



1685 West Higgins Road, Hoffman Estates, Illinois 60169

[heparks.org](http://heparks.org) t (847) 885-7500 f (847) 885-7523

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

**AGENDA**  
**REGULAR BOARD MEETING NO. 1028**  
**TUESDAY, APRIL 24, 2018**  
**7:00p.m.**

1. ROLL CALL
2. PLEDGE OF ALLEGIANCE
3. APPROVAL OF AGENDA
4. AWARDS/RECOGNITION: PROCLAMATION FROM MAYOR McLEOD TO EXECUTIVE DIRECTOR DEAN BOSTROM
5. COMMENTS FROM THE AUDIENCE
6. RECESS FOR A&F COMMITTEE MEETING
7. RECONVENE FOLLOWING A&F COMMITTEE MEETING
8. APPROVAL OF MINUTES (attached)
  - A. Regular Board Minutes 03/27/2018
  - B. *Special Board Minutes 03/03/2018*
  - C. *Special Board Minutes 03/06/2018*
  - D. *Special Board Minutes 03/10/2018*
  - E. *Special Board Minutes 03/13/2018*
  - F. *Special Board Minutes 03/20/2018*
9. CONSENT AGENDA ([Click here to access all Board & Committee Packets](#))
  - A. Building Envelope consultant / M18-043 (see April B&G packet)
  - B. Crack Fill, Seal Coat and Striping bids / M18-041(see April B&G packet)
  - C. Walking Path Sign proposal Amita Health / M18-037 (see April B&G packet)
  - D. District wide Concession Agreement / M18-048 (see April A&F packet)
  - E. Change to Policy 4.1.06 Annual Meeting date /M18-049 (see April A&F packet)
  - F. Open and Paid Invoice Register: \$905,301.64 (see April A&F packet)
  - G. Revenue and Expenditure Report (see April A&F packet)
  - H. Acceptance of B&G Minutes 3/20/2018 (see April B&G packet)
  - I. Acceptance of Rec Minutes 3/20/2018 (see April Rec packet)
  - J. Acceptance of A&F Minutes 3/27/2018 (see April A&F packet)



10. PRESIDENT’S REPORT
11. ADOPTION OF EXECUTIVE DIRECTOR’S REPORT
12. OLD BUSINESS
13. NEW BUSINESS
14. COMMISSIONER COMMENTS
15. ADJOURNMENT

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**MINUTES  
REGULAR BOARD MEETING NO. 1027  
March 27, 2018**

**1. Roll Call:**

A regular meeting of the Hoffman Estates Park District Board of Commissioners was held on March 27, 2018 at 7:00 p.m. at the Triphahn Center in Hoffman Estates, IL.

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

Absent: None

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

Audience: Mary Wroblewski 1048 Aegean, Schaumburg; Jodie Mitchell 345 Illinois Blvd, Sherry Scheffers 420 Norridge Ln, Sue and Gary Ratio 100 Illinois Blvd, Eileen Ceisel and Ron Mendala 140 Illinois Blvd, Joe Veronia 1075 Gannon Dr., Jason Green W-T Group, Comm Reps Kafis, Chhatwani and Musial

**2. Pledge of Allegiance:**

Everyone present stood for the Pledge of Allegiance.

**3. Approval of Agenda:**

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

**4. Awards:**

President Kaplan awarded Enid McEvilly for her volunteer services with preschool and ELC for dental hygiene.

**5. Comments from the Audience:**

None

**6. Recess for A&F Committee:**

Commissioner Kinnane made a motion, seconded by Commissioner Kilbridge to recess the Regular Board for the A&F Committee at 7:08 p.m.

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

**7. Reconvene Following A&F Committee:**

Commissioner Kinnane made a motion, seconded by Commissioner Kilbridge to reconvene the Regular Board from the A&F Committee at 8:31 p.m.

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

**8. Approval of the Minutes:**

Commissioner McGinn made a motion, seconded by Commissioner R. Evans to approve the minutes of the Regular Board 2/27/18 meeting as presented. The motion carried by voice vote.

Commissioner Kinnane made a motion, seconded by Commissioner Kilbridge to approve the minutes of the Special Board 2/06/18 meeting as presented. The motion carried by voice vote.

Commissioner McGinn made a motion, seconded by Commissioner R. Evans to approve the minutes of the Special Board 2/13/18 meeting as presented. The motion carried by voice vote.

Commissioner R. Evans made a motion, seconded by Commissioner McGinn to approve the minutes of the Special Board 2/20/18 meeting as presented. The motion carried by voice vote.

**9. Consent Agenda:**

Commissioner Kilbridge made a motion, seconded by Commissioner Kinnane to approve the consent agenda as presented.

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

**10. President's Report:**

President Kaplan noted that Superintendent Palmer had submitted and received a \$1,000 Power Play grant for the district. He encouraged everyone to participate in the Easter Brunch and commended BPC on expanding their services to include a race, movie night and a Par 3 contest. He also invited everyone to the last Fish Fry.

**11. Executive Director's Report:**

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

**12. Old Business:**

None

**13. New Business:**

A. Real Estates Purchase Contract with Schaumburg Township regarding Maple Park/R18-002; M18-039A:

Commissioner Kinnane thanked the neighbors for participating in the earlier meeting noting that traffic and speed and parking were all issues in the area and that living in the area, he empathized with the residents.

Commissioner R. Evans noted that he also understood their concerns realizing that the park district would not be able to address their traffic and parking concerns; only the condition of the park and sale of the property.

Commissioner Kilbridge also thanked residents for participating noting that it was a multi effort to address the issues.

President Kaplan encouraged residents to take the issues that the park district could not address to the Village and the Township for answers.

Jodi Mitchell noted that the loss of open land was the most important issue to her and that she did not want more concrete. She explained that she wanted the original park to remain in its original state.

An unidentified homeowner said she would like to see the smaller park area for the kids be taken better care of. Executive Director Bostrom explained that they would replace the picnic table and look at the tree trimming and seeding outside of the playground area.

Commissioner K. Evans made a motion, seconded by Commissioner McGinn to approve the real estate purchase contract and Resolution R18-002 as outlined in M18-039a.

On a Roll call Vote:	Carried	5-2-0
Ayes:	5	Bickham, K. Evans, R. Evans, Kilbridge, McGinn
Nays:	2	Kinnane, Kaplan
Absent:	0	

**14. Commissioner Comments:**

Commissioner Kinnane said he was pleased to hear about the negotiation with the Village on the water issue and the savings to the district.

Commissioner McGinn said he was at the Breakfast with the Bunny Sunday and they had a great turnout.

Commissioner K. Evans noted that he had arrived just after the completion of that event.

Commissioner Bickham said he was at Bo's Run and the event had been very good; he also shared with everyone that there was a great video about working for the park district online that everyone should view.

**15. Executive Session:**

Commissioner Bickham made a motion, seconded by Commissioner McGinn to move to Executive Session at 8:55 pm for the purpose of:

- A. Minutes pursuant to Section 2(c)(21) of the Open Meetings Act.
- B. Appointment, employment, compensation, discipline, performance, or dismissal of an employee pursuant to Section 2(c)(1) of the Open Meetings Act.

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

Commissioner McGinn made a motion, seconded by Commissioner R. Evans to reconvene to regular session at 9:38 pm. The motion carried by voice vote. ]

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

None

**17. Adjournment:**

Commissioner Kilbridge made a motion, seconded by Commissioner Kinnane to adjourn the meeting at 9:39 p.m. The motion carried by voice vote.

Respectfully submitted,

Dean R. Bostrom  
Secretary

Peg Kusmierski  
Recording Secretary



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**AGENDA**  
**SPECIAL BOARD MEETING**  
**Saturday, March 3, 2018**  
**BRIDGES OF POPLAR CREEK COUNTRY CLUB**  
**1400 POPLAR CREEK DRIVE, HOFFMAN ESTATES, IL**  
**8:45am**

1. ROLL CALL
2. PLEDGE OF ALLEGIANCE
3. APPROVAL OF AGENDA
4. COMMENTS FROM THE AUDIENCE
5. COMMISSIONER COMMENTS
6. EXECUTIVE SESSION
  - Appointment, employment, compensation, discipline, performance or dismissal of an employee, pursuant to Section 2(c)(1) of the Open Meetings Act.
7. Potential Discussion and Possible Vote on Appointment, Employment, Compensation, Discipline, Performance or Dismissal of an Employee, pursuant To Section 2(c)(1) of the Open Meetings Act.
8. ADJOURNMENT





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**AGENDA**  
**SPECIAL BOARD MEETING**  
**Saturday, March 10, 2018**  
**BRIDGES OF POPLAR CREEK COUNTRY CLUB**  
**1400 POPLAR CREEK DRIVE, HOFFMAN ESTATES, IL**  
**8:45am**

1. ROLL CALL
2. PLEDGE OF ALLEGIANCE
3. APPROVAL OF AGENDA
4. COMMENTS FROM THE AUDIENCE
5. COMMISSIONER COMMENTS
6. EXECUTIVE SESSION
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**AGENDA  
SPECIAL BOARD MEETING  
TUESDAY, MARCH 13, 2018  
TRIPHAHN CENTER  
7:00 P.M.**

1. ROLL CALL
2. PLEDGE OF ALLEGIANCE
3. APPROVAL OF AGENDA
4. COMMENTS FROM THE AUDIENCE
5. COMMISSIONER COMMENTS
6. EXECUTIVE SESSION
7. POTENTIAL DISCUSSION AND POSSIBLE VOTE ON APPOINTMENT, EMPLOYMENT, COMPENSATION, DISCIPLINE, PERFORMANCE OR DISMISSAL OF AN EMPLOYEE, PURSUANT TO SECTION 2(c)(1) OF THE OPEN MEETINGS ACT
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**AGENDA  
SPECIAL BOARD MEETING  
TUESDAY, MARCH 20, 2018  
Immediately Following Recreation Committee Meeting**

1. ROLL CALL
2. PLEDGE OF ALLEGIANCE
3. APPROVAL OF AGENDA
4. COMMENTS FROM THE AUDIENCE
5. COMMISSIONER COMMENTS
6. EXECUTIVE SESSION
7. POTENTIAL DISCUSSION AND POSSIBLE VOTE ON APPOINTMENT, EMPLOYMENT, COMPENSATION, DISCIPLINE, PERFORMANCE OR DISMISSAL OF AN EMPLOYEE, PURSUANT TO SECTION 2(c)(1) OF THE OPEN MEETINGS ACT
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**AGENDA**  
**SPECIAL BOARD MEETING**  
**Tuesday, March 6, 2018**  
**BRIDGES OF POPLAR CREEK COUNTRY CLUB**  
**1400 POPLAR CREEK DRIVE, HOFFMAN ESTATES, IL**  
**6:30pm**

1. ROLL CALL
2. PLEDGE OF ALLEGIANCE
3. APPROVAL OF AGENDA
4. COMMENTS FROM THE AUDIENCE
5. COMMISSIONER COMMENTS
6. EXECUTIVE SESSION
  - Appointment, employment, compensation, discipline, performance or dismissal of an employee, pursuant to Section 2(c)(1) of the Open Meetings Act.
7. Potential Discussion and Possible Vote on Appointment, Employment, Compensation, Discipline, Performance or Dismissal of an Employee, pursuant To Section 2(c)(1) of the Open Meetings Act.
8. ADJOURNMENT

**HOFFMAN ESTATES PARK DISTRICT  
REGULAR BOARD MEETING NO. 1028**

**EXECUTIVE DIRECTOR'S REPORT**

**April 2018**

**PARKS DIVISION**

1. Finalized CAPRA requirements for Parks Division
2. Three full time staff attended the Great Lakes Park Training Institute Annual Conference – Topics covered ranged from Playgrounds for kids with Autism to Improving irrigation Efficiencies.
3. Parks department had a full time staff member complete the Certified Pool and Spa Operator training and test. Parks Department now has four employees that are CPO Certified.
4. Replaced drywall, cove base and painted office in main kitchen at Bridges.
5. Repaired drywall ceiling in proshop and proshop office at Bridges, following interior raccoon damage.
6. Constructed a multi-use advertising/score board for Bridges.
7. Staff installed new garbage disposal at BPC
8. Staff Replaced curtain rod at TC locker room
9. Boiler inspections were completed and all district boilers were cleaned out.
10. Pool maintenance at PSSWC lap pool was completed. Staff completed a media change of filter for lap pool, emptied the lap pool and surge pit, acid washed pool bottom and deck to remove calcium and bio solids build up, removed rust and calcium from stainless steel and completed the refill of the pool and balancing of water chemistry.
11. Painted office walls and repaired failing wall paper at PSSWC.
12. Staff worked three over night shifts to complete painting of all door frames, I-beam poles and circular beams at PSSWC.
13. Replaced closet doors in classrooms, metal chemical storage doors and mechanical room doors at Willow.
14. New electrical heater was installed at Voegelei.
15. Drainage project of Cannon baseball/softball infields was completed.
16. Logs split from Ash Tree removal at Bridges.
17. New support straps were installed on seascape deck chairs.
18. Whisper, South Ridge, North Ridge & Westbury Parks had controlled burns completed.
19. All parks trailers were repaired and painting for the 2018 season.
20. General park and playground cleanup and inspections were completed.

21. Constant cleanup of black bear disc golf course after the removal of dead Ash Trees.
22. Replaced fuel pump and fuel filter on truck 542.
23. Tractor 470 had the transmission temperature relay replaced.
24. Replaced oil seals on turbo charger on bus 534.
25. Truck 528 needed the idler tensioner pulley and fuel filter replaced.
26. Mower 571 the left wheel motor and four hydraulic hoses were replaced.
27. Truck 511's wire harness for back up camera was replaced.
28. Trailer 579 had angle iron welded to the four corners to strengthen tie down brackets.
29. Trailers 834 and 404 had tailgate lift springs installed.
30. New batteries were installed on Bus 510.
31. Vehicle 495 had the muffler replaced.

## **PLANNING & DEVELOPMENT**

### 1. Crack filling and sealcoating:

With the bids received for asphalt patching work, staff now knows the amount of money available for crack filling and sealcoating. With this in mind, staff has prepared the bid package to include all the projects identified as in need of this work as part of the 2018 Capital Program. Bids will be opened and presented to the board in April.

### 2. Preliminary Work on 2020 – 2025 CMP

Planning staff has begun the process of evaluating asset distribution and ROI compared to services rendered. This information will be helpful in planning the long term strategies for capital utilization. Example would be playground overlap and/or redundancy within certain planning areas. Currently the district projects \$6.5 million dollars-worth of playground replacement costs over the next 20 years. If the district was to reduce the number of redundant playgrounds by five, the savings over time would be in excess of \$.5 million.

### 3. Using data to better serve the community:

For many years, the question has been raised as to what is the ROI for our playgrounds. The district has historically believed that playgrounds are the backbone of the park district. For many community members, this is the first contact with the park district both by the individual and caregiver. It is believed that life-long appreciation for the outdoors and physical activity is formulated within these spaces. For the past five years staff has been working with a number of vendors to develop a tool to begin to quantify the value of playgrounds. In 2016 the district installed, as part of the Victoria north playground renovation project, a game known as Biba. Attached is the initial Biba report for Victoria Park. While this mechanism is in its infancy, it begins to tell us a little bit about how our participants are using the facility. The Victoria Biba AP (as it is known) is one of 223 installations in

communities of about the same size. The information that has come from this initial report begins to tell us how and when the participants are utilizing the designed elements. As the number of installations of this AP grows, both within our community and outside of our community, future planning efforts can utilize best practices with the intent of getting the best outcomes. It should be pointed out that the information about how our playgrounds are being used is done through a fun AP that also stimulates play activities thus generating the data relevant to activity levels. With the data from Victoria, staff is currently planning on installing two additional Biba sites; one at Armstrong and the second at MacArthur school. Currently, program developers are finalizing games that can be utilized by school children along with their monitors as well as the games that can be played by parents and caregivers.

## **RECREATION & FACILITIES**

### **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 3<sup>rd</sup> 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 16<sup>th</sup> 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 hours; 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 18<sup>th</sup> at the Willow Recreation Center. 3<sup>rd</sup>-8<sup>th</sup> 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 1<sup>st</sup> 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 5<sup>th</sup> for our 5<sup>th</sup>-8<sup>th</sup> grade boys and girls. Our 3<sup>rd</sup>/4<sup>th</sup> 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
<b>2016/17</b>	<b>59</b>	<b>58</b>	<b>40</b>	<b>53</b>	<b>21</b>	<b>21</b>	<b>4</b>	<b>32</b>	<b>0</b>	<b>0</b>	<b>288</b>
<b>2017/18</b>	<b>49</b>	<b>80</b>	<b>52</b>	<b>58</b>	<b>19</b>	<b>22</b>	<b>10</b>	<b>34</b>	<b>24</b>	<b>10</b>	<b>359</b>

**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 20<sup>th</sup>.

**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
<b>Fall 2017</b>	<b>29</b>	<b>20</b>	<b>41</b>	<b>31</b>	<b>46</b>	<b>13</b>	<b>32</b>	<b>12</b>	<b>224</b>
<b>Spring 2018</b>	<b>30</b>	<b>61</b> (coed)	<b>-</b>	<b>31</b>	<b>42</b>	<b>14</b>	<b>30</b>	<b>17</b>	<b>225</b>

**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
<b>2017</b>	<b>40</b>	<b>37</b>	<b>39</b>	<b>9</b>	<b>13</b>	<b>166</b>
<b>2018</b>	<b>54</b>	<b>45</b>	<b>57</b>	<b>34</b>	<b>12</b>	<b>202</b>

- 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 2<sup>nd</sup>.

### 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 16<sup>th</sup> 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
<b>Preschool/ELC Totals:</b>	<b>300</b>	<b>321</b>	<b>+21</b>
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
<b>Totals</b>	<b>513</b>	<b>626</b>	<b>+113</b>

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



<b>Year to Date Membership Var.</b>	<b>2/2017</b>	<b>2/2018</b>	<b>+/-</b>
Total Members	653	382	(271)*
<b>Month to Month Comparison</b>	<b>12/2017</b>	<b>1/2017</b>	<b>2/2018</b>
	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 1<sup>st</sup> and 3<sup>rd</sup> 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**

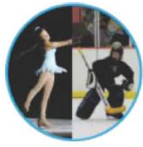
- Pub Quiz Night (3<sup>rd</sup> Thursdays/5:30 pm) – approximately 23 participants (TC- Senior Center). Prizes were sponsored by Morizzo Funeral Home and questions courtesy of Dr. Tom Hoover.
- Lake Barrington Woods Lunch/Tour was held on 2/16. Attendance was low but those who attended enjoyed the afternoon.
- 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. Squirt 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



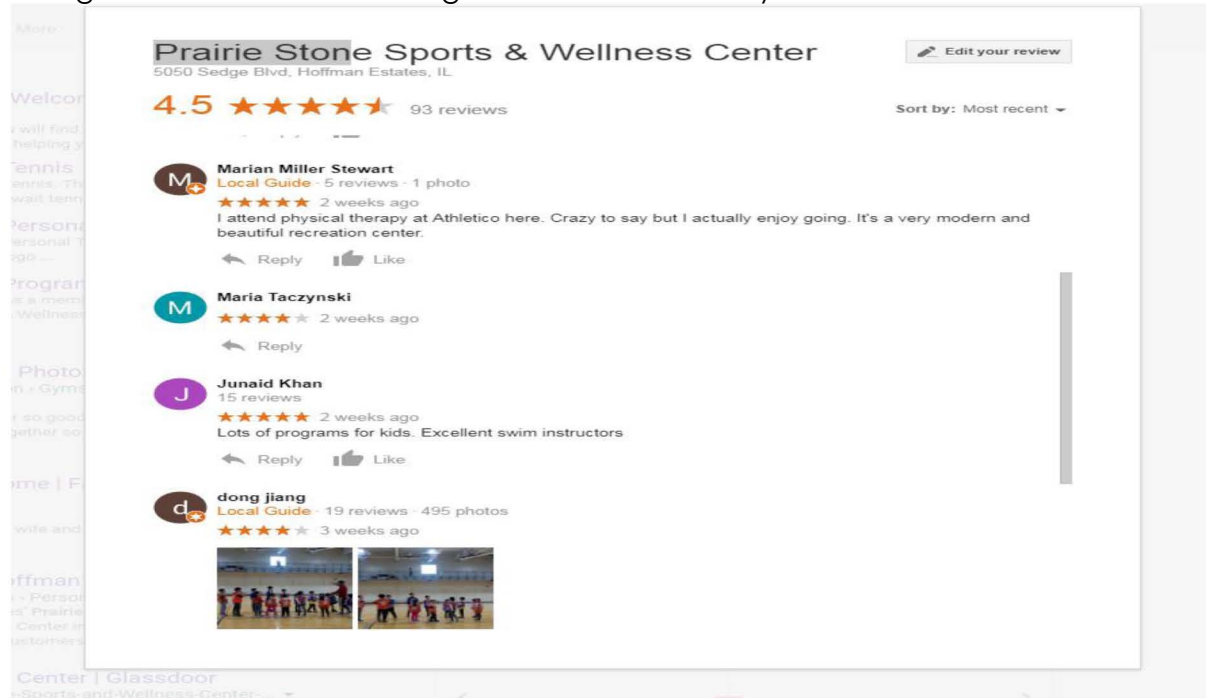
## Prairie Stone<sub>™</sub> Sports & Wellness Center

<b>February Membership Totals</b>	<b>2017</b>	<b>2018</b>	<b>Var.</b>
<b>+/-</b>			
Totals	3088	3116	+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



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

<b>65</b> Opened (31.9%)	50% 50%	<b>253</b> Sent	<b>1</b> Clicks (1.5%)	0 Forwards	49 Bounces	0 Spam Reports	1 Unsubscribes	139 Did Not Open
--------------------------------	------------	--------------------	------------------------------	------------	------------	----------------	----------------	------------------

**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!



✔ **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

### Performance for Your Post

**552** People Reached

---

**50** Reactions, Comments & Shares 📊

<b>46</b> Like	<b>20</b> On Post	<b>26</b> On Shares
<b>1</b> Love	<b>0</b> On Post	<b>1</b> On Shares
<b>2</b> Comments	<b>2</b> On Post	<b>0</b> On Shares
<b>1</b> Shares	<b>1</b> On Post	<b>0</b> On Shares

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**79** Post Clicks

<b>21</b> Photo Views	<b>0</b> Link Clicks	<b>58</b> Other Clicks 📊
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**NEGATIVE FEEDBACK**

<b>0</b> Hide Post	<b>0</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

Reported stats may be delayed from what appears on posts

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

**Post Details**

**Prairie Stone Sports & Wellness Center**  
Published by Hootsuite [?] · February 4 · 🌐

Flash Sale Alert!! Free dues the first four days of February AND 75% off the enrollment fee for this month!

**75% ENROLLMENT FEE DISCOUNT AND FREE FEBRUARY DUES**  
*when you enroll by February 1st*

**PRAIRIE STONE SPORTS & WELLNESS CENTER**

**CALL 847-285-5403 OR STOP IN FOR MORE INFO**

✔️ **Get More Likes, Comments and Shares**  
Boost this post for \$10 to reach up to 3,100 people.

👤 **770 people reached** **Boost Post**

2 Shares

👍 Like    💬 Comment    ➦ Share    ⋮

**Performance for Your Post**

**770** People Reached

**7** Likes, Comments & Shares

<b>4</b> Likes	<b>0</b> On Post	<b>4</b> On Shares
<b>1</b> Comments	<b>0</b> On Post	<b>1</b> On Shares
<b>2</b> Shares	<b>2</b> On Post	<b>0</b> On Shares

**10** Post Clicks

<b>4</b> Photo Views	<b>0</b> Link Clicks	<b>6</b> Other Clicks
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**NEGATIVE FEEDBACK**

<b>2</b> Hide Post	<b>0</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

Reported stats may be delayed from what appears on posts

- 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
<b>SUPER BOWL LII FOOTBALL SQUARES</b> EARN A PRIZE FOR WORKING OUT Workout through February 2nd to enter. For more details see the Member Services window!						
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

**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:**

<b>Membership</b>	<b>02/2017</b>	<b>02/2018</b>	<b>Var.</b>
<b>+/ Total</b>	<b>905</b>	<b>906</b>	<b>+1*</b>

- \*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:**

<b>Membership</b>	<b>02/2017</b>	<b>02/2018</b>	<b>Var.</b>
<b>+/ Total</b>	<b>322</b>	<b>290</b>	<b>(32)</b>



*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.

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



## *Communications and Marketing*

### **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):

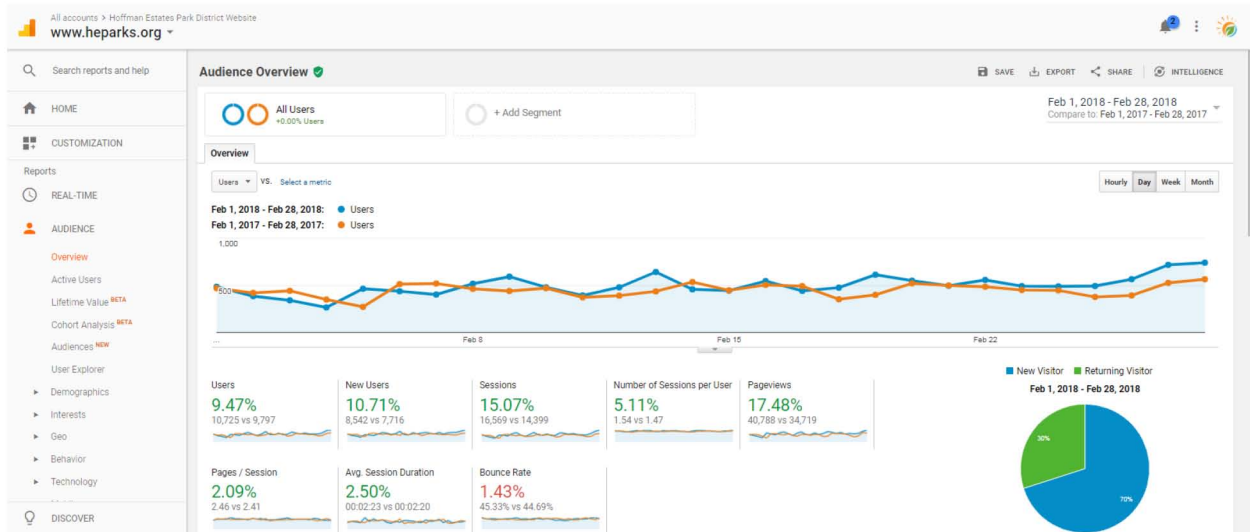
- Hoffman Estates Park District Earns Certification
- Spring Events
- HE Parks Now Hiring for Summer
- Spring Sessions and Summer Camps Now Registering

## MARKETING DASHBOARD



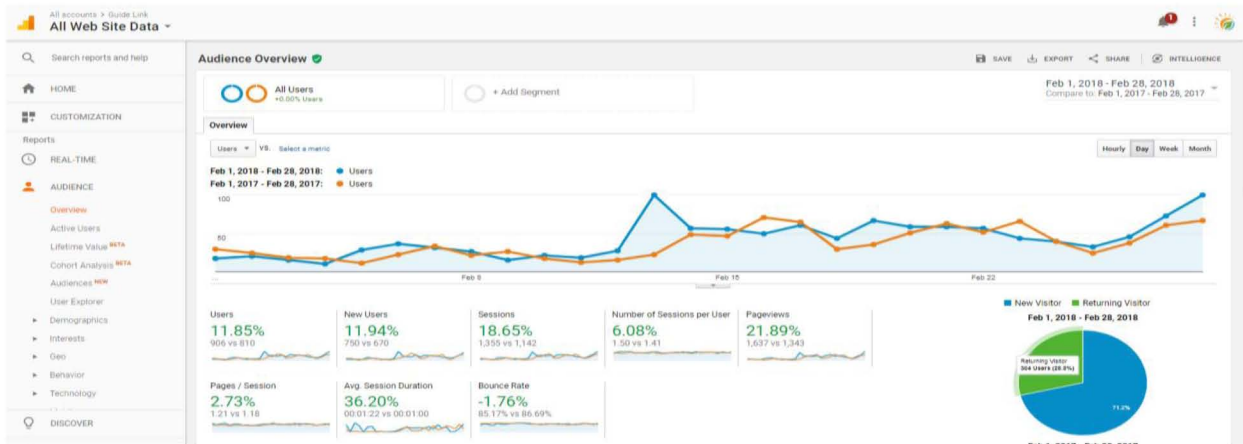
### Website HEParks.org – Source: Google Analytics

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



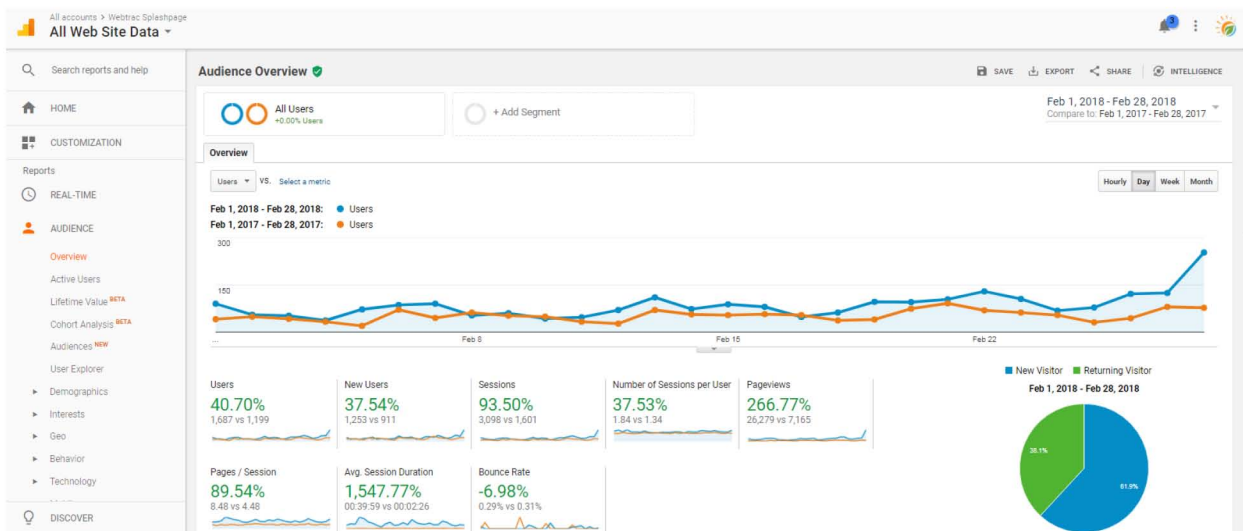
### Program Guide Online – Source: Google Analytics

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

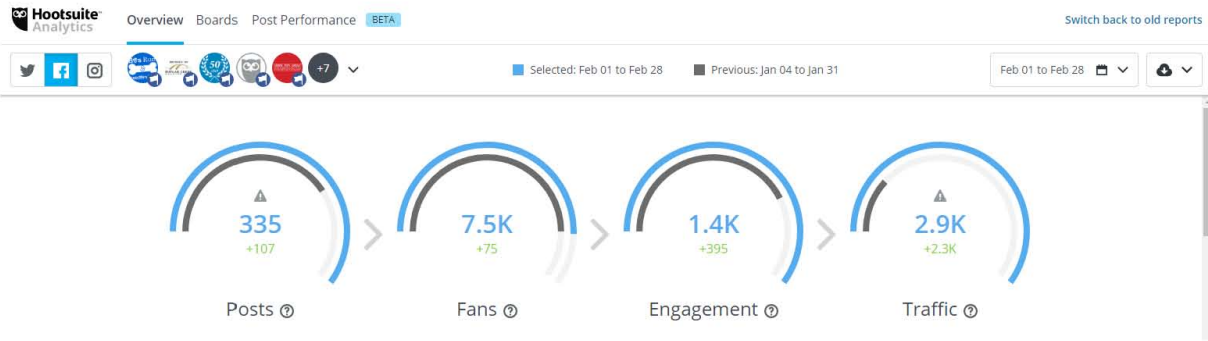
In November 2017, with the RecTrac upgrade, WebTrac became “responsive”, eliminating the need for mobile WebTrac. The significant increases below are attributed to the combination of mobile WebTrac and the main WebTrac page.



### 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 <a href="http://ow.ly/3o8730ihYU5">http://ow.ly/3o8730ihYU5</a>	Photo	2/25/18 7:01 AM	2904
Save the date for Try Hockey for Free on March 4 from 11am-Noon! <a href="http://ow.ly/3DKj30if92M">http://ow.ly/3DKj30if92M</a>	Photo	2/18/18 6:01 AM	2637
Friends of HE Parks Giving Tree Leaf Unveiling 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!	Video	2/16/18 3:14 PM	2319
	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	Photo	11/1/17 10:02 AM	18,767

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 "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: <a href="http://ow.ly/8rF630eV0ju">http://ow.ly/8rF630eV0ju</a>	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!		7/31/17 11:05 AM	6791
<a href="http://ow.ly/ZfJV30e3907">http://ow.ly/ZfJV30e3907</a>	Photo		6715
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	6710
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	Photo	6/20/17 3:33 PM	6581
<a href="http://ow.ly/TY6I3037o3z">http://ow.ly/TY6I3037o3z</a>	Photo	8/15/16 7:55 AM	6710
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	6/20/17 3:33 PM	6602
#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



### HE Parks' Twitter account

Source: Twitter – heparks only

	Feb17	Mar17	Apr17	May17	June17	July17	Aug17	Sep17	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

HEP&NS [Sign up for Twitter Ads](#)

**Feb 2018** - 28 days

**TWEET HIGHLIGHTS**

**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 3! [ow.ly/g9lh30iD1Mu](https://ow.ly/g9lh30iD1Mu)

[View Tweet activity](#) [View all Tweet activity](#)

**Top Follower** followed by 55.1K people

**DNA PRO-FIT** @DNAPROFIT [FOLLOW](#)

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

[View profile](#) [View followers dashboard](#)

**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/iqyixBk3fF](https://pic.twitter.com/iqyixBk3fF)

[View Tweet](#)

**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](https://pic.twitter.com/XtavF7tTS2)

[View Tweet activity](#) [View all Tweet activity](#)

**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	Nov17	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

**heparks** 14k Profile

222 posts 123 followers 382 following

HE Parks (The award-winning Hoffman Estates Park District) proudly offers live class parties, facilities, programs, and services to over 100,000 diverse residents.

[www.heparks.org](http://www.heparks.org)

**POSTS** [SAVED](#)



## 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.

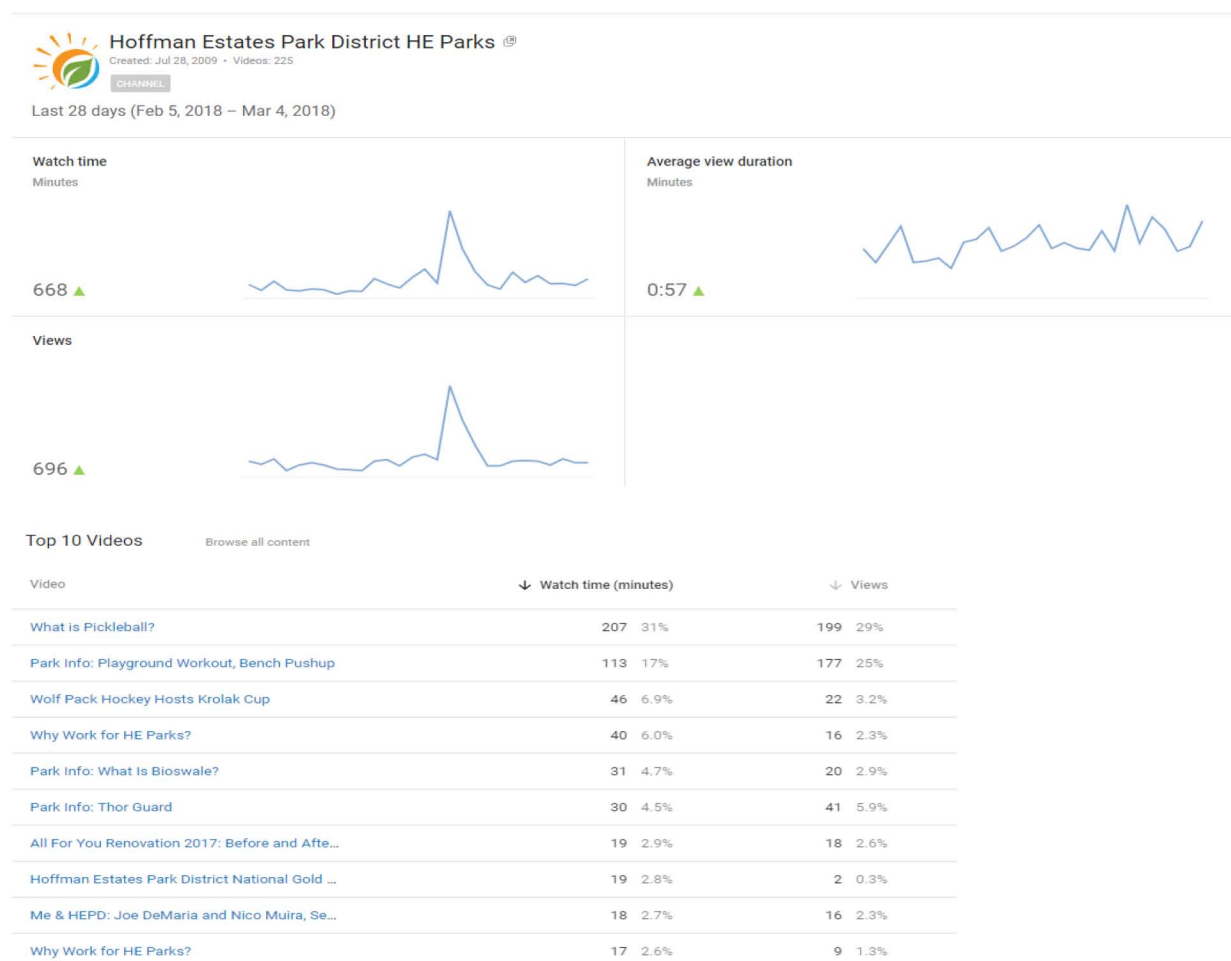
Bounces = Emails sent, but not received by our contacts, indicates the quality of the data.

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.



## 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, Seascapes 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](http://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](http://www.heparks.org/event/girls-night-out-3).

**Bingo:** 4:30 p.m. Thursday, Feb. 8, First Place Sports Bar & Grill, 1736 W. Algonquin Road, Hoffman Estates. Contact Karol Knance, director, at [knance@heparks.org](mailto:knance@heparks.org).

**Girls Night Out**

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## Bridges of Poplar Creek Board Report

### General Programs



Fish Fry started February 16<sup>th</sup>. 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 1<sup>st</sup> Annual Event on March 17<sup>th</sup>.

### 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.

## **ADMINISTRATION & FINANCE**

- The District's credit card funding institution Elavon migrated from Trustkeeper to PCI Compliance Manager as the company to perform the independent system scans for potential vulnerabilities. PCI Compliance Manager uses Sysnet Global Solutions as the approved scanning vendor to perform these services. Sysnet recommended a quarterly scan which the District conducted and received a pass rating with zero vulnerabilities. Beginning with second quarter, we are resuming our previously desired monthly scans to ensure a higher level of best practice.
- Lauterbach & Amen was on site the week of March 19<sup>th</sup> for field work and testing. While this was the first year with a new auditing firm, the process was extremely smooth and efficient. Staff looks forward to working together for the next several years.
- RecTrac on-line registration logic was implemented to allow patrons browsing our WebTrac registration page to see a status of "Almost Full" once 75% of programs' available spaces had been filled.
- RecTrac upsell registration logic has been implemented District wide to promote this month's target marketing of Seascape Aquatic memberships.
- Staff is coordinating with Vermont Systems (VSI) to have a trainer on site to provide follow-up training to the 3.1 migration. Staff is anticipating being able to schedule this training the week of June 4<sup>th</sup>.
- Staff is working on obtaining a District account with Costco.
- Staff was able to procure five ACER 22 inch LED monitors for a total of \$50 by using VISA rewards program points.
- The semi-annual Build America Bond form was completed and submitted for reimbursement.
- Applicable quarterly 941 wage reports were filed at the federal and state levels.
- Payroll Cycle Processing
  - 03/23/18      \$294,484.96
  - 04/06/18      \$285,687.54

### **Administrative Registration/EFT Billing**

- EFT Billings for:
  - a. TC/WRC/PSSWC Fitness Centers
  - b. ELC (weekly)
  - c. 50+
  - d. Sponsorship/Marquee Signs
  - e. STAR
  - f. Dance Company
  - g. Preschool
- Administrative
  - a. PreSchool Waitlists Cancelled
- Administrative Registration for:
  - a. Financial Assistance
  - b. Foundation Giving Tree
  - c. Adult Spring League
  - d. Camp

### **Human Resources**

- Processed 10 new part-time hires and 1 volunteer.
- Provided orientation for BPC FT Executive Chef.
- Facilitated monthly safety committee meeting, inviting IT to discuss timeline for districtwide alarm system evaluation and upgrades.
- Facilitated annual PDRMA PATH on-site health screening, which over 40 FT staff participated in. Overall participation is still being determined as staff can schedule to participate at any screening location.

### **Technology**

- Purchased and installed an LTE cellular extender at WRC. Initial results are positive and users on Verizon's network are now able to make/receive calls and txt.
- Disaster Recovery Plan
  - a. ALL facilities are complete with the install of their new fiber (BPC, PARKS, and WRC) or coax (PSSWC) lines.
  - b. IT closet at PARKS is now equipped with a Server Enclosure. Additional DR equipment is in the process of being installed and configured.
  - c. Comcast tests were successful and we are ready to cutover to the new network on Monday April 9<sup>th</sup> at 2pm.
- Security Cameras
  - a. New Exacqvision server now has at least 60 days of security camera footage. Old server has been retired and is being stored in the IT closet until further notice.



- b. All outdoor cameras for the Triphahn parking lot project have been received and are ready to be deployed. Working with Sterling to schedule a time once the weather breaks to begin installing new cameras.

### **Newly Acquired Advertising and Sponsorships**

- a. Coopers Hawk
  - Uncorked/Untapped Vendor
- b. Mack Eye Care
  - Guide ad
- c. Massage Envy
  - Guide ad
- d. Flores Group
  - PIP Food Vendor
- e. Boxed Water
  - In-Kind
- f. Schaumburg Boomers
  - Event Sponsor
- g. Elgin Community College
  - Event Sponsor
- h. Gogo Squeez
  - In-Kind annual donations
- i. Krisers
  - Event Sponsor