



*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, MAY 12, 2015**  
**7:00 p.m.**

1. ROLL CALL
2. APPROVAL OF AGENDA
3. APPROVAL OF COMMITTEE MINUTES
  - April 14, 2015
4. COMMENTS FROM THE AUDIENCE
5. OLD BUSINESS
6. NEW BUSINESS
  - A. NIRC / M15-056
  - B. Concessions at PSSWC / M15-058
  - C. Video gaming evaluation / M15-057
  - D. Balanced Scorecard 1<sup>st</sup> quarter / M15- 055
  - E. Recreation, Facilities & Golf Report / M15-051
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 MEETING  
April 14, 2015**

**1. Roll Call:**

A regular meeting of the Hoffman Estates Park District Recreation Committee was held on April 14, 2015 at 7:00 p.m. at the Triphahn Center in Hoffman Estates, IL.

Present: Commissioners R. Evans, Comm Rep Kaplan, Koltz, Neel, Wittkamp, Chairman McGinn

Absent: Comm Rep Dressler

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

Audience: President Bickham, Commissioners K. Evans, Kilbridge, Greenberg, Comm Rep Kinnane, Rec Superintendent Chesak, Senior Program Manager Kapusinski, Program Managers Senne, Dodson; 50+ Coordinator Cuff, Manager of Facilities Albig, GM Ice Doschadis, Superintendent of Facilities Basile, C&M Superintendent Manisco

**2. Agenda:**

Comm Rep Koltz made a motion, seconded by Comm Rep Kaplan to approve the agenda as presented. The motion carried by voice vote.

**3. Minutes:**

Commissioner R. Evans noted that he was missing from the roll call and Commissioner K. Evans was listed in error.

Comm Rep Kaplan made a motion, seconded by Commissioner R. Evans to approve the minutes of the March 10, 2015 meeting as presented. The motion carried by voice vote.

**4. Comments from the Audience:**

None

**5. Old Business:**

None

**6. New Business:**

Prior to the start of the new business, the Rec Committee and audience acknowledged Admin Asst Kusmierski for 25 years of service. Everyone was invited to enjoy cake.

A. DCFS licensing/M15-044:

Director Kies introduces his staff: GM Ice Doschadis who was in charge of Ice Operations; Manager of Facilities Albig who oversees WRC, TC, Dog Parks and Voagelej; Program Manager Dodson who oversees Dance, Special Events, Martial Arts and Arts; Program Manager Senne who oversees the Before and After programs and full day camps; 50+ Coordinator Cuff who oversees the 50+ program; Superintendent of Facilities Basile who oversees PSSWC and Seascape; C&M Superintendent Manisco who oversees the Communications and Marketing department; Senior Program Manager Kapusinski who oversees all Early Childhood classes, ½ day camps and PM Senne; Rec Superintendent Chesak who oversees the Recreation Division. Superintendent Chesak noted that the two Athletic Program Managers Steinhoff who oversees Adult Athletics and Thomas who oversees the Youth Athletics were unable to attend. She also noted that Senior Program Manager Kapusinski had recently been promoted to that position.

Executive Director Bostrom explained that there were issues with the State licensing program. He noted that the State was saying that the park district (and all park districts) did not meet the qualifications for the Before and After school program to be licensed. He explained that additionally while it would appear that the district would be paid through the end of the State's fiscal year, they would need to create an aid program of their own to move forward.

Superintendent Chesak and Senior Program Manager Kapusinski explained that the present Aid Program offered residents \$300 per quarter and \$1,200 annually and that would not be sufficient for the DCFS Families involved. They explained that staff had created a new application and program to address these specific needs. Senior

Program Manager Kapusinski explained that she did not believe that they would get more people coming to the district from other private programs that might have to shut down as they were offering this assistance to Hoffman Estates Park District residents and they would not be able to offer aid to the extent that the State had been able to offer.

Comm Rep Koltz asked if the tuition absorbed by HEPD would be through the general fund and Executive Director Bostrom explained that it would come from the recreation fund. He also noted that in actuality, any of the monies received above and beyond the specific program expenses had been used to offset the full-time staff that oversaw the program and that money would not be available going forward without State assistance.

Comm Rep Kaplan asked about the licensing requirement of having staff better educated and possible increase in salaries to address that additional education and Executive Director Bostrom noted that would be a possibility.

Commissioner R. Evans asked that if the funding to private programs was eliminated how many additional children did the district expect to see and Superintendent Chesak explained that they did not foresee an influx of participants as they would not qualify (meet the residency requirement or the ability to make their portion of the payment).

Comm Rep Kinnane asked if the district was taking applications for the Early Childhood programs now, were they setting aside space for people who needed to participate in the funding while the district was working out the details. Senior Program Manager Kapusinski noted that they were.

President Bickham asked if the participants were repeats and Senior Program Manager Kapusinski explained that they were and that they had to renew every six months.

Commissioner K. Evans asked about the June date and Executive Director Bostrom explained that was the State's budget.

Commissioner R. Evans asked who would inform the families and it was noted that the park district would educate them on the program. Executive Director Bostrom explained that there were a limited number of families and that they would be met on an individual basis.

Comm Rep Neel made a motion, seconded by Commissioner R. Evans to recommend the board approve that:

HEPD staff and board work with IAPD to lobby DCFS to enable park districts to qualify as DCFS license exempt along with school districts.

HEPD staff and board work with IAPD to lobby for 2015/16 state budget to include full ICCAP funding for child care centers.

Adopt the Hoffman Estates Park District Child Care Subsidy Application and Worksheet for all new and approved families who wish to enroll in summer camps for 2015, along with families seeking assistance for fall 2015 in STAR and WRC KSTAR.

Should the state resume funding, HEPD will allocate the reimbursement funds accordingly: families enrolled in our Child Care Subsidy Scholarship Program will be reimbursed the percentage they paid out of pocket equal to the percentage paid by the state.

If the ICCAP funding is eliminated or reduced due in the 2015/16 state budget, the Child Care Subsidy Scholarship Program co-pay formula and other strategies to address the potential influx of new ICCAP eligible resident families attempting to enroll in our ELC program would be re-evaluated for the ELC program.

The motion carried by voice vote.

B. Jerry's Pro Shop / M15-045:

Director Kies reviewed the item noting that the only change was to allow clubs to pursue other options for clothing.

Comm Rep Kaplan asked how that would work and GM Ice Doschadis explained that it was an exclusive contract and now they would have the option to compare vendors for better pricing.

Chairman McGinn asked if the 1-year was agreeable to all and it was noted that it was.

Comm Rep Kaplan asked about not having the \$25 increase this year and GM Doschadis noted that it was a trade-off for not offering the exclusive clause. He also explained that Jerry's often gave back to the Wolf Pack.

President Bickham asked if Jerry's was not there would someone else approach the district to use the space. Executive Director Bostrom noted that not having a proshop would diminish the district's program value. Comm Rep Koltz asked about the district running the shop itself and Executive Director Bostrom noted that might not be the best idea; that we did not have the inventory.

Commissioner K. Evans asked about the insurance clause noting that it did not show "tenant legal liability". Executive Director Bostrom explained that it had been reviewed by legal counsel but that staff would check along with reviewing any other agreements the district had.

Commissioner R. Evans asked about the use of the logo and GM Doschadis explained that Jerry's could still use the logo.

Comm Rep Kaplan asked about a succession plan after retirement and it was noted that Jerry had two partners that would continue to run the shop.

Comm Rep Neel made a motion, seconded by Comm Rep Koltz to recommend the board approve entering into the attached agreement with Jerry's Pro Shop, Inc. to sell hockey and skating merchandise in the facility. The motion carried by voice vote.

C. Rec/Facilities Business Plan/M15-046:

Director Kies reviewed the Business Plans noting that they supported the CMP and were a compass for the team to guide them through operations. He reviewed the Key Performance Indicators and the Strategic Initiatives.

Superintendent Manisco reviewed the C&M Business Plan explaining the social media chart.

Comm Rep Kaplan asked if the district paid for the sites and Superintendent Manisco noted that most were free.

Executive Director Bostrom explained that the marquee signs had drastically changed the dynamics of the C&M Department.

Chairman McGinn noted that it was a great job.

D. Rec, Facilities & Golf Report and 1Q Goals/M15-047:

Director Kies reviewed the reports highlighting the awards the district had received.

Comm Rep Koltz asked about the hockey goals and GM Doschadis explained 500 participants would be a goal. Comm Rep Koltz asked about the senior softball leagues and if they were teams or individuals and Superintendent Chesak explained they would be taking registration for both.

Comm Rep Neel asked if the district had been affected by the dog flu and Director Kies noted that they had not closed the dog parks but had taken the initiative to educate park pass holders.

GM Manager Bechtold reviewed his report noting that they were still working on the retaining walls on holes 10 and 11.

Commissioner R. Evans asked about the transition from land to water and GM Bechtold noted that they were using a plastic type of “log” permanently placed just before the water that the sod could grow on.

Commissioner K. Evans asked about the asphalt truck going on the course and GM Manager Bechtold noted that the paths were 8-feet wide and the trucks would not be a problem.

President Bickham asked about the coming events and it was noted that there would be a March Madness, 9 and Stein, Turkey Run and ProAm. More information was to come on the Bag Tournament.

Comm Rep Kaplan asked about the success of the shoe gift and it was noted that it was very successful.

Commissioner R. Evans made a motion, seconded by Comm Rep Kaplan to send the report and goals M15-047 to the board as presented. The motion carried by voice vote.

**7. Committee Member Comments:**

Comm Rep Koltz asked about the uneven amount of instructors at the swimming classes. It was noted that they were moving instructors and adjusting classes.

Comm Rep Kaplan asked about the lack of safety equipment for figure skating and GM Doschadis explained that they were encouraged to wear helmets but it was not required. Staff will check into making it more of an initiative.

Commissioner R. Evans congratulated staff on the great job on the meeting information.

Comm Rep Neel also congratulated staff and said it was nice to see so many present.

Chairman McGinn congratulated staff on their hard work and congratulated Comm Reps Kinnane and Kaplan and Commissioner Kilbridge on their successful run for the board. He also wished Deputy Director Talsma well wishes.

**8. Adjournment:**

Comm Rep Neel made a motion, seconded by Comm Rep Wittkamp to adjourn the meeting at 8:50 p.m. The motion carried by voice vote.

Respectfully submitted,

Dean R. Bostrom  
Secretary

Peggy Kusmierski  
Recording Secretary



**MEMORANDUM NO. 15-056**

**TO:** Recreation Committee  
**FROM:** Dean Bostrom, Executive Director  
Craig Talsma, Deputy Director/Director of Admin & Finance  
Michael R. Kies, Director of Recreation & Facilities  
**DATE:** May 08, 2015  
**RE:** Northern Illinois Raptors Agreement Renewal

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**Background:**

The Park District has been working with the Northern Illinois Raptors Center (NIRC) since May of 2009, in which Vogelei Park has been their home base. The current agreement was entered into in 2009 and then renewed in 2012 for three additional years. Overall the relationship between the park district and NIRC has been positive. As with any partnership there were some growing points, but staff believes both groups have moved past those concerns and will move forward with the plans to strengthen the programming opportunities with NIRC for our community.

The mission of the NIRC organization (a 501c3) is to ensure the health of raptors and the community we share through education, research and conservation. This group continues to promote the importance that raptors play in the natural ecosystem in which we live. Staff continues to work with the NIRC to add opportunities for the community to be a part of the NIRC. NIRC has been positive in coming out to special events making the mews a great attraction for park district events held at Vogelei Park.

**Implications:**

The current agreement is the template for the proposed renewal with only minor modifications as can be seen in the attached red-line copy. Changes of note include that currently only four of the original 12 mews have been built and are occupied. The lease allows for the remaining mews to be constructed with District approval.

The remainder of the lease is basically the same with slight modifications to emphasize the importance of the NIRC recreational opportunities at Vogelei Park. Staff has added the requirement that NIRC must conduct at least two programs per year that we can advertise in our guide in addition to having two camp opportunities for NIRC during the summer. It will also require NIRC to have at least four "open to the public" hours where the NIRC mews will be open for residents and guests to view the birds, as well as having a designated contact person that will meet with District staff quarterly.

The term of the agreement shall be as previously agreed to running for three years with an automatic renewal of an additional three years unless notice is given.

**Recommendation:**

Staff recommends that the Recreation Committee recommend to the full Board approval of renewing the attached agreement between the Northern Illinois Raptors Center and the District.

**AGREEMENT  
BETWEEN THE HOFFMAN ESTATES PARK DISTRICT  
AND  
NORTHERN ILLINOIS RAPTORS CENTER (NIRC)**

This agreement, made this 1st day of June, ~~2009~~ 2015 by and between the Hoffman Estates Park District, a municipal corporation organized pursuant to the Illinois Park District Code ("Park District") and the Northern Illinois Raptors Center ("NIRC") a non-profit organization.

**WITNESSETH**

WHEREAS, the Park District wishes to promote conservation awareness programs at Vogelei Park; and,

WHEREAS, The Northern Illinois Raptors Center's (NIRC) mission is to promote public awareness of the role birds of prey (raptors) play in the Illinois ecosystem; and,

WHEREAS, the Park District believes it is in their best interests to allow NIRC to carry out their mission to promote raptors awareness at Vogelei Park.

NOW THEREFORE, the Park District and NIRC hereby agree as follows:

1. NIRC has constructed 4 mews in 3 buildings. The Park District will allow NIRC to construct and maintain up to twelve (12) mews on the Vogelei Park property. These mews are intended to house birds of prey (raptors) which are under the legal care of NIRC organization and/or its members. All additional mews and their locations must be approved by the District.
2. The Park District will allow NIRC to connect the mews (at NIRC's own cost) to existing water and electrical power utilities located on the site. Water system availability will be limited to seasonal periods where freezing of system is not a concern.
3. The Park District will allow NIRC use of the east half of the Vogelei house basement (Exhibit A). The use of this basement area by NIRC shall be related to the care, rehabilitation and feeding of the birds within the care of the NIRC organization.
4. The Park District shall allow NIRC the ability to install and maintain a clothes washer and dryer in the basement of the Vogelei house for the purposes of maintaining towels and rags used in the care of the raptor birds.
5. The Park District will allow NIRC the ability to install and maintain an exhaust fan along with all necessary infrastructures to serve this equipment. In addition thereto the purpose of this fan is to prevent any odors associated with NIRC's

operation from migrating into the rest of the Vogelei house. NIRC's operation shall comply with any and all federal, state, county and local laws and regulations regarding public health and safety.

6. The Park District will allow NIRC, subject to conditions, rules and regulations of the Park District, exclusive use of the second story office area in the upper Vogelei barn building. (exhibit B) Use of this space by NIRC shall be limited to administrative duties directly related to the NIRC organization. Access to the NIRC office area shall be through the main upper barn meeting room space. However, if access by NIRC members to this office space becomes disruptive to other barn users, the district will consider other access options developed and presented by NIRC. It will be the responsibility of NIRC to present to the park board an alternative means of access and if deemed acceptable by the Park District such means will be constructed at the expense of NIRC.
7. The Park District will allow NIRC the ability to install or place within the two spaces contemplated above. Such furnishings shall support NIRC activities.
8. The Park District will allow NIRC access to existing communication infrastructure within Vogelei Park. Any operating expenses, connections or maintenance of any communication infrastructure shall be at NIRC's own cost. NIRC shall be responsible for all utility charges associated with both data and voice communications that are provided for their proprietary use only.
9. The Park District will allow NIRC the ability to utilize the outdoor open space areas of Vogelei Park for the purposes of promoting raptor awareness. Use of the outdoor space shall be determined based on schedule availability and be determined and approved solely by the Park District.
10. The Park District will allow the NIRC exclusive use once a month of the upper barn main meeting room for the purposes of promoting community awareness for raptors and the NIRC organization. This once a month use of the upper barn area shall be at no cost to the NIRC organization so long as the Park District does not incur any directly related costs for the use of the space. Such use shall be at non-prime times **based on availability at the time of booking. For the purposes of this agreement, non-prime time shall be Mon through Thurs 6 am to 10 pm and Fri 6 am to 3:30 pm. Should NIRC request to book the barn meeting room space within 7 calendar days prior to that requested booking, that booking will be at no charge to NIRC so long as it is within non-prime time and has not been previously booked by another party.**
11. The Park District will negotiate with NIRC for additional space utilization in the barn or house based on availability and cost recovery requirements. Such negotiations shall be engaged with the understanding that NIRC and the Park District have common interests in promoting the mission of NIRC organization and or its programs.

12. The Park District agrees to promote NIRC's programs and mission in Vogelei Park section of the District's *I Guide* booklet. Such advertising shall not exceed one-half page unless space is available and agreed upon by Park District Marketing staff. The Park District will work with NIRC to utilize other marketing means based on availability and cost constraints. Park District is not obligated to expend any proceeds on outside marketing efforts other than those listed in the *IGuide*.

13. In the event vandalism occurs to any of NIRC's improvement or to the wildlife under the care of NIRC, the Park District will aid in the investigation and prosecution of individuals responsible for the particular act.

~~14.~~

~~13.~~ NIRC must provide HEPD with a primary person as the point of contact for all communications needs that will meet quarterly with HEPD staff.

~~14.~~

15. NIRC understands and agrees to adhere to any and all laws relevant to the containment or care of birds of prey (raptors).

16. NIRC understands and agrees that it is their organization's sole responsibility for the care and well being of the bird's housed both temporarily or permanently on park property.

17. NIRC agrees to present in writing all proposed improvements to be made by NIRC to the grounds or structures located in Vogelei Park to the Park District. NIRC must receive approval in writing from the Park District prior to the commencement of any work. The NIRC organization understands that the Park District will ultimately act in the best interest of the District at large and their decision is final.

18. NIRC agrees to repair or pay the cost to repair any and or all damage to park property resulting in NIRC's members, guests, birds under NIRC's control or from activities and programs conducted by NIRC.

19. NIRC agrees that if the Park District allows NIRC to move forward with capital improvement plans, NIRC is responsible for securing all permits, scheduling inspections and will be required to conform to all building requirements as required by the Village of Hoffman Estates.

20. NIRC understands that all improvements made by the NIRC and/or their contractors must be coordinated with written acknowledgement by a representative of the Park District. This representative shall be responsible for

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determining that the work contemplated is being done in the best interest of the public and the interest of the Park District.

21. NIRC understands that at the termination of this lease agreement, by either party, NIRC is responsible for the removal of any and all improvements made by NIRC or its designated representatives unless otherwise agreed upon by both parties.
22. NIRC understands that it is solely responsible for the well being of the birds kept within the confines of the Vogelei property and that as a public park, the potential for vandalism exists to both the structures and wildlife under the control of NIRC.
23. NIRC agrees to take full responsibility for the clean-up and removal of waste generated by NIRC construction or program activities.
24. NIRC agrees to help prevent damage by the public to the grounds and structures located in Vogelei Park. NIRC's responsibility on this item shall be limited to public awareness efforts and the informing of Park District of such incidents.
25. NIRC agrees to not endanger any park guest, park neighbor or neighbors pet or property as a result of housing, training, feeding or the demonstration of raptors activities or programs. In the event of an incident, the Park District and NIRC will develop an agreeable solution to prevent reoccurrence. **If after 2 attempts to eliminate the endangerment situation, a third incident occurs, NIRC will cease that particular activity causing concern and/or endangerment to the public. Based on circumstance, the Park District reserves the right to prohibit endangerment situations without further warnings as determined solely by the Park District.**
26. NIRC agrees to schedule with the Park District all program requests both indoor and outdoor. Such requests will be reasonably reviewed and approved based on availability.
27. NIRC agrees to set up and take down all tables, chairs and equipment necessary to run NIRC programs and agrees to leave the program space in the same condition prior to the NIRC run event.
- 28.
29. NIRC agrees to follow district security procedures related to gaining access to both the barn and basement of the house. NIRC agrees to pay for all false alarm costs caused by NIRC members in the access or securing of Park District buildings located at Vogelei Park.
30. NIRC shall purchase from an insurance company, reasonably acceptable to the Park District, commercial liability insurance that specifically covers NIRC's use of Park District property and which specifically includes bodily injury, personal injury and property damage with limits of not less than \$1,000,000 per

occurrence, with a \$3,000,000 umbrella, written on an occurrence basis policy and which names the Park District, its officials, employees, volunteers and agents as additionally insured. A certificate of insurance demonstrating such coverage shall be submitted to the Park District no later than ten (10) days before said insurance policy is renewed each year during the terms of this agreement. In addition, NIRC shall have the Park District, its officers, employees, agents and volunteers added as specific additional insured in all such insurance policies and, upon request of the Park District, produce within 48 hours, copies of the actual insurance policies demonstrating the Park District has been so named, in addition to annually producing the referenced certificate of insurance. Should NIRC ever receive notice that its insurance coverage has been or will be cancelled for any reason, NIRC shall immediately submit such notice to the Park District and shall cease its operations at the Park District until new or substitute insurance satisfactory to the Park District has been obtained.

31. NIRC agrees to indemnify and hold harmless Park District, the Park Commissioners and all Park District officers, employees, agents and representatives from and against any and all claims, damages, costs and expenses including reasonable attorney fees to the extent caused by or arising out of operations or activities of NIRC on Park District property, or the employees, agents, contractors or licensees of NIRC.
32. NIRC agrees to follow all OSHA, federal, state, county and local health and work rules and/or standards in association with the construction or mews and or alteration of Park District property and shall be responsible for any property taxes the County may assess on their operation base on this lease and tax status.
33. NIRC agrees to keep its designated use areas in neat condition at all times and allow reasonable access to said spaces by Park District staff and or village public safety inspectors.
34. NIRC agrees that it will cease any activity within the confines of the Vogelei house/basement that is determined to be in interference or disruptive to other users within the confines of the house at the sole discretion and direction of the Park District. Such interferences shall include but not be limited to excessive noise, strong odors and/or dust and dirt associated with NIRC activities.
35. NIRC agrees to conduct no less than three raptor programs per calendar year at no charge to the Park District. These programs may be marketed as part of the district's recreation program offerings and/or special events.
36. NIRC agrees to conduct no less than two (2) raptor programs per calendar year. These programs will be promoted in the quarterly Park District Program Guide as applicable. NIRC will also provide two (2) raptor programs during summer camp program operations as part of camp activities.
37. NIRC will operate open hours for the general public to view the mews for at least 4 hours per week as mutually agreeable by both parties.

38. NIRC will follow and enforce all applicable Park District policies and procedures with participants and/or guests, including but not limited to: smoking policy, alcohol policy and Thor Guard Lightening Prediction System.

39. NIRC will complete Incident/Accident forms provided by the Park District relating to any damages done to personal or Park District property, any accidents involving players, coaches, spectators, volunteers or officials which results in an ambulance being called to assist the injured party. All forms shall be submitted the same day to the park district administrative offices.

40. NIRC agrees to provide the Park District with the following information prior to May 1 of each year or as requested by Park District.

- a. Background Checks; NIRC agrees to **conduct criminal** background check for all **of its members who might come in contact with the public at Vogelei Park. NIRC will take action to prevent any NIRC member with a criminal background from coming into contact with the public at Vogelei Park. The Park District shall have the right to request background check documentation from NIRC.**

The Park District will assist, if requested in writing by NIRC, in the background check process at the Park District's direct cost which is currently \$10.00 per request.

- b. Organizational Information
  - i. Structure (by-laws, officers/positions, chain of command, contacts)
  - ii. Residency
  - iii. Philosophy
  - iv. Goals & Objectives
  - v. Rules of Play
  - vi. Discipline Policies
  - vii. Expectations of Parents/Spectator conduct

41. NIRC agrees to pay the Park District the sum of \$100.00 per month to cover utility costs associated with the space used by NIRC. Annual amount shall increase by a minimum of 3% or CPI increase which ever is greater to cover increased costs incurred by the Park District.

42. NIRC agrees **to pay the Park District six (6) months of utility charges in advance on a bi-annual basis. This prepayment shall also act as a security deposit in the event that NIRC does not abide by terms and provisions of this agreement.**

43. This agreement shall be governed by the laws of the State of Illinois.

44. This agreement shall be deemed binding on any successor members of the NIRC organization and the Park District, or their agents, for the purposes stated herein.
45. The terms of this agreement shall be for **three years (3)** unless either party provides 90 days written notice prior to the expiration date , the terms of this agreement shall automatically extended and additional **three (3) years**.



IN WITNESS WHEREOF, the parties have hereto set their hands and seals the day and year first written above.

NORTHERN ILLINOIS  
RAPTOR CENTER  
COOK COUNTY, ILLINOIS

HOFFMAN ESTATES  
PARK DISTRICT  
COOK COUNTY, ILLINOIS

By: \_\_\_\_\_  
President

By: \_\_\_\_\_  
President

Date: \_\_\_\_\_

Date: \_\_\_\_\_

Attest: \_\_\_\_\_  
Secretary

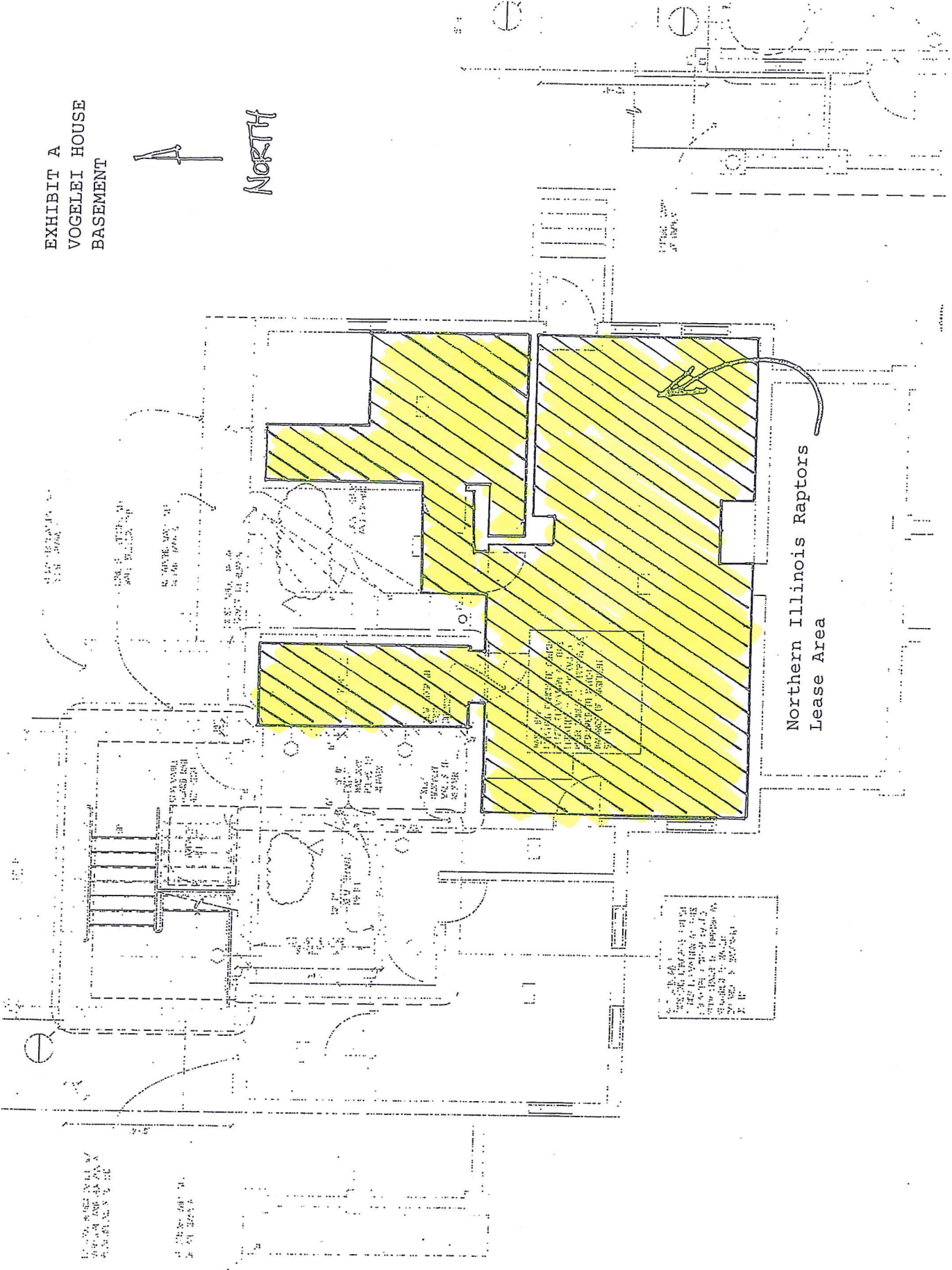
Attest: \_\_\_\_\_  
Secretary



EXHIBIT A  
VOGELEI HOUSE  
BASEMENT



NORTH



Northern Illinois Raptors  
Lease Area

THIS AREA IS RESERVED FOR THE RAPTORS LEASE

**Memorandum No. 15-058**

**To: Recreation Committee**  
**From: Dean R. Bostrom, Executive Director**  
**Craig Talsma, Deputy Director/Director of Admin & Finance**  
**Michael R. Kies, Director of Recreation & Facilities**  
**Katie Basile, Superintendent of Facilities**  
**Cathy Burnham, General Manager of Sales & Operations, PSS&WC**  
**Date: May 6, 2015**  
**RE: PSS&WC Café Services Agreement**

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**Background**

For the past 10 years Frulatti Café and Bakery has operated the concession area at PSS&WC. The members and staff have been pleased with both the service provided and the quality of product produced. However, within recent months, the owners of Frullati have reduced the total number of operating hours despite requests from PSS&WC staff not to do so.

Concurrently over the past four years the Flores Rosales Family Corporation (FRFC) has provided concession operations at the Triphahn Center & Ice Arena, Seascope Family Aquatic Center, Cannon Crossings, and at various special events held by the Park District and Foundation alike. The service provided and quality of product produced by the Flores Group at each location has met or exceeded customer and staff expectations. During this time, the FRFC has been easy to work with and receptive to suggestions and requests provided by HEPD Staff.

**Implications**

The current independent contractor agreement governing the Frulatti Café at PSSWC specifies that Frulatti pays HEPD 10% of monthly gross sales which has been approximately \$300 per month. The current agreement expires on June 30, 2015, and staff has informed Frulatti of the intention not to renew the agreement with them at the end of June.

The District has an interest in consolidating concession services at all facilities and with the proven success from FRFC over the last four years, staff approached FRFC about potentially expanding the current agreement to provide these services at PSS&WC beginning July 1, 2015.

The current independent contractor agreement with FRFC specifies that FRFC pay a \$600 monthly rental fee to HEPD plus 10% of annual districtwide gross sales over \$50,000 from all concession operations. The \$600 monthly payment is Seascope revenue for the four summer months and ice arena revenue for the other eight months. The payment for sales in excess of \$50,000 is divided based on percentage of over-all sales. The current FRFC agreement will expire on April 30, 2017 and can be renewed (annually) through April 30, 2019 (a copy of the current agreement is attached).

Flores has agreed to add services at PSSWC for an additional \$300 per month, which would be PSSWC revenue. The sales there would also be added to the annual sales subject to the 10% additional payment for sales above \$50,000.

**Recommendation**

That the Recreation Committee recommend to the full Board approval of the attached addendum to the current independent contractor agreement with FRFC to have them operate food concessions at PSS&WC and pay HEPD an additional \$300 per month. Additionally, gross sales at PSS&WC would be counted towards annual districtwide gross sales achieved by FRFC subject to the 10% additional payment for sales over \$50,000.

**Addendum:**

It is the intention of both the Hoffman Estates Park District and the Flores Rosales Family Corporation to adopt this addendum to the independent contractor agreement currently in force, with terms of May 1, 2014 – April 30, 2017 (with the option of two 1-year renewals).

1.) Roman Numeral XVII / Item D (page 5):

PrairieStone™ Sports and Wellness Center (PSS&WC) will be included as a location of work to be performed by Contractor.

2.) Roman Numeral XVIII (method of payment) (page 6):

The following amounts will be paid to HEPD by the Independent Contractor:

\$900.00 per month and 10% of annual Districtwide gross sales over \$50,000.00.

\_\_\_\_\_  
**Authorized Signature of Contractor**

\_\_\_\_\_  
**Date**

\_\_\_\_\_  
**Title**

\_\_\_\_\_  
**HEPD Director of Finance**

\_\_\_\_\_  
**Date**



## HOFFMAN ESTATES PARK DISTRICT INDEPENDENT CONTRACTOR AGREEMENT

- I. It is the intention of the Hoffman Estates Park District, to create a non-exclusive Independent Contractor Relationship with Flores Rosales Family Corp.

The duration of this independent contractual agreement will be: May 1, 2014-April 30, 2017 with the option of two 1-years renewals.

This agreement shall not be construed as creating an employee/employer relationship or joint employment relationship between the parties in any manner whatsoever.

- A. Contractor acknowledges and agrees that he/she is not entitled to any benefits or protections afforded employees of the Park District or bound by any obligations of employees of the Park District. Contractor understands and fully agrees that he/she will not be covered under provisions of the unemployment compensation insurance of the Park District or the workers' compensation insurance of the Park District and that any injury or property damage on the job will be contractor's sole responsibility and not the Park District's. Also, it is understood that Contractor is not protected as an employee or as a person acting as an agent or employee under the provisions of the general liability insurance of the Park District and therefore, Contractor will be solely responsible for his/her own actions. The Park District will in no way defend contractor in matters of liability.
- B. It is the intention of the parties to create a non-exclusive independent contractor relationship. Contractor may engage in other business activities and provide similar services to other entities and business; provided such services do not create a conflict or interest or interfere with the performance of the services contemplated by this agreement.
- C. The contractor agrees not to hold him/herself out as an employee or joint employee of the Park District to members of the public.
- D. The contractor acknowledges and agrees that he/she is solely responsible to pay all applicable federal, state, and local income and withholding tax obligations or contributions imposed by social security, unemployment insurance and worker's compensation insurance on behalf of Contractor and those employees, if any, employed by him/her.
- E. Contractor hereby agrees to comply with all applicable laws, regulations, and rules promulgated by any Federal, State, County, Municipal and or other governmental unit or other governmental unit or regulatory body now in effect during the performance of the work. By way of example, the following are included within the scope of the laws, regulations and rules referred to in this paragraph, but in no way to operate as a limitation on the laws, regulations and rules with which Contractor must comply, are all forms of Workers Compensation Laws, all terms of the Equal Employment Opportunity Clause of the Illinois Fair Employment Practices Commission, the Illinois Preference Act, the Social

## HOFFMAN ESTATES PARK DISTRICT INDEPENDENT CONTRACTOR AGREEMENT

Security Act, Statutes relating to contracts by units of government, all applicable Civil Rights and Anti-Discrimination Laws and Regulations, and traffic and public utility regulations.

- II. Contractor shall at all times have sole control over the manner, means and methods of performing the work/services required by the contract according to his/her own independent judgment, and is solely responsible for the direction of his/her employees and agents. Contractor acknowledges and agrees that he/she will devote such times as is necessary to produce the contracted for results. Contractor represents and warrants that Contractor has the skills and knowledge necessary to perform the services in a safe, proper, efficient, thorough and satisfactory manner and understand that the Park District is relying on such representation in contracting with Contractor for the services.
- III. The Park District will report payments to an individual of \$600 or more to the IRS on Form 1099-Misc. Contractor will provide to the Park District a Social Security Number or Federal Employer Identification Number for any individual receiving payment.
- IV. Contractor acknowledges and agrees that he/she is responsible for all expenses, including, the provision of equipment and materials related to provision of the contracted results, unless otherwise agreed to.
- V. The contractor acknowledges and agrees that he/she is solely responsible for his/her employees/agents actions in performing the work service.
- VI. If this contract is for public construction in an amount greater than \$5,000, then the contractor must furnish, supply, and deliver a surety bond for the entire amount of the contract to secure the performance of the contract and the payment of prevailing wage, the payment of all subcontractors and all material suppliers per 30 ILCS 550, et seq. With the approval of the Director of Finance a bank letter of credit may be accepted in lieu of the surety bond if for twice the amount of the contract and it will be held for a minimum of six months after the contract completion.
- VII. To the extent that the Prevailing Wage Act applies, to pay and require every Subcontractor to pay prevailing wages as established by the Illinois Department of Labor for each craft or type of work needed to execute the contract in accordance with 820 ILCS 130/01 et seq. The Contractor shall prominently post the current schedule of prevailing wages at the Contract site and shall notify immediately in writing all of its Subcontractors, of all changes in the schedule of prevailing wages.

## HOFFMAN ESTATES PARK DISTRICT INDEPENDENT CONTRACTOR AGREEMENT

Any increases in costs to the Contractor due to changes in the prevailing rate of wage during the terms of any contract shall be at the expense of the Contractor and not at the expense of the Owner. The change order shall be computed using the prevailing wage rates applicable at the time the change order work is scheduled to be performed. The Contractor shall be solely responsible to maintain accurate records as required by the prevailing wage statute and to obtain and furnish all such certified records to the Park District as required by Statute. In lieu of certified payroll, Contractor shall submit a letter setting forth the basis upon which Contractor has concluded the Act does not apply. The Contractor shall be solely liable for paying the difference between prevailing wages and any wages actually received by laborers, workmen and/or mechanics engaged in the Work and in every way defend and indemnify the Park District against any claims arising under or related to the payment of wages in accordance with the Prevailing Wage Act.

- VIII. The contractor agrees to provide and keep force at all times during this agreement, the following coverage: comprehensive general liability insurance including contractual liability coverage, with minimum limits of not less than one million dollars (\$1,000,000) per occurrence, and two million dollars (\$2,000,000) annual aggregate; property damage insurance; full Worker's Compensation Insurance equal to the statutory amount required by law, and employers liability insurance with limits of not less than one million dollars (\$1,000,000). All insurance carriers providing the coverage set forth herein shall have a rating of A as assigned by A.M. Best & Co. and satisfactory to the Park District in its sole discretion.

All certificates of insurance in connection herewith shall be furnished to the Park District no later than seven (7) days prior to the commencement date of this agreement.

To have all policies of insurance purchased or maintained in fulfillment hereof name the Park District as an additional insured thereunder and the Contractor shall provide Certificates of Insurance evidencing the coverage and the addition of the Park District as an insured. No such policy of insurance shall have a deductible or self-insurance retention amount in excess of \$5,000.00 per occurrence. All insurance shall be written on "An occurrence@" basis rather than "A claims-made@" basis. Failure of Park District to demand any certificate, endorsement or other evidence of full compliance with these insurance requirements or failure of Park District to identify a deficiency from evidence that is provided shall not be construed as a waiver of Contractors obligation to maintain such insurance.

The Contractor agrees that the obligation to provide the insurance required by these documents is solely its responsibility and that this is a requirement which cannot be waived by any conduct, action, inaction or omission by the Park District. Upon request, the Contractor will provide copies of any or all policies of insurance maintained in fulfillment hereof.



## HOFFMAN ESTATES PARK DISTRICT INDEPENDENT CONTRACTOR AGREEMENT

- IX. All insurance coverage provided by the contractor shall be primary coverage as to the Park District. Any insurance or self-insurance maintained by the Park District shall be excess of the contractor's insurance and shall not contribute with it.
- X. The Park District, its officers, agents and employees are to be covered and named as additional insured (Hoffman Estates park District) under the general liability coverage and shall contain no special limitation on the scope of protection afforded to the additional insured. The policy and/or coverage shall also contain a "contractual liability" clause.
- XI. Said insurance policies shall not be canceled or amended without 30 days prior written notice having been given to the Park District. Such cancellation shall be grounds for the Park District to immediately cancel this Agreement.
- XII. To the extent permitted by law, the contractor shall indemnify, save, defend and hold harmless the Park District, including its officers, officials, agents, volunteers and employees, [collectively "Park District"] from and against any and all liabilities, obligations, claims, damages, penalties, wage and hour claims, cause of actions, costs and expenses (including reasonable attorney and paralegal fees) which the district may become obligated by reason of any accident, bodily injury, or death of persons, civil or constitutional rights violation, or loss or damage to tangible property, or any claim made under the Fair Labor Standards Act or any other federal or state law arising directly or indirectly in connection with, or as a result of this Agreement.
- XIII. Contractor agrees to submit to a criminal background check and that this agreement is contingent upon successfully completing a criminal background check. Contractor shall not assign any employee, subcontractor, or other person to this agreement on behalf of Contractor that has not submitted to and completed a criminal background check that has been cross-referenced with the State of Illinois and federal sexual offender registries. If the contractor would prefer the Park District complete the criminal background checks for any employees, subcontractors, or other persons assigned, the contractor will pay the Park District \$10.00 per background check completed, and the Park District will complete the process.
- XIV. The Park District may terminate this contractual agreement in the event of contract breach or (when applicable) if the program did not meet the minimum number of participants. The contractor shall have financial responsibility to the Park District for reasonable costs incurred by the Park District including the cost of obtaining replacement services.

## HOFFMAN ESTATES PARK DISTRICT INDEPENDENT CONTRACTOR AGREEMENT

- XV. Contractor represents and warrants that contractor has the skills and knowledge necessary to perform the services in a safe, proper, efficient, thorough and satisfactory manner and understands that Park District is relying on such representation in contracting with contractor for the services.
- XVI. This contract constitutes the entire agreement between the Parties pertaining to the subject matter hereof and supersedes all prior or contemporaneous agreements and understandings either oral or written of the Parties in connection therewith. No modification of this Contract shall be effective unless made in writing, signed by both Parties and dated after the date hereof. This Contract is non-assignable by Contractor.
- XVII. Contractor agrees to maintain, without charge to the Owner, all records and documents for projects of the Owner in compliance with the Freedom of Information Act, 5 ILCS 140/1 et seq. In addition, Contractor shall produce records which are responsive to a request received by the Owner under the Freedom of Information Act so that the Owner may provide records to those requesting them within the time frames required. If additional time is necessary to compile records in response to a request, than Contractor shall so notify the Owner and if possible the Owner shall request an extension so as to comply with the Act. In the event that the Owner is found to have not complied with the Freedom of Information Act due to Contractor's failure to produce documents or otherwise appropriately respond to a request under the Act, then Contractor shall indemnify and hold the Owner harmless, and pay all amounts determined to be due including but not limited to fines, costs, attorneys' fees and penalties.
- A. Services to be performed by Contractor include:
- Providing concession operations.
- B. Results to be achieved by Contractor include:
- Positive customer service, cleanliness, and approved menus with healthy options.
- C. Days and hours of work to be performed by Contractor include:
- To be agreed upon by district and contractor.
- D. Location(s) of work to be performed by Contractor include(s):
- Triphahn Center, Seascape Family Aquatic Center, and Cannon Crossings.

HOFFMAN ESTATES PARK DISTRICT INDEPENDENT CONTRACTOR AGREEMENT

E. Contractor's other responsibilities include:

As agreed upon special events.

XVIII. A. Method of Payment: Monthly check received by the first of the month for the upcoming month. Commission by May 31, 2015 if applicable.

The following amounts will be paid to the Independent Contractor:

\$600/per month and 10% of gross sales over \$50,000 annually district wide.

Jesus Rosales 4/29/14  
Authorized Signature of Contractor Date

PRESIDENT  
Title

FEIN #: 20 - 3019087 -OR- Social Security #: \_\_\_\_\_

Print Name JESUS ROSALES

Address 537 IVORY LN

City BARTLETT IL 60103

Phone # 630 501 5126

Kathryn Miller  
HEPD Program Manager

GTL  
HEPD Director of Finance

4/29/14  
Date

4/29/14  
Date

**This agreement is NOT effective until signed by the HEPD Director of Finance**

## MEMORANDUM M15-057

**TO:** Recreation Committee  
**FROM:** Dean R. Bostrom, Executive Director  
Brian Bechtold, Director of Golf Operations  
**SUBJECT:** Video Gaming 1 Year Evaluation  
**DATE:** May 12, 2015

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### Background

The Hoffman Estates Park Board approved video gaming in 2014. We entered into an agreement with Gold Rush Entertainment to manage 5 terminals and a redemption machine. The revenue from these machines is divided according to state laws: State of Illinois gets 30% (5% of which goes to the Village of Hoffman Estates), 35% licensed terminal operator, and 35% to the Hoffman Estates Park District of the video gaming net revenue. We are also responsible for the license fees for each terminal. These fees are as follows and split 50/50 with Gold Rush Entertainment

- State Gaming License \$100 annual per location. HEPD 100% responsible
- State License Fee per machine \$100. Total of \$500. HEPD split \$250
- Village License Fee per machine \$100. Total of \$500. HEPD split \$250
- County License Fee per machine \$250. Total of \$1,000 HEPD split \$500 (County License Fee may be waived per Gaming Commission)
- Total HEPD portion \$1,100 in License Fees

Through the first 11 months we have received the following revenue 35% split each month:

June 2014 = \$131.40 (12 days)	January 2015 = \$53.37
July 2014 = \$811.65	February 2015 = \$42.33
August 2014 = \$182.90	March 2015 = \$272.43
September 2014 = \$542.72	
October 2014 = \$417.00	Total 2015 Thru March = \$368.13
November 2014 = \$232.51	(2015 Budget = \$5,625)
December 2014 = (-\$5.67)	
January 2015 = \$53.37	
Total Revenue June 2015 to March 2015: \$2,377.22	

### Implications

Staff surveyed approximately 75 League Members and Preferred Tee Time Members asking them 5 general questions about the video gaming terminals.

Survey Questions: (We received 31 of the approximate 75 surveys handed out)

1. Are you aware that we have video gaming in the bar & grill?  
100% = Yes 0% = No
2. Have you had the opportunity to play the video gaming machines?  
33% = Yes 77% = No
3. Do you think the video gaming machines are a distraction?

15% = Yes 85% = No

4. Have you played video gaming machines at another non-casino facility before?

28% = Yes 72% = No

5. Do you believe video gaming is an additional amenity for our guests?

60% = Yes 40% = No

After reviewing the surveys we have confirmed the machines are mainly used by outing groups as well as weddings before the receptions begin. With 85% of our League Players and Preferred Players not believing the gaming machines are a distraction and the lack of response on the survey itself shows there are minimum negative feedback from the machines.

Staff has also reviewed several comments received from Brides & Grooms and other banquet events with regards to their functions. We have received no comments or reference to the gaming machines being a negative. We had a few comments that their guests enjoyed the slot machines.

The placement of the machines was also an initial concern as we had to remove 3 tables from the bar and grill. For these tables to generate net \$4,500 in revenue we would have to have sales of approximately \$15,000 in food & beverage to reach the net revenue the 5 gaming terminals are projected to make in 2015. It also doesn't account for the additional revenue made from patrons purchasing food & beverage while they are using the machines.

Staff feels the budget of \$5,625 is obtainable based on past revenues during high volume golf outing months similar to July and September of last season. We will also increase our marketing to the golfers through the GPS ads as well as additional bar & grill specials during the season.

### **Recommendations**

Staff is recommending extending the agreement with Gold Rush for an additional 2 years. Along with increasing our marketing efforts with the use of non-invasive ads on the new marquees along with advertisement in the golf carts on the GPS as well as promotional materials on the golf cart steering wheels. This will have direct marketing to our 30k captive audience. We feel this will give us the best opportunity to enhance food & beverage sales in the bar & grill as the main focus of the ads will be bar & grill related.

**MEMORANDUM NO. M15-055**

**TO: Recreation Committee**  
**FROM: Dean R. Bostrom, Executive Director**  
**Craig Talsma, Deputy Director/Director A&F**  
**Mike Kies, Director of Recreation**  
**John Giacalone, Director Park Services/Dev & Risk Mgmt**  
**Gary Buczkowski, Director Planning & Development**  
**RE: Balanced Scorecard**  
**DATE: May 7, 2015**

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**Background**

As part of the strategic plan component of the 2015 CMP, performance measures were created for each of the district objectives which tie back to the district's goals and ultimately the mission statement of the district. A baseline for each performance measure was created for 2014. Staff is tracking each of the performance measures and will present to each of the committees a quarterly status report. In order to provide updated data through the end of each quarter, the quarterly update reports will be presented to the committees in the second month following the end of each quarter, i.e., 1<sup>st</sup> quarter will be presented in May; 2<sup>nd</sup> quarter in August; 3<sup>rd</sup> quarter in November; 4<sup>th</sup> quarter/year end in February.

**Recommendation**

Staff recommends the Board approve the Balanced Scorecard for 1<sup>st</sup> quarter 2015.

BALANCED SCORECARD 2015

District Goals	District Objectives	Measures	2014	1st QUARTER Jan-March	2nd QUARTER April-June	3rd QUARTER July-Sept	4th QUARTER Oct-Dec
Provide healthy and enjoyable experiences for all people	Offer healthy and enjoyable experiences that promote equal	Number of programs	Classes: 2,880 Participants: 24,397	533 classes 3,876 participants (annual program #s will be reported in Q4)			
		Number of facility memberships/visits	7,470/ 288,268	6,839 memberships 83,352 visits			
		Number of demographically targeted programs	3	5			
		Daily paid facility useage	\$381,487	\$42,187			
	Achieve customer satisfaction and loyalty	Community and participation <b>survey data</b> related to overall satisfaction and retention by percentage	92.7% overall satisfaction	CMP			
	Connect and engage our community	Number of special events & participation	1 Parks 70 participants	7 events 2,410 participants			
		Number of free events	62	16			
		Number of Partnerships/ Coop agreements	36	Unchanged			
		Increase in Digital Marketing/Social Media Engagement	Mobile Ap downloads: 1,137; Hits to the home page: 204,559; Viewing brochure online: 5,314; Webtrac hits: 25,483; Social Media: 1,405 FB Likes	Mobile App downloads: 1,821; Hits to homepage: 38,208; Online Brochure hits: 1,804; Webtrac hits: 4,665; Social Media: QE 1,798 Likes			
		Number of Foundation events/participants	4 events (GNO, SRT, Splish, Wine) / 315 participants - 4 Board Meetings	Girls Night Out (GNO) February 19, 2015 - 68 participants w/1 table sponsor. Net \$3,147.70 Qboard meeting February 4, 2015			

<u>District Goals</u>	<u>District Objectives</u>	<u>Measures</u>	<u>2014</u>	<u>1st QUARTER Jan-March</u>	<u>2nd QUARTER April-June</u>	<u>3rd QUARTER July-Sept</u>	<u>4th QUARTER Oct-Dec</u>
<i>Deliver Financial Stewardship</i>	Achieve annual and long range financial plans	Percental of annual revenues to expenses (excludes D/S and Capital)	100.84%	131.13%			
	Generate alternative revenue	Total revenue: Grants	\$102,811	5,620			
		Total revenue: Sponsorships	\$50,865	12,450			
		Total revenue: Rentals	\$953,302	330,597			
	Utilize our resources effectively and effiently	Percentage of assets to liabilities	164.97%	Annually			
<i>Achieve Operational Excellence and Environmental Awareness</i>	Create and sustain quality parks, facilities, programs and services	Community <b>survey data</b> related to overall condition of parks and overall quality of programs and services	93.7% overall satisfaction	Next survey 2019			
	Utilize best practices	Accreditation scores: CAPRA	N/A next review 2018	Next review 2018			
		Accreditation score: Illinois Distin Agency	N/A next review 2016	Next review 2016			
		PDRMA score	NA next review 2017	Next review 2017			
		NAEYC score	NA next review 2018	Next review 2018			
		Transparency score	93.40%	Unchanged			
	Advance environmental and safety awareness	PDRMA score	NA next review is 2017	NA next review is 2017			
		No. of accident reports	197 reports filled out	21 reports filled out with none generating an insurance claim thus far			
		Environmental Scorecard	Parks 100%	Parks score is 100%			
		Natural Area acreage/ Wetland acres burned	93 total acres 70 in-house 23 contract	93 total acres; 70 in-house; 23 contract			



District Goals	District Objectives	Measures	2014	1st QUARTER Jan-March			2nd QUARTER April-June			3rd QUARTER July-Sept			4th QUARTER Oct-Dec		
				Jan	Feb	Mar	Jan	Feb	Mar	Jan	Feb	Mar	Jan	Feb	Mar
Promote Quality Leadership and Services	Develop leadership that ensures workforce readiness	Number of internal training sessions	Staff Meetings: 5 Hoffman U: 9 CHEER: 4 Medic: 5	(1) Staff/ Recognition mtg; (2) AED Medic courses; (1) H.U. Landscaping by Gary (1) H.U. New phone system											
	Build organization culture based on I-2 Care Values	Team building events / Discussions With Dean	PSSWC sports TC Ice/cookoff Cubs game Disc Golf Starving children Bowling DWD: 14	(3) Discussions w/Dean (1) Team Builder: Chili Cookoff/Ice											
	Promote continuous learning and encourage innovative thinking	External conferences, sessions, workshops and seminars	IAPD Conference, NRPA Conference, IPRA, PDRMA, Club Industry, PGA, AMA (Amn Marketing Assoc), AIGA (Amn Institute of Graphic Artists), IDEA Conference	IAPD Conference, PDRMA, IPRA, PGA, AMA											

MEMORANDUM NO. M 15-051

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

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*Recreation and Facilities Division*



**UPCOMING EVENTS**

- **MAY 9: Garlic Mustard Pull** – 9:00- 11:00 AM - Nature Volunteer Event – Rohrsen Park
- **MAY 10: Adults Get Hooked on Golf with Free Workshop** – 10:00 – 10:45 AM – BPC
- **MAY 10: Mother's Day Skate**
- **MAY 16: The Seascape Community Garage Sale** 8a-1pm
- **MAY 17: 9 & Stein Golf Event** – 3:00 PM – 8:00 PM – BPC
- **MAY 23: Seascape Opening Weekend**
- **JUNE 3: Live Music** – 6:30-9:30 PM in the Gazebo at Bridges of Poplar Creek Country Club.
- **JUNE 7: Hook an Adult On Golf** – 10-10:45 AM at Bridges of Poplar Creek Country Club
- **JUNE 12: Movie Night** at Seascape: "Big Hero 6" Doors open at 8 PM. Rain date June 13.
- **JUNE 17: Scott R Triphahn Celebri-Tee Golf Outing**
- **JUNE 19: Friday Fun in the Park** – "Istvan & His Imaginary Band" 10 AM at Vogelei Park'
- **JUNE 20: Garden Class: Continuous Color**
- **JUNE 21: Father's Day Pool Party** at Seascape Family Aquatic Center
- **JUNE 21: Father's Day Hero Skate** at Triphahn Center Ice Arena 3-4:30 PM
- **JUNE 26: Friday Fun in the Park** – "Super Tolie" 10 AM at Vogelei Park

**Snapshot Summary/Highlights:**

- Please refer to the Youth Sports area for the description of some of the new and exciting programs that have been developed and are currently rolling out this spring and summer, i.e. Rugby, Boxed Lacrosse (cross programming with the ice operations department) and pre-kindergarten soccer.
- Director of Recreation & Facilities attended Parks Day down at the capital in Springfield IL to continue to highlight/advocate for the importance of the various local/state wide Park and Recreation initiatives.

- Staff met to continue to work on some of the CMP objectives/plans that the community provided feedback on as far as direction over the next 1, 3 to 5 years.
- The spring Wolf Pack program has 330 participants compared to 276 participants this time last year.
- Staff is partnering up with South Barrington Park District to offer Adult Badminton. S.B.P.D. currently has 4 courts and is looking to expand their program. More details to follow.
- The Dance recitals will be held on Saturday, June 6th times 12:15, 3:15 and 6:15 for TC and Sunday, June 7th at 1:00pm for Willow - at the Schaumburg High School.
- The ELC and Star programs continue to do very well with strong numbers in both programs.



## Dance

### Recital Dance

- The Hoffman Stars Dance Company competed in Rainbow Dance Competition on April 11-12, They placed very well; all companies scored Double Platinum's with Company 1 bringing home 2nd and 4th Overall Highest score in their age division, Company 2 with 2nd and 9th Overall Highest score in their age division. Here is how the soloist placed:
- Mallory Anderson – 10th overall
- Stefani LiPetri – 8th overall
- Julie Chen – 7th overall
- Mikayla Hoppenrath – 6th overall
- Maddy Artman – 2nd overall
- The last competition will be the Talent on Parade in Aurora on May 1-3rd.

### Gymnastics Programs Summary:

<b>Program/Month/Year/Variance +/-</b>	<b><u>4/2014</u></b>	<b><u>4/2015</u></b>	<b><u>Var. +/-</u></b>
Spring	180	196	+16



## 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 Wolf pack program to create a “boxed lacrosse league” during the summer; the camp will run during the off season of Wolf pack hockey.
- This spring the youth soccer program is offering a pre-kinder soccer league for those players entering Kindergarten in the fall. The main goal is to get to these players early and introduce them the basic skills before they start playing in the Fall Soccer League. Registration is currently at 37 participants.

**Youth Soccer Summary:**

<u>Program/Month/Year/Variance +/-</u>	<u>3/2014</u>	<u>3/2015</u>	<u>Var. +/-</u>
In-house soccer	367	514	+147*

\*Please note: last year, participants registered for fall and spring seasons separate so we had a total of 367 registrants in spring only. This year parents had the option to register fall & spring, fall only, or spring only. The 514 total is a combination of players that registered for fall & spring and spring only as that is the total number of players playing in the spring season. This is including the pre-kinder program.

**Hoffman United Travel Soccer Summary:**

- Tryouts for the fall 2015/Spring 2016 season will be held at Canterbury fields May 24-May 30. Go to [www.hoffmanunited.org](http://www.hoffmanunited.org) for the full schedule of dates and times.
- Next meeting for HUSC is Wednesday, May 27, 8:30pm TC Board Room.
- Season is ongoing.

**DEA Shooting Clinic**

- This class was created for basketball players looking to extend their basketball season of in-house was completed
- This camp was designed to teach players the fundamentally correct way to shot a basketball and finish around the basket.
- This camp had 22 players enrolled, 20 of the 22 played in our in-house league.

**Youth Baseball and Softball Season**

- Registration for baseball and softball is currently going on. Our early bird deadline ended on February 20<sup>th</sup>. Please see below for league numbers.

Year	Shetland	Pinto	Mustang	Bronco	Pony	Travel	8u softball	10u softball	Total
2014	48	72	48	44	14	0	10	11	247
2015	50	62	29	27	28	+26	14	15	251
Difference	+2	-10	-19	-17	+14	+26	+5	+4	+5

- Travel baseball teams- This year under HEPD we will have two travel baseball teams. They will compete in the MSBL and travel to several tournaments on the weekends.

We will have one team at the 11u level and one at the 13u level. Each team has 13 players and is reflected in the number above.

- In-house season kicked off on May 2<sup>nd</sup> at Cannon Crossing with a dedication game in honor of Bill Cannon. Picture day also took place at Triphahn Center on May 2<sup>nd</sup> and all girls' softball teams played their first games in Schaumburg.
- Tournament team try outs will take place on May 17<sup>th</sup> for Mustang, Bronco and Mustang
- July 26-27<sup>th</sup> will be our second annual Alzheimer's tournament.

**Adult Athletics Summary:**

**Adult Basketball**

Winter season is complete and we are currently taking registration for the spring/summer leagues. Season is scheduled to start May 18.

**Men's Touch Football**

Season started Wednesday, April 22. We currently have 6 teams same as 2014 season.

**Adult Softball**

Season started on April 27<sup>th</sup>. 12 teams will play in our C/D league on Monday nights.



*Early Childhood*

**Preschool / Early Childhood Summary**

PROGRAM	4/2014		4/2015		VAR. +/-
	TC	WRC	TC	WRC	
Threeschool Current Year	14	13	15	10	-2
Threeschool Next Year	15	4	2	7	-10
2's Playschool Current	28	21	27	24	+2
2's Playschool Next Year	8	6	13	11	+10
Preschool Current Year	114	52	115	64	+13
Preschool Next Year	105	66	115	53	-3
Early Learning Center	33		31		-2
<b>Early Childhood Classes</b>					
Child only	127		127		0
Parent-Tot	31		49		+18
<b>Total</b>	<b>637</b>		<b>663</b>		<b>+26</b>

- HEPD Preschool program was awarded \$6,500 for Triphahn Center and \$2,500 for Willow for the ExceleRate Gold award. This award money is a bonus award provided to the centers that received the Gold award.

- Preschool & Threeschool Registration for the 2015-2016 school year is open. There are currently 168 children enrolled for next year, compared to 171 enrolled last year at this time.
- NAEYC's Week of the Young Child was the week of April 13. The daily activities matched the themes that NAEYC set up for the week: Music Monday, Taco Tuesday, Work Together Wednesday, Artsy Thursday & Family Friday. We shared pictures on Facebook with the NAEYC hashtags.
- HEPD Preschool & ELC raised \$3,367 for the MDA this month. The children participate in a Hop-a-thon and learned about accepting everyone's differences. Last year the program raised \$1418 so this year rose more than double.
- NWSRA organized an Ability Awareness Day for TC & WRC preschools this month. The children rotated between four stations to understand disabilities. The children maneuvered in wheelchairs, were blind-folded and had to use their sense of hearing to catch a ball with a bell in it, learned some basic sign language words, watched a movie about a boy with autism, and read a book about being the same yet different. After the book the children decorated a cloud to hang on the wall. Each child's cloud was the "same", but all looked different.
- Alisa is on the Harper College Early Childhood Advisory Council. As part of this, Alisa is assisting Harper with their NAEYC re-accreditation within the college's coursework & curriculum.

### STAR Before and After School Program Summary

School	04/2014	04/2015	Variance +/-
Armstrong	35	42	+7
Fairview	68	70	+2
Lakeview	36	42	+6
Lincoln Prairie	40	49	+9
MacArthur	38	43	+5
Muir	26	29	+3
TJ	13	15	+2
Whiteley	19	24	+5
<b>Totals</b>	<b>275</b>	<b>314</b>	<b>+39</b>

Program/	Variance +/-	4/2014	4/2015	Var.	+/-
Days off School					
		4/18 34	4/3 26		-8
		(5/1) 14	4/30 16		+2

- Staff is in the process of finalizing summer camp staff field trips.
- STAR registration for 2015/2016 school year is already open to current STAR participants.
- Camp registration is still open and ongoing.
- March's monthly theme was Earth Awareness Month.
- Children participated various crafts, games, and decorated bulletin boards focusing on either recycling or the Earth as seen below:





## 50+ Club

<u>Program/Month/Year/Variance +/-</u>	<u>04/2014</u>	<u>04/2015</u>	<u>Var. +/-</u>
<b>NEW</b>	23	27	+4
<b>RENEWED</b>	19	14	-5

### **Volunteerism**

Volunteers – 5 volunteers - 4 hours total  
(newsletter/packing NYC trip giveaways, including travel bag from Alexian Bros)

### **Classes offered in February**

Basic Exercise, Gentle Yoga, Tai Chi, Spanish, Line Dancing

### **Upcoming trips**

Diamond Tours NYC & Fancy-Free Tours Door County, Apr 30-May6, Carole King, Oak Park Conservatory, Frank Sinatra Tribute, Roosevelt Univ, Chi, Senior Living Community Progressive Lunch Tour, So Elgin, Maggie Daley/Millen Park, Long Grove Strawberry Fest, Discover I&M, LaSalle, IL, Mystic Blue Lunch Cruise, Navy Pier, Pierogi Fest, Whiting, IN, Geneva's Swedish Days, WI

### **Upcoming Evening/Special Programs**

Health Screenings – 14 drop-ins  
Pub Quiz Night (3<sup>rd</sup> Thursdays/6:00 pm)  
Court Whist (card game)

### **Friday post lunch programs**

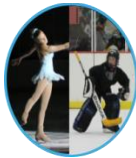
4/10 Visit from K-9 Comfort Dogs from Lutheran Charities, Addison  
4/24 Lunch & Learn, courtesy of partners Alexian Bros, ComfortKeepers & Morizzo Funeral Home

### **Organized Activities**

Monthly Movie (noon)

### **Other**

Discussions began regarding future of senior centers and collaboration with Village of Hoffman Estates and Hoffman Estates business community  
Pub Quiz prizes furnished by Lake Barrington Woods Retirement Community  
Fancy-Free Holiday presentation on Red Rock Pickleball tour/trip  
Lunch/Tour at Eastgate Manor Retirement Home



## Ice Operations

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

- The spring skating lesson program started on April 7. 236 skaters are enrolled for the spring session. In 2014 there were 239 skaters.
- Staff is in the planning stage a June ice show.

- Mother's Day skate event will take place Sunday May, 10 from 3-4:30pm. All moms skate for free.

### Wolf Pack

- Wolf Pack Development started in April 7. Below are the participation numbers
  - Jr. Wolf Pack – 72
  - 2 day – 74
  - 3 x 3 – 15
 Total of 161 skaters are enrolled for the spring. In 2014 there were 180 participants.
- Spring Wolf Pack enrollments for each division.
  - 27 Mites
  - 82 Squirts
  - 79 Pee Wee
  - 80 Bantam
  - 42 Midgets
  - 20 Silver Mite
 That is a total of 330 players for spring. The previous enrollments over the past 4 years; 2014 - 276, 2013 – 285, 2012 - 206, 2011 - 179.

### Ice Rink Information

<u>Program</u>	<u>4/2014</u>	<u>4/2015</u>	<u>Var. +/-</u>
• Public Skate	237	123	-114
• Freestyle	262	154	-108
• Drop In/Homeschool	331	345	+14

*\*In the spring of 2014 public skate was offered on Friday nights and there was freestyle on Saturday mornings. These options are not available in 2015 thus the drop in daily usage.  
There was also no public skate on Sunday April, 5<sup>th</sup> due to the holiday.*



Prairie Stone<sub>™</sub> Sports & Wellness Center

<b>April Membership Totals</b>	<u>2014</u>	<u>2015</u>	<u>+/-</u>
	3589	3590	+ 1

### Member Services

- The enrollment promotion for the month of April extended a discounted enrollment fee of \$55.00 with the option of a complimentary Personal Training 1-hour session. This promotion was designed to streamline new members into Personal Training in the hope of securing additional package purchases and increasing the number of crucial "touch points" with team members. New members who enrolled in April also received April 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 15K piece jumbo postcard mailing was initiated once again during the month of April to promote the special complimentary Personal Training session and free April dues. To date, there have been a total of 16 enrollments that have been generated by the PT offer during the month of April, which currently represents 18% of total April enrollments. Targeted demographics included ages 35-65 single family homes with household income of 80k 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. The PSS&WC enrollment special was also advertised on the VHE electronic marquis located at the corner of Shoe Factory Road and Beverly on the southwestern edge of Hoffman Estates.
- The number of credit card denials following April billing continued at a manageable pace as compared to those logged in Q1. 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 April. These efforts include phone calls, emails, form letters, and person-to-person contact upon check in at the Service Desk.
- The Member Services Supervisor continues to work 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. Visits by the Member Services team to various corporations and businesses will be scheduled during Q2.

#### **Operations Department:**

- The April wellness calendar contained a variety of fun events for members to participate in along with special raffles and a Fitness Challenge that was created to inspire interest in the new assessment tool that is being introduced by our Fitness team.
- The Medic AED/CPR courses for HEPD staff certification and re-certification have been planned and scheduled for 2015. There were 2 classes held within the month of April. There is an additional class planned for Q2 within May.

- The Q2 CHEER customer service training will be offered on May 20th, Wednesday evening, from 6:15-7:15pm. All HEPD team members are invited to attend the training. The customer service training will be offered in conjunction with the Seascap Aquatic Center staff orientation and training, in which 50 staff members will be in attendance. Additional CHEER trainings have been scheduled and will be offered throughout the year.

### **PSS&WC Fitness, Personal Training & Group Fitness**

- During the month of April PSSWC offered a member incentive program, the "Fitness Challenge." The program promoted the PSSWC fitness assessment services, encouraging members to participate in portions of the assessment service. Members were challenged to compete against other members in three aspects of the new PSSWC fitness assessment: push-ups, curl-ups, and pull-ups. Over 70 members participated. Winners were provided incentive items including club cash and prizes.
- The PSSWC member retention program has been continued throughout the month of April. To help keep members on track with their fitness pursuits, a certified Personal Trainer has been contacting the new member by phone or email during the first three months membership. This will give the new member the opportunity to ask any questions that they may have regarding the club or workouts. The PSS&WC Personal Trainer will also notify the new member of any promotions, contests, workshops and new group exercise classes that are available. Members have been responding well to the new service. At the end of April, over 100 members have been contacted.
- Within the area of group fitness, Aquatic Tabata has returned Mondays and Fridays from 6:30-7:00am, with many of our members expressing gratitude for the return of the class. The participation numbers for the new Raise the Barre class on Tuesdays at 4:30pm has remained at 15 or above. Group fitness class participation has remained steady. Highlighted classes include: Zumba 45-50; Yoga and Pilates 20-30; Pump & Abs 25-30.

### **Health Coaching (April)**

- Health Coaching is a new service officially launched within the month of April. Health Coaching is an innovative approach to helping people achieve healthy lifestyle changes. Instead of only focusing on only one area of health or fitness, Health Coaches explore a host of areas that relate to and impact one's wellness. Areas that Health Coaches often explore with clients include nutrition, exercise, relationships, career, and stress management. Health Coaches partner with clients to explore and then pursue their individual health and wellness goals. Our Health Coaches possess academic degrees and/or are nationally certified in Health and Wellness Coaching by accredited organizations.

### **Youth Fitness Training 101(June)**

- Youth Fitness Training is a program designed for teens 10-16. A certified personal trainer will educate participants during 4 one hour small group sessions. Training will cover proper warm-up and cool-down, strength and cardio conditioning, proper techniques, injury prevention and flexibility. The classes will be starting in June.

## PSS&WC Programs and PSSWC Swim Lessons

- On Friday, April 3<sup>rd</sup> the PSS&WC indoor climbing wall had the annual inspection and replacement of the auto-belay cable by Experiential Systems. PSS&WC passed the inspection with flying colors and zero equipment safety concerns.
- There were six students in the 1<sup>st</sup> spring session of youth indoor climbing classes. There are already five signed up for the second session that begins next week.
- The April session of Parent's Night out (PNO) successfully ran this month with 21 participants. Kids played active games in the gym, climbed the rock wall, ate a pizza dinner and watched a movie. The next PNO event is scheduled on May 16<sup>th</sup>.
- The indoor spring swim lesson is underway with 325 participants compared to 304 in the same session in 2014. New this spring session, Saturday morning classes began at 9:00am instead of 8:15am. This new start time seems to be more appealing to families.
- In the area of private swim lessons there has been 208 lessons sold so far in 2015 compared to 165 at this time in 2014.

## Seascope Season Pass Sales & Marketing (Seascope)

- The Seascope early bird discount of 15% is now over. There have been 656 Seascope season passes sold compared to 700 passes at this time in 2014.
- Seascope is working with Fox Valley Broadcasting to promote Seascope. Tune in to WRMN 1410 to hear on air mentions and a Seascope commercial.
- The Seascope Community Garage Sale is set for Saturday, May 16<sup>th</sup> 8a-1pm. There are already 44 sellers (max 55) registered for this event.



## Triphahn Center

### Triphahn Center Fitness and Operations:

Membership Totals	<u>04/2014</u>	<u>04/2015</u>	<u>Var. +/-</u>
	1010	955	-55*

- This was expected since the new Xsport opened this year in Schaumburg, the same situation happened when new clubs opened around PSS&WC and WRC. Historically the facilities are able to rebound well based on the districts mission and operational culture. Typically you will see an influx again in 6-12 months.

### General Summary:

- The new facility supervisor for The Triphahn Center has been hired and will be starting on May 4<sup>th</sup>.



## Willow Recreation Center

<u>Membership Fitness/Racquetball Totals</u>	<u>04/2014</u>	<u>04/2015</u>	<u>Var. +/-</u>
	377	423	+46

### **Fitness Classes:**

- Spring fitness classes began the week of April 13<sup>th</sup>. There are 9 classes running with 42 participants. There was also 72 drop in participants.
- There were 183 racquetball courts sold compared to 166 in 2014.



## Dog Off-Leash Areas

### **Bo's Run:**

- There are currently 387 members to Bo's Run / Combo passes (312 Bo's Run only plus 75 combo members). There were 442 members to Bo's Run at this time in 2014 (355 & 87)
- Breakdown for Bo's Run / Combo passes HE 180, Palatine 47, Barrington 31, Schaumburg 53, Arlington Heights / Mt. Prospect 9, Inverness 27. Additional towns are Rolling Meadows, Elk grove, Hanover Park,

### **Freedom Run:**

- There are currently 427 members to Freedom Run (352 Freedom Run only plus 75 combo members). There were 429 Freedom Run (342 & 87) in 2014
- Breakdown for Freedom Run/ Combo passes Elgin – 193 HE – 102, Streamwood – 74. Additional towns are Schaumburg - 28 Huntley, Hanover Park & S. Barrington, Elk Grove, Palatine, Wheeling & others.

### **Dog Park Passes**

	<u>04/2014</u>		<u>04/2015</u>
Bo's Run	355	Bo's Run	308
Freedom Run	342	Freedom	351
Combo	<u>87</u>	Combo	<u>73</u>
	784		732*

- Some of this variance can be attributed to the new Schaumburg Park District Dog Park (first full year) and also the recent outbreak of dog flu.



## Communications and Marketing

### **PROGRAM PROMOTIONS**

**Staff worked with program managers to promote:** Spring Events, Summer Camp, Community Garage Sale, Cannon Crossings Dedication, Plant Your Park, Mothers' Day Skate, Hook an Adult on Golf; Seascape Passes and Opening weekend, Parents Night Out, 9& Stein, Gardening classes, STAR Before & After School Program, Summer Camp, Prairie Stone memberships, days off school field trips, Spring events, 50+ programs.

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

### **COMMUNITY EDUCATION**

**HEALTHY Kids Blog** –The articles are individually promoted through social media and a feed on our website.

**Social Equity - NWSRA Ability Awareness Event** – NWSRA came to our Preschool to create awareness with students about disabilities. We shared photos and video of the event on Facebook; NWSRA did the same. Feedback was very positive.

**Green Initiatives** – We are running a series of Gardening and Lawn Care Tips on social media this summer, with the help of the Parks staff.

### **PUBLIC RELATIONS & ADVERTISING**

**Summer Camp Promo** –We placed an ad in the Daily Herald's Summer Camp Guide (Sun. March 15), plus there will be 3 ads in the Suburban Parent Camp Pages (April 15, May 13, June 10). The ad will offer campers who register as a result of the ad a free insulated lunch bag. To measure the response, we will track:

- 1) Hits to a special splash page with more information and links to registration
- 2) Report showing a Promo Code used at online registration
- 3) Number of lunch bags given away

We will need 43 camp registrations to cover our costs and our goal is 50 new registrations, which would equate to a 3% ROI.

RESULTS TO DATE: 235 hits to the splash page; 3 campers registered

**Daily Herald Trade Ads, appearing in Neighbor Section on Sundays 2xs per month:**  
Mother's Day Skate, Community Garage Sale, Seascape pass sale

**Schaumburg High School** – We placed an ad for Seascape in the high school musical program, "Curtains".

## **MARQUEE UPDATE**

**Garlic Mustard Pull**– Several volunteers resulted having seen the event on the marquee PSSWC is being advertised on the Village's marquees, along with other programs and events.

**Time & Temp Contingent slides** – New slides have been created that are contingent on the time and/or temperature.

**Fish Fry** – great turnout

**Easter Brunch** – Sold out on Monday, earlier than years prior

**Egg Slide** – reported to be the biggest turnout ever

## **SPONSORSHIPS**

**AMITA Health** (formerly Alexian Brothers Health System) is sponsoring a photographer to take pictures of the moms at Mother's Day Skate.

**ABC Plumbing, Heating & Cooling** – A new sponsorship agreement is in place to provide \$4,000 of sponsor dollars in exchange for tabling opportunity at 6 events in 2015, plus logo placement on marketing materials for these events.

## **MARKETING DASHBOARD**



### **Mobile App Downloads**

The app has been available since April 25, 2014; as of April 27, 2015 we have had 1,395 apps downloaded. We saw a big increase of nearly 200 downloads in January 2015, likely due to winter registrations or 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:

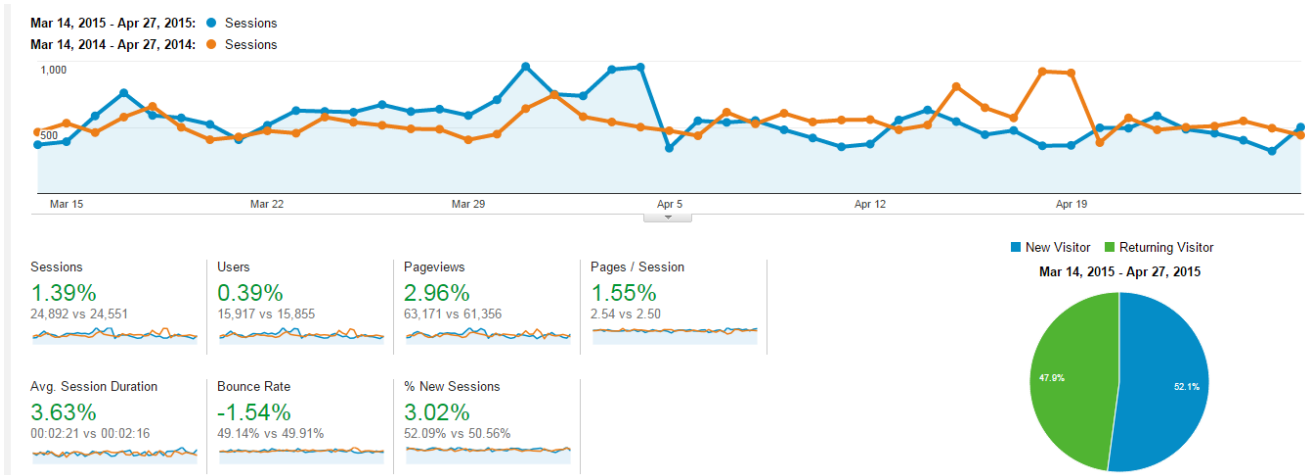
	<b>Benchmark: Feb 2013-Feb 2014</b>	<b>Mar25-April27 2014</b>	<b>Mar25-April27, 2015</b>	<b>Change from last year</b>
Desktop	63%	53%	50%	-3
Mobile	27%	33%	40%	+7
Tablet	10%	13%	9%	-4*

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



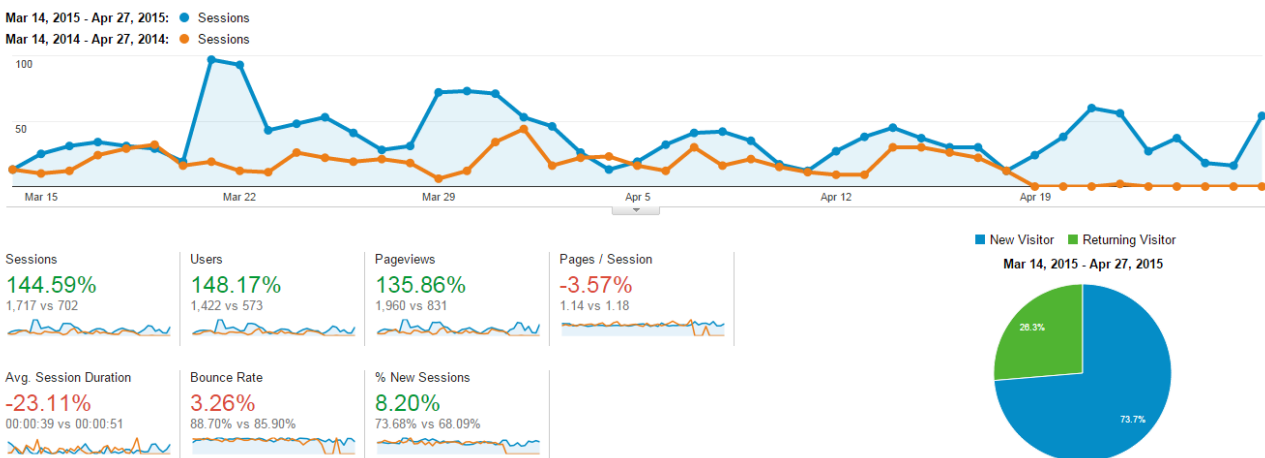
## WEBSITE Heparks.org Google Analytics

Results for the period March 14-April 27 in 2014 vs 2015. Hits to the home page are steady, slight increases are noted, but the length of each session is up, bounce rate is down and the number of pages viewed is up.



## Program Guide online

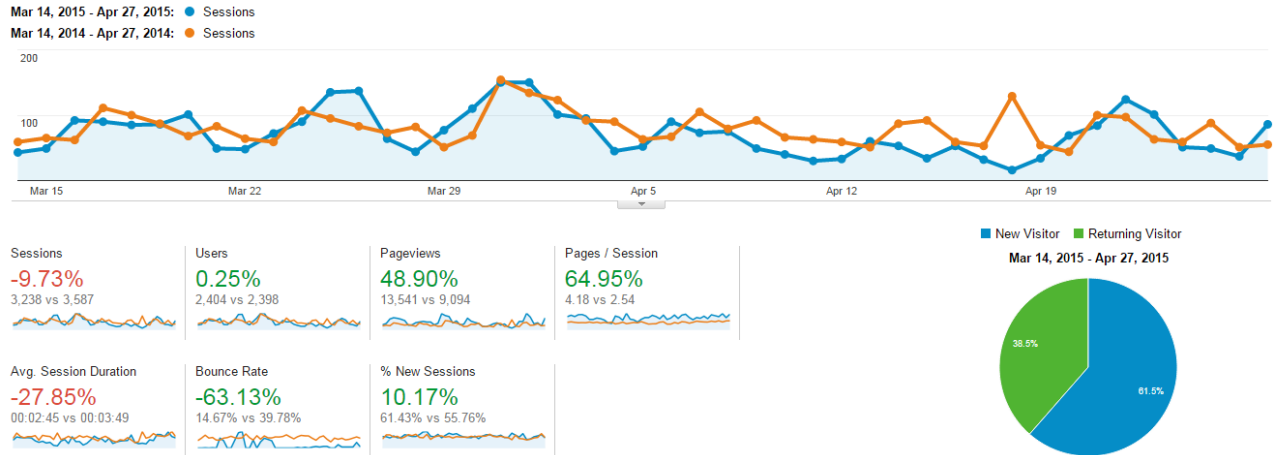
Indicates how many times people are viewing the electronic version of our program brochure on our website. A greater number of people are viewing the Program Guide online. This is the result of the big increase of Mobile App users in December and January. It appears that folks are viewing the Program Guide on the weekends, and registering online during the week.



## WebTrac/Online Registration Page Hits

Google Analytics – Hits peak mid-week, which is a change in our historical trend,

which used to have hits to all web pages mid week. We still see an increase in hits the week right before sessions begin. The number of Sessions and Users has gone down, but the number of Pages per Session and Page views is up significantly, which indicates the experience the user is having is more effective; they are spending more time in online registration.



### Facebook Reach



Total Likes – 1,809. 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 April = 15,309.

### Total Reach

The number of people who were served any activity from your Page including your posts, posts to your Page by other people, Page like ads, mentions and checkins.



**BENCHMARK**  
Compare your average performance over time.

Organic

Paid



### Conversion Rate – What percentage are registering online?

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



2011: 21%  
 2012: 26.3%  
 2013: 30.69%  
 2014: 33.54%  
 Jan-April 2015: 34%



### Email Blast Results, Constant Contact

	<u>Open Rate</u>	<u>Bounce Rate</u>	<u>Click-thru rate</u>
<b>2014 Sports and Recreation industry</b>	<b>20.20%</b>	<b>8.82%</b>	<b>7.49%</b>
HEPD General EBlast, April 14	19.4%	3.2%	13.5%
Free Rugby Clinic	42.1. %	.08%	2.7%
50+ Club April	38.7%	2.2%	3.5%

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


**Opens = Emails** our contacts received and viewed.


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




### YouTube Metrics


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


  
 VIEWS  
**624** ▲


  
 ESTIMATED MINUTES WATCHED  
**652** ▲


  
 AVERAGE VIEW DURATION  
**1:02** ▼


Engagement


  
 LIKES  
**0** ▼

  
 DISLIKES  
**0** ●

  
 COMMENTS  
**46** ▲

  
 SHARES  
**1** ●

  
 VIDEOS IN PLAYLISTS  
**0** ▼

  
 SUBSCRIBERS  
**0** ▼

Top 10 Videos [Browse all content](#)

Video	Views <sup>?</sup> ▼	Estimated minutes watched <sup>?</sup>	Likes <sup>?</sup>
<a href="#">Park Info: Thor Guard</a>	65 (10%)	93 (14%)	0
<a href="#">Wolf Pack Hockey Hosts Krolak Cup</a>	54 (8.7%)	171 (26%)	0
<a href="#">Egg Hunt 2014</a>	49 (7.9%)	38 (5.9%)	0
<a href="#">Me + HEPD: Patty Matthews</a>	36 (5.8%)	46 (7.1%)	0
<a href="#">Aqua Fit Swim Aerobic Class at Prairie Stone...</a>	31 (5.0%)	37 (5.7%)	0
<a href="#">Park Info: Playground Workout, Bench Pushup</a>	27 (4.3%)	33 (5.1%)	0
<a href="#">Try Hockey for Free!</a>	22 (3.5%)	12 (1.8%)	0
<a href="#">Bridges Of Poplar Creek Weddings</a>	18 (2.9%)	9 (1.4%)	0
<a href="#">Pre Ballet and Tap Class</a>	13 (2.1%)	6 (0.9%)	0
<a href="#">Jim Fabbrini on Joseph Fabbrini</a>	11 (1.8%)	16 (2.5%)	0

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

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**General Programs**

- Preferred Tee Time started the first weekend in April. The weather has been hit or miss throughout the month. We did have one weekend completely rained out. Preferred Tee Time Members did play 210 rounds this season compared to 162 last year in the month of April.
- Fish Fry came to an end. We were pleased with the overall turn out and serviced 626 guests vs 525 guests for in 2014

**Golf Rounds**

<b>ROUND TOTALS</b>		
<b>2013</b>	<b>2014</b>	<b>2015</b>
<b>2,018</b>	<b>2,120</b>	<b>2,364</b>
<b>YTD ROUND TOTALS</b>		
<b>2013</b>	<b>2014</b>	<b>2015</b>
<b>2,360</b>	<b>2,120</b>	<b>2,957</b>

**Range Information**

<b>RANGE BASKET SALES TOTALS</b>		
<b>2013</b>	<b>2014</b>	<b>2015</b>
<b>1,651</b>	<b>1,419</b>	<b>1,733</b>
<b>YTD RANGE BASKET SALES TOTALS</b>		
<b>2013</b>	<b>2014</b>	<b>2015</b>
<b>1,939</b>	<b>1,529</b>	<b>2,152</b>

## **Communications & Marketing**

### **Marketing/Advertising**

- New website is getting great reviews. It has a much cleaner look and easier to navigate. With the new website we also received and new email marketing program. This program allows us to receive see more detail reporting on open rate and click thru rates. It also directly imports emails from the tee sheet reservation system as this is constantly updated on a daily basis.
- We did 4 email blasts for the month advertising; Fish Fry, Preferred Tee Times, Wedding & Banquet Specials, Jr golf instruction, group instruction, Special HEPD events and Cinco Day Mayo Lunch Special and employment opportunities.
- We also advertised our Jr Golf Program in District 54 school district virtual back pack. This goes to all the parents of the local schools.

## **Food & Beverage**

For the month of April we had a total of 26 Events. 28 Events in 2014

The breakdown is as follows:

9 breakfast meetings servicing 190 people

2 Rotary luncheons servicing 84 people

1 ABBHH meetings with continental breakfasts servicing 18 people

1 church retreat luncheon servicing 71 people

1 retirement luncheon servicing 44 people

2 room rentals only, no food servicing 250 people

1 full staff meeting servicing 70 people

1 Hoffman Estates Chamber breakfast servicing 35 people

3 showers servicing 137 people

3 Baptisms servicing 151 people

1 Distinguished Agency meeting with a boxed lunch servicing 25 people

1 CDGA Golf tournament servicing 82 people

We currently have 31 events booked for the month of May: 30 Events in 2014

11 breakfast meetings servicing 176

4 Rotary luncheons servicing 160

1 ABBHH meetings with continental breakfasts servicing 100 people

1 showers servicing 60 people

2 First Communions servicing 78 people

1 retirement hors d oeuvres reception servicing 50 people

1 YMCA appreciation hors d oeuvre reception servicing 150 people

2 luncheons servicing 110 people

1 bar package only servicing 120 people

3 weddings with both ceremony and reception here servicing 393 people

3 weddings with the reception only here servicing 375 people

1 fundraiser dinner servicing 120 people

2016=3 ceremony and reception

2015=23 receptions 18 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.

We are receiving a lot of calls for 2016 weddings. We are currently offering 10% off any Saturdays that we still have open for 2015. Right now, we still have September 5<sup>th</sup> open and the Saturdays in October.

### **Golf Maintenance Summary**

Bridges of Poplar Creek Country Club

Maintenance Report

April 2015

The maintenance team has been working hard and long hours to complete the Hole 10 & 11 project. The area is coming along nicely. Wadsworth finished the final grading. The new tee boxes are completely sodded and the forward two tee boxes are open for play. The main two tee boxes will open mid to late May depending on weather. The coir logs have been set around the pond and the bluegrass sod is 75% completed around the

banks to secure them. We plan to be finished by mid-May. The cart path is set to be installed by May 15<sup>th</sup> as well. With this project being completed mostly in house by our maintenance crew we were able to save approximately \$130k for the entire project.

With the project being almost complete staff can redirect its focus back on the golf course in coming months. The greens were aerified this month and the recovery process has been great. We do have some areas on Hole 1, 3, & 10 that are a little slow coming out of the winter and they will be getting some extra care within the next couple of weeks to speed up the recovery process. The irrigation system has been fully charged for year and we have begun standard watering practices.

The clubhouse area and event areas will be getting attention beginning of May. With the plan in place to have all areas detailed by our first wedding on May 16<sup>th</sup>.