Rate – What percentage are registering online?

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

Preliminary results are suggesting 2015 will be a big growth in online registrations. We are already seeing indications that the mobile app, responsive website design and mobile Webtrac are working. Prior to Oct 28 when our new website launched, we were at 33%. In the period from Oct 29-Dec 31, 2014, we had 38% of registrations occur online. That is 5% higher than our rate of online registrations during the same period last year (Oct 29-Dec 31, 2013 was 33%).

2011: 21%
 2012: 26.3%
 2013: 30.69%
 2014: 33.54%
 January 2015: 35%



Email Blast Results, Constant Contact

	Open Rate	Bounce Rate	Click-thru rate
2014 Sports and Recreation industry	20.20%	8.82%	7.49%
HEPD General EBlast, Jan 20	19.2%	1.3%	10%
Cold Day Child Care	61.1%	.07%	13.8%
50+ Club January	38.5%	1.1%	3.1%

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

Opens = Emails our contacts received and viewed.

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

GOLF

General Programs

- Preferred Tee Time contracts are being received. The deadline for renewal is February 27th, with an early \$60 off promotion if received by Feb 13th. Our goal is to have 32 total preferred groups. We currently have 10 contracts received.
- League Contracts have been mailed out. All initial responses indicate most leagues will be returning for the upcoming season. We did lose the Allstate League as their office was moved to Northbrook. We had 10 leagues in the evening Monday – Friday in 2014. We have also received multiple calls from leagues from Arlington Lakes Golf Course as they will be closed this season for a renovation. We have secured their 18 hole 64 player league for Thursday mornings. We are in the process of working with two ladies’ leagues as well for Wednesday evenings and a 9 hole Sr. league for Tuesday Mornings.

Golf Rounds

ROUND TOTALS.

2013	2014	2015
0	0	0

YTD ROUND TOTALS

2013	2014	2015
0	0	0

Range Information

RANGE BASKET SALES TOTALS		
2013	2014	2015
0	0	5
YTD RANGE BASKET SALES TOTALS		
2013	2014	2015
0	0	5

Communications & Marketing

Marketing/Advertising

- All marketing materials are being finalized for 2015. Rate Card, Outing Brochure, Golf Instruction, Scorecards, comment cards and banquet menus will all have a fresh look for 2015.

Food & Beverage

For the month of January we had a total of 14 Events.

The breakdown is as follows:

8 breakfast meetings servicing 142 people

3 Rotary luncheons servicing 121 people

1 first birthday party servicing 75 people

1 all day meeting servicing 132 people

1 ABBHH meeting with a continental breakfast

We currently have 16 events booked for the month of February

8 breakfast meetings servicing 136 people

4 Rotary luncheons servicing 160 people

1 All day IPRA meeting with lunch servicing 100 people

1 meeting with an hors d oeuvre reception following servicing 126 people

2 park district events Daddy Daughter and Mother Son dances

2016=1 ceremony and reception

2015=22 receptions, 15 of which are hosting their ceremonies here plus 2 ceremony only

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

Golf Maintenance Summary

Cabin fever is starting to set in as we have spent the month of January inside the shop unable to be on the golf course. Equipment is being torn down and having the necessary parts replaced. All of our reel mowers are being broken down and have the reels ground to certain specs, with new bed knives to provide a quality cut to start the spring. All of our cart traffic posts have been sanded down, painted and seal coated along with hazard and out of bounds stakes (about 1200 total stakes).

Also in January Dustin Hugen and PJ Bugay had the opportunity to attend the Illinois Turfgrass Foundation two day education event at Bolingbrook Golf Club. It involved two days of classes that covered the following:

1. Winter Preparation
2. Fertility Management
3. Broadleaf weed control
4. Energy Saving for Golf Clubs
5. Gardens for Golf Course Kitchens
6. Topdressing and Aerification Research

These classes were taught by University professors from Nebraska, Illinois, Michigan State and Purdue. New ideas will be implemented from the research that was presented at this event.

*Unforgettable Fads***MOM MADE A DIY
ROLLER DERBY****MARGARET (ABEL) OLIVER** RENO, NV


THE TIME WAS AROUND 1951, and the place was Compton, California. Roller Derby was a hot topic around the dinner table. Few families in our neighborhood were lucky enough to have a TV, but those who did would be cheering for the local team, the Los Angeles Thunderbirds. My family had a TV, and we tuned in to Roller Derby weekly.

One sunny day, my mother and Aunt Clara decided they should give Roller Derby a try. Now, mind you, these were two housewives who got dressed up to go to the grocery store and considered planting petunias exercise. They set out picnic benches down the middle of Aunt Clara's

driveway to make a rink. The two sisters strapped my cousin Mary Ann's and my skates to their shoes and tied bed pillows to their behinds, then took off around the rink. Granted, they were not going 50 miles per hour, but they tried putting on the steam. This was Roller Derby, for heaven's sake!

It was hilarious. Around and around they went, huffing and puffing for all they were worth, with hair flying, elbows and arms flailing, and I think their tongues were hanging out too. Mary Ann and I—both eight years old at the time—were cheering wildly for our mothers. The neighbors were hanging over the fence, laughing hysterically.

I don't recall either of them ending up with a cast on anything, and the game was pretty much a draw. But to this day, Mary Ann and I remember that episode and laugh until we are in tears.

Roller Derby was a wonderful way to put excitement and good family entertainment into the lives and homes of friends and neighbors during those times. 

**A NEW YORK FAN****MARION BELLHOUSE** HOFFMAN ESTATES, IL

THERE WE WERE, Mom and I, sitting in the upper deck of Madison Square Garden for the Roller Derby World Series. It was the early '50s—I was about eight years old—and Roller Derby was one of the most exciting sports of the time. We always watched the games on TV, which is why I couldn't believe we were actually there.

Our team was the New York Chiefs. I don't remember the team they were playing against—perhaps it was the Jersey Jolters or the Brooklyn

Red Devils. The place was packed, and the roar of the crowd was deafening when the Chiefs took the track. Someone gave us a wad of paper to rip into little pieces and throw into the air when the Chiefs won, which they did!

Our favorite skater was Gerry Murray, one of the most popular. But I also loved Mary-Lou Palermo. She wore her hair in two ponytails, and I thought that was so neat. I wore my hair like that for weeks just to look like her.

A few other skaters I enjoyed

were Joan Weston, Mike Gammon, Ken Monte, and Buddy Atkinson Sr. While most people enjoyed the game for its fights, I was all about the speed. I loved how Mike Gammon would whip around the track like he was flying. He was amazing to watch.

As a teenager, I had the opportunity to skate on the banked track. It wasn't as easy as it looked! What a feeling it was when I could actually skate around the track without falling. It was the thrill of a lifetime for this fan. 