



1685 West Higgins Road, Hoffman Estates, Illinois 60169
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The mission of the Hoffman Estates Park District is to offer healthy and enjoyable experiences for our residents and guests by providing first class parks, facilities, programs and services in an environmentally and fiscally responsible manner.

**AGENDA
RECREATION COMMITTEE MEETING
TUESDAY, MARCH 20, 2018
7:30 p.m.**

1. ROLL CALL
2. APPROVAL OF AGENDA
3. APPROVAL OF COMMITTEE MINUTES
 - February 20, 2018
4. COMMENTS FROM THE AUDIENCE
5. OLD BUSINESS
6. NEW BUSINESS
 - A. Bus 534 suspension / M18-030
 - B. Recreation, Facilities & Golf Report / M18-027
7. COMMITTEE MEMBER COMMENTS
8. 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 or (847) 885-8500 with at least 48 hours' notice.



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**MINUTES
RECREATION COMMITTEE
February 20, 2018**

1. Roll Call:

A regular meeting of the Hoffman Estates Park District Recreation Committee was held on February 20, 2018 at 8:20 p.m. at the Triphahn Center in Hoffman Estates, IL.

Present: Commissioner R. Evans, Comm Rep Dressler, Comm Rep Snyder, Chairman Kinnane

Absent: Comm Rep Henderson, Neel, Wittkamp

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

Audience: Commissioners Kilbridge, K. Evans, Bickham, McGinn, President Kaplan, Tracey Crawford from NWSRA

2. Approval of Agenda:

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

3. Approval of the Minutes:

Commissioner R. Evans made a motion, seconded by Comm Rep Snyder to approve the minutes of the January 16, 2018 meeting as presented. The motion carried by voice vote.

4. Comments from the Audience:

None

5. Old Business:

None

6. New Business:

A. NWSRA 2017 Overview/M18-016:

Executive Director Tracey Crawford gave a presentation on NWSRA's progress in 2017. She noted that they had increased the number of CTRS and CPRPs as well as outreaching to 173 new families. She noted NSWRA's regional approach and talked about the opening of new day programming for adults. She explained that they would begin to track ethnicity and transgender categories.

Commissioner Kilbridge asked about the Leisure Ed and Executive Director Crawford noted that it was their contact in the classrooms.

Commissioner K. Evans asked about tracking service hours and Executive Director Crawford said they would begin that in all regions. She also talked about the needs for Specialty Space. President Kaplan asked why HE Parks was so much higher in this area and it was noted to be due to our climbing wall and ice.

Commissioner Kinnane asked if they tracked how much more they would like to do and Executive Director Crawford noted that they did. She also explained inclusion as the ability to provide support for those disabled to participate in general programming.

Commissioner K. Evans asked if they could use the information from the school and Executive Director Crawford noted that only with parental permission. She also noted that HE Parks was up by 16 families.

Commissioner Kinnane asked where she thought NWSRA would go in the future and Executive Director Crawford noted that she saw them moving forward in the area of seniors, autism and medical needs.

No vote required.

B. WRC & Vogelei Flooring /M18-013:

Director Kies reviewed the item noting it was under budget and that the carpet would be installed in-house.

Comm Rep Dressler asked why they had so few bids. It was noted that the item had been re-bid in an effort to get more than 1 bidder. It was also

noted that while the district prefer 3 bidders, in this instance without installation, there was not much interest.

President Kaplan asked about the design and Facilities Manager Albig said they would be matching what existed in WRC and Vogelei. It was noted that in small jobs staff usually had input on colors and that architects offered input on larger projects.

Comm Rep Snyder made a motion, seconded by Comm Rep Dressler to recommend that the board award the bid to Scharm Flooring Inc. for the total amount of \$27,323.00. The motion carried by voice vote.

C. Balanced Scorecard/M18-019:

Executive Director Bostrom reviewed the item noting that it was a snapshot of the district from December 2016 to December 2017.

Commissioner R. Evans made a motion, seconded by Comm Rep Dressler to recommend the board approve the Balanced Scorecard M18-019 as presented. The motion carried by voice vote.

D. Rec, Fac, Golf Report/M18-017:

Director Kies reviewed the item thanking Director Bechtold for his assistance with Daddy Daughter Dance. He also noted that the Kiosk had been moved to the Village Hall; reminded everyone of the Job Fair March 3 and the sled hockey March 10 and 11 as well as the Hockey Tournament coming to Triphahn Center early March.

Commissioner R. Evans asked about the Kiosk and Director Kies noted that it was not getting much exposure at the hospital. Commissioner R. Evans asked about any park district presence at Amita and Deputy Director Talsma noted that they were still an annual sponsor and that the district was working with them.

Comm Rep Dressler asked about the EC numbers down and Director Kies noted that it was for the full-day camps or days off school and that this year there were fewer days off. She also asked about the 50+ numbers and Director Kies noted that they were reaching 400 members at a higher cost than the initial \$15/annually and the new members were using the facility.

Director Bechtold reminded the committee that the fish fry had begun and that they were still interviewing for the Executive Chef. He also explained that the banquet flooring was nearly completed. He reminded everyone of Breakfast with the Easter Bunny and Easter Brunch.

President Kaplan asked about cooking without an Executive Chef and Director Bechtold noted that they had a Sous Chef and two Line Cooks that were handling needs now but he hoped to have an Executive Chef before Easter Brunch.

Commissioner R. Evans made a motion, seconded by Comm Rep Dressler to send the Rec, Fac, and Golf Report M18-017 to the board. The motion carried by voice vote.

7. Committee Member Comments:

Comm Rep Snyder reminded everyone of the Fish Fry.

Commissioner R. Evans asked about the ride on the district's bus noting that 50+ Program Manager Schwartz was concerned that it was discouraging 50+ sign up for trips. Executive Director Bostrom said he would have Director Hugen have Supervisor of Mechanics Hansen look at the suspension system.

Chairman Kinnane wanted to commend Building Maintenance Supervisor Paul for his performance at PSSWC.

8. Adjournment:

Comm Rep Snyder made a motion, seconded by Comm Rep Dressler to adjourn the meeting at 9:25 p.m. The motion carried by voice vote.

Respectfully submitted,

Dean R. Bostrom
Secretary

Peg Kusmierski
Recording Secretary

Memorandum M18-030B

To: Recreation Committee
From: Dean R. Bostrom, Executive Director
Dustin Hugen, Director of Parks and Facilities Services
Mike Kies, Director Recreation & Facilities
RE: Bus 534 (24 passenger bus) Suspension
Date: March 14, 2018

Attached is Memorandum M18-030 from Dustin Hugen, Director Parks & Facilities Services regarding the suspension system for the 24 passenger bus. As noted in the recommendation, when the Liquid Springs suspension system becomes available to test drive, staff will schedule a test drive and, if allowed, invite Commissioners, Community Reps and staff to ride along during the test drive. Based on the results of the test drive, a recommendation will be presented as to whether or not to pursue the purchase of the Liquid Springs suspension system.

Memorandum M18-030

To: Recreation Committee
From: Dean R. Bostrom, Executive Director
Dustin Hugen, Director of Parks and Facilities Services
Mike Kies, Director of Recreation & Facilities
RE: Bus 534 (24 passenger bus) Suspension
Date: March 13, 2018

Background

Bus 534 was purchased new by the Park District in 2010. The bus currently has 36,000 miles on it and is in good overall condition. Recently there has been some concerns addressed about the quality of ride on bus 534 in regards to the suspension.

This bus was built on a Ford F550 cab and chassis which has a truck suspension. The bus came with an upgraded suspension that is called a MORyde RL (rubber leaf) suspension that works in conjunction with the existing leaf spring suspension system to provide riders a softer, smoother and more comfortable ride, which is currently adjusted at the maximum for the smoothest ride.

In 2016 the bus was brought to Illinois Bus Sales for suspension issues. They said the only thing that could be done to help the quality of the ride was to install Sumo-Springs. At that time that was the product buses similar to ours were using. The district had the Sumo-Springs installed which is a suspension product designed to enhance load carrying ability, stabilize sway, improve overall driver control and absorb harsh bumps over uneven surfaces and rough terrain.

Implications

After more recent concerns over the ride of Bus 534, we began doing more research on the bus suspension. There are two types of suspension that could be installed on bus 534, Air Suspension and Liquid Springs.

Air suspension is a type of vehicle suspension powered by electric or engine-driven air pumps or compressors. This compressor pumps the air into flexible bellows, usually made from textile-reinforced rubber. The air pressure inflates the bellows, and raises the chassis from the axle. Currently smaller bus frames like bus 534 are using the air suspension. It would cost the district \$10,000 to have the entire bus converted to air suspension or \$5,000 (Illinois Bus Sales) to have just the rear of the bus converted as the front does not seem to be an issue.

Liquid Springs utilize a strut, with a compressible fluid as the spring/damping medium, and its sophisticated on-board microprocessor, adapts the entire vehicle's response to road variations and the driver. The difference between Liquid Springs and Air/Sumo Springs is the suspension system that can automatically change the spring stiffness and damping at each wheel over a very

broad range with minimal power consumption while the vehicle is being driven. To have the Liquid Springs installed on bus 534 would cost the district \$9,900(Illinois Bus Sales).

Recommendation

Upon learning of the two options for bus 534 staff is recommended that we do not change the current suspension on the bus. After more research staff does not feel the Air Suspension will improve the quality of ride over the current Sumo-Springs. The Liquid Springs are very new to the industry and are currently being installed on buses going into production with very good reviews. Staff has contacted Illinois Bus Sales to see if staff would be able to test drive one of the busses with Liquid Springs to compare to our Sumo-Springs. The Liquid Springs are still being installed on buses at Illinois Bus Sales with no current time frame of completion, upon completion staff will schedule a test drive. Upon completion of the test drive staff will be able to either recommend having the liquid springs installed or leaving bus 534 with the current suspension.

MEMORANDUM NO. M18-027

TO: Recreation Committee
FROM: Dean R. Bostrom, Executive Director
Michael R. Kies, Director of Recreation & Facilities
Brian Bechtold, Director of Golf Operations
Jeff Doschadis, General Manager of Ice
Katie Basile, Superintendent of Facilities
Colleen Palmer, Superintendent of Recreation
Sandy Manisco, Communications and Marketing Superintendent
Debbie Albig, Manager of Community Centers
Cathy Burnham, General Manager of Sales & Operations
RE: Board Report
DATE: March 12, 2018

Recreation and Facilities Division



UPCOMING EVENTS

- **March 2-** Friday Fish Fry at BPC
- **March 9 -** Friday Fish Fry at BPC
- **March 10-** Parents Night Out at PSSWC
- **March 10-** Mother Son Date Night at BPC
- **March 15 -** Chris Fascione Preschool/ELC Family Show
- **March 16-** St. Patrick's Day Lunch at BPC
- **March 16 -** Friday Fish Fry at BPC
- **March 17-** Hoffman Walks at TC
- **March 17-** ELC Open House at TC
- **March 17 -** Pot of Gold Climb at PSSWC
- **March 23-** Friday Fish Fry at BPC
- **March 24 -** Doggie Eggstravaganza – both dog parks
- **March 24 -** March Madness golf outing at BPC
- **March 25 -** Egg Slide at TC
- **March 30-** Friday Fish Fry at BPC
- **March 31 -** Egg Hunts at 3 parks
- **March 31 -** Aqua Egg Hunt at PSSWC
- **April 1 –** Easter Brunch
- **April 14 -** Parents Night Out
- **April 21 -** Hoffman Walks for Earth Day – Tall Oaks Park
- **April 25 -** Summer Registration begins

Summary & Monthly Highlights

- The Recreation and Facilities Division hosted its first job fair for seasonal and part time employees on Saturday, March 3rd from 9:30-11:30 at the Triphahn Center. Most park district departments that employ part time/seasonal staff participated. Approximately 35 people came through – it was a good start to something that will grow in the coming years. Staff challenged each other with their decorated booths and attendees enjoyed voting for them. Overall, a good event with a lot of potential. Staff will continue to attend other job fairs in the upcoming months to promote part time and seasonal job opportunities.
- Youth basketball, feeder and tournament teams finished up during the first week of March. The program was very successful showing a growth increase rate of almost 20% from 2016/17 to 2017/18.
- Youth baseball is showing a strong start with a growth increase rate of almost 18% from 2016/17 to 2017/18. Adult softball is also up from 4 teams last year to 6 teams this year.
- For the first time in four years our Women's only basketball league will run. It is set to begin on Friday, March 16th at the Triphahn Center, currently there are 7 total teams registered.
- Preschool programs are going well with 7 of the 11 current programs full with a wait list. ELC is also going strong with 38 participants as compared to 39 at this time last year. STAR had a strong month while being up by 113 participants from this time last year. (513 in 2017 to 626 in 2018).

Volunteers Summary

- Human Resources processed 5 new volunteers.
- Foundation held the GNO on 2/8 with 5 volunteers working 4 hours each, 1 at 3 hours and 1 at 2 hours; an SRT Golf Committee meeting on 2/23 with 5 volunteers for an hour; and 2/27 a NAPF Webinar with 3 volunteers for 2 hours each.
- PSSWC has a volunteer to take care of their plants who spent 5.25 hours donating her time.
- The district has been contacted by 15 LCAP Volunteers looking for opportunities for their school requirement and given 112 volunteer hours.



Youth Athletics

Youth Winter Basketball League, Feeder Basketball and Tournament Teams

- February was a great month for our youth basketball program as whole. The highlight of the month was our annual all-star games on Sunday, February 18th at the Willow Recreation Center. 3rd-8th grade players, selected by their peers, competed in an all-star game. Coaches selected to represent their division were also selected by their peers.
- Boys Feeder Basketball- competed in the Rolling Meadows tournament and the conference clash at Hersey High School. The boys concluded their feeder season with a banquet on March 1st at HEHS.

- Girls Feeder Basketball- Competed in tri-meets throughout the month. Their season will end with a tournament on 3/10-11.
- Tournament teams- Tournament team tryouts will occur on March 5th for our 5th-8th grade boys and girls. Our 3rd/4th grade team that has competed all year is set to end on 3/10-11.
- Off Season- Parents have been emailed with HEPD off-season schedule which include the USA Basketball Open Court Program, the Summer Basketball League, and Free Fundamental Fall Sessions.

	1/2 Coed	3/4 Boys	5/6 Boys	7/8 Boys	3/4 Girls	5/6 Girls	7/8 Girls	Boys Feeder	Girls Feeder	3/4 Tournament	Total
2016/17	59	58	40	53	21	21	4	32	0	0	288
2017/18	49	80	52	58	19	22	10	34	24	10	359

Total + 71

NEW Indoor 3 v 3 soccer

- Games continued throughout the month of February. Parents received information to register for our upcoming spring league on February 20th.

Spring Soccer Leagues

- Registration continued throughout the month of February. Participation is consistent with that of the fall, which is unusual (but welcome!) for spring.
- Coaches meeting will take place in March.

	KG CoEd	1/2 Girls	1/2 Boys	3/4 Girls	3/4 Boys	5/6 Girls	5/6 Boys	7/8 CoEd	Total
Fall 2017	29	20	41	31	46	13	32	12	224
Spring 2018	30	61 (coed)	-	31	42	14	30	17	225

Total +1

In-House Youth Baseball

- Baseball/Softball registration continued throughout February. Numbers are up as indicated in the chart below.

	Shet.	Pinto	Mustang	Bronco	Pony	Total
2017	40	37	39	9	13	166
2018	54	45	57	34	12	202

- Mustang, Bronco, and Pony continued their indoor sessions at the athletic performance area at T.C. Pony teams also met once a week at the Schaumburg facility tunnels.

- A partnership has been established for another year of inter-village play with the Palatine and Rolling Meadows Park Districts. Meetings have recently begun to start to form league divisions and schedules.
- Rules and coaches meetings are set to take place in March.

Adult Softball

- Our spring training league is filling up fast with 6 teams registered, as compared to last season, which ran with 4 teams. Games are set to begin on April 2nd.

Adult Basketball

- Our winter league continued games throughout the month of February. We have a max of 9 teams registered on Monday nights.
- For the first time in four years our Women's only league will run. It is set to begin on Friday, March 16th at the Triphahn Center. So far we have 7 total teams registered.



Early Childhood

Three-school 17-18	15 TC 12 WRC	15 TC (full) 12 WRC (full)	0 0
2's Playschool 17-18	27 TC 17 WRC	30 TC (full) 24 WRC	+3 +7
Preschool 17-18	122 TC 68 WRC	128 TC 74 WRC	+6 +6
Early Learning Center	39	38	-1
Preschool/ELC Totals:	300	321	+21
District 54	361	356	-5
District 15	62	52	-10
WRC KSTAR	17	14	-3
District 54 Full Day	33 (1)	164 (3)	+131
District 15 Full Day	40 (2)	40 (2)	0
Totals	513	626	+113

- Preschool Registration for 2018 – 2019 has 7 out of the 11 classes full with waitlists as of 3/5/17.



Year to Date Membership	2/2017	2/2018	+/- Var.
Total Members	653	382	(271)*
Month to Month Comparison	12/2017	1/2017	2/2018
	335	363	382

**While membership numbers are down in comparison to this time last year, we continue to have renewals and brand new members. We are up 19 members from January (last month). We also expect once the "snow birds" return as the weather gets better we will see even more of an increase. Staff is currently seeing more active members which is the goal, as compared to just having members who were paying the fee and not participating or only using it for trip pre-registration.*

BOH AWARD

- The February BOH Award recipient was one of our very own 50+ members, Royce Schwartz. She accepted this award at the 2/27 Board Meeting. Royce has added another dimension to our 50+ programs by leading the 50+ Crafting Group every other Monday. Her talent and passion has allowed others to begin enjoying the wonderful world of crafting. She also leads our weekly Bunco group on Wednesdays. Congrats, Royce!

Classes offered in February

- (3)Basic Exercise, (2)Gentle Yoga, (1)Tai Chi

Athletic opportunities offered in February

- Balloon Volleyball (Weekly)
- Billiards (Daily) (approx. 120 this month)
- Pickleball (approx. 216 this month)
- Ping Pong (now offered daily) (20-25 this month)
- Volleyball (approx. 84 this month)
- Walking Path/Track
- Baggo (15 this month)

Drop In Activities in February

- Wii Bowling (approx. 64 this month)
- Mah Johng- (approx. 16 this month)
- Cards (approx. 32 this month)
- Games (approx. 25 this month)
- Puzzles- varies
- Meet and Mingle- varies
- Yahtzee- 0
- Bunco (approx. 14 this month)
- Mexican Train (approx. 40 this month)

All -drop in activities (except for Wii) have been growing in numbers weekly.

Trips in February

- A trip to Hoffbrahaus/Outlet Shopping went out on 2/28. We had 16 in attendance.

50+ Clubs which met in February

- Pinterest Crafting Club met in February to create various centerpieces, which turned out very nicely. This social and talented group is continuing to grow. They obtained new members in the month of February and continue to meet every 1st and 3rd Monday of the month. We currently have 15-20 active members in this group.
- Walking Wonders Club- This group meets every Tuesday morning from 10-11am where they walk the indoor track and socialize. We've continued to see the same returning 10, plus a few new faces each week. Many of these walkers are new to walking but they enjoy the socialization and exercise.
- Book Club met on 2/26 for book discussion. 15 were in attendance.

Evening/Special Programs in February

- Pub Quiz Night (3rd Thursdays/5:30 pm) – approximately 23 participants (TC- Senior Center). Prizes were sponsored by Morizzo Funeral Home and questions courtesy of Dr. Tom Hoover.
- Lake Barrington Woods Lunch/Tour was held on 2/16. Attendance was low but those who attended enjoyed the afternoon.
- Donut & Danishes with Deb took place on 2/8. Both Deb and members enjoyed meeting one another and welcoming her to the 50+ group.
- Afternoon Movie took place on 2/9. The movie was All Saints.
- 50+ Art Class, sponsored by Visiting Angels, took place on 2/19. We had 15 in attendance and everyone had a fantastic time.

50+ Lunch Bunch in January

- This newly created social group meets once a month and they dine at a local restaurant in Hoffman Estates or Schaumburg. This gives members an opportunity to get out of the 50+ Center and their homes to dine with others. In January the group dined at Culvers for the Bi-Weekly birthday lunches. We had 20 in attendance and everyone had a nice time.

New Opportunities/Highlights for February

- Bunco/Mexican Train (which has been offered the last few months and never gone) actively met in December and January, now again in February. Those who have been getting more involved in the 50+ Center - who play Mexican Train, attend Walking Club, Crafting Club and a few other things – have shown interest in Bunco. This group is meeting Wednesday afternoons.



Ice Operations

I.C.E Academy

- A spring ice exhibition will take place on Sunday, May 16 from 3-5pm. Skaters will perform solo and duets. NWSRA and the Chicago Jazz will also be participating in the event.
- Staff attended the last Basic Skills meeting of the season on March 1.
- Staff is working on a new summer program concept.

Wolf Pack

- Spring hockey registration is underway with evaluations being conducted March 17&18. The season will begin April 1.
- Fall/Winter season has concluded with a number of teams having success in the NWHL playoffs. Squirr Red and Pee Wee Red all took championships at their respective levels
- A Wolf Pack end of the year party is planned for March 24 at Poplar Creek Bowl.

Ice Rink Information

Upcoming Events

- Egg Slide March 25
- Sweden Friendship Cup April 8 – 16
- Disabled Festival April 12 - (TBD) New Event
- Chi Town Schuffle April 20-22
- Girls Iron Hockey Invite May 19-20



Prairie Stone_{tm} Sports & Wellness Center

February Membership Totals

Totals

2017

3088

2018

3116

Var. +/-

+28*

- *Despite Orange Theory the new club near Claim Jumpers selling presale memberships prior to their opening. PSS&WC continues to show a positive variance from 2017 to 2018 YTD. Staff has also been made aware of Xsport Express expanding its current location in the South Barrington Arboretum, making their location twice the size of the current space. PSS&WC continues to show strong numbers in retention as well.

SOCIAL MEDIA PROMOTIONS/POSTS

On Facebook, Yelp, Google, Retention Management/Constant Contact, etc.

Google reviews: 4&5 star ratings in month of February

The screenshot shows the Google Business profile for Prairie Stone Sports & Wellness Center. The profile includes the name, address (5050 Sedge Blvd, Hoffman Estates, IL), a 4.5-star rating from 93 reviews, and a 'Sort by: Most recent' dropdown. Four reviews are visible:

- Marian Miller Stewart** (Local Guide, 5 reviews, 1 photo): 5 stars, 2 weeks ago. Review: "I attend physical therapy at Athletico here. Crazy to say but I actually enjoy going. It's a very modern and beautiful recreation center." Includes 'Reply' and 'Like' buttons.
- Maria Taczynski**: 4.5 stars, 2 weeks ago. Includes 'Reply' button.
- Junaid Khan** (15 reviews): 5 stars, 2 weeks ago. Review: "Lots of programs for kids. Excellent swim instructors." Includes 'Reply' and 'Like' buttons.
- dong jiang** (Local Guide, 19 reviews, 495 photos): 4.5 stars, 3 weeks ago. Includes two photos of a group of people in a gymnasium.

At the bottom of the screenshot, the text "Center | Glassdoor" and "Sports-and-Wellness-Center" is partially visible.

Example (below): Retention Management Eblast sent to all recent leads/prospective clients to promote the February enrollment opportunity.


Campaigns Contacts Reporting Sign-up Forms Library Integrations

My Campaigns > February 2018 leads Copy Edit More Actions Resend Options

STATUS **SENT**

Email Stats Printable Report

65 Opened (31.9%) 50% 50%	253 Sent	1 Clicks (1.5%)	0 Forwards 49 Bounces 0 Spam Reports 1 Unsubscribes 139 Did Not Open
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Email Settings

Subject: Enroll as a member TODAY!

Preheader Text:

From Name: Prairie Stone Sports and Wellness Center

From Email Address: skordich@heparks.org

Reply-to Email Address: skordich@heparks.org

Send To Lists: February 2018 leads PSS&WC team


SOCIAL SHARING

Facebook post featuring member achievement resulting from tennis program enrollment:

Post Details

Prairie Stone Sports & Wellness Center is with Brenda Kantha and Richie Kanthaphixay. Published by Haley O'Brien (??) · February 21 at 9:38am · 🌐

Big shout out to Alaina Kanthaphixay! She has received a Tennis Scholarship to North Central College. We have had the honor of Alaina practicing right here at Prairie Stone Sports and Wellness Center. We are proud of you Alaina!



552 People Reached

50 Reactions, Comments & Shares

46 Like	20 On Post	26 On Shares
1 Love	0 On Post	1 On Shares
2 Comments	2 On Post	0 On Shares
1 Shares	1 On Post	0 On Shares

79 Post Clicks

21 Photo Views	0 Link Clicks	58 Other Clicks
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Get More Likes, Comments and Shares
When you boost this post, you'll show it to more people.

552 people reached [Boost Post](#)

Emilio Cerda, Katie Miller and 18 others 2 Comments 1 Share

Like Comment Share

Example: Facebook post promoting special February enrollment 'flash sale':

- Click on the links below to see the social media video engagements during the month of February:

<https://www.facebook.com/PSSWC/videos/10155977937189003/>

(Video promotion of weekly 'Tuesday Tips with Trainers' series filmed at PSS&WC and featuring the expertise of Personal Trainers at PSS&WC.)

Member Services

- The Member Services team finished the month of February having exceeded the monthly new member goal while also exceeding the new member total accomplished in FY17. The team worked to continue with new membership promotional and recruitment efforts in February that included a 75% enrollment fee discount as well as a \$0 enrollment option (with purchase of new member 3 pack of Personal Training). The team launched the first digital 'flash sale' of the year to start the month of February, which offered the option to receive February dues free while

also taking advantage of the 75% enrollment fee discount (resulting in 30 new members on the first 4 days of the month).

- The PSS&WC enrollment special was advertised comprehensively through each of the following means throughout the month of February:
 - 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)
 - Chamber of Commerce monthly newsletter
 - App audio banner (digital audio app for members – via the in-house fitness equipment audio system).
- The Member Services team visited Cabela's upon request by the management team to promote a limited time enrollment special offer to employees in support of a new corporate wellness program launched by the company. Follow up visits and contact will be made throughout Q1 with Cabela's in an effort to inspire additional enrollment interest among employees.
- The Member Services team continued to effectively manage the suspension list (30, 60, 90 day 'kick outs') throughout the month of February, resulting in just 14 90-day cancellations for the month.
- The Member Services team coordinated a month full of special events in February for members to inspire continued usage interest (see February wellness calendar image below). Events included the promotion of special fitness activities along with recognition of special member 'fun' days that promote retention. The Member Services team also continued with a new annual series of online motivational videos that are loaded weekly on Tuesdays on social media (Facebook and Instagram) to help motivate members to pursue fitness goals. Entitled 'Tuesday Tips with Trainers', these inspiring and educational videos are designed to motivate members to try new workout options within the facility during workouts and are effectively expanding the digital 'reach' of the facility.
- Efforts are continuing for the set up and design of the new club app designed by NetPulse that would increase the digital reach of the facility and strengthen the marketing and retention strategies by the Member Services team. The new club app would provide a user friendly platform of club related options that include fitness challenges, guest recruitment, push notifications, club check in capabilities, and a member news feed. The app would also have an integrated link to the App Audio app that is currently on order, which will provide audio links to the facility TV's. The development of the club app is complete and will be made available to the C&M team and select team members at PSS&WC in early March to for testing and training purposes prior to being released for member use.

February 2018 wellness calendar:

PRAIRIE STONE SPORTS & WELLNESS CENTER

WELLNESS CALENDAR FEBRUARY 2018

sunday	monday	tuesday	wednesday	thursday	friday	saturday
SUPER BOWL LII FOOTBALL SQUARES EARN A PRIZE FOR WORKING OUT Workout through February 2nd to enter. For more details see the Member Services window!				1	2	3 Open Climb Every Saturday 10am-12pm
4 GROUP FITNESS: TRY A NEW CLASS CHECK OUT OUR CALENDAR	5	6 NUTRITION WORKSHOP BELLY BUSTERS 7:00-8:00PM w/ZAC *pre-registration required	7 FREE – FOAM ROLLING 101 7:15-8am w/ Joe P.	8 FREE – 10 MINUTE CORE WORKOUT 9:30-10:30am w/ Zac	10 Hoffman Walks 9-10AM at PSS&WC Parent's Night Out 4:30-8:30pm *pre-registration required	
11 Any day where a red heart appears, bring a friend! Details below.	12 WIN \$10 CLUB CASH! All participants will be entered into a raffle for attending!	13 FREE – IMPROVE YOUR BALANCE & AGILITY 12:15-1pm w/ Jesse	14	15 FREE – 10 MINUTE PUSH-UP WORKOUT 8:15-9:15pm w/ Anthony	16 HEART RAFFLE Stop by the Service Desk 2/12-2/16 and correctly guess how many hearts for your chance to win \$10 Club Cash!	17
18 Belay Certification – Monday the 18th at 8-10pm PRE-REGISTRATION REQUIRED BY SUNDAY THE 17TH Certification lasts for one year at PSS&WC only, allows for free use of wall during off hours if member (guests \$65/mo for a animal fee) \$35 member/resident \$45 non-members	19	20 Health Check! 11am-Noon. Blood pressure, pulse checks, hemoglobin and glucose testing. Thanks to the Village of Hoffman Estates. FREE – EFFECTIVE EXERCISE PROGRAMMING 6:15pm w/Sharon	21 SWIM LESSONS BEGIN THIS WEEK Tues / Thurs / Sat Contact Dina Steinhilf for more details. FREE – TRX 101 5:15-6pm w/ Aletha	22	23 Walk the Dog Day Visit the Prairie Path with your special pup! MEMBER APPRECIATION DAY!	24
25 FREE – 10 MINUTE PUSH-UP WORKOUT 8:15-9:15pm w/ Anthony	26 Get social with us! Tips from a Trainer Follow along on our Facebook and/or Instagram for your weekly tip or trick!	27 tips from a trainer	28 FREE – SYNRGY 360 DEMO 9:15-9:45am w/ Karis	28 SHARE YOUR LOVE OF FITNESS! Members are welcome to bring one complimentary guest (18+ years), per day 2/12-2/16. Guests must be accompanied by a PSS&WC member.		

MAKE A WORKOUT DATE

For more information: See Member Services!

Operations and Fitness Departments:

- PSS&WC next Nutrition Workshop, Metabolism Boosting, on 6/7 at 7pm, taught by Zac Marshall. The seminar will be added to the monthly wellness calendar and marketed through the guide, the AppAudio App and the new PSSWC Club App.
- Group fitness class numbers continue to remain strong. We hired 2 new group fitness instructors, Christine Jaworski and Amy Hartke, to lead the 2 additional classes we added to the schedule. Christine will be teaching Spin on Mondays at 9am and Amy the Cross train Challenge class on Tuesday at 12pm.
- PSS&WC assumed full coordination of indoor Pickleball during the month of January, which was previously coordinated by the district's contractual tennis provider. Efforts were taken to ensure a smooth and seamless transition for participants throughout the month of February.
- Gymnasium rentals and tournaments were plentiful during the month of February with staff taking care through careful and strategic scheduling to ensure that member usage privileges were not impeded.

Aquatics and Programming Departments:

- Swim lesson 2 started with the lap pool closed for the first week for maintenance and cleaning. Second session posted a total of 143 participants which was down from last session by 24 participants.

- Planning and organizing the Pot of Gold climb that takes place this Saturday, March 17.
- Climbing Wall Safety Inspection has been completed and the wall passed all inspection points.
- Kids First Sports programs are going strong. Both basketball and soccer are running second session with 30 participants.
- On March 10 & 11 we held the first of 2 lifeguard recertification classes in which 24 lifeguard were recertified in Starguard Elite lifeguard course.



Triphahn Center

Triphahn Center Fitness and Operations:

Membership	02/2017	02/2018	Var. +/-
Total	905	906	+1*

- *The fitness center saw another nice reduction in the negative variance from a month to month standpoint, in October the TC fitness center was at a (44), in November a (28), December (9) and January (4) and now in February +1. As expected the reduction continues to decrease as members who initially left to try other new clubs are now returning as they see value in the membership at TC. Very exciting news!

Willow Recreation Center Fitness and Operations:

Membership	02/2017	02/2018	Var. +/-
Total	322	290	(32)



Dog Off-Leash Areas

- Breakdown for Bo's Run / Combo passes HE 152, Palatine 45, Barrington 26, Schaumburg 32, Streamwood 20
- Breakdown for Freedom Run/ Combo passes Elgin – 162, HE – 112, Streamwood 76. Schaumburg – 17.

Dog Park Passes	2/2017	2/2018	Var. +/-
Bo's Run	310	297	(13)
Freedom Run	315	335	+20
Combo	81	81	0
Total	706	713	+7



PROGRAM PROMOTIONS

Staff worked with program managers to promote Spring Guide and Registration, youth sports programs, 50+ events, trips and programs; Daddy Daughter and Mother Son events, Hoffman Walks, ELC, BPC events, Parent's Night Out, Amazon Smile, Giving Tree, Hockey and Figure Skating, golf, Girls Night Out.

Community Calendar Submissions to: Daily Herald, Chicago Tribune, Facebook.

CHAMBER EBLAST

Spring Registration
Fish Fry
Hoffman Walks

RETENTION MANAGEMENT EBLASTS TC & WRC FITNESS CENTERS

Spring Registration
Personal Training
Pound Fitness Class
Group Fitness
Racquetball/Wally ball

OTHER

Hoffman Walks -We had 20 people at our Hoffman Walks at PSSWC in February, where Zac Marshall gave a short discussion about the Dangers of Sitting. In January we started a meetup group for Hoffman Walks on the website meetup.com. We believe it is helping diversify the group, as in February we had some younger walkers and two dads who brought their kids out to walk.

VIDEO

This month, we featured the video "Why Work at HE Parks" and "March Hoffman Happenings" on heparks.org.

PRESS RELEASES/PUBLIC RELATIONS

Articles that were printed or appeared online on the newspaper websites will be attachments at end of the Board Report.

Articles and photos submitted and (then ones that were published this month are at end of Board Report):

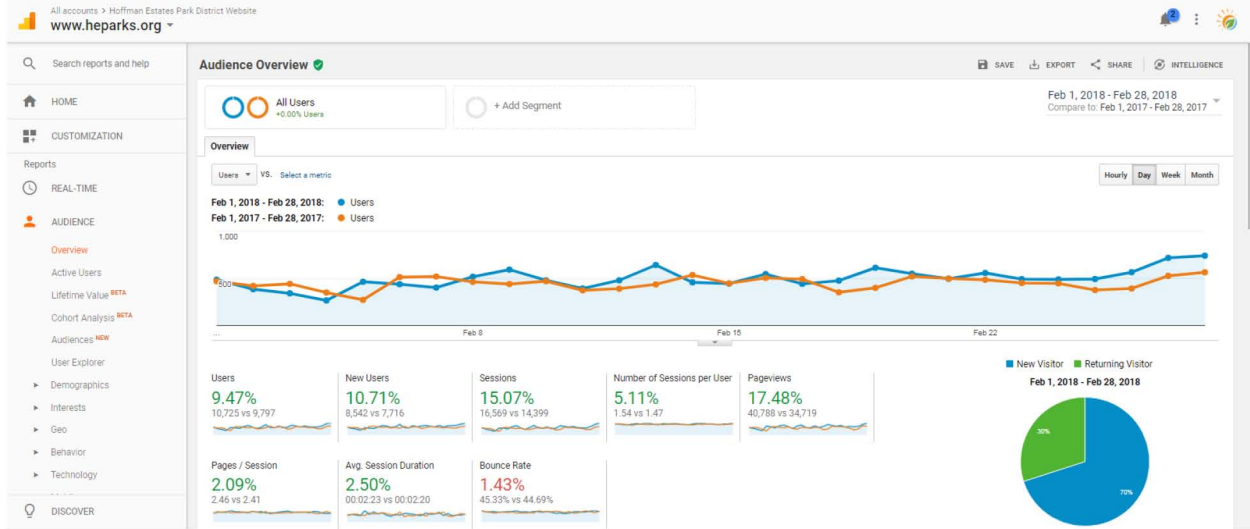
- Hoffman Estates Park District Earns Certification
- Spring Events
- HE Parks Now Hiring for Summer
- Spring Sessions and Summer Camps Now Registering

MARKETING DASHBOARD



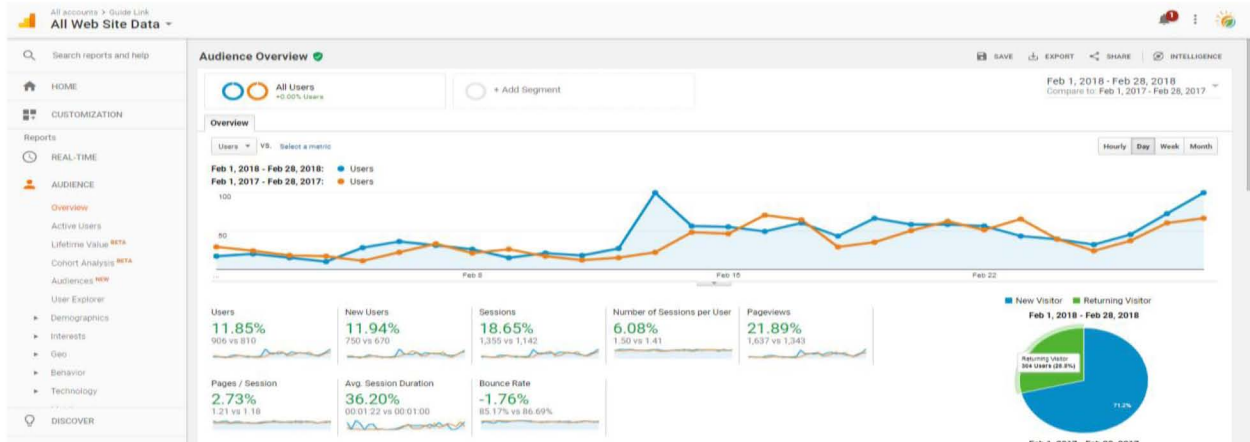
Website HEParks.org – Source: Google Analytics

Hits to the website home page are stable, and people are spending more time on the site, browsing more pages.



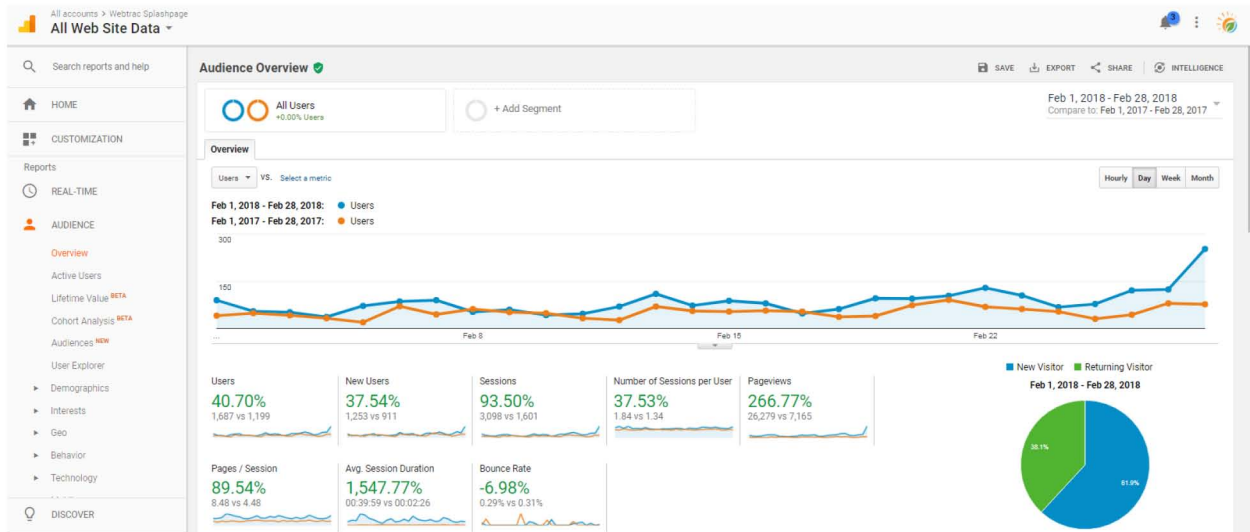
Program Guide Online – Source: Google Analytics

Hits to the program guide were up. On February 13 there was a big jump in visits to the Program Guide page because we posted a “sneak peek” on Facebook, before the printed Guide arrived in homes.



WebTrac/Online Registration Page Hits – Source: Google Analytics

In November 2017, with the RecTrac upgrade, WebTrac became “responsive”, eliminating the need for mobile WebTrac. The significant increases below are attributed to the combination of mobile WebTrac and the main WebTrac page.



Facebook Reach

Source: Hootsuite

The chart below shows aggregates result of all HE Parks' Facebook pages, including Prairie Stone and Bridges of Poplar Creek. Total likes on all pages: 7,508 (last month 7,391)



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

Source: Facebook Insights

Post Message	Type	Posted	Lifetime: Post total reach (Total Count)
Thank you to all the dads and daughters who came out for the Daddy Daughter Dance! It shall be a night to remember for all :)	Photo	2/12/18 8:00 AM	3387
Save the date for Breakfast with the Bunny on Saturday, March 17! Enjoy a delicious breakfast buffet! Each child will receive a special gift from the Easter Bunny and can participate in fun activities after breakfast including temporary tattoos, craft, a petting zoo full of baby animals, pictures with the Easter Bunny and a Helicopter Egg Drop (weather permitting). Reservations are required for the entire event, call 847-781-3655 http://ow.ly/3o8730ihYU5	Photo	2/25/18 7:01 AM	2904
Save the date for Try Hockey for Free on March 4 from 11am-Noon! http://ow.ly/3DKj30if92M	Photo	2/18/18 6:01 AM	2637
Friends of HE Parks Giving Tree Leaf Unveiling	Video	2/16/18 3:14 PM	2319
Today, Donald Ortale, the Executive Director of the National Association of Park Foundations, arrived alongside his wife and family with a very special surprise for his grandson. Four month year old Charlie Gaconis now has a leaf in his name on the Friends of HE Parks Giving Tree!	Photo	2/16/18 3:17 PM	2234

Top 10 Highest Posts since October 2015

Post Message	Type	Posted	Lifetime: The number of impressions. (Total Count)
Doggie Costume Contest * UPDATE: Winners will be announced tomorrow afternoon, 11/08. *PLEASE READ* We ask that people vote for their favorite photo by using the "thumbs up" emoji and vote for the most creative costume using the "wow face" emoji. We are making this announcement on the post so that people can change their vote if they accidentally used the "heart" or "love" emoji instead of the "thumbs up" or "wow face" emoji. Votes that use emojis other than "thumbs up" or "wow face" will not be counted towards the total. Thank you! It's voting time! Thank you to all who submitted a picture of your furry friend in their Halloween Costume! Here is how you vote: Vote for your favorite photo with a "thumbs up" emoji and vote for the most creative costume with a "wow face" emoji on the individual photo of your choice in this Facebook album from Wednesday, November 1-Tuesday, November 7. Your pooch could either win Overall Best	Photo	11/1/17 10:02 AM	18,767

"Liked" or Most Creative Costume! Winners will be announced via Facebook on November 8, 2017. Good luck! Be sure to check out the Bo's Run & Freedom Run Off Leash Parks page to hear more about our dog parks!

Help wanted! STAR Before & After School counselors are needed. \$9.25/hr. Mon-Fri on school days. Read more: http://ow.ly/8rF630eV0ju	Photo	9/5/17 5:05 AM	10,648
These are from the dancers at Willow from the Dance Recital!	Photo	5/14/17 10:00 AM	9149
Tomorrow, dine with us at Portillo's! From 5-8 PM, bring the family to Portillo's and 20% of the proceeds will benefit HE Parks Preschool!	Photo	9/4/17 1:01 PM	6877
Congratulations to Coach of the Month Marc Friedman! Over the past 29 years, he has coached boys' & men's baseball and more. Thanks Coach! http://ow.ly/ZfJV30e3907	Photo	7/31/17 11:05 AM	6791
Qualified Kindergarten Enrichment Teachers and Counselors Needed. Please see our careers page for more info: https://goo.gl/X71UZs	Photo	8/15/16 10:29 AM	6715
Sneak peek of Heart of Hoffman Cable TV access show! We are here with Mayor McLeod, Board President Robert Kaplan, and Executive Director Dean Bostrom. Tune in for the July episode which will be featuring the Hoffman Estates Park District! This week through Friday Aug 19 Seascape has short hours, 4-7:30 PM http://ow.ly/TY6I3037o3z	Photo	6/20/17 3:33 PM	6581
Sneak peek of Heart of Hoffman Cable TV access show! We are here with Mayor McLeod, Board President Robert Kaplan, and Executive Director Dean Bostrom. Tune in for the July episode which will be featuring the Hoffman Estates Park District!	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! http://ow.ly/cCns3037nfO	Photo	6/20/17 3:33 PM	6602
		8/13/16 12:55 PM	6168



HE Parks' Twitter account

Source: Twitter – heparks only

	Feb17	Mar17	Apr17	May17	June17	July17	Aug17	Sept17	Oct 17	Nov 17	Dec17	Jan18	Feb18
Followers	751	761	763	769	770	787	805	813	820	821	831	855	856
Impressions	4,740	4,260	3,965	3,496	3,713	1,736	2,947	4,745	6,705	5,607	6,334	4,967	7,554
# of tweets	26	27	21	4	11	1	14	16	34	46	49	22	29

Analytics Home Tweets Audiences Events More

FEB 2018 - 25 days

Top Tweet earned 759 impressions

Our staff tells why the Hoffman Estates Park District is a great place to work. Join us at the Job Fair on Sat. March 31 ow.ly/g9lh30ID1Mu

Top Follower followed by 55.1K people

DNA PRO-FIT @DNAPROFIT

Taking people to the next level!!! We offer supplements, fitness tips, and diet programs. Follow us in instagram @dnaprofit

Top mention earned 24 engagements

Dave Coulter @Dav_Coulter - Feb 27

What a nice sight to see @HEParks crews out doing controlled burns today! pic.twitter.com/iqyxBk3ff

Top media Tweet earned 302 impressions

Today, Donald Ortale, the Executive Director of the National Association of Park Foundations, arrived alongside his wife and family with a very special surprise for his grandson. 4 month year old Charlie Gaconis now has a leaf in his name on the Friends of HE Parks Giving Tree! pic.twitter.com/XtavF7tTS2

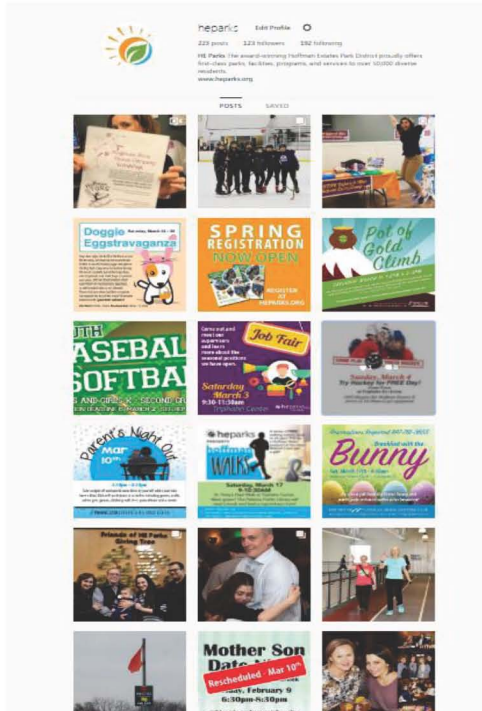
FEB 2018 SUMMARY

Tweets	29	Tweet impressions	7,554
Profile visits	194	Mentions	1
New followers	0		



Instagram Reports
Source: Instagram
@heparks

	Feb17	Mar17	Apr17	May17	June17	July17	Aug17	Sept17	Oct17	Nov 17	Dec17	Jan18	Feb18
Followers	111	112	110	109	110	112	115	118	117	121	159	191	192
# of posts	0	0	2	3	3	3	5	9	23	15	8	3	12



Email Blast Results, Constant Contact

	Sent/Open	Mobile	Bounces	Clicks	Unsubscribes
2017 Fitness, Sports & Rec Benchmark	---/15.72%	67+%	10%	5.6%	.01%
Hoffman Happenings	20K/17.2%	63%	2.9%	10.6%	0.2%
50+ Newsletter February	971/35%	56%	2.2 %	0%	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. Below a spike in watch time and viewers occurs on February 21, the day we posted the February Hoffman Happenings video.



Hoffman Estates Park District HE Parks

Created: Jul 28, 2009 · Videos: 225

CHANNEL

Last 28 days (Feb 5, 2018 – Mar 4, 2018)

Watch time

Minutes

668 ▲



Average view duration

Minutes

0:57 ▲



Views

696 ▲



Top 10 Videos

[Browse all content](#)

Video	↓ Watch time (minutes)	↓ Views
What is Pickleball?	207 31%	199 29%
Park Info: Playground Workout, Bench Pushup	113 17%	177 25%
Wolf Pack Hockey Hosts Krolak Cup	46 6.9%	22 3.2%
Why Work for HE Parks?	40 6.0%	16 2.3%
Park Info: What is Bioswale?	31 4.7%	20 2.9%
Park Info: Thor Guard	30 4.5%	41 5.9%
All For You Renovation 2017: Before and Afte...	19 2.9%	18 2.6%
Hoffman Estates Park District National Gold ...	19 2.8%	2 0.3%
Me & HEPD: Joe DeMaria and Nico Muira, Se...	18 2.7%	16 2.3%
Why Work for HE Parks?	17 2.6%	9 1.3%

Spring classes, summer camp registration begins Feb. 28 at HE Parks

Submitted by Hoffman Estates Park District

Registration for Hoffman Estates Park District, HE Parks, summer camps and spring programs opens at 8 a.m. on Wednesday, Feb. 28. New for adults this spring is an array of enrichment classes instructed by Harper College professors at the park district's Willow Recreation Center. Adults can take art classes, or learn to play the ukulele or banjo.

There is something for every kid at HE Parks' Summer Camp.

Kids will find a variety of summer camps designed to give provide an active, fun summer and provide many opportunities to make new friends and create memories that will last a lifetime. From preschoolers to teens, there are camps for kids who like sports, nature, science, creative arts and theater. Specialty camps give kids a chance to focus on a particular skill such as hockey, tennis or figure skating. Campers go on fun field trips and spend time at swimming at the park district's water park, Seascape Family Aquatic Center.

For kids who want to experience many new things, there is Discover Camp and Explorers camp. There are even camps that teach kids a healthy lifestyle, as part of the park district's health initiative to reduce childhood obesity.

"Parents love the flexibility of our camps," said Mike Kies, director of Facilities and Recreation for HE Parks.



HOFFMAN ESTATES
PARK DISTRICT

Registration for Hoffman Estates Park District summer camps and spring programs opens at 8 a.m. on Wednesday, Feb. 28.

"The schedules are designed to work with parents' busy schedules."

There are half day and full day camps available. Early Start and Late Stay camp is an option for busy parents who need to extend the day for their child. Parents can register their children all at once at the beginning of the summer, or they can register week-to-week.

Camps are open to all residents and nonresidents, too. Hoffman Estates residents get discounts on camp fees.

To browse the selection of camps and to register, visit heparks.org or stop by the Triphahn Community Center at 1685 W. Higgins Road or Willow Recreation Center at 3600 Lexington Road in Hoffman Estates.

Girls Night Out: 7-9 p.m. Thursday, Feb. 8, First Place Sports Bar & Grill, 1736 W. Algonquin Road, Hoffman Estates. Ladies are invited to a fun night to benefit the Friends of HE Parks, the foundation that raises money for kids in Hoffman Estates that are at risk and financially unable to participate in programs, youth sports, swimming lessons, camp, etc. \$35 per person includes two hours of open bar and dinner buffet. For information, visit www.heparks.org/event/girls-night-out-3.




Bingo: 4:30

Girls Night Out

- 7-9 p.m. Thursday, Feb. 8, First Place Sports Bar & Grill, 1736 W. Algonquin Road, Hoffman Estates. Ladies are invited to a fun night to benefit the Friends of HE Parks, the foundation that raises money for kids in Hoffman Estates who are at risk and financially unable to participate in programs, youth sports, swimming lessons, camp, etc. \$35 per person includes two hours open bar, dinner buffet. For information, www.heparks.org/event/girls-night-out-3.

Bridges of Poplar Creek Board Report

General Programs

-  Fish Fry started February 16th. Two weeks in and we have grown in covers each week. We have serviced 190 guests this season.
-  Easter Brunch reservations are now available. We currently have several reservations for a total of 201 guests.
-  Breakfast with Easter Bunny currently has 188 guests signed up for this 1st Annual Event on March 17th.

Golf Rounds

ROUND TOTALS

2014	2015	2016	2017	2018	5 Year Average
0	0	300	880	278	291

YTD ROUND TOTALS

2014	2015	2016	2017	2018	5 Year Average
0	0	300	880	278	291

Range Information

RANGE BASKET SALES TOTALS					
2014	2015	2016	2017	2018	5 Year Average
0	5	124	564	104	159

YTD RANGE BASKET SALES TOTALS					
2014	2015	2016	2017	2018	5 Year Average
0	5	129	566	104	160

Communications & Marketing

Marketing/Advertising



7 Email blasts went out promoting Course Opening, Pro Shop sales, Jr Golf League, Fish Fry and banquets.

Food & Beverage

Food & Beverage

For the month of February we had a total of 10 events (14 Events in 2017)

The breakdown is as follows:

4 breakfast meetings servicing 100 guests

1 birthday party servicing 53 guests

3 showers servicing 143 guests

1 room rental servicing 250 guests

1 Daddy Daughter Dance servicing 225 guests

We currently have 12 events booked for March (15 Events in 2017)

5 Breakfast meetings servicing 120 guests

1 birthday party servicing 60 guests

2 showers servicing 98 guests

1 Mother Son Dance servicing 100 guests

1 All Day meeting servicing 80 guests

1 Dinner servicing 100 guests

1 breakfast with the bunny servicing 200 guests

Wedding Count Update:

2019 = 1 ceremony and reception

2018 = 13 ceremony and reception and 3 reception only

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

Golf Maintenance Summary

Maintenance

In February we saw daily highs and lows averaging 37 and 19 degrees, this is in line with averages. This did include a few days with temps close to 60 which resulted in a few great early season golf days. Precipitation was almost double our normal average in February, we saw 4.64". We also saw snow cover during the middle of the month, getting a total of about 20" of snow.

The maintenance team has been busy working in the shop preparing for the fast approaching season. We have been working on refurbishing and purchasing course accessories. February has also been a busy month in the mechanics shop too. As February comes to a close 95% of our fleet has been serviced and is ready to start the 2018 season.

With all the snow melted the course is looking really good, currently I am not seeing anything that is too concerning. Leading into winter a good amount of sand was applied to greens, a portion of it is still

visible. When we get firmer conditions we will drag greens to help work this sand into the canopy and late season aerification holes that are still open. With very limited staff spring cleanup has been slow, come March we will be bring some staff back which will help greatly.

During February Bill Meyer (Golf Course Superintendent) and PJ Bugay (Assistant Superintendent) were also able to attend a handful of local and national educational events. The largest of the events was the Golf Industry Show in San Antonio, TX. This education event/trade show is put on by the Golf Course Superintendents Association of America. Not only is their multiple education seminars but they have a large trade show where can look at the new products and meet with suppliers. This was of great benefit since we were able to get special pricing on some purchases after speaking with people at the trade show.