



**AGENDA**  
**REGULAR BOARD MEETING NO. 1018**  
**TUESDAY, JUNE 27, 2017**  
**7:00p.m.**

1. ROLL CALL
2. PLEDGE OF ALLEGIANCE
3. APPROVAL OF AGENDA
4. AWARDS
  - A. Best Of Hoffman (Heather Kubinski)
  - B. Full Time Employee of the 2<sup>nd</sup> Quarter (Lindsay Grace)
  - C. Part Time Employee of the 2<sup>nd</sup> Quarter (Tracy Dalton)
5. RECESS FOR A&F COMMITTEE MEETING
6. RECONVENE FOLLOWING A&F COMMITTEE MEETING
7. APPROVAL OF MINUTES
  - A. Regular Board Minutes 5/23/2017
  - B. Annual Board Minutes 5/16/2017
  - C. Special Board Minutes 5/02/2017
8. COMMENTS FROM THE AUDIENCE
9. CONSENT AGENDA (Click each item to view)
  - A. Eisenhower Park Track / M17-074 (memo attached)
  - B. CAFR Audit by Sikich / M17-073
  - C. Prevailing Wage Ordinance O17-004 / M17-069
  - D. Beverage Sales Tax Increase / M17-075
  - E. Open and Paid Invoice Register \$642,985.31
  - F. Revenue and Expenditure Report
  - G. Acceptance of A&F Minutes 5/16/2017
10. PRESIDENT'S REPORT



REGULAR BOARD MEETING NO. 1018

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11. ADOPTION OF EXECUTIVE DIRECTOR'S REPORT
12. OLD BUSINESS
13. NEW BUSINESS
  - Review of Closed Session Minutes / R17-001, M17-070
14. COMMISSIONER COMMENTS
15. ADJOURNMENT

ALL MEETINGS ARE HELD IN THE BOARDROOM OF THE SCOTT R. TRIPHAHN COMMUNITY CENTER & ICE ARENA AT 1685 W. HIGGINS ROAD IN HOFFMAN ESTATES UNLESS OTHERWISE SPECIFIED. IF AN ACCOMMODATION OR MODIFICATION IS REQUIRED TO ATTEND THESE PUBLIC MEETINGS PLEASE CONTACT JANE KACZMAREK AT [JKACZMAREK@HEPARKS.ORG](mailto:JKACZMAREK@HEPARKS.ORG) OR (847) 885-8500 WITH AT LEAST 48 HOURS' NOTICE.



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**MINUTES  
REGULAR BOARD MEETING NO. 1017  
May 23, 2017**

**1. Roll Call:**

A regular meeting of the Hoffman Estates Park District Board of Commissioners was held on May 23, 2017 at 7:00 p.m. at the Triphahn Center in Hoffman Estates, IL.

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

Absent: None

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

Audience: Rec Superintendent Palmer, 50+ Program Manager Schwartz, 50+ participants (see attached)

**2. Pledge of Allegiance:**

Everyone present stood for the Pledge of Allegiance.

**3. Approval of Agenda:**

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

**4. Awards: BOH / Gail Bronswick**

President Kaplan awarded Gail Bronswick for her volunteer services caring for the PSSWC plants. He noted that she was doing such a good job that the plants were reviving and members were noticing.

**5. Minutes:**

April 18, 2017:

Commissioner R. Evans made a motion, seconded by Commissioner Kilbridge to approve the minutes of the April 18, 2017 Regular Board meeting as presented. The motion carried by voice vote.

April 4, 2017:

Commissioner Kinnane made a motion, seconded by Commissioner Kilbridge to approve the minutes of the April 4, 2017 Special Board meeting as presented. The motion carried by voice vote.

April 11, 2017:

Commissioner McGinn made a motion, seconded by Commissioner Kilbridge to approve the minutes of the April 11, 2017 Special Board meeting as presented. The motion carried by voice vote.

**6. Comments from the Audience:**

Mr. Paul Wilson, 50+ member, distributed a handout and addressed the board noting that the renovation of the north side and 50+ area did not leave the 50+ group with the same space available. He noted that in the past they had:

- Large meeting area
- Couch area in that large meeting area
- Magazine racks
- Book shelves and books
- 2 large closets for storage
- Table and computer
- Table for puzzles
- Billiard room
- 3 TVs for Wii
- Rooms labeled for 50+

He explained that now

- They shared the Wii room/lounge area with the public
- Pool tables and card tables were in the same room and the noise was distracting.
- The fireplace/lounge area was now part of the lobby.
- The book shelves were in the lobby open to the public and in unreachable cabinets.
- Wii had only 2 TVs and the projector could not be used to replace the 3<sup>rd</sup> TV.

- When they first used the room for Wii, it was only ½ of the space because of other programming on the other side. They thought the space would belong to 50+ from 8:30 – 4:30 Monday through Friday, and that it happened the next day.
- The rooms were labeled Conference and not 50+ for their use.

He also explained that the 50+ group did not know that their space was going to be common space when not used by the group and expressed concern for storage of their items.

Executive Director Bostrom noted that the district could provide those tables and shelves along with creating a comfortable space for the group. He explained that the purpose of the 'soft opening' in May was to identify additional needs that could be addressed before the Grand Opening June 20<sup>th</sup>. He reminded everyone that the initial space for the 50+ group was not comfortable either until they added those items that made it more comfortable and reminded them that the space they used was also public space evenings and weekends.

Mr. Wilson noted that he had suggestions attached to his letter.

Executive Director Bostrom explained that there was flexibility to add some items to their space. Director Kies noted that the card tables in the game room were intended for open play and that the regular Bridge and Pinochle would be scheduled and set up in the larger space.

Mr. Wilson addressed the lounge area noting that it should not have been advertised as a 50+ space since it is open to the public. Executive Director Bostrom explained that the lounge was always intended to be for everyone and a community space. He explained that the district would work to create a comfortable space but that there would be times that they could designate that lounge space for 50+ only.

Mr. Wilson noted that the way it was set up, it was too separate from the 50+ group and not very practical for them.

Mr. Jerry Eby asked about lockers in the billiards room for the pool cues. Superintendent Palmer noted that staff was working on that order now. Executive Director Bostrom explained that the original opening was scheduled for June 20 and that they opened the space early since the contractor was done and to help identify items that staff would still need to address.

Mr. Joe McCue addressed the board thanking Mr. Wilson for his comments on behalf of the 50+ group and that it had been great to talk with Director Kies about their concerns. He noted that believing that the space was for 50+ Monday – Friday from 8-4:30 and half the room was rented out during that time, they felt a loss of ownership for that space.

Jan Wittkamp addressed the board explaining that she could not reach the shelves in the lounge area to get a book and that the cabinets were locked and they did not have access to the keys.

Mr. McCue noted that many of the spaces were locked and they did not have a key.

Joanne Wilson addressed the board explaining that she would like to see the book shelves in the 50+ area and open so they could reach them. She also would like to see a small area with couches for the knitting group on Fridays.

Mr. Wilson asked when they could expect a response.

President Kaplan explained that Director Kies and Superintendent Palmer were already looking into these issues and that they should hear something shortly. Executive Director Bostrom asked for a few days to review the requests and the best way to implement the changes but that they would hope to address the concerns by mid-week of next week. President Kaplan thanked the audience for their input.

Mr. McCue noted that the district could use some better communication. Executive Director Bostrom noted that the loss of 50+ Program Manager Cuff and the short delay in hiring the new 50+ Program Manger Schwartz did create some communication issues.

Mrs. Wilson noted that 50+ Program Manager Schwartz had been very helpful and listened to their concerns.

Bonnie Pfaff addressed the board asking why the membership fee had risen to \$55/year. Executive Director Bostrom replied that taxes paid for community areas such as parks and playgrounds and that they did not cover specialized programming such as 50+ and that the fee was approximately \$1/week and benefits were included in that cost. Ms. Pfaff asked why other district's did not charge that much and Executive Director Bostrom explained that Schaumburg had \$24 million in taxes versus Hoffman's \$8 million and that other districts charged additional fees for 50+ programs that were included in Hoffman's membership fee. Ms. Pfaff noted that the fee had jumped 400%.

50+ group left the meeting.

**7. Consent Agenda:**

Commissioner K. Evans made a motion, seconded by Commissioner Kilbridge to approve the Consent Agenda as presented.

- A. Crack fill and seal coating M17-046
- B. Maintenance facility fuel pumps M17-056

- C. Hoffman United Soccer Club M17-048
- D. Wings and Talons License Agreement M17-059
- E. AthletiCo Agreement extension M17-060
- F. Surplus Ordinance O17-003 M17-058
- G. Fitness Equipment Bid Revision M17-062
- H. Balanced Scorecard 1Q M17-063
- I. Open and Paid Invoice Register \$873,735.49
- J. Revenue and Expenditure Report
- K. Acceptance of B&G Minutes 4/4/2017
- L. Acceptance of Rec Minutes 4/11/2017
- M. Acceptance of A&F Minutes 4/18/2017

On a Roll Call: Carried 7-0-0

Ayes: 7 Bickham, K Evans, R Evans, Kilbridge, Kinnane, McGinn, Kaplan

Nays: 0

Absent: 0

**8. President's Report:**

President Kaplan welcomed Commissioner Keith Evans to the board; noted that Director Giacalone's retirement party had been good, that he was disappointed that the garage sale had been rained out.

Commissioner R. Evans asked about rescheduling the Garage Sale and Director Kies explained that they could not as it was held in Seascape's parking lot and they would be open shortly.

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

Superintendent Palmer took the opportunity to introduce 50+ Program Manager Mindy Schwartz to the board, noting that she had 12 years' experience with 50+ members and was recently the part-time assistant 50+ Program Manager.

Commissioner K. Evans asked if the part time position had been filled and Superintendent Palmer noted they were working on that.

Executive Director Bostrom updated the board on the status of the pool noting that they will be replacing 320 feet of pipe at the shallow end of the pool. He noted that broken pipes and those 2" or less had been replaced while 6 inch, 4 inch and 3 inch pipes showing stress will be lined. He reviewed the schedule explaining that they would be backfilling the area and reconnecting the smaller pipes; placing rebar so that concrete could be poured Thursday/Friday depending on weather. He also explained that the surface could be painted in 24 hours and that after 48 hours the pool could be filled. He noted that the Village had approved filling the pool through the use of hydrants and that would cut the fill time in half, to about 15 hours. He noted that by next Tuesday, they

should be able to begin the chemical and heat process and should actually be ready by that Thursday, however, the pool was still scheduled to open June 3. He noted that \$16,900 had been spent on pipe linings that should last 10 years and \$11,000 for concrete sawing plus additional costs for rentals, etc. for a total cost estimate of \$39,830 or \$43,813 with the contingency fund. He also explained that Director Hugen was working on an option to blow out the lines in the future and had already scheduled an inspection of the pipes for April 2018. He explained that the costs did not include staff time or cost of water and that they needed 400,000 gallons to fill the pool. He said he was working with the Village on the cost per gallon. Finally, he commended Director Hugen on his handling of this situation and his ability to work well with staff and contractors.

Commissioner McGinn asked about the pipes in the other areas and Executive Director Bostrom noted that based on the testing, staff was informed that there were no problems elsewhere.

Executive Director Bostrom noted that an Eblast had been sent regarding the pool opening. Commissioner K. Evans noted that he felt the email disingenuous since it blamed the weather for the opening delay rather than the repair. Commissioner R. Evans agreed.

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

**10. Old Business:**

None

**11. New Business:**

None

**12. Commissioner Comments:**

Commissioner Kinnane said Director Giacalone's retirement party had been nice and it was unfortunate that the garage sale had to be cancelled. He also commended Directors Buczkowski and Hugen on the pool work.

Commissioner McGinn echoed those sentiments and also noted that the he felt the district should be forthcoming with regard to the pool closing.

Commissioner Bickham noted that he thought the north side was warm and welcoming and he welcomed 50+ Program Manager Schwartz to the district.

Commissioner K. Evans said it was great to be back; that he would like to see an update go out on the pool repairs. He noted that the repair work showed the



park district's strength and their ability to work together. He also welcomed 50+ Program Manager Schwartz.

Commissioner Kilbridge asked if PSSWC Members had received correspondence on the closing for their renovation and Executive Director Bostrom explained it would go out shortly; construction will not begin until July 10<sup>th</sup>.

Commissioner R. Evans welcomed 50+ Program Manager Schwartz; noting that he also thought the north side warm and welcoming. He reminded everyone of the SRT Golf Outing June 14<sup>th</sup> and encouraged everyone to participate.

President Kaplan noted that he did not feel that, having published something on the delayed pool opening, that they should restate anything. He also reminded the board of the new meeting dates starting next month:

- June 20<sup>th</sup>      B&G Meeting (park tour)  
                            Rec Meeting cancelled
- June 27<sup>th</sup>      Board Meeting  
                            A&F Meeting

**13. Adjournment:**

Commissioner McGinn made a motion, seconded by Commissioner R. Evans to adjourn the meeting at 8:12 p.m. The motion carried by voice vote.

Respectfully submitted,

Dean R. Bostrom  
Secretary

Peg Kusmierski  
Recording Secretary



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**MINUTES  
ANNUAL BOARD MEETING  
May 16, 2017**

**1. Roll Call:**

An annual meeting of the Hoffman Estates Park District Board of Commissioners was held on May 16, 2017 at 7:50 p.m. at the Triphahn Center in Hoffman Estates, IL.

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

Absent: None

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

Audience: Comm Rep Musial, Winner, Utas; Mr. C. Bernacki and Mr. K. Evans

**2. Pledge of Allegiance:**

Everyone present stood for the Pledge of Allegiance.

**3. Approval of Agenda:**

President Bickham asked for an amendment to the agenda:

- 4A. Recognition of Commissioner Mohan for his past service.
- 4B. Break and reconvene of the Annual Meeting.

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

**4. Comments from the Audience:**

None

A. Recognition of Commissioner Mohan:

President Bickham acknowledged Commissioner Mohan's 14 years as Commissioner; 2 years as Comm Rep and 25+ years with IDOT. He wished him well.

B. Recess and Reconvening of Annual Meeting:

Commissioner R. Evans made a motion, seconded by Commissioner Kilbridge to recess the Annual meeting at 7:55 p.m. for the purpose of celebrating Commissioner Mohan's final Board Meeting. The motion carried by voice vote.

Cake was served.

Commissioner Kaplan made a motion, seconded by Commissioner R. Evans to reconvene the Annual meeting at 8:15 p.m. The motion carried by voice vote.

Mr. Mohan left the meeting.

**5. Administer Oath to Newly Elected Commissioners:**

Executive Director Bostrom administered the Oath to Mr. Keith Evans. Commissioner K. Evans took his place at the board table.

**6. Election of Officers:**

A. President:

Commissioner Kilbridge made a motion, seconded by Commissioner McGinn to open nominations for President. The motion carried by voice vote.

Commissioner R. Evans made a motion, seconded by Commissioner McGinn to nominate Commissioner Kaplan for President.

Commissioner Kinnane made a motion, seconded by Commissioner Kilbridge to close the nominations for President. The motion carried by voice vote.

The motion nominating Commissioner Kaplan for President carried by voice vote. The gavel was turned over to President Kaplan.

B. Vice President:

Commissioner Kinnane made a motion, seconded by Commissioner R. Evans to open the nominations for Vice President. The motion carried by voice vote.

Commissioner Bickham made a motion, seconded by Commissioner K. Evans to nominate Commissioner McGinn for Vice President.

Commissioner Kinnane made a motion, seconded by Commissioner Kilbridge to close the nominations for Vice President. The motion carried by voice vote.

The motion nominating Commissioner McGinn for Vice- President carried by voice vote.

7. **Appointment of Officers:**

A. Treasurer:

President Kaplan requested a motion to appoint Commissioner Kilbridge as Treasurer.

Commissioner Kinnane made a motion, seconded by Commissioner Bickham to accept the appointment of Commissioner Kilbridge as Treasurer. The motion carried by voice vote.

B. Assistant Treasurer:

President Kaplan requested a motion to appoint Deputy Director Talsma as Assistant Treasurer.

Commissioner McGinn made a motion, seconded by Commissioner R. Evans to accept the appointment of Deputy Director Talsma as Assistant Treasurer. The motion carried by voice vote.

C. Secretary:

President Kaplan requested a motion to appoint Executive Director Bostrom as Secretary.

Commissioner Kinnane made a motion, seconded by Commissioner Kilbridge to accept the appointment of Executive Director Bostrom as Secretary. The motion carried by voice vote.

D. Assistant Secretary:

President Kaplan requested a motion to appoint Commissioner K. Evans as Assistant Secretary.

Commissioner Bickham made a motion, seconded by Commissioner McGinn to accept the appointment of Commissioner K. Evans as Assistant Secretary. The motion carried by voice vote.

**8. Annual Appointments:**

A. Attorney:

President Kaplan requested a motion to appoint Ancel, Glink, Diamond, Bush, DiCianni and Kraffthefer as Attorneys for the park district.

Commissioner McGinn made a motion, seconded by Commissioner Kilbridge to accept the appointment of Ancel, Glink, Diamond, Bush, DiCianni and Kraffthefer as Attorneys for the park district. The motion carried by voice vote.

B. NWSRA Member District Representative:

President Kaplan requested a motion to appoint Executive Director Bostrom as Member District Representative of NWSRA.

Commissioner Kilbridge made a motion, seconded by Commissioner Kinnane to accept the appointment of Executive Director Bostrom as Member District Representative of NWSRA. The motion carried by voice vote.

C. NWSRA Member District Alternate Representative:

President Kaplan requested a motion to appoint Deputy Director Talsma as Member District Alternate Representative of NWSRA.

Commissioner McGinn made a motion, seconded by Commissioner Kilbridge to accept the appointment of Deputy Director Talsma as Member District Alternate Representative of NWSRA. The motion carried by voice vote.

**9. Committee Appointments:**

A. Administration & Finance:

President Kaplan requested a motion to appoint Commissioner Kilbridge as Chairman of the Administration & Finance Committee and Commissioner Bickham as Vice Chairman.

Commissioner Kinnane made a motion, seconded by Commissioner R. Evans to accept the appointment of Commissioner Kilbridge as Chairman of the Administration & Finance Committee and Commissioner Bickham as Vice Chairman. The motion carried by voice vote.

President Kaplan requested a motion to appoint Comm Reps Katis, Winner, Musial, Utas & Chhatwani to the Administration & Finance Committee.

Commissioner McGinn made a motion, seconded by Commissioner Kilbridge to accept the appointment of Comm Reps Katis, Winner, Musial, Utas & Chhatwani to the Administration & Finance Committee. The motion carried by voice vote.

B. Building & Grounds:

President Kaplan requested a motion to appoint Commissioner McGinn as Chairman of the Building & Grounds Committee and Commissioner K. Evans as Vice Chairman.

Commissioner Kinnane made a motion, seconded by Commissioner Kilbridge to accept the appointment of Commissioner McGinn as Chairman of the Building & Grounds Committee and Commissioner K. Evans as Vice Chairman. The motion carried by voice vote.

President Kaplan requested a motion to appoint Comm Reps Dekirmenjian, Friedman, S. Triphahn, Bettencourt and Mr. Joaquin Castillo to the Building & Grounds Committee.

Commissioner McGinn made a motion, seconded by Commissioner Kilbridge to accept the appointment of Comm Reps Dekirmenjian, Friedman, S. Triphahn, Bettencourt and Mr. Joaquin Castillo to the Building & Grounds Committee. The motion carried by voice vote.

C. Recreation:

President Kaplan requested a motion to appoint Commissioner Kinnane as Chairman of the Recreation Committee and Commissioner R. Evans as Vice Chairman.

Commissioner K. Evans made a motion, seconded by Commissioner Bickham to accept the appointment of Commissioner Kinnane as Chairman of the Recreation Committee and Commissioner R. Evans as Vice Chairman. The motion carried by voice vote.

President Kaplan requested a motion to appoint Comm Wittkamp, S. Neel, Dressler, Henderson & Snyder to the Recreation Committee.

Commissioner R. Evans made a motion, seconded by Commissioner Kilbridge to accept the appointment of Comm Reps Wittkamp, S. Neel, Dressler, Henderson & Snyder to the Recreation Committee. The motion carried by voice vote.

D. Senior Liaison:

President Kaplan requested a motion to appoint Commissioner R. Evans as the Liaison for the Senior Commission.

Commissioner McGinn made a motion, seconded by Commissioner Kilbridge to appoint Commissioner R. Evans as the Liaison for the Senior Commission. The motion carried by voice vote.

E. Village Bike Path Committee (BPAC) Liaison:

President Kaplan requested a motion to appoint Commissioner K. Evans as the Liaison for the Bicycle & Pedestrian Advisory Commission.

Commissioner Kinnane made a motion, seconded by Commissioner Bickham to appoint Commissioner K. Evans as the Liaison for the BPAC Commission. The motion carried by voice vote.

F. Executive Director Review Committee Chairman:

President Kaplan requested a motion to appoint Commissioner Kaplan as the Chairman of the Executive Director Review Committee.

Commissioner Kinnane made a motion, seconded by Commissioner K. Evans to appoint President Kaplan as the Chairman for the Executive Director Review Committee. The motion carried by voice vote.

**10. Commissioner Comments:**

Commissioner Kinnane said he hoped they would open the pool on time.

Commissioner McGinn thanked Commissioner Bickham for his past services as president.

Commissioner Kilbridge echoed that thought.

Commissioner K. Evans said he was glad to be back on the board.

Commissioner R. Evans also thanked Commissioner Bickham for his services and congratulated all those re-elected and newly elected.

Commissioner Bickham congratulated President Kaplan on his election to president and thanked the board members for their support.

President Kaplan thanked all the board members for their continued service.

**11. Adjournment:**

Commissioner McGinn made a motion, seconded by Commissioner R. Evans to adjourn the meeting at 8:30 p.m. The motion carried by voice vote.

Respectfully submitted,

Dean R. Bostrom  
Secretary

Peg Kusmierski  
Recording Secretary





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**MINUTES  
SPECIAL BOARD MEETING  
May 2, 2017**

**1. Roll Call:**

A special meeting of the Hoffman Estates Park District Board of Commissioners was held on May 2, 2017 at 8:10 p.m. at the Triphahn Center in Hoffman Estates, IL.

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

Absent: Mohan

Also Present: Deputy Director/A&F Director Talsma, Rec/Facilities Director Kies

Audience: Mr. K. Evans, Comm Rep Bettencourt

**2. Pledge of Allegiance:**

Everyone present stood for the Pledge of Allegiance.

**3. Approval of Agenda:**

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

**4. Comments from the Audience:**

None

**5. PSSWC Wet Area Renovation/M17-052:**

Commissioner R. Evans made a motion, seconded by Commissioner Kinnane to approve the contract for the PSSWC locker room renovation project to Opcon, Inc. for a total amount of \$800,000 as follows:

\$702,050 to Opcon, Inc. which includes Alternate #1 (floors in toilet area) and includes an owner's allowance contingency of \$50,000.

\$66,695 to DLA Architects for services

\$12,300 for environmental monitoring

\$18,955 Additional contingency

On a Roll Call: Carried 6-0-1

Ayes: 6 R. Evans, Kaplan, Kilbridge, Kinnane, McGinn, Bickham

Nays 0 None

Absent: 1 Mohan

**6. Commissioner Comments:**

None

**7. Adjournment:**

Commissioner McGinn made a motion, seconded by Commissioner Kaplan to adjourn the meeting at 8:20 p.m. The motion carried by voice vote.

Respectfully submitted,

Craig Talsma  
Deputy Director/Director of Admin & Finance

Michael Kies  
Director of Recreation/Facilities

**MEMORANDUM NO. M17-074**

**To:** Board of Commissioners  
**From:** Dean Bostrom, Executive Director  
Dustin Hugen, Director Parks & Facilities Services  
**Re:** Eisenhower Park Track  
**Date:** June 21, 2017

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**Background**

The 2017 capital budget includes \$60,000 for the resurfacing of the track located at Eisenhower Park. The track, originally constructed in 2005, has shown signs of wear and deterioration. Staff identified 19 areas located on the track which require new material to replace track surfacing which has detached from the asphalt sub-surface. Staff evaluated three options to pursue in addressing the deteriorated track:

- 1<sup>st</sup> option: Total removal and replacement of the existing track using the same track material that currently exists on the track. Quoted price: \$106,000
- 2<sup>nd</sup> option: Spray a synthetic material over the existing track. Quoted price: \$58,000
- 3<sup>rd</sup> option: Repair the 19 identified areas using the same material as the existing track. This option would also provide new paint over the areas that were being resurfaced. Quoted price: \$9,300

**Recommendation**

The B&G committee, during the park tour on June 20th, reviewed the three options and recommended to the board that staff pursue option 3 to patch the 19 identified areas which require resurfacing for the quoted price of \$9,300 to Midwest Track Builders.

**HOFFMAN ESTATES PARK DISTRICT  
REGULAR BOARD MEETING NO. 1018**

**EXECUTIVE DIRECTOR'S REPORT**

**June 2017**

**Parks Report**

1. Aquatic weed control was completed in the district ponds.
2. The second round of monthly bed maintenance throughout the district was completed
3. Invasive weed control for Phragmites, Thistle and Teasel is underway as weather permits.
4. April/May park inspections were completed.
5. Seascape first phase of landscape renovation was completed, with the second phase to begin after the pool closes this fall.
6. Seasonal tree trimming is ongoing.
7. Developed new mowing schedule (been fine tuning).
8. Began collecting data on mowing operations.
9. Applied first round of fertilizer on all athletic fields.
10. Treated all high-profile turf areas for broadleaf weed control.
11. Started over-seed regimen on all high-use athletic fields.
12. Turned on irrigation.
13. Treated playgrounds for weeds.
14. Seascape Aquatic Center had zero depth pipes repaired and replaced.
15. Lights were repaired at Willow Recreation Center.
16. Splash pads were inspected and turned on for the season, Tropicana and Vogelei needed to have parts ordered for them to be put into operation.
17. Fountain repairs at Triphan Center.
18. Water meter reading were taking on a weekly basis.
19. Park inspections were completed at the beginning of the month.
20. Windscreens were installed at ball fields, Seascape and parks.
21. Shade canopies that were in quality condition were installed in parks, other canopies are on order.
22. Weed removal in all playground mulch beds took place.
23. 50+ Center area at Triphan Center had all wall mount items installed.
24. Repaired blower motors on units at Bridges of Poplar Creek Country Club.
25. Installed new fans on unit #7 at Triphan Center.
26. 534 bus new oil cooler installed
27. 519 replaced front brake calipers, brake rotors and brake pads
28. 570 mower replaced gasket on side of engine for lifters
29. Tow behind lift installed new batteries

- 30.591 backhoe tractor installed new front tires
- 31.534 bus replaced head gaskets
- 32.Safety inspections completed on all lifts in district
- 33.Daily maintenance and repair on mowers

## **PLANNING & DEVELOPMENT**

### **1. Playgrounds:**

#### A. Seascape Playground:

Seascape playground was completed on May 26<sup>th</sup>. The water and play features have been functioning as planned and have become an attraction for children under the age of 6 years old.

#### B. Victoria Playground:

Due to the rain the final week of May, Victoria Playground did not open until after Memorial Day. It was open on Wednesday May 31<sup>st</sup> and has become a popular draw for all the residents on the south side of Hoffman. Two issues being worked on by the manufacturer are:

- The Electric Piano which will not turn off
- The Clock panel has a problem when the hour arm is moved counter clockwise. It loosens the screw that attaches the arm to the panel itself.

It is hoped that both of these items will be corrected within the next two weeks.

#### C. Colony Playground:

Due to the inclement wet spring weather, this project was held off given the fact that access to the playground was through a detention basin. Now that the ground has dried, the contractor began demolition of the existing 2-5 year old playground and will begin installation of the new equipment by the middle of June. The goal is to have the playground completed by early July.

### **2. Paving**

#### A. Victoria South Pathway:

This pathway was completed from Bode Road to Wainsford on May 25<sup>th</sup> and now includes traffic bollards at both ends to keep vehicular traffic from cutting through the park to access either Bode or Wainsford. Limiting access via this path was a request made by the residents in attendance at the public meeting last fall.

B. Evergreen Pathway:

The contractor paved the entire path around the lake on May 30<sup>th</sup>. The landscape contractor is currently placing all the necessary backfill to complete the landscape restoration. Weather permitting the areas will be graded and seeded by the 3<sup>rd</sup> week of June.

C. Westbury Pathway:

As part of the 2017 paving bids, a section of Westbury path was removed along with the Willow tree roots and repaved to improve the ride-ability of the path way. Previously the roots caused speed bumps for about 100 feet of the path.

D. Hassell Road Maintenance pathway:

Patching work was completed on June 12<sup>th</sup> within the maintenance yard area and the exterior drives to the east and southeast of the building. This work is part of the district's annual patching repair work based upon an as need basis.

**3. PSSWC Showers:**

Staff has been working with Opcon, the general contractor, to finalize all permits and complete shop submittals for the renovation of the wet areas within the club locker rooms. Floor and wall tile was ordered on June 6<sup>th</sup> with the understanding that delivery would be made in approximately 6 weeks. Actual construction is scheduled to begin on July 10<sup>th</sup>.

**4. Shoe Factory Bike Trail:**

This project is like a hurdle race whereby one hurdle is achieved only to discover another hurdle to be crossed. At present, the insurance issues have been worked out from both CNN and staff's perspective and are scheduled to be presented to the Village trustees within the next couple of months. An issue has come up with IDOT in the ownership of the leased area and the lease fee. Village staff is currently working with CNN to work out a palatable solution to address IDOT's concerns. In addition to the lease fee issue, IDOT has identified some protected plant species within the project area. The Consultant is currently in the process of delineating those protected areas and, if necessary, will come up with a means to mitigate the problem.

## **RECREATION & FACILITIES**

### **UPCOMING EVENTS**

- **June 17** – Hoffman Walks for Father's Day
- **June 18** – Father's Day Pool Party at Seascape
- **June 18** – Free Ice Skating at TC
- **June 20** – Ribbon Cutting for TC
- **June 22** – Summer Sounds at Village Green
- **June 23** – Friday Fun in the Park at Vogelei
- **June 24** – Grand Re-Opening Party for TC & free ice skating
- **June 24** – All Star Baseball Games at Cannon Crossings
- **July 6** – Summer Sounds at Village Green
- **July 7** – Friday Fun in the Park at Vogelei
- **July 8** – Hoffman Walks at Black Bear Park
- **July 12** – Live Music at BPC
- **July 13** – Summer Sounds at the Village Green
- **July 14** – Movie Night at Seascape "Honey I Shrunk the Kids"
- **July 15** – Nature Volunteer Event, Queen Anne Lace Pull
- **July 16** – Free Ice Skating at TC
- **July 20** – Summer Sounds at Village Green
- **July 21** – Friday Fun in the Park at Vogelei
- **July 26** – Fall Registration Begins
- **July 27** – Summer Sounds at Village Green

### **Administration Updates:**

- The Wolf Pack development program was awarded a \$20,000 grant from Jewel Osco in a partnership with Kraft (Hockeyville) USA during the month of May! Staff was presented with a check and will be doing a Best of Hoffman presentation to the individual who submitted the application at the June board meeting.
- Seascape starts their new opening program as the pool opened on June 3<sup>rd</sup>. This new admittance program allows pass holders to enter the park 15 minutes prior to the general public. This new service allows pass holders the first priority on seating and staff is hoping it will drive additional pass sales as daily users see this exciting new season pass privilege.
- PSS&WC had an outstanding month of May exceeding their net membership goal by 26 total members. The combination of a strong sales month with the continued reduction in the attrition rate, plus the reduction in the 90 day kick outs has created a positive impact. It is also important to note that all district wide clubs are starting to see that positive growth back to stronger net memberships. This can be attributed to the return of members who had left to experience the various new clubs in the area.
- Baseball participation continues to exceed last year's total registration, currently the program is at 222 compared to 213 in 2016. Staff is excited to see the growth in this area, despite the decline on the national level; it is especially nice to see an increase in the number of younger participants from 2016 to 2017.

- Weather has been a challenge for some of our outdoor programs as it relates to getting the number of games in for the various leagues. May was a particularly rainy month.
- Staff is putting the final touches for the Ribbon Cutting and Open House events on June 20<sup>th</sup> and 24<sup>th</sup> for the new north side and athletic training shelf. The feedback on the space has been very well received and staff is working with the 50+ advisory group to continue to enhance those areas.
- The new 3 x 3 Moosejaw League started play June 6. Over 300 hockey players in the Mite – Bantam divisions are taking part in our new program. This is a huge success and it will be something to build upon for the future.

**Volunteers Summary:**

- Human Resources processed 3 new volunteers.
- C&M had 27 volunteers to plant Red Oak saplings at Essex Park for Earth Day.
- PSSWC had 1 volunteer for 13.75 hours in plant care.



*Youth Athletics*

**Youth Baseball/Softball**

- The Hoffman Estates Youth Baseball season has hit its halfway point of the season. Weather has been problematic this season more than years past, but we are gradually getting all make up games in. All levels are scheduled to end at the end of June.
- Cannon Crossing Night Games- During the week of May 29<sup>th</sup> Mustang levels and higher got to play games under the lights at Cannon Crossing. This is always fun for the players to stay up a little later and display their talents underneath the bright lights of Cannon.
- 9/10U Tournament Team - our tournament team program has grown this year in number of teams (3 total) and number of tournaments played. Since the beginning of the season our tournament teams have competed in 3 total tournaments (10 extra games) with one tournament remaining. Usually they only play in 1-2. Two of the three tournaments have been right here in Hoffman and the other in Roselle.
- All Star Games are scheduled for Saturday, June 24<sup>th</sup> at 7:00pm at Cannon Crossing.
- 4/5 Tee Ball League- registration has begun for our 4/5 year old tee ball league. The league is scheduled to start practice/games in July. Below are number comparisons for April 2016 vs March 2017.

	<b>Shet.</b>	<b>Pinto</b>	<b>Mustang</b>	<b>Bronco</b>	<b>Pony</b>	<b>1/2G</b>	<b>3/4G</b>	<b>5/6G</b>	<b>Total</b>
<b>2016</b>	<b>51</b>	<b>56</b>	<b>32</b>	<b>12</b>	<b>31</b>	<b>4</b>	<b>14</b>	<b>13</b>	<b>213</b>
<b>2017</b>	<b>63</b>	<b>47</b>	<b>49</b>	<b>13</b>	<b>14</b>	<b>11</b>	<b>12</b>	<b>13</b>	<b>222</b>



## **Baseball Field Rentals**

- It is a busy summer season at Cannon this year for rentals! Baseball fields at Cannon Crossings are booked every weekend through July 8, 2017. The Hoffman Stars are back for another season and renting our fields again for 3 different age levels.

## **Youth Summer Basketball League**

- Registration has begun for our 1<sup>st</sup> ever youth summer basketball league! Practices will start the week of July 10<sup>th</sup> and the first set of games will be on July 22<sup>nd</sup>.

## **Adult Sports**

- Summer Softball Leagues- Summer Softball is reaching its half way point. Weather has already canceled 4 weeks of games, but we are gradually getting all make up games in. Duane Dow and Comcast will be back again this year to broadcast our 6:30pm game on Monday, July 17<sup>th</sup> at Cannon Crossings.

## **Youth Spring Soccer**

- The spring inter-village season is coming to an end and will conclude on Saturday, June 18<sup>th</sup>.
- In-house season reached its halfway point on May 20<sup>th</sup>.
- Registration- the Athletic Department is implementing new ways to increase soccer registration for the fall. Refer a friend, soccer registration weekend, and early bird discounts will be offered for the fall season in hopes to increase registration.

## **Participation Trophies**

- 2017 Spring Soccer/Baseball Season will be the last time participation trophies will be handed out in youth athletics. The stigma of participation trophies is something the athletic department would like to get away from. Replacing participation trophies will be patches with unique designs for each sport/season. Players will get to display their patches on their Hoffman Estates Park District Athletic Bags that will be offered to athletes starting this summer. Trophies will still be given for 5<sup>th</sup> grade and up if they win their post season tournaments.

## **Gymnastics**

- Spring session of gymnastics ended the week of May 15 with final enrollment of 185 students compared to 197 last spring.
- Summer classes have begun with 226 participants registered.

## **Dance**

- Dance recital was held on May 13<sup>th</sup> for the Triphahn Center and May 14<sup>th</sup> for Willow at the Hoffman Estates High School. There was a 10:00 show for TC for all regular classes and a 1:00 show just for the Hoffman Stars Dance Company. This was the first year for the Company Showcase and it was well received from parents and dancers. All shows were well attended and ran smoothly.
- Summer class registration is ongoing and classes are scheduled to start the week of June 12<sup>th</sup>.



## Early Childhood

	13 TC	15 TC	+2 TC
3's Playschool	13 WRC	12 WRC	-1 WRC
	30 TC	27 TC	-3 TC
2's Playschool	24 WRC	17 WRC	-7 WRC
	125 TC	121 TC	-4 TC
Preschool	68 WRC	67 WRC	-1 WRC
Early Learning Center – Full Day	39	39	0
EC Enrichment	103	121	+ 18
Parent Tot Classes	50	43	-7
<b>Total Preschool &amp; ELC Participation YTD</b>	<b>465</b>	<b>462</b>	<b>-3</b>

- Summer Camp Registration is currently open and filling nicely.
- Preschool registration for 2017-2018 remains open. All AM preschool classes are full with waitlists. There are 6 afternoon 3 year old spots and 9 afternoon 4 year old spots remaining (at Willow only).

District 54	299	359	+60
District 15	47	61	+14
WRC KSTAR	12	17	+5
<b>School Age Totals</b>	<b>358</b>	<b>437</b>	<b>+79</b>

District 54	75 (half day)	78 (half day)	+3
District 15	24 (2)	42 (2)	+18
<b>Total School Age Part. YTD</b>	<b>99</b>	<b>120</b>	<b>+21</b>

- Staff has finalized summer camp field trips. They're available for the public to view on the summer camp website.
- STAR registration for 2017/2018 school year is open to current STAR participants.
- Summer Camp registration is still open and ongoing. Camps started this week and the first four weeks are full!



<b>Membership</b>	<b>5/16</b>	<b>5/17</b>	<b>+/- Var.</b>
<b>Total</b>	<b>572</b>	<b>*535</b>	<b>- 37</b>

\*Currently there is a grace period (until July 31<sup>st</sup>) for members whose memberships have expired that they do not need to renew until that final day in July. We also opened earlier than expected and the promotional material is communicating the ribbon cutting on June 20<sup>th</sup> and grand re-opening on June 24<sup>th</sup>. It is important to also note that any time you have a fee increase/adjustment you will see some attrition which also is attributing to the slight decline. Staff is making sure that if a member does not renew and/or sign up prior to the final day in July, an interest survey (face to face or over the phone) will be conducted to make sure we are meeting and exceeding the member needs to potentially retain or obtain their membership again.

### Classes offered in May

- (3)Basic Exercise, Chair Fitness, (3)Gentle Yoga, Line Dance, Tai Chi

### Athletic opportunities offered in May

- Balloon Volleyball (Weekly), Billiards (Poplar Creek Bowl), Pickleball, Ping Pong, Volleyball and Walking Path/Track

### Trips

- Vintage Market at the Grove (5/13) had 15 registered
- National Museum of Mexican Art (5/17) was cancelled due to insufficient enrollment

### Evening/Special Programs in May

- Pub Quiz Night (3<sup>rd</sup> Thursdays/5:30 pm) – 27 participants (50+ Center), prizes sponsored by Morizzo Funeral Home, questions courtesy of Family Dentistry, HE
- Bingo at Culver's Schaumburg

### Friday lunch programs (May)

- 5/5: Garibaldi's, Hoffman Estates
- 5/12: Garibaldi's, Hoffman Estates
- 5/19: No formal program due to 50+ Center soft open week
- 5/26: No formal program due to the 50+ Center soft open

### Other


- Free Adult Health Clinic – 3 drop-ins
- Book Club met – 18 attendees (in partnership with the Schaumburg Township District Library)
- Prep for Grand Re-Opening of 50+ Center took place during the month of May
- 24 (50+ members) came in the last two Sundays, monthly, to play Bridge
- Moved into the 50+ North side and hashed through activities/program areas to run smoothly
- Met with some Advisory Board Members regarding additional book shelves, magazine racks, etc.
- Gave several tours of the new center to potential new members




## Ice Operations


### TESTIMONIALS & SOCIAL MEDIA COMMENTS

On Facebook:


 **González Cecilia** reviewed HE Parks Ice Arena — **5★**  
April 20 at 9:28pm · 🌐



**HE Parks Ice Arena**  
Ice Skating Rink

 351 Likes  
8 talking about this

👍 Sandy Manisco

 **HE Parks Ice Arena** Thanks for the review!  
Like · Reply · Commented on by Sandy Manisco [?] · 19 hours ago

On Google Plus:

☰ Scott R. Triphahn Community Center & Ice Arena 🔒 4 🌐


HOME INFO PHOTOS **REVIEWS** INSIGHTS


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🔍


	Tim Salmonson	Rating	Review posted on
		★★★★★	Apr 1, 2017

Large facility, 2 ice rinks, a gym, walking track, nice fitness center, adequate staff, not great customer service or attention to the needs of the members but it's more than adequate as a sports center.

 Best practices for responding to reviews ▾

 **Scott R. Triphahn Community Center & Ice Arena** - Apr 3, 2017 - [edit](#) - [delete](#)  
Hi Tim, thanks for the review! We appreciate your honest feedback and will forward to the facility manager.

 Best practices for responding to reviews ▾

 **Scott R. Triphahn Community Center & Ice Arena** - Apr 25, 2017 - [edit](#) - [delete](#)  
Hi Tim, thanks for the review! We appreciate your honest feedback and will forward to the facility manager. We'd like to find out more about your experience regarding "not great customer service or attention to the needs of members" so we can determine what we may need to change. Can you contact us at smanisco@heparks.org or 847-781-3672? Sandy

### I.C.E Academy

- The summer lesson program began on June 5. 100 Skaters were enrolled at the time of the report.
- Freestyle numbers for the spring session: 524 skaters along with 41 unlimited freestyle registrations.
- Staff is planning a Winter Ice show. It will take place December 15 & 16.

### Wolf Pack

- The New 3 x 3 Moosejaw League started play June 6. Over 300 hockey players in the Mite – Bantam divisions are taking part in our new program. This is a huge success as staff did not know what to expect when we started but it appears that it will be something to build upon for the future.
- Summer hockey lesson started on June 5. 75 hockey players were registered at the time of the report.

### Ice Rink Information

- Staff will be attending a training program for Basic Refrigeration by STAR RINKS June 12-15.
- Spring public skate attendance - 1204
- Spring drop in hockey attendance – 455

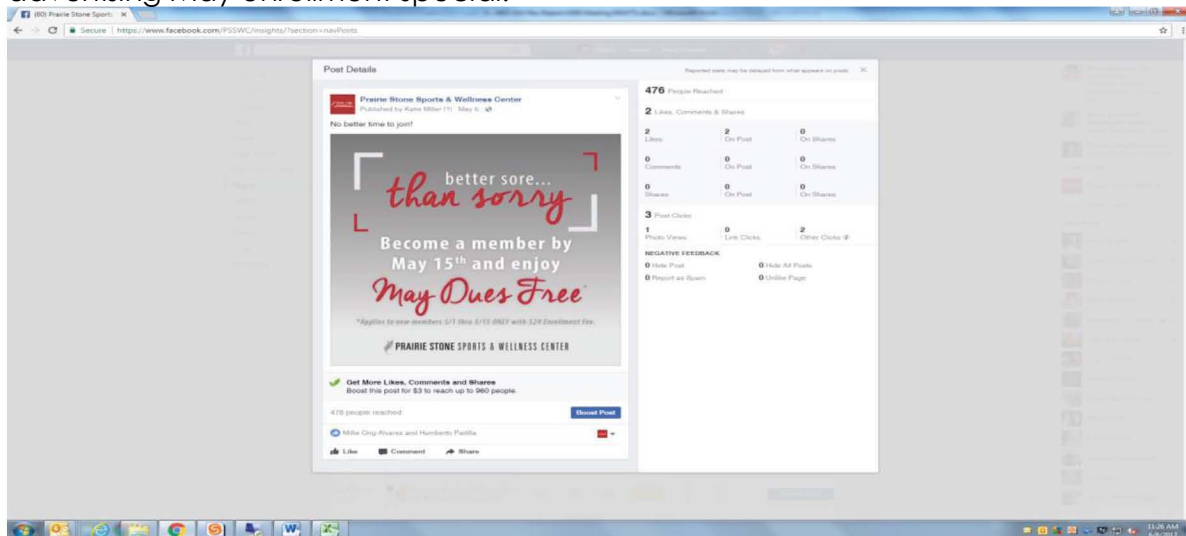


Prairie Stone<sub>tm</sub> Sports & Wellness Center

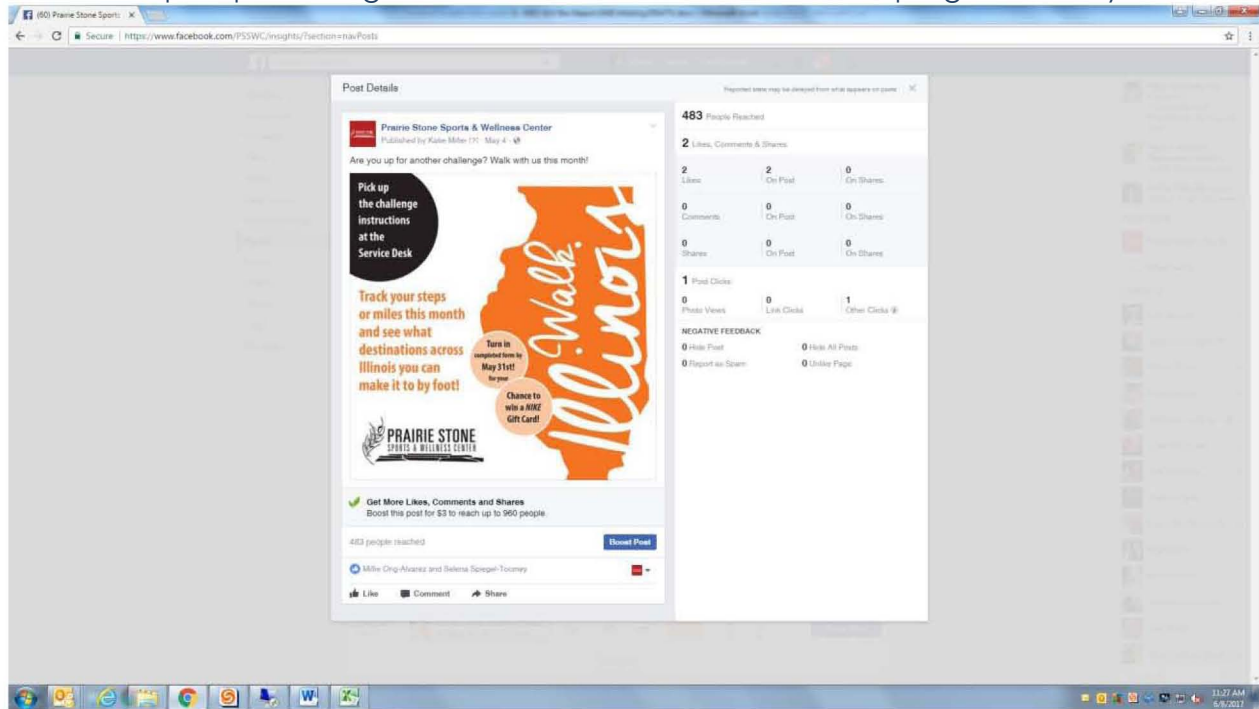
May Membership Totals	2016	2017	Var. +/-
	3,174	3,042	(132)

### SOCIAL MEDIA PROMOTIONS/POSTS

On Facebook, Yelp, Retention Management/Constant Contact, etc.:Facebook post advertising May enrollment special:



Facebook post promoting the 'Walk Illinois' member retention program in May:



- Click on the link below to see the social media video engagements during the month of May:  
<https://www.facebook.com/PSSWC/videos/10155092657344003/>  
 (Visual tour of images completed by members during 'Color Me Calm' campaign in May.)

Digital marketing initiatives via Retention Management/Constant Contact during the month of May:

Time Sent	Campaign Name	Total Sent	Open Rate	Total Unique Opens	Mobile Open Rate	Desktop Open Rate	Click Through Rate
Tue, May 9, 2017 12:05 PM	May FREE promo	168	35.60 %	47	30.40%	69.60%	6.40%
Tue, May 2, 2017 12:01 PM	Summer Student Pass 2017	115	45.90 %	45	63.60%	36.40%	6.70%

Member Services

- The enrollment special for May included a \$29 enrollment fee opportunity with prorated dues collected at the time of enrollment. A special limited-time only promotion was advertised via digital channels EXCLUSIVELY during the first few

days of May, which highlighted the opportunity to receive May FREE with payment of the discounted enrollment fee. This strategy proved to be extremely successful to boost interest, calls, tours, and ultimately enrollments early in the month at a pace equivalent to what is typically experienced during the busy winter months (nearly 60% of May enrollments were completed by May 16<sup>th</sup>). From May 3<sup>rd</sup> to May 11<sup>th</sup> PSS&WC ran a sponsored ad on Facebook that cost \$37 and resulted in reaching 9,338 people (number of people who saw the ad at least once) and had 21,881 impressions (includes multiple views by the same people). Momentum derived from this promotional strategy carried through the balance of the month leading to the new member total exceeding goal by 26 members and resulting in a net member gain of 26.

- The sale of Student Summer Passes began on May 1<sup>st</sup> with great fanfare. The passes were generalized beginning this season to simplify the promotion and sale of them, with the previous specific duration options eliminated in favor of just a seasonal pass valid through 8/15/17. May sales of these passes reveal a pace that will likely exceed revenue generated in summer FY16. (Through May 31, 73 passes have been sold, which equates to total revenue of \$8169).
- The ongoing Friends in Fitness member referral program continued to be a force in generating new memberships in April. There were a total of 18 new member referrals in May.
- The PSS&WC enrollment special was advertised on each of the following:
  - District's electronic marquee signs throughout the community
  - VHE electronic marquee signs located at the corner of Shoe Factory Road and Beverly
  - The ENROLLMENT FEE banner on the north side building exterior
  - Select Facebook posts throughout the month
  - Guest and tour follow up targeted email via Retention Management
  - 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.
  - HEPD and PSS&WC websites (scrolling banner updates)
- The Member Services team continues to work with representatives and administrators at local school districts (U-46, D54, D211, D220, & D300) to promote the corporate membership opportunity along with a discounted one-week pass to teachers and district staff. An email was sent out through Retention management to all of the active members from these school districts to help us spread the word. The Membership team promoted this opportunity to teachers though April & May.
- On May 15<sup>th</sup> the Member Services Supervisor and a PSS&WC Personal Trainer visited a nearby corporate account, Tate & Lyle, and presented to over 50 of their employees as a part of their quarterly safety and corporate benefits meeting. Tate & Lyle provides their employees with many programs and tools that set them up for success in the area of health and wellness including a partial subsidy to cover PSS&WC membership.

- The Member Services team coordinated a month full of special events in May for members to inspire continued usage interest (see image above). Events included several special fitness group classes and workshops along with a number of fun activities, such as the 'Color Me Calm' and the 'Walk Illinois' campaign all of which help to bolster retention. The Member Services team also continued to promote the series of online motivational quotes that are posted each Monday on social media to help motivate members to pursue fitness goals in the New Year and throughout. These 'motivational Monday' quotes are also printed and placed strategically throughout the club for members to discover during their workouts.

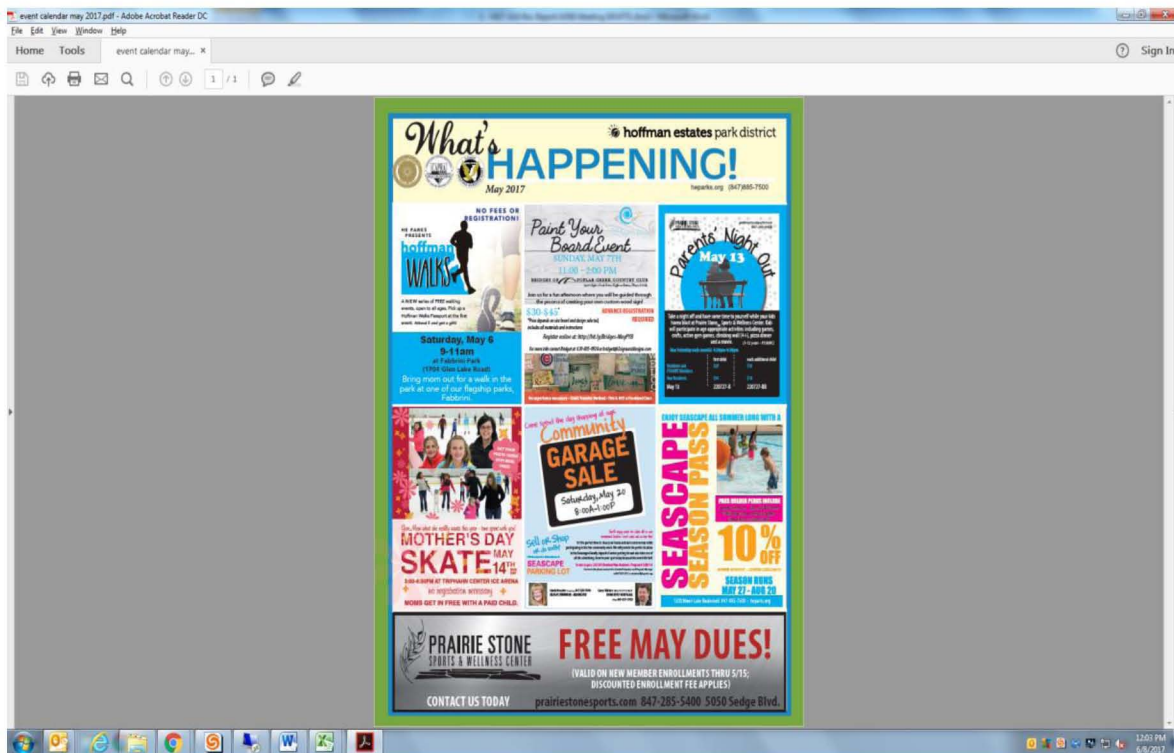
A few highlights to note from the May wellness calendar:



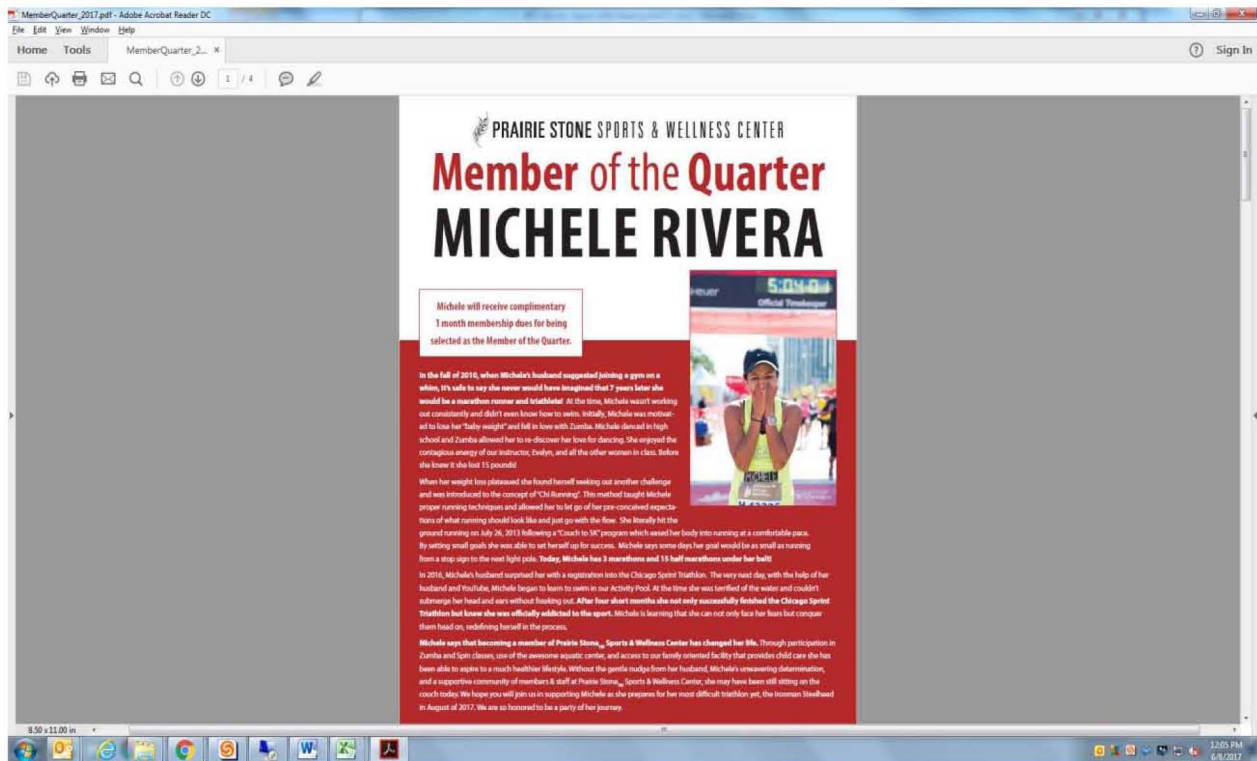




(See above) The Member Services team and a PSS&WC Personal Trainer visited the Village of Hoffman Estates to present a workshop/lecture as part of their 8 week Fitness Challenge for VHE employees.



(See above) The special limited-time May enrollment promotion was advertised on the Chamber report.



(See above) PSS&WC celebrated the fitness achievements of member, Michele Rivera, who was recognized as the 'Member of the Quarter'. Her successes have been shared via poster in the club as well as through digital media channels.

### Operations and Fitness Departments:

- PSS&WC hosted a variety of athletic rentals including large youth basketball and volleyball tournaments during the month of May including a 2-day basketball tournament coordinated by USA Hoops on Memorial Day weekend. The facility also hosted several party rentals during the month, too. Though birthday parties and scout lock-ins are still offered at PSS&WC, efforts have been taken to transition to larger multi-court athletic rentals that reduce labor intensity while generating steadier revenue streams.
- A banner ad promoting Seascope Family Aquatic Center season passes was added to automated motivational letters that are sent weekly to all current PSS&WC members via Retention Management.
- Preliminary efforts are underway to determine timelines and project details regarding the upcoming café and tennis court renovations. The tennis court renovation is scheduled to take place during the month of August and will include the addition of 'blended lines' on the courts to support additional youth and senior programming.
- The Operations Manager has worked with a representative from the USTA on securing a grant reimbursement to cover the cost of the blended line application.
- The PSS&WC member club locker room renovation project has been scheduled for July 10-September 29. The vendor has been selected through the bid process. Meetings will continue to confirm project details and to prepare the project.

- The Superintendent of Facilities, along with all PSS&WC and Seascape Aquatic Center supervisory/management staff, is providing support with the preparation for the HEPD PDRMA accreditation process. Safety Committee meetings have been attended and PDRMA preparation meetings have been established. All key team members will be involved to create a successful outcome for this year's accreditation process. Site visits will take place throughout Q2/3.
- The Higgins Educational Center outreach program provided by HEPD began April 6<sup>th</sup>. The dance fusion class will be sponsored by Amita, therefore being able to be provided to the outreach program participants free of charge. The Superintendent of Facilities has coordinated a group fitness instructor from PSS&WC to teach the Thursday evening dance fusion classes throughout the spring season.
- On May 16<sup>th</sup>, Kathy Brown, PSS&WC registered dietitian, presented a fitness and wellness lecture for Hoffman U called "Gardening for Health". 15 FTE HEPD team members attended.
- PSS&WC has an upcoming Nutrition Workshop, Belly Busters, on 7/11, taught by Zac Marshall. The seminar has been added to the monthly wellness calendar and marketed through the guide.
- Within the area of group fitness class participation has again increased across the board! Highlighted classes include:
  - All Zumba Classes 40+ Friday Spin 25(MAX) M/W/F Yoga 20+
  - Fitness department has is finalizing the order process of the new fitness equipment, as budgeted within the 2017 operating capital fund for PSS&WC.

### **PSS&WC Aquatics**

- Aquatics Staff received an overall score of 96.3% on their first Starguard Audit that was performed on Saturday, April 1<sup>st</sup>.

### **Climbing Wall**

- Climbing wall had its annual inspection on May 13. A new auto belay was installed and ropes, harnesses and grips were inspected.

### **Early Childhood Programming**

- Kid's First Sports basketball program is maxed out at 25 participants in section A & 10 participants in section B.
- Kid's First Sports Soccer program has 12 participants in section A & 8 participants in section B.



Pass Sales	05/16	05/17	
	973	775	-198*

\* Pass sales have surged on the front end of the month of June specifically in the first two weeks. This is an important time as the potential pass holder will see a better value the earlier the weather becomes warmer/hot. The average temperature in May was 6.3 degrees below the normal range. Beyond that this was one of the wettest spring seasons to date, seeing twice the normal rainfall. This contributed to a lower than average pass sale period in May which is historically a very high pass sale month.

- Seascope opening day was Saturday, June 3.
- New this year at Seascope, Season Pass holders are permitted entrance into Seascope 15 minutes prior to paying customers, so they can enter at 11:30am while non pass holders are allowed entrance at 11:45am. We hope this will generate more pass holders as they will be allowed to find the best seating and will not have to wait in lines.
- A second New Lifeguard Class was added the week of June 5 with 18 lifeguards attending.
- Swim lessons at Seascope run Monday-Thursday starting June 12.
- Community Garage Sale was Saturday, May 20. We opened for 30 minutes until the rains came. We refunded everyone \$20 of their \$25 registration fee.
- Friday, June 9 is Flashback Movie Night. We will be featuring Space Jams. Staff is looking at adding a fall garage sale date at SFAC.



**Triphahn Center Fitness and Operations:**

Membership	05/2016	05/2017	Var.
+/-			
Fitness	935	887	- 48

**General Summary:**

- Dance World was held on 05/13.
- The north side open was a huge success! Rentals have already begun in the new rooms with a great amount of calls for future rentals.
- The portable climbing wall went out on its first event of the year.



## Willow Recreation Center

Membership Fitness Totals +/-	05/2016	05/2017	Var.
Fitness	315	321	+6
Racquetball	59	60	+1

### General Summary:

- Harper college programs ended their 2<sup>nd</sup> session of the winter season. In total there were 11 classes held with 91 participants. HEParks revenue (30%) generated from these programs was \$4,215 for the winter season.
- WRC held a free CIZE LIVE & Pound (fitness class) demo on May 24<sup>th</sup>. It was attended by 19 participants with many positive comments and requests to offer these classes. Staff is working with the contractual instructor to offer these classes in the fall.



## Dog Off-Leash Areas

Staff has begun working with sponsorship on the first Doggie Carnival to be held in Sept. This event will include doggie games with prizes, vendors, photo booth & give a ways.

### Bo's Run:

- Breakdown for Bo's Run / Combo passes HE 149, Palatine 41, Barrington 24, Schaumburg 32, Arlington Heights / Mt. Prospect 8, Inverness 37. Additional towns are Rolling Meadows, Elk grove, Hanover Park & Streamwood.

### Freedom Run:

- Breakdown for Freedom Run/ Combo passes Elgin – 182, HE – 91, Streamwood 87. Schaumburg – 29. Additional towns are Huntley, Hanover Park & S. Barrington, Elk Grove, Palatine, Wheeling & others.

Dog Park Passes	05/2016	05/2017	+/- Var.
Bo's Run	302	298	-4
Freedom Run	322	348	+26
Combo	85	75	-10
Total:	709	721	+12



## Communications and Marketing

### PROGRAM PROMOTIONS

Staff worked with program managers to promote Summer Guide and Registration, youth sports programs, 50+ events, trips and programs; Easter events, Hoffman Walks, Summer Camps, Garage Sale, Mother's Day Skate, Days off School Field Trips, Parent's Night Out, Giving Tree, Seascape Pass Sale, Hockey and Figure Skating, BPC weddings.

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

**Girl Scout Volunteer Event** – the C&M Superintendent attended an event hosted by the Village to expose girl scouts to volunteer opportunities in the community.

### VIDEO

This month, we featured the video "Summer Camp".

### PRESS RELEASES/PUBLIC RELATIONS

Articles that were printed or appeared online on the newspaper websites will be attachments at end of the Board Report. There were none in May.

Photos submitted:

Spring Dance Recital for Hoffman Estates Park District

Mother's Day Skate with Mom

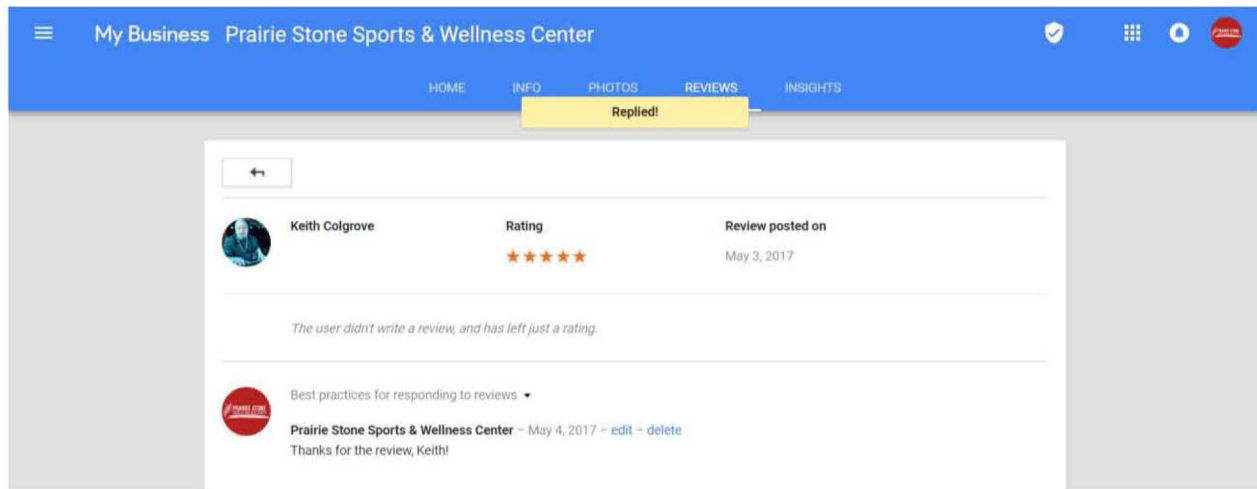
The following are press releases that were sent to the newspapers, but have not yet been picked up for print:

Hoffman Estates Mayor McLeod Joins HE Parks for Free Walk & Talk Event  
Grand Reopening Showcases Exciting Enhancements at Triphahn Center  
Golf with a Celebrity at the HE Parks' Foundation Golf Outing  
Friday Fun in the Park Children's Entertainment Announced

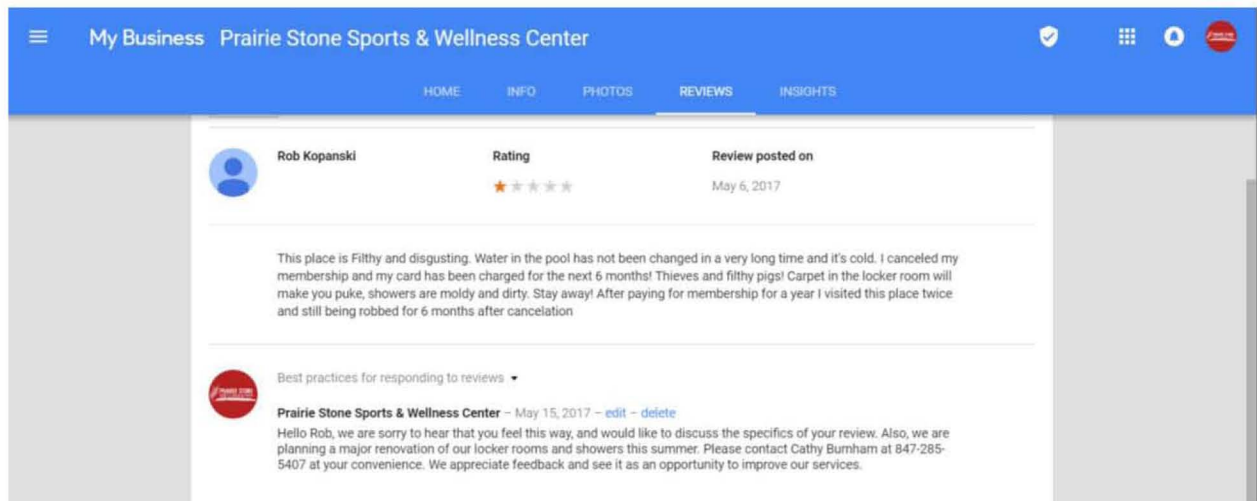
### REVIEWS & SOCIAL MEDIA COMMENTS

#### Google Plus Reviews

Profile	Rating	Review posted on
Rajendra Choudhary	★★★★☆	May 26, 2017
Nice game station		
Best practices for responding to reviews	Prairie Stone Sports & Wellness Center – May 30, 2017 – edit – delete Thanks for the review Rajendra!	



Staff at PSSWC looked up the member below and could not locate his name in RecTrac. We have not yet been contacted, and suspect either the person is using an alias name or perhaps mistakenly chose PSSWC in Google Plus, but is referring to a different club with a similar name. The two similar reviews came on the same day; we suspect it is the same person.



# Facebook Comments:

**Cristina Michelutti**  
View Profile

Hi! Any chance Victoria Park on Wainstons will be reopened this weekend?? It's torturing everyone to see it seemingly done but still fenced off! Would be great for the holiday weekend!

Hi! Let me check about the status!  
Sent by Sandy Manisco [?]

Thank you!!

THU 7:27PM

Hi Christina sorry for the delay getting back to you. With all the rain we won't be done for the holiday. At this point we are planning to rap it up by next week. No later than the last day of school.  
Sent by Sandy Manisco [?]



Thank you so much for the info! I appreciate it! Everyone keeps asking me, so I guess I'm the park spokesperson! Hope you have a wonderful holiday weekend!!  
THU 11:38PM  
Sent by Sandy Manisco [?]

**Cristina Michelutti**  
View Profile

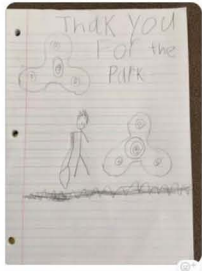
THU 7:27PM

Yes!!!! Park opened today!! I just want to say the guys who did the work on this park were amazing! Hard workers, efficient, and very friendly and polite. My son drew them a thank you picture and gave them candy to say thank you. The park is amazing, thank you to Greg (I think that his name) from the HEPD. Thank you too for keeping me in the loop!!

That's great Christina!!! I will certainly pass along your kind words!  
Sent by Sandy Manisco [?]

**Cristina Michelutti**  
View Profile



**Brandon Eckenrode**  
View Profile

Thank you.

THU 10:56AM

Any plans for maintenance work to be done on the men's showers. The shower caps have been falling off for years. Bugs fly around the showers, etc.

Yes, in fact the renovation is slated for this year. Let me find out the timeline for you.  
Sent by Sandy Manisco [?]

Is this about them? Yes. No.

Thanks. Good to hear!

THU 12:07PM

Brandon, here is some info for you: the men's and women's locker rooms are scheduled for renovations starting in mid July through late September. More information will be coming out within the next month.  
Sent by Sandy Manisco [?]



Thanks for letting us know!  
Sent by Sandy Manisco [?]

Write a reply...

**Paul Simonsauskas**  
View Profile

THU 8:47PM

Hi, I was fishing at South Ridge Lake today, and saw a bluegill swimming very lethargically at the surface. I reeled him and took a pic, he has some sores or something on his face. Then moments later, a dead bluegill floated up near the drainage outlet. Perhaps you might want to speak with the staff. Don't to ask if the lake has a disease going on.

**Brenda Sato**  
View Profile

THU 10:41AM


Good Morning. You event posted for June 9, 2017 is showing a time from 10 am til 11 am. That is only one hour?

Hi Brenda, I think you're referring to the Friday Fun in the Park event? It starts at 10 and should last about an hour. It's for children, so it is short. But you can stay at the park as long as you'd like.  
Sent by Sandy Manisco [?]



**Triphahn Center** Published by Michelle [?] · 1d · 100

The **Virtual Adult Day Program** is being Direct Service Providers (DSP). DSPs work with adults that have disabilities in an adult day program environment, hours 6-24 week. Contact Liz Thomas 847-360-2948, ext. 227 or [lth@triaphn.org](mailto:lth@triaphn.org)



52 people reached Boost Post

Like Comment Share

---

**Cherisse Beck** What degree or training do you need to do this? is it a career asset?

Like Reply Message · 1d · 100

**Triphahn Center** **replied** Cherisse Beck, here is the whole post: A DSP is responsible for working with clients that have disabilities. In an adult day program environment, the **Virtual Adult Day Program**, is a collaboration between **NISRA** and **Cherisse Beck**. It structured around a site. [View more](#)


Like Reply · Commented on by Sandy Marisco [?] · Just now

Write a reply...

**Hoffman Estates Park District** added 6 new photos —

feeling excited at **John Muir Literacy Academy**.  
Published by Sandy Marisco [?] · 37 mins · Hoffman Estates, IL

Our STAR Before & After School kids got to get up close to trucks at John Muir Literacy Academy yesterday!



120 people reached Boost Post

Like Comment Share


**Elda Herrera** Chronological ·

**Elda Herrera** I spotted my baby girl! Thank you STAR staff for a great year!  
Like Reply Message · Just now

Write a reply...

Write a comment...

Page
Messages 1
Notifications
Insights
Publishing Tools



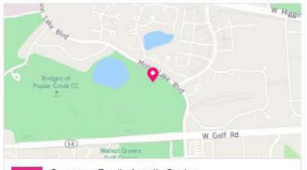
**Hoffman Estates Park District** heparks  
@heparks

- Home
- About
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- Photos
- Join Email List
- Reviews
- Likes
- Job Opportunities
- Events
- Posts
- Services
- Shop
- Groups
- Notes
- Offers
- Jobs
- Livestream

Promote

**Hoffman Estates Park District** at **Seascope Family Aquatic Center**.  
Published by Judy Siegel Kutzon [?] · May 20 at 8:12am · Hoffman Estates, IL

The Community Garage Sale is OPEN until 1pm! Come to Seascope parking lot (1300 Moon Lake Boulevard) and shop for treasures!



**Seascope Family Aquatic Center**  
Public Swimming Pool · Hoffman Estates, IL  
Julie Ann and 2 others have been here

702 people reached Boost Post

Like Comment Share

**Amy Oakley Murray, Michael R. Kies and 6 others** Chronological ·

1 share

**Hoop Joe Utes** There is nobody here  
Like Reply Message · May 20 at 9:51am

**Hoffman Estates Park District** Sorry we had to cancel around 9:20 due to rain!  
Like Reply · Commented on by Sandy Marisco [?] · May 20 at 10:03am

View more replies

Write a comment...

Like · Following · Share

**Hoffman Estates Park District**  
 Posted by Hoffman · May 19 at 8:45am · gh

Please note: Due to a chilly start to the season, Seaside Family Aquatic Center will open on June 3. If you have not yet purchased your pass you can get 10% off now through 6/2. Passholders may use the indoor pool at Prairie Stone Sports & Wellness Center at select times starting May 20. <http://ow.ly/hy0z005wv0?>



1,058 people reached

Like · Comment · Share

Sandy Fleming Pratt, Kyra Zepko Nease and 5 others

David Webster: How much is the res daily use now? How much for 3 res passes with 10%?

Hoffman Estates Park District Hi David, daily rates range from \$7-10, but the discount is on the season pass, not the daily rate. You can see season pass rates here: <https://www.hepark.org/~seasidepass/>

Hours & Rates - Hoffman Estates Park District  
 Seaside opens for the season on June 3 (new...)

Like · Reply · Remove Preview · Commented on by Sandy Marlowe · May 19 at 8:41pm

Johanne Larsen Carrell: This is absolutely crazy! It's been in the 80's and today depending on how pass...

Like · Reply · Message · May 19 at 8:57pm

Hoffman Estates Park District: The weather was not good last year or Memorial Weekend, either...

Like · Reply · Commented on by Sandy Marlowe · May 19 at 8:41pm

Johanne Carrell: Reply? It wasn't supposed to open today right?

Like · Reply · Message · May 19 at 8:57pm

Hoffman Estates Park District: Opening day was originally scheduled for May 27...

Like · Reply · Commented on by Sandy Marlowe · May 19 at 8:42pm

Natasha Wolfe Stewart: Sounds like the weather is an excuse for their delayed maintenance...

Like · Reply · Message · May 19 at 8:19pm

Hoffman Estates Park District: The weather is July not cooperating with us this year. The last year too. Unfortunately, it will not be warm enough to open. However, we are opening Prairie Stone Sports & Wellness Center to pass holders who want to swim on Monday May 20 and also during the evenings the week following. See the address here: <https://www.hepark.org/~seaside-opening-day-no-june-3/> We will summer weeks get here, too!

Like · Reply · Commented on by Sandy Marlowe · May 19 at 8:44pm

Laura Ellbury Kinnane

Like · Reply · Message · May 19 at 8:51pm

Melissa Escobar: Why wouldn't you want to open to rec centers???? Seems to me like on the park district part there is a hold up and your blaming the weather...

Like · Reply · Message · May 19 at 8:58pm

Melissa Escobar: And who would want to swim at public pools... the pool is SO outdated and needs improvements...

Like · Reply · Message · May 19 at 8:59pm

Hoffman Estates Park District: Hi Melissa, we completed a major maintenance project at Prairie Stone last summer...

Like · Reply · Commented on by Sandy Marlowe · May 21 at 8:45am

Melissa Escobar: Advanced forecast says 77 on next Saturday... If we if we don't see that will be working and the pool may not be ready

Like · Reply · Message · May 19 at 8:47pm

Hoffman Estates Park District updated their cover photo.


Published by Sandy Marlowe · May 19 at 8:55am · gh

★ Review

**Jon-david DiMaggio** reviewed Triphahn Center — 👤

May 1 at 6:52pm · 🌐

Very nice facility for youth hockey !! Plenty of seating for fans, and locker rooms spacious and clean !



**Triphahn Center**  
 Ice Skating Rink

242 Likes  
 24 talking about this

1 Comment

Like · Comment · Share

Yelp:

**yelp** for Business Owners [Your Business](#) [Account Settings](#) [Support](#)

**Vogelei Park**  
650 W Higgins Rd  
Hoffman Estates, IL 60169

- Activity
- Yelp Ads
- Page Upgrades
- Call to Action
- Business Information
- Reviews
- Photos and Videos

**Inbox** > Message from Rochelle Z. for Vogelei Park

**Rochelle Z.** 5/21/2017 10:30 am  
Hi,  
I am planning to do a small picnic for my son.  
May I know the process of booking the outdoor picnic area. The one with shade. We want to do barbeque.

Thanks,  
Rochelle  
847-226-9018

**Sandy M. - Manager** 5/22/2017 8:06 am  
Hello Rochelle, thanks for your inquiry! I will forward your contact info to a member service associate, who can tell you more and help you choose a location. Here is more info about outdoor shelter rentals: <https://www.heparks.org/parks-facilities/rentals/>

**yelp** for Business Owners [Your Business](#) [Account Settings](#) [Support](#)

**Vogelei Park**  
650 W Higgins Rd  
Hoffman Estates, IL 60169

- Activity
- Yelp Ads
- Page Upgrades
- Call to Action
- Business Information
- Reviews
- Photos and Videos
- Inbox**
- Questions & Answers
- Check-in Offers

**Inbox** > Message from Lisa for Vogelei Park

**Lisa** 5/5/2017 8:42 am  
Good Morning!  
I'm looking into throwing a wedding shower in July 2018 for around 35 people. I would just need the space and tables/chairs. How much would that be?

**Sandy M. - Manager** 5/9/2017 11:29 am  
Please contact the park district at 847-885-7500 or visit [heparks.org](http://heparks.org)<<http://heparks.org>>.

Sent from my iPhone

Sandy Manisco, CPRP  
Communications & Marketing Superintendent  
Hoffman Estates Park District  
t 847-781-3672 | f 847-885-7523 | e [smanisco@heparks.org](mailto:smanisco@heparks.org)  
[Hoffman Estates Park District]<<http://www.heparks.org>>

**Your response:**  [Report this conversation](#)

Taskbar: 7:57 AM 5/15/2017

## MARKETING DASHBOARD



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

The app has been available since April 25, 2014. C&M continues to promote various features of the app to increase usage. Below is a chart showing progress over the previous 10 months. As of October 2015, 667 mobile app users had Push Notifications turned on.

April 2016	May 2016	June 2016	July 2016	August 2016	Sept 2016	Oct 2016	Nov 2016	Dec 2016	Jan 2017	Feb 2017	March 2017	April 2017	May 2017
1,421	1,429	1,525	1,560	1,602	1,547	1,530	1,461	1,478	1,493	1,501	1,538	1,497	1486

### Mobile Access – Source: Google Analytics



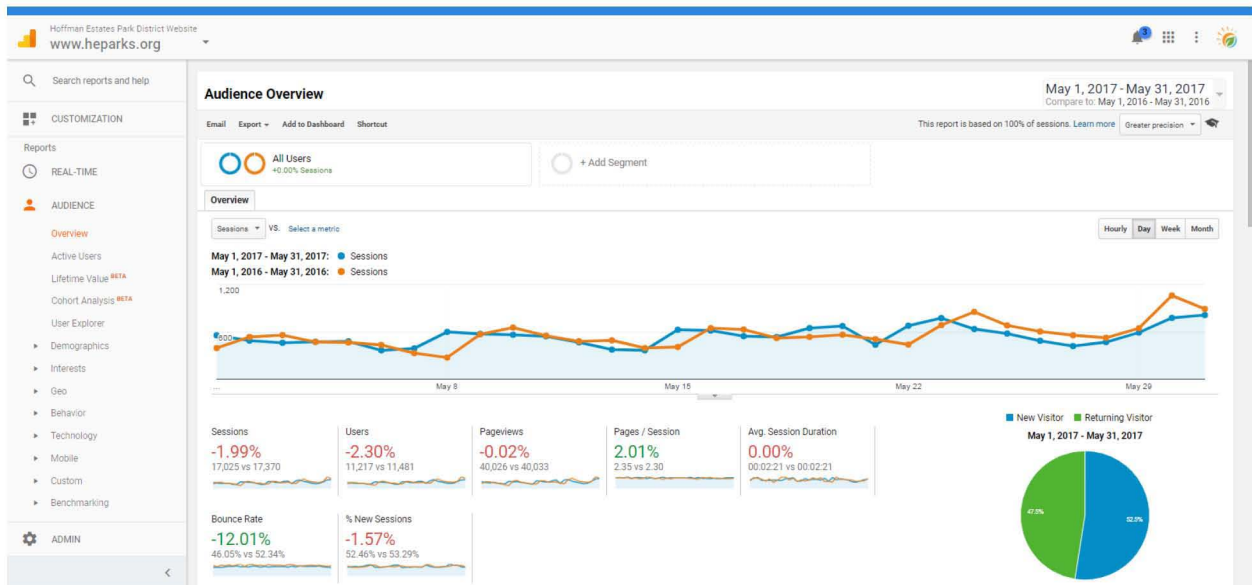
Desktop numbers have increased slightly for the first time in many years, instead of declined. This may indicate that we've hit at saturation point – there will always be a certain number of visitors that will visit via desktop. For example, during December with many people on vacation, it may have been easier to access the site via desktop. (NOTE: "Prior to" column indicates how users accessed HEparks prior to the app and mobile-friendly website. Responsive mobile-friendly website launched Oct 28, 2014; app launched April 25, 2014; mobile WebTrac launched in late November 2014.)

Source:	Prior to App & responsive web: Feb 2013-Feb 2014	May 1-31 2016	May 1-31, 2017	Change from last year
Desktop	63%	48%	48%	0
Mobile	27%	44%	45%	+1
Tablet	10%	7%	5%	-2

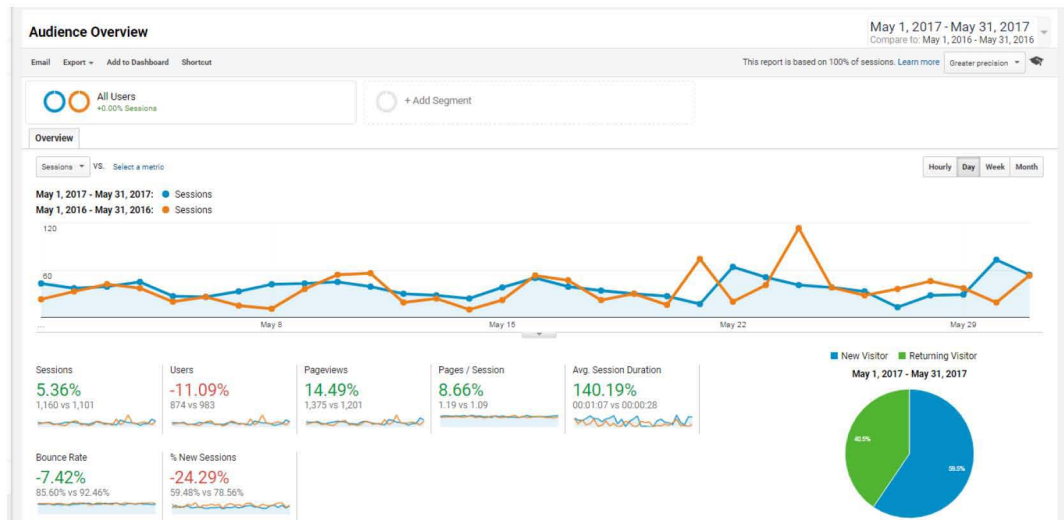
\*A decrease in tablet views is speculated to be a result of more mobile phone use as mobile phone screens are increasingly larger. Tablet sales have leveled off. It is more convenient to use a smart phone which is always within reach. (<http://time.com/3532882/people-arent-buying-tablets/>)



# Website HEParks.org – Source: Google Analytics

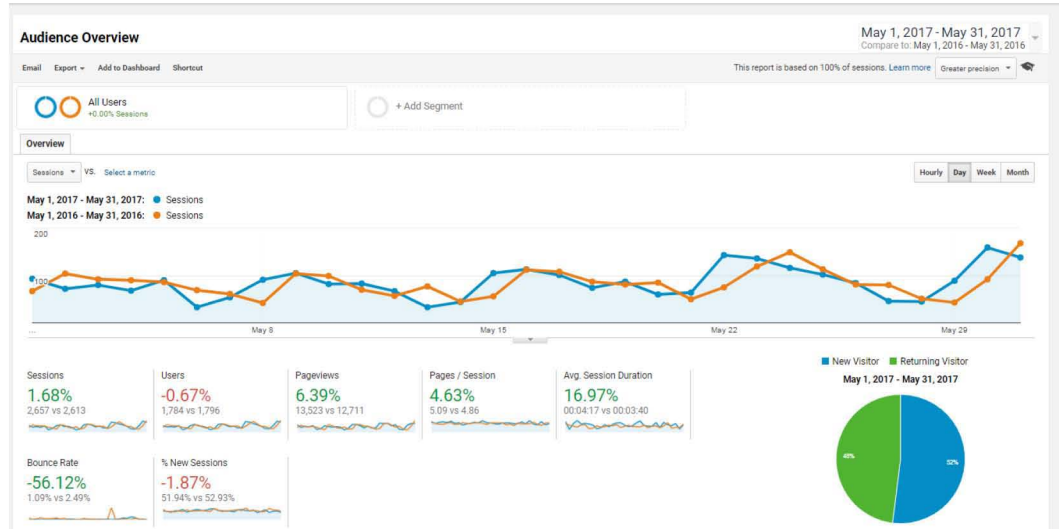


# Program Guide Online – Source: Google Analytics



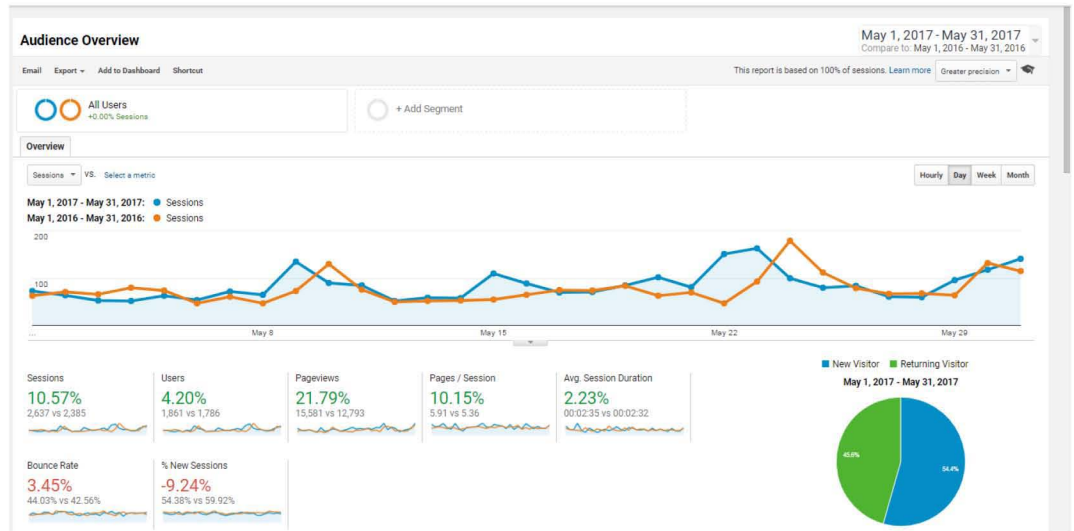


## WebTrac/Online Registration Page Hits – Source: Google Analytics



## Mobile WebTrac – Google Analytics

The number of people accessing Mobile WebTrac from their mobile devices is up significantly as compared to last year, and up significantly higher than those browsing WebTrac with a PC. A strategy we use that is having a great impact is that when we post links on web, email and social media we typically link directly to mobile online registration pages. Unfortunately, we have found that the program details are harder to view on the Mobile WebTrac, so programs that we think are important to view the details are directed to another source, such as PDF of the program guide or regular WebTrac.



- Bo's Run & Freedom Run Off L...
- Bridges of Poplar Creek Count...
- IE Parks 50+ Active Adults Club
- IE Parks Preschool
- EPD Ice Arena
- HEPD Youth Theater
- Hoffman Estates Park District
- Prairie Stone Sports & Wellnes...
- Seascape Family Aquatic Center
- Triphahn Center
- Triphahn Fitness Center
- Vogelei Park
- Willow Recreation Center

## Facebook Reach

Facebook fans will now be reported as a total of all Facebook pages throughout the district, including:

Total fans for all pages as of May 31, 2017: 2,652

Our goal is engagement, which was down in December. While we had some events in December, many programs did not run for the majority of the month. See the chart below for a list of our most successful posts this month.

**Top 5 Most Successful Posts last month for the main Hoffman Estates Park District page:**

Post Message	Type	Posted	Lifetime: The number of impressions (Total Count)
Parents, here's your chance for some grown up time. We'll make sure the kids have a blast! Sat. May 13 <a href="http://ow.ly/n77t30bl4KJ">http://ow.ly/n77t30bl4KJ</a>	Photo	5/2/17 6:30 AM	3919
Photos of our lovely dancers at their Spring Recital this year! Photos from the 10 AM and 1 PM shows on May 13 are posted here.	Photo	5/13/17 10:00 AM	3736
Did someone say shopping? Come to the Community Garage Sale Sat. May 20 at Seascap. More than 50 sales in one spot! <a href="http://ow.ly/F6bj30aXzJN">http://ow.ly/F6bj30aXzJN</a>	Photo	5/16/17 12:50 PM	2298
Protect your family from Lyme Disease by checking for ticks after being outdoors. Learn more here: <a href="http://ow.ly/OFLn30bmj26">http://ow.ly/OFLn30bmj26</a>	Photo	5/3/17 5:55 AM	2006

**Top 10 Highest Posts since October 2015**

Post Message	Type	Posted	Lifetime: The number of impressions. (Total Count)
Qualified Kindergarten Enrichment Teachers and Counselors Needed. Please see our careers page for more info: <a href="https://goo.gl/X71UZs">https://goo.gl/X71UZs</a>	Photo	8/15/16 10:29 AM	6715
This week through Friday Aug 19 Seascap has short hours, 4-7:30 PM <a href="http://ow.ly/TY6l3037o3z">http://ow.ly/TY6l3037o3z</a>	Photo	8/15/16 7:55 AM	6710
#Pokémon Trainers comes to Black Bear Pk for our Gathering Sat Aug 27 10-11:30 catch 'em all! <a href="http://ow.ly/cCns3037nfO">http://ow.ly/cCns3037nfO</a>	Photo	8/13/16 12:55 PM	6168
Today our Half-Day Preschool is having their own Crazy Hair Day! How cute are they?	Photo	3/14/16 11:12 AM	6148
Congrats to figure skater, Tomoki Hiwatashi, who won a Gold Medal at Nationals! <a href="http://ow.ly/Xyalq">http://ow.ly/Xyalq</a> Tomoki trains @ Triphahn Ice Arena!	Link	1/26/16 8:00 AM	6119
#Pokémon Trainers come to Black Bear Pk for our Gathering Sat Aug 27 10-11:30 catch 'em all! <a href="http://ow.ly/cCns3037nfO">http://ow.ly/cCns3037nfO</a>	Photo	8/10/16 12:56 PM	5506
Due to weather conditions, we will be postponing our Pokemon Go event that was scheduled for today. Keep a look out for a new date and time on our HEParks social media pages!	Photo	8/27/16 7:30 AM	5285
Tomorrow! Come to the Open House for 50+ Active Adults! 9-11 AM Wed 8/17 at Triphahn Center <a href="http://ow.ly/soW53036YZb">http://ow.ly/soW53036YZb</a>	Photo	8/16/16 9:45 AM	5221
Wine lovers get your tickets for Uncorked & Untapped event at Bridges of Poplar Creek 9/23. <a href="http://ow.ly/Hj2x303tEff">http://ow.ly/Hj2x303tEff</a>	Photo	8/22/16 12:55 PM	5164
Congrats to August Best of Hoffman Chip Mahr who helped create a Monarch habitat in Hoffman. <a href="http://ow.ly/AS69303xt8r">http://ow.ly/AS69303xt8r</a>	Photo	8/24/16 7:00 AM	5130



## Engagement Report for All HE Parks' Facebook Pages

Source: Hootsuite

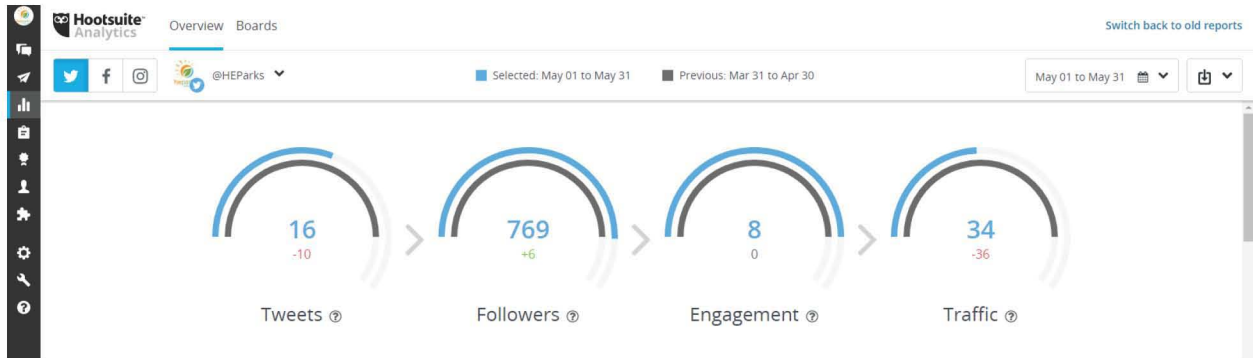
All Facebook pages: 6,815



## Twitter Analytics

Source: Hootsuite

@HEParks & @BridgesofPCGolf Twitter



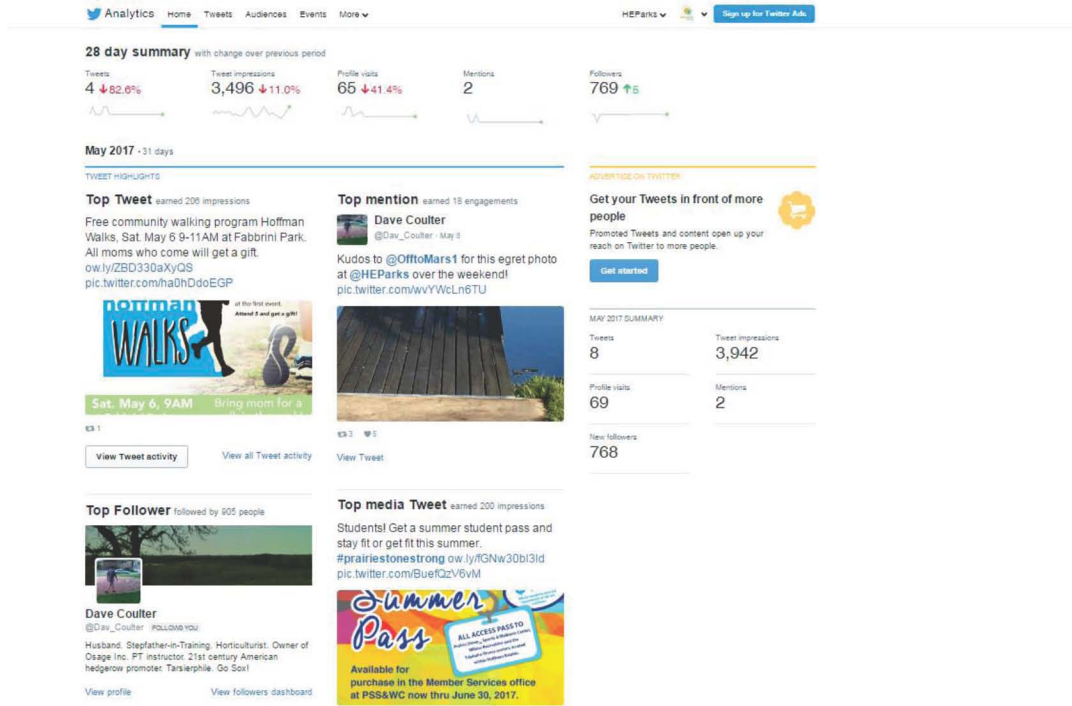
## HE Parks' Twitter account


Source: Twitter

@heparks

	Aug16	Sept16	Oct16	Nov16	Dec16	Jan17	Feb17	Mar17	Apr17	May17	June17
Followers	707	713	718	726	730	741	751	761	763	<b>769</b>	
Impressions	7,146	5,599	5,973	3,964	3,870	4,882	4,740	4,260	3,965	<b>3,496</b>	
# of tweets	41	20	32	22	15	31	26	27	21	<b>4</b>	





 **Instagram Reports**  
Source: Instagram  
@heparks

	Aug16	Sept16	Oct16	Nov16	Dec16	Jan17	Feb17	Mar17	Apr17	May17	June17
Followers	86	91	109	107	109	109	111	112	110	109	
# of posts	10	9	23	8	6	6	0	0	2	3	

**heparks** Edit Profile ⚙️

124 posts 109 followers 189 following

HE Parks The award-winning Hoffman Estates Park District proudly offers first-class parks, facilities, programs, and services to over 50,000 diverse residents. [www.heparks.org](#)

Recent posts include a group photo of staff and photos of white flowers in bloom.



### Conversion Rate – What percentage registered online?

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

2011:	21%
2012:	26%
2013:	30%
2014:	33%
2015:	35%
2016:	37%
<b>2017 as of 5/31:</b>	<b>35.73%</b>



### Email Blast Results, Constant Contact

	Sent/Open	Mobile	Bounces	Clicks	Unsubscribes
2016 Fitness, Sports & Rec Benchmark	---/17.7%	50+%	8.8%	8%	0.22%
Hoffman Happenings 5/9	21.9K/21.3%	63%	2.7%	12.3%	0.2%
50+ Newsletter April	1062/43%	58%	3.4%	4.6%	0%

Opens = Emails our contacts received and viewed.

Mobile = Percent of emails opened on a mobile device.

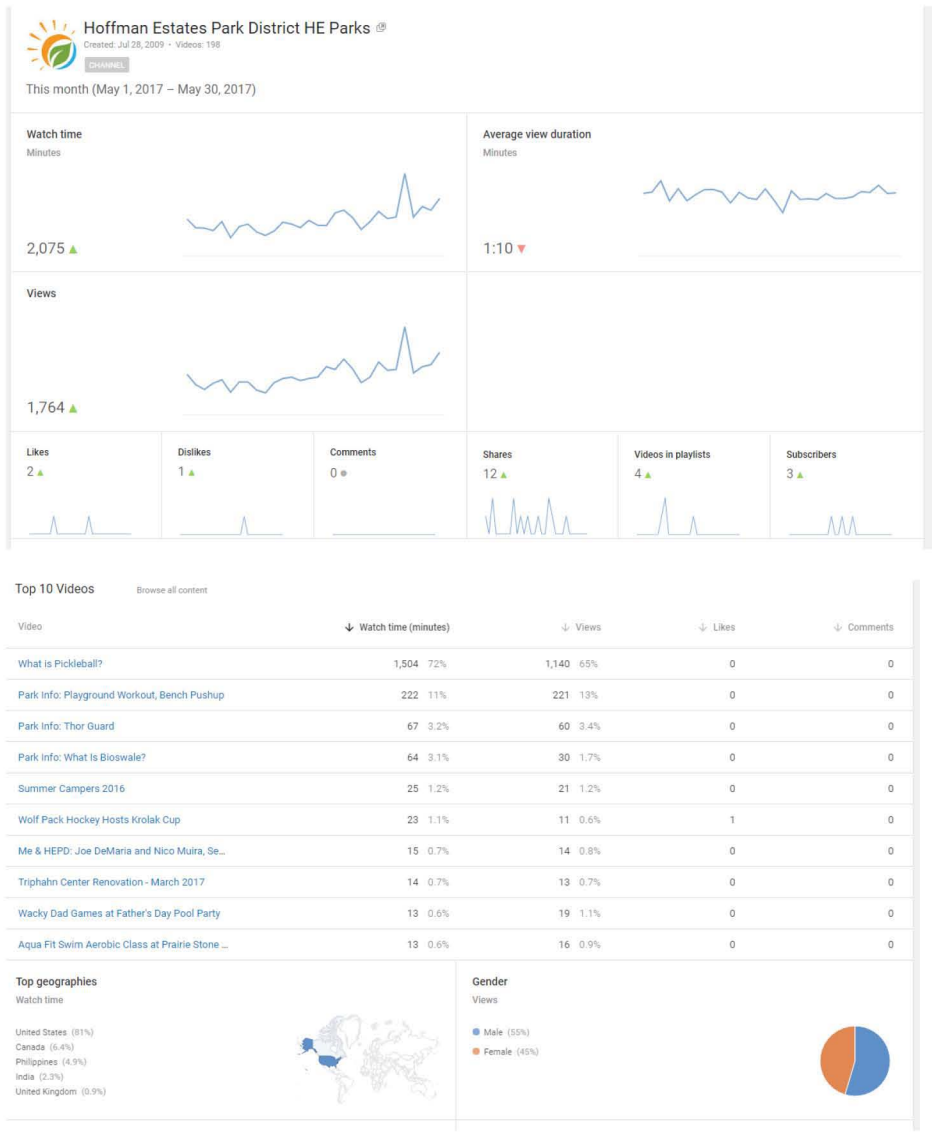
Bounces = Emails sent, but not received by our contacts, indicates the quality of the data.

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



### YouTube Metrics

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



## Bridges of Poplar Creek General Programs



Golden Bears started off our Jr Program for the season. The class had 10 participants. Each student receives general fundamental instruction on the golf swing as we introduce them to the game. They also receive an iron and putter for participating in the class.



We are in our second year with the PGA Jr Golf League. Our roster is set with 12 PGA Junior League Members. Practices and meets will start in June. This program will be headed up by our Assistant Golf Professional Rob Michalak. He is building off his success from last season and we have a waiting list of 8 kids.

**Golf Rounds**

ROUND TOTALS.					
2013	2014	2015	2016	2017	5 Year Average
4,154	4,010	4,034	4,044	3,688	3,986
YTD ROUND TOTALS					
2013	2014	2015	2016	2017	5 Year Average
6,598	6,130	7,051	7,870	7,565	7,043

**Range Information**

RANGE BASKET SALES TOTALS					
2013	2014	2015	2016	2017	5 Year Average
2,772	2,609	2,558	2,954	2,496	2,677
YTD RANGE BASKET SALES TOTALS					
2013	2014	2015	2016	2017	5 Year Average
4,711	4,140	4,710	5,381	5,248	4,838

**Pass Sales**

<i>Resident Passes Thru April</i>	2016	2017
Resident Annual	3	4
Resident Individual	96	102
Resident Junior	1	2
Resident Senior	71	61
Total Resident Passes Sold YTD	171	128

<b><i>Non Resident Passes Thru April</i></b>	<b>2016</b>	<b>2017</b>
Non-Resident Annual	0	1
Preferred TT Pass	104	116
Non-Res Individual	19	11
Non-Res Junior	0	0
Non-Res Senior	56	48
Total Non-Resident Passes Sold YTD	179	176

### Hole In One Contestant Update

#### HOLE IN ONE MONTHLY SALES TOTALS

<b>2016</b>	<b>2017</b>
-------------	-------------

<b>0</b>	<b>254</b>
----------	------------

#### YTD HOLE IN ONE SALES TOTALS

<b>2016</b>	<b>2017</b>
-------------	-------------

<b>0</b>	<b>537</b>
----------	------------

### Communications & Marketing

#### Marketing/Advertising



8 Email blasts went out promoting, Golf Specials, Discount Pass Sales, Instructional Programs, PGA Junior League, Demo Day, Golf Shop Sales and Promotions, Cinco Day Mayo and Banquets.

#### Food & Beverage

For the month of May we had a total of 21 events: (22 Events in 2016)

The breakdown is as follows:

8 breakfast meetings servicing 196 guests

2 showers servicing 70 guests  
1 ceremony and reception servicing 79 guests  
1 ceremony only servicing 50 guests  
1 continental breakfast servicing 30 guests  
1 all day meeting servicing 90 guests  
1 birthday dinner servicing 83 guests  
1 anniversary dinner servicing 62 guests  
1 1st communion servicing 64 guests  
1 reunion luncheon servicing 36 guests  
1 in house Dance Stars awards servicing 40 guests  
1 hors d oeuvres reception servicing 75 guests  
1 golf outing for 28 guests

We currently have 28 events booked for June (31 Events in 2016)

4 Breakfast meetings servicing 100 guests  
2 graduation parties servicing 175 guests  
1 birthday servicing 70 guests  
1 retirement party servicing 50 guests  
4 showers servicing 180 guests  
10 golf outings servicing 1040 guests  
1 anniversary dinner servicing 70 guests  
2 ceremony and receptions servicing 300  
2 ceremony only servicing 100 guests  
1 reception only servicing 130 guests

### Wedding Count Update:

2017 = 14 ceremony and reception, 5 reception only, 5 ceremony only

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

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







We are currently offering a variety of promotions based on time of season and date.

2018= 2 ceremony and reception

### Golf Maintenance Summary

After a wet and cold April, May got a little more back to normal. Between the rains, we have been able to accomplish a few projects and get into a normal maintenance routine. Early in the month the new tee on 17 was leveled and the surrounds were graded. The tee top has been seeded and we are starting to see excellent germination. A quick face lift was also done to the chipping green bunker in May. To address poor turf conditions on the top of the bunker, the shape and style were changed slightly to prevent the buildup of sand which initially caused the decline in turf quality. New sand was also added, so the chipping bunker would replicate the same playing conditions as the on-course bunkers.

Additional Key items staff has been working on:

-  Mowing and trimming all areas on a consistent basis
-  IPM applications
-  Cultural practices (topdressing, verticutting, aerification)
-  Planting annual flowers
-  Cleaning up/mulching perennial beds
-  Repairing the irrigation system

### Finance/Administration

- Auditors will be presenting the 2016 annual Comprehensive Financial Report (CAFR) in draft form at the June 27<sup>th</sup> meeting.
- VSI RecTrac trainers will be on site to implement a test upgrade on our current database. Performing a test upgrade helps to identify any processing concerns with the new version as well as detailing new processing steps. Once new processing steps are identified and detailed, several months will remain for staff training prior to the go LIVE date in November.
- Deputy Director Talsma presented at five separate IAPD Boot Camps throughout the state. These are educational sessions to educate park district staff and commissioners on best practices and the fundamentals of park district finances and board and staff interactions.
- Staff is preparing for the Administrative section for the PDRMA accreditation.
- Staff participated in the PDRMA Audit Committee meeting.

- Staff created an online ticket through point of sale for the SRT outing.
- Payroll Cycle Processing
  - 05/19/17      \$323,795.44
  - 06/02/17      \$323,028.64

**A. Administrative Registration/EFT Billing**

- EFT Billings for:
  - a. TC/WRC/PSSWC Fitness Centers
  - b. ELC (weekly)
  - c. Sponsorship/Marquee Signs
- Administrative
  - a. On-line Registration Assistance
  - b. Foundation Mailing
- Administrative Registration for:
  - a. Financial Assistance
  - b. Foundation Giving Tree
  - c. Park Permits
  - d. STAR/K-STAR
  - e. Harper Spring Programs
  - f. DHS Family Camp
  - g. PTA Schaumburg Township

**B. Human Resources**

- Processed 50 new part-time hires and 3 new volunteers.
- Provided orientation for FT BPC Golf Course Superintendent, FT Groundsman and FT 50+ Program Manager.
- Facilitated back safety school in coordination with Athletico for BPC Maintenance.
- Assisted aquatics staff with preparation items for PDRMA aquatics on-site visit scheduled in June.
- Participated in multiple interviews for FT positions open.

**C. Technology**

- Disaster Recovery Plan & Redundancy
  - a. New server host has been purchased, configured and installed.
  - b. Purchased 2<sup>nd</sup> network switch for TC server room. The switch is now configured to act as a failover switch in the event our Core switch becomes inoperable. This switch will also serve as our backup switch for our other facilities in the event their switch suffers a hardware failure.



- VSI RecTrac
  - a. The server host for RecTrac 3.1 is scheduled to be procured and built in June.
- Seascope hardware installation complete and all systems operational.
- Working with PSSWC to implement Matrix exercise equipment with internet TV which will run on public WIFI.

**D. Advertising and Sponsorships**

- Newly acquired sponsors:
  - a. Seasons 52
    - Uncorked/Untapped Wine Vendor
  - b. Coopers Hawk
    - Uncorked/Untapped Wine Vendor
  - c. Pinstripes
    - SRT Hole Sponsor
    - Uncorked/Untapped Wine Vendor
  - d. The Lucky Monk
    - Uncorked/Untapped Beer Vendor
  - e. Church Street Brew
    - Uncorked/Untapped Beer Vendor
  - f. Culvers
    - Event sponsor package
  - g. Andersen Windows
    - PIP Sponsor
  - h. Bath Planet
    - PIP Sponsor
  - i. Windy City Bulls
    - Silver Friend – Foundation
  - j. Dunkin Donuts
    - Marquee
  - k. Sugarjones
    - Event Sponsor Package
  - l. Proven Winners
    - Marquee
  - m. Loyal2community
    - E-blast ads
  - n. Advantage Basketball
    - E-blast ads

**MEMORANDUM NO. M17-070**

**TO: Board of Commissioners**  
**FROM: Dean R. Bostrom, Executive Director**  
**RE: Review of Closed Session Minutes ~ Resolution R17-001**  
**DATE: June 22, 2017**

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**Background**

The park district is required by law to review closed session minutes semi-annually. The last review was conducted in December 2016.

**Implications**

Resolution R17-001 proposes to release the following portions from Executive Session minutes that pertain to the review of Executive Director goals, land acquisition/lease of property, and discussion of personnel approved in open session. All other Executive Session minutes which have been determined to be confidential shall, if not released by the terms of this Resolution, remain confidential.

<u>Meeting</u>	<u>Date</u>	<u>Entire Minutes or Topic &amp; Item No.</u>
Special Board	2/21/2017	A. I&I day payout at retirement
1002	2/23/2016	B1. Turf Supervisor Job Description B2. David Kissane retirement

**Recommendations**

It is recommended that Resolution R17-001 “Review of Closed Session Minutes” be approved by the board as presented.

**REVIEW OF CLOSED SESSION MINUTES**

**WHEREAS**, an amendment to the Open Meeting Acts requiring a review of the district's minutes of closed sessions became effective June 1, 1989, and

**WHEREAS**, the Board of Commissioners of the Hoffman Estates Park District has kept Executive Session minutes since January 1, 1982, and

**WHEREAS**, the Board of Commissioners has reviewed the minutes of Executive Session,

**BE IT FURTHER RESOLVED**, by the Board of Commissioners of the Hoffman Estates Park District that the following minutes or portions thereof from Executive Session no longer require confidential treatment:

<b>Meeting</b>	<b>Date</b>	<b>Entire Minutes or Topic &amp; Item No.</b>
Special Board	2/21/2017	A. I&l day payout at retirement
1002	2/23/2016	B1. Turf Supervisor Job Description B2. David Kissane retirement

**BE IT FURTHER RESOLVED** by the Board of Commissioners of the Hoffman Estates Park District that all other Executive Session minutes which have been determined to be confidential shall, if not released by the terms of this Resolution, remain confidential.

**Passed and Approved** by the Board of Commissioners of the Hoffman Estates Park District, Cook County, Illinois, on the 27<sup>th</sup> day of June 2017.

AYES:

NAYS:

ABSENT:

\_\_\_\_\_  
President

ATTEST:

\_\_\_\_\_  
Secretary