



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, DECEMBER 10, 2019
7:30 p.m.**

1. ROLL CALL
2. APPROVAL OF AGENDA
3. APPROVAL OF COMMITTEE MINUTES
 - October 15, 2019
4. COMMENTS FROM THE AUDIENCE
5. OLD BUSINESS
6. NEW BUSINESS
 - A. Audio & Video Recording at Board Meetings / M19-120
 - B. Sport Flooring – The Club Renovation / M19-118
 - C. Fitness Equipment Purchase / M19-124
 - D. Multi-Station Equipment Bid / M19-125
 - E. Recreation Board Report / M19-116
 - F. Bridges of Poplar Creek & The Club Board Report / M19-117
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 this public meeting please call 847-885-7500 with at least 48 hours' notice.



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**MINUTES
RECREATION COMMITTEE
October 15, 2019**

1. Roll Call:

A regular meeting of the Hoffman Estates Park District Recreation Committee was held on October 15, 2019 at 8:42 p.m. at the Triphahn Center in Hoffman Estates, IL.

Present: Chairman K. Evans, Commissioner Chhatwani, Comm Rep Dressler, Macdonald

Absent: Comm Rep Henderson, Neel, Wittkamp

Also Present: Executive Director Talsma, Director of Finance and Administration Hopkins, Director of Recreation Kapusinski, Director of Parks, Planning and Maintenance Hugen, Director of Golf and Facilities Bechtold

Audience: President Kaplan, Commissioners Kilbridge, R. Evans and McGinn; Comm Rep Wilson, GM Tusa; see attached list

2. Approval of Agenda:

Chairman K. Evans asked to move item New Business 6C Pickle Ball to New Business 6A due to the lateness of the evening and the audience interested in participating.

Comm Rep Macdonald made a motion, seconded by Commissioner Chhatwani to approve the agenda as corrected. The motion carried by voice vote.

3. Approval of the Minutes:

Comm Rep Macdonald made a motion, seconded by Commissioner Chhatwani to approve the minutes of the September 10, 2019 meeting as presented. The motion carried by voice vote.

4. **Comments from the Audience:**

None

5. **Old Business:**

None

6. **New Business:**

Chairman Evans addressed the audience noting that the committee was made up of 2 Commissioners and 5 Comm Reps that made recommendations to the Board of Commissioners. He also noted that the remaining 5 Commissioners were present in the audience.

A. **Fabbrini Pickle Ball Expansion/M19-100:**

Executive Director Talsma reviewed the item noting that the district was looking to improve Fabbrini Park by adding 4 new pickle ball courts and a wind screen around the entire area for a total of \$30,000 in the 2020 budget. He noted that it should be ready by next summer.

Director Hugen noted that the screens would be 8-feet.

Comm Rep Dressler noted that would make 5 courts across the space.

Chairman K. Evans asked about individual fencing on courts and it was noted that there would not be enough room.

Wayne Burdick addressed the committee to thank them for the great courts.

John Sesterhenn addressed the committee thanking the district for the courts noting that pickle ball was the fastest growing sport in the world and that their membership had risen to over 200.

Tom Dilillo thanked the district for listening to their request.

Jeff Frank noted that they were very competitive in the area now. He asked if the surface would be leveled. Director Hugen noted that it would not be regraded at this time, just resurfaced and regraded according to the GIS information.

Commissioner Chhatwani made a motion, seconded by Comm Rep Dressler to recommend the board approve the \$30,000 to renovate the courts at Fabbrini Park as outlined in M19-100. The motion carried by voice vote.

B. Program Guide Print Bid Results/M19-101:

Director Kapusinski reviewed the item.

Comm Rep Dressler asked about using local vendors and Executive Director Talsma noted that it was advertised to local vendors; however the district could not give special attention to location but would have to award based on low bid.

Comm Rep Macdonald made a motion, seconded by Comm Rep Dressler to recommend the board award the 2020 bid for the printing of the seasonal program guide to Paulson Press as outlined in M19-101. The motion carried by voice vote.

C. Teen & Senior Programs/M19-103:

Director Kapusinski reviewed the item noting that the district was looking to expand the teen programming. She explained that the township was no longer involved and that the Village did not feel it was the best use of their social worker on Tuesday nights. Staff recommendations were to offer events at the teen center on Tuesday to include: 1st Tuesday Movie Night; 2nd Tuesday Wellness events with the Village; 3rd Tuesday Field Trip; 4th Tuesday Game Night. She noted that it was a cost of \$10,000 annually to run the center.

Commissioner Chhatwani asked if there was a fee and it was noted that there was not.

Comm Rep Dressler asked if the district was prepared to handle an increase in attendance (from 8 to 20+) if the program was successful and Director Kapusinski noted that they were.

Chairman K. Evans asked how they were going to keep a monthly health lecture fresh and it was noted that staff would work with the Village.

Comm Rep Dressler asked if the Teen Center had offered a monthly dance in the past and it was noted that they had not.

Commissioner Chhatwani noted that if they wanted to run a session on finance she would be available to present.

Commissioner Kinnane asked if they could arrange a field trip to a gym some time and staff will check on that.

Director Kapusinski also reviewed the senior programming and asked if the committee was comfortable with supplementing the senior program. She noted that they had dropped from 597 to 375 50+ members.

Comm Rep Macdonald asked about removing the fee and turning it into a non-profit. Executive Director Talsma noted that the district was already non-profit.

Comm Rep Dressler noted that they would also need to address activities for the younger members of the 50+ group.

President Kaplan suggested making November and/or December free months for members to encourage past participants to re-sign.

Commissioner Kilbridge asked if they surveyed the seniors and Director Kapusinski noted that they had tried and did not get responses.

Commissioner Chhatwani asked about the daily fee and it was noted that it was \$5/day.

Commissioner R. Evans asked about the 500 membership and it was noted that initially with Amita the enrollment had been 1200 and that the 500 was an accurate number.

Comm Rep Wilson asked about the difference between the senior groups and Director Kapusinski noted that many districts supplemented their senior programs, offered the same type of events and/or did not charge a fee to be a member.

Executive Director Talsma noted that the committee consensus was to continue to support the 50+ program and that staff would look into the membership fee.

Chairman K. Evans noted that net profit should be margin; supplement should be subsidized and teen total loss should be cost for future reference.

Commissioner Chhatwani made a motion, seconded by Comm Rep Macdonald that the board approve the teen and senior programs to operate at a financial loss for the 2020 proposed budget. The motion carried by voice vote.

D. TC Ice Rink 3 Renovation/M19-102:

Director Hugen reviewed the item noting that staff could not fix Rink 2.

Comm Rep Macdonald asked about the original GIS date and it was noted to have been 30 years.

Comm Rep Dressler asked about the longevity of the new rinks and it was noted to be 25 to 30 years.

President Kaplan asked about options and Executive Director Talsma noted that the ice could rent for \$300,000 annually but a turf area might only see \$100,000.

Commissioner Kilbridge asked if the renovation would be a capital project and it was noted that it would.

Chairman K. Evans asked if the project would affect any other projects and Executive Director Talsma noted that it would not; that there were reserves.

Commissioner R. Evans asked about the cost of a brand new rink versus renovation and Director Hopkins noted the cost would be \$25 to \$30 million dollars.

Comm Rep Macdonald asked if there were other stop gaps to be tried and Director Huguenot noted that they had all been tried.

Comm Rep Dressler made a motion, seconded by Commissioner Chhatwani to recommend the board approve adding Rink 2 renovation as part of the 2020 budget for an amount of \$1,500,000. The motion carried by voice vote.

E. Rec Report and 3Q Goals/M19-094:

Director Kapusinski reviewed the report. Commissioner McGinn noted that the parking had been an issue at Pumpkin Fest. Executive Director Talsma noted that they were looking into moving the event or working more officially with ATT to create better parking at the present site as well as using the bus to move people from Eisenhower School.

Commissioner Kilbridge suggested offering different times for different age groups for events.

Commissioner Chhatwani made a motion, seconded by Comm Rep Macdonald to send the Rec Report M19-094 and 3Q Goals to the board as presented. The motion carried by voice vote.

F. BPC & The Club Report and 3Q Goals/M19-096:

Director Bechtold reviewed the reports.

Commissioner Chhatwani made a motion, seconded by Comm Rep Macdonald to send the BPC and The Club Report M19-096 and 3Q Goals to the board as presented. The motion carried by voice vote.

7. **Committee Member Comments:**

Comm Rep Macdonald noted that the fishing derby was great and was looking forward to the wild flower seeding.

Commissioner Chhatwani congratulated Chairman K. Evans on his 10 years.

8. Adjournment:

Comm Rep Macdonald made a motion, seconded by Commissioner Chhatwani to adjourn the meeting at 9:50 p.m. The motion carried by voice vote.

Respectfully submitted,

Craig Talsma
Secretary

Peg Kusmierski
Recording Secretary

MEMORANDUM NO. M19-120

To: Recreation Committee
From: Craig Talsma, Executive Director
Alisa Kapusinski, Director of Recreation
Brian Bechtold, Director of Golf & Facilities
Re: Audio & Video Recording at Board Meetings
Date: December 10, 2019

Background

Our current Board Recording Secretary is one of very few individuals that still does shorthand. When we interviewed for our new Executive Assistant, we found shorthand to be a dying art as none of the candidates had the skill. To properly have an individual record Board and Committee meeting minutes, shorthand would be a needed skill. Having an individual attend meetings strictly for the purposes of taking the minutes has cost over \$6,000 year to date in 2019.

Implications

It has become a common practice to not only record but to televise governmental board meetings. Additionally, our meetings are open to the public and any individual at any time could come to a meeting with a video recorder and record the meeting.

Staff has developed a process for audio and video recording during Board meetings. The process includes two cameras for video, one audio device, and the use of our current exacqVision server.

The two video cameras were originally purchased for \$300 each and slated for use at The Club. Since The Club renovation project has been approved, the cameras will not be used as originally intended and, therefore, are available for use in the boardroom. One of the cameras would be positioned towards the Board members and Division Directors, while the second camera will be directed towards audience members; between the two cameras, there will be approximately 360° of coverage of the room.

The audio device, a T6101 Audio I/O adapter, was purchased for a cost of \$149. Both the cameras and the audio device would be mounted to a ceiling tile within the boardroom. The recordings would sync the audio and video file. The cameras will utilize our current exacqVision server to store recorded data. The recorded data will be exported from the server and placed on our network server the morning following a Board meeting. Recordings will only take place during Board meetings and the recorded data will be accessible to authorized personnel only.

Once we have imported the audio/video file to the network server, our current Executive Assistant will transcribe meeting minutes during the normal workday. In addition,

utilization of this modern technology will likely diminish human errors made while transcribing meeting minutes in real time.

All District video recordings are kept for 60 days and then disposed of per state authority. This allows ample time to prepare written minutes and have them approved.

Staff would like the opportunity to test the recording of our meetings in 2020 to determine if the new process is efficient and as beneficial as the cost savings would be for this method of preparing meeting minutes. If the process works well, staff would implement the audio and video recording of the District meetings for purposes of preparing minutes during 2020.

Recommendation

Staff recommends that the Recreation Committee recommends that the Board approve the audio and video recording of the District Board/Committee meetings.

MEMORANDUM M19-118

TO: Recreation Committee
FROM: Craig Talsma, Executive Director
Brian Bechtold, Director of Golf & Facilities
Dustin Hugen, Director of Parks, Planning & Maintenance
Christine Tusa, General Manager
RE: Sport Flooring for The Club Renovation
DATE: December 10, 2019

Background:

On November 12, 2019, the Board approved the renovation project for The Club at Prairie Stone. As part of this project, two tennis courts will be converted to sport flooring and turf for fitness activities. The area was designed with the input from staff and our consultant, Mark Davis.

The majority of the flooring will allow for heavy conditioning, with a 14.5mm product that combines a 2.5mm wear layer with a 12mm shock-absorbing, base layer. In addition, we will have a more durable dumbbell area for extreme strength and conditioning; this 22.5mm system features a 10.5mm Performance Beast Roll field with a 12mm ShockPad for maximum durability. Both rubber floors will come with a 30% color flake in them to add color and minimize maintenance.

Implications:

The bid for the flooring was released on November 26, 2019 and opened on December 6, 2019. Scharm Flooring, Direct Fitness Solutions and Ecore Athletic were directly invited to bid, plus the bid notice was advertised in the daily herald and on the HEParks website. Results from the bid are listed below:

- Scharm Flooring \$49,852
- Direct Fitness Solutions \$42,922.80
- ProMaxima \$50,281

The material will be installed by the Parks Department staff, thereby, saving an approximate \$26,000 on installation. This savings will allow the district to maintain a balanced budget for the Club and the project.

Staff Recommendation:

Staff recommends that the Recreation Committee approve to the full Board the purchase of sport flooring from Direct Fitness Solution for the total cost of \$42,922.80.

MEMORANDUM M19-124

TO: Recreation Committee
FROM: Craig Talsma, Executive Director
Brian Bechtold, Director of Golf & Facilities
Christine Tusa, General Manager
RE: Fitness Equipment Purchase
DATE: December 10, 2019

Background:

On November 12, 2019, the Board approved the renovation project for The Club at Prairie Stone. As part of this project, we will be updating our free-weight, strength equipment and outfitting the new area with a space to host functional fitness classes.

Staff has worked with Matrix fitness and consultant, Mark Davis, on design, equipment layout and equipment items to purchase. Matrix Fitness is a part of National Cooperative Purchasing Alliance (NCPA). NCPA utilizes state-of-the-art procurement resources and solutions that result in cooperative purchasing contracts, thereby, ensuring all public agencies are receiving products and services of the highest quality at the lowest prices. Also, we will be eligible for additional discounts based on total amount spent from the contracted pricing. The negotiated contract pricing includes freight and set-up of the equipment. Hoffman Estates Park District is currently a member of the NCPA which allows the District to use the program that has already competitively bid products.

Implications:

NCPA utilizes state-of-the-art procurement resources and solutions that result in contracts that ensure all public agencies are receiving products and services of the highest quality at the lowest prices. Through this alliance, the District has obtained the following pieces of equipment at below list prices:

Qty	Model Number	Description	List Price	Net Unit Price	Ext. Price
1	MG-PL12	Matrix MG Vertical Bench Press	\$2,440	\$2,013	\$ 2,013
1	MG-PL14	Matrix MG Incline Bench Press	\$2,440	\$2,013	\$ 2,013
1	MG-PL33	Matrix MG Lateral Pulldown	\$2,150	\$1,773	\$ 1,773
1	MG-PL34	Matrix MG Seated Row	\$2,150	\$1,773	\$ 1,773
1	MG-PL23	Matrix MG Shoulder Press	\$2,150	\$1,773	\$ 1,773
1	VY-431-02	Varsity Series PL - Biceps Curl	\$2,285	\$1,885	\$ 1,885
1	VY-432-02	Varsity Series PL - Triceps Ext	\$2,245	\$1,852	\$ 1,852
1	VY-401-02	Varsity Series PL - Leg Extension	\$2,355	\$1,942	\$ 1,942
1	VY-402-02	Varsity Series PL - Prone Leg Curl	\$2,320	\$1,914	\$ 1,914
2	MG-PL70	Matrix MG 45 Degree Leg Press	\$4,190	\$3,456	\$ 6,912
1	MG-PL71	Matrix MG Hack Squat	\$4,015	\$3,312	\$ 3,312
1	MG-PL76	Matrix MG Standing Calf	\$2,195	\$1,812	\$ 1,812
1	MG-PL77	Matrix MG Seated Calf	\$1,285	\$1,060	\$ 1,060
6	MG-MR690-04	Magnum MEGA Half Rack 8'	\$4,210	\$3,241	\$ 19,446
2	MG-MR47-04	MEGA Full Power Rack; 8"	\$4,495	\$3,461	\$ 6,922

2	MG-MR694-04 MEGA Open Power Rack;8"	\$4,300	\$3,311	\$ 6,622
4	MG-MRP4794-02 Magnum Series - Power Platform	\$2,005	\$1,654	\$ 6,616
6	MG-RP9091-02 Magnum Series – Power Platform	\$1,695	\$1,320	\$ 7,920
3	SPT Matrix S-Force Performance Trainer	\$5,040	\$3,880	\$ 11,640
3	S-DRIVEM Matrix S-Drive M	\$5,595	\$4,307	\$ 12,921
6	ROWER-02 Matrix Rower	\$1,950	\$1,608	\$ 9,648
4	G3-MSFT4-02 Matrix Aura-Functional Trainer400	\$6,605	\$5,499	\$ 21,996
12	MG-A82 A82* Multi-Adjustable Bench – LP	\$1,095	\$ 870	\$ 10,440
2	MG-A61-02 Magnum Series FW - Adj Decline Bench	\$ 980	\$ 808	\$ 1,616
1	MG-A93 Matrix MG-A93-05 MG Back Ext Bench	\$1,005	\$ 829	\$ 829
2	A63C-03 Magnum Series FW* - VKR w/Chin	\$1,560	\$1,287	\$ 2,574
2	XT-007.5URE-RND XULT Urethane Rd 007.5lb Black	\$ 123	\$ 101	\$ 202
2	XT-010URE-RND XULT Urethane Rd 010lb Black	\$ 128	\$ 105	\$ 210
2	XT-012.5URE-RND XULT Urethane Rd 012.5lb Black	\$ 149	\$ 122	\$ 244
2	XT-015URE-RND XULT Urethane Rd 015lb Black	\$ 154	\$ 127	\$ 254
2	XT-017.5URE-RND XULT Urethane Rd 017.5lb Black	\$ 170	\$ 140	\$ 280
2	XT-020URE-RND XULT Urethane Rd 020lb Black	\$ 178	\$ 146	\$ 292
2	XT-025URE-RND XULT Urethane Rd 025lb Black	\$ 205	\$ 169	\$ 338
2	XT-030URE-HEX XULT Urethane Hex 030lb Black	\$ 246	\$ 188	\$ 376
2	XT-035URE-RND XULT Urethane Rd 035lb Black	\$ 255	\$ 201	\$ 402
2	XT-040URE-RND XULT Urethane Rd 040lb Black	\$ 280	\$ 280	\$ 560
2	MG-A510 Matrix MG-A510* 10-Pair Saddle DB Rack	\$1,425	\$1,175	\$ 2,350
24	XT-45URE-PLATE XULT Urethane Plate 45lb Black	\$ 158	\$ 130	\$ 3,120
12	XT-25URE-PLATE XULT Urethane Plate 25lb Black	\$ 88	\$ 72	\$ 864
24	XT-10URE-PLATE XULT Urethane Plate 10lb Black	\$ 35	\$ 28	\$ 672
20	XT-05URE-PLATE XULT Urethane Plate 05lb Black	\$ 21	\$ 17	\$ 340
20	XT-02.5URE-PLATE XULT Urethane Plate 02.5lb Black	\$ 11	\$ 9	\$ 180
4	XT-20KG-OLY-BZ-FK XULT 20kg Olymp. Bar 28.5mm	\$ 451	\$ 372	\$ 1,488
6	XT-20KG-OLY-BZ-BK XULT 20kg Olymp. Bar 28.5mm	\$ 451	\$ 372	\$ 2,232

Total List Price of Equipment:	\$ 204,164
Total Customer Savings with contract	<u>(\$ 40,536)</u>
Total Equipment Contracted Sales Price	\$163,628
Additional Volume Discount:	<u>(\$17,792)</u>
Total Price:	\$ 145,836

Comments: NCPA Pricing. Freight/install and delivery included in price.

Equipment Notes: Strength Frame Color: *Iced Silver (STD) - Pad Color: *Black (STD)

Staff Recommendation:

Staff is recommending that the Recreation Committee recommends to the Board the purchase of fitness equipment by Matrix Fitness through the NCPA for a total of \$145,836.

MEMORANDUM M19-125

TO: Recreation Committee
FROM: Craig Talsma, Executive Director
Brian Bechtold, Director of Golf & Facilities
Christine Tusa, General Manager
RE: Multi-Station Equipment Bid
DATE: December 10, 2019

Background:

On November 12, 2019, the Board approved the renovation project for The Club at Prairie Stone. As part of the design developed by staff and our consultant, Mark Davis, one of the specialized pieces needed is a unit comprised of two 12 stack multi-stations. This unit is built to meet the high demands of our facility because it allows for the Club to accommodate more users simultaneously.

Implications:

We will be purchasing two 12 stack multi-stations each offering weights in 10 pound increments and including the following stations:

- (2) Long pull modular stations
- (2) Cable crossover modular stations
- (1) Adjustable hi/lo pulley modular station
- (1) Dip/chin assists modular station
- (2) Lateral pulldown modular stations
- (2) Triceps pushdown modular stations

The bid for the 12 stack multi-station unit was released on 11/26/2019 and opened on 12/6/2019. The bid notice was active in the daily herald and has been available on the district website. After receiving and opening the bids on the 12/6/2019 the results are as listed below:

- Body Kore Fitness Equipment – \$27,000 (Did not meet specifications)
- ProMaxima – \$28,108
- Direct Fitness - \$50,500
- Lifetime Fitness - \$44,922.92

Staff Recommendation:

Staff recommends that the Recreation Committee approve to the full Board the purchase of two 12 stack multi-station units from Promaxima for the total price of \$28,108.

MEMORANDUM NO. M19-116

TO: Recreation Committee
FROM: Craig Talsma, Executive Director
 Alisa Kapusinski, Director of Recreation
RE: Recreation & Communications/Marketing Board Report
DATE: December 10, 2019

Recreation Division



Upcoming Events

- Dec. 8 – All Aboard Storytime Train
- Dec. 8 – Try Figure Skating for Free
- Dec. 14 – Winter Fest
- Dec. 14 – Skate with Santa
- Dec. 15 – Lincoln Park Zoo Lights
- Dec. 19 – Job Fair

Administration

Alisa Kapusinski passed the Certified Park & Recreation Executive (CPRE) exam this month. Jody Dodson & Kyle Thomas both passed the Certified Park & Recreation Professional (CPRP) exam this month.

CPR / AED training was held on November 9 for 16 employees.

Icompete (the cooperative program between Muir School & HEHS) hosted two events in November. One was an open gym night and the other was a literacy lock-in. Their next event is December 6 at the HEHS Basketball game.



Triphahn Center

Triphahn Center Fitness

<u>Membership</u>	<u>11/30/18</u>	<u>1/1/19</u>	<u>11/30/19</u>	<u>YTD Var. +/-</u>
Total	813	809	790	-19



Willow Recreation Center

Willow Rec Center Fitness & Racquetball

<u>Membership</u>	<u>11/30/18</u>	<u>1/1/19</u>	<u>11/30/19</u>	<u>YTD Var. +/-</u>
Total	337	329	295	-34

“Fitsgiving” member health challenge was offered this month. Members participated in a variety of challenges to receive a free t-shirt.

Membership numbers (above) do not include the free health insurance fitness memberships: Total members = 100 (up 13 from last month)

- Total members for each category for this month, include:
 - o Renew Active = 10 at TC
 - o Silver Sneakers = 6 at WRC & 48 at TC (up 4)
 - o Prime = 29 at TC (up 8) & 7 at WRC (up 1)

There are 24 participants enrolled in TC fall group fitness classes compared to 66 last year. There are 43 enrolled in WRC group fitness classes compared to 35 last year. A new Bollywood workout class is being offered at WRC that had 11 participants in session 1 and 11 in session 2.

There are 12 enrolled in Racquetball lessons compared to 11 last fall. There are also 25 enrolled in racquetball leagues compared to 30 last fall.

November Facility Rental Summary

	Triphahn	Willow
# of full gym rentals	6	18
# of half gym or Mini gym rentals	15	7
# of room rentals	34	7
# of court rentals		105
# of birthday parties		1



Dog Off-Leash Areas

<u>Dog Park Passes</u>	<u>11/30/18</u>	<u>1/1/19</u>	<u>11/30/19</u>	<u>YTD Var. +/-</u>
Total	681	683	681	-2



General Programs

Special Events:

- Family BINGO night was held at Willow on November 22. This was the first time Willow hosted the event. There were 75 people in attendance.

Stars Dance Company: Currently there are 19 members of the Company (compared to 13 last year).

Fall program enrollment summary:

Dance		Gymnastics – session 1		Karate	
2018	2019	2018	2019	2018	2019
191	185	111	104	183	183

Teen Programs:

- On Tuesday, November 29, the Teen Center attended their very first trip to the E-Sports Café at NIU Hoffman Estates. The trip was full with 20 participants! The feedback received was very positive and we will be planning another trip for spring of 2020.
- On November 12, the teens made holiday cards for the troops.
- On November 26, the teens made 20 pumpkin pies and those pies were delivered to the police and fire department.

Adult Programs:

- Trivia Night was held on November 9 at Bar Down. The theme was “All Things Disney”. There were 37 participants – the highest to date.
- A new Holiday Craft Fair was held November 16 in the Triphahn Gym. There were 56 vendors. Another spring fair is being planned.



50+ Club

<u>50+ Membership</u>	<u>11/30/18</u>	<u>1/1/19</u>	<u>11/30/19</u>	<u>YTD Var. +/-</u>
Total Members	398	397	370	-17

50+ Fitness: There are 189 participants in Fall 50+ group fitness classes compared to 170 last fall.

November Activity Attendance

Drop in Activities	Attendance
Wii Bowling	71
Mah Johng	41
Cards	25
Mexican Train	30
Canasta- NEW	13
Chess	24
Pinochle	20

Athletic Activities	Attendance
Billiards	100
Pickle ball	110
Ping Pong	78
Volleyball	153
Chair Volleyball	20

50+ Clubs which met in November

- Pinterest Crafting Club met twice in November and continues to be a very well-received club with many hidden talents among those in the group. 19 in attendance

- Knitting Club- This new group met twice in November. There were 11 in attendance for the month.
- Book Club- 11/25, 18 in attendance

Evening/Special Programs/Services in November

- Pub Quiz Night this month had 29 participants. The event was hosted at the 50+ Center. They brought their own meals, had a dessert bake off and ended up turning the night into a Game Night when Dr. Hoover had a family emergency.
- S.O.S. (Seniors Out Socializing) group met at Chandlers, in Schaumburg. Seven were in attendance.
- We hosted a Lunch & Learn and partnered with Friendship Village. Lunch was included with 20 in attendance.
- We hosted a Thanksgiving Pot Luck lunch and dessert bake-off. 12 were in attendance.

50+ Lunch Bunch in November

- This group met on Friday, November 8 at Moretti’s. We had 8 in attendance.



Early Childhood

Preschool & ELC enrollment:

Preschool/ELC:	11/2018	11/2019	Var. +/-
3’s Playschool 19-20	10 TC 8 WRC	15 TC 9 WRC	+6
2’s Playschool 19-20	30 TC 23 WRC	29 TC 19 WRC	-5
Preschool 19-20	119 TC 59 WRC	121 TC 60 WRC	+3
Early Learning Center	27 – 5 days 4 – 4 days 7 – 3 days 2 – 2 days 40 TOTAL	20 – 5 days 6 – 4 days 8 – 3 days 4 – 2 days 38 TOTAL	-2

The ELC held its quarterly family event this month. A carnival-themed event took place with 84 people in attendance.



School Age - STAR and Day Camps

STAR	18/19	19/20	Var +/-
B/A school (SD54 & D15)	373 – D54 62 – D15	367 – D54 65 – D15	-3
KSTAR District 15	19	21	+2
TOTAL	454	453	-1

No School Field trips were held this month over Thanksgiving Break. Willow provided care on Monday & Tuesday with field trips to Blocks & Bricks Museum and Hugs & Mugs. Triphahn provided care on Wednesday with a field trip to Pac Mac Entertainment. 69 children participated in care this week compared to 122 last year over Thanksgiving.



Youth Athletics

Staff is working with Grand Sports Arena to secure indoor space for the upcoming spring season and pre-season practices.

Adult Athletics:

	2018	2019	+/-
Adult Softball	9 teams	11 teams	+2
Adult Basketball	0	6 teams	+6
Adult Football	6 teams	4 teams	-2

Adult Basketball, Adult Softball and Adult Football all hosted their fall league tournaments.

Youth Athletics:

Basketball:

- Youth basketball hosted their evaluations for 5th-8th grades on November 9 and 16 at Willow Recreation Center. The purpose of the evaluation is to create as fair as teams as possible for the regulation season. Players are put through 1 hour of skills and drills as coaches evaluate them from the sideline. Every player gets placed on a team.
- Coaches meetings occurred over several days for youth basketball leagues. Coaches were given rosters, rules, practice schedules, park district philosophy, game information and picture time slots at these meetings.

- HEHS varsity coach Luke Yanule held a classroom coaches clinic on Wednesday, November 13 at HEHS.
- Practices begin the week of December 2.
- Youth basketball night at the Windy City Bulls game will be December 14.

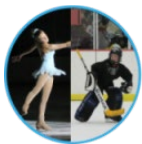
Soccer:

	Fall 2018	Fall 2019	+/-
Indoor Soccer	26	36	+10
All Star – Soccer Lessons	57	84	+27

- Indoor Soccer league begins January 12.

Lacrosse:

- A new spring league will be offered. A parent information meeting was held on December 2.



Ice Operations

Hockey enrollment comparison:

	2018/19	2019/20
Mites – Coyotes	10	15
Mites – Travel Coyotes	26	30
Squirts – Wolf Pack	25	28
Pee Wees – Wolf Pack	43	31
Bantam – Wolf Pack	39	49
Midgets – Wolf Pack	20	20
Wolverines	53	13
Skills Only		7
TOTAL	216	193

Prime – Squirts NEW	n/a	13
Prime – Pee Wee NEW	n/a	14
Prime – Bantam NEW	n/a	15
TOTAL		42

Fall Ice Lessons: Due to ice renovation, all Monday classes were cancelled for September & October. Only Friday lessons are being offered for two months. Monday lessons resumed the first week of November allowing lessons to run both on Monday & Fridays.

	2018	2019	+/-
Tot Levels Figure Skating	64	66	+2
Basic & Free Skate Levels Figure Skating	124	146	+22
Adult Figure Skating	6	13	+7
Intro to Synchronized – New	n/a	4	+4
TOTAL FIGURE SKATING	194	229	+35

	2018	2019	+/-
November Freestyle Passes	22	26	+4

Public Skate Sundays averages 80 skaters each week.

Fall Hockey lessons: Due to ice renovation, all Thursday classes were cancelled for September & October. Thursday lessons resumed the first week of November.

	2018	2019	+/-
Hockey Lessons	88	129	+41
Floorball	n/a	6	+6
TOTAL HOCKEY	88	135	+37



Communications and Marketing

Design Work:

- BPC Trade Show
- Job Fair
- Angel Tree
- Birch Park OSLAD presentation
- Winter Hockey Clinic

Marketing Campaigns / Promo:

- Gift card sales
- Student Fitness Pass
- Texas Hold Em
- Disney Trivia Night
- Skate with Santa
- Winter Fest

The Club promotions:

- Facility photoshoot
- Construction posters
- Marketing timeline
- Muscle of Month – video shoot
- Digital ads for November & December
- Black Friday promotion
- Updated website with renovation information

On Site Promotions:

- Palatine Library STEAM Fair
- Whiteley School Wildcat Dash

Eblasts: 16 eblasts were sent this month & 4 eblasts sent to The Club members.

Press Releases:

- Texas Hold Em
- Holiday Craft Fair

Social Media:

- 33 posts in November & 1 live
- Top interactive posts:
 - 1) Holiday Craft Fair Now Open – 2431 reached & 226 clicks
 - 2) Holiday Craft Fair Tomorrow – 1930 reached & 44 clicks
 - 3) Teen Trip to NIU Esports – 1180 reached & 136 clicks
- Top Facebook Events:
 - 1) Holiday Craft Fair – 24,333 reached & 659 clicks
 - 2) Texas Hold Em – 11,557 reached & 13 direct registrations from post
 - 3) Trivia Night – 1,100 reached & 15 ticket purchases from post

of Followers:

HE Parks Facebook: 4388 (+37 from last month)
HE Parks Twitter – 1011 (+4 from last month)
HE Parks Instagram – 389 (+14 from last month)
50+ Facebook- 99 (+2 from last month)
Wolfpack Facebook- 195 (+13 from last month)
Wolfpack Instagram – 226 (+19 from last month)
Figure Skating Facebook – 62 (No change from last month)
Bridges Facebook – 987 (+7 from last month)
Bridges Instagram – 105 (+1 from last month)
Bridges Twitter – 159 (+1 from last month)
The Club Facebook – 1481 (+4 from last month)
The Club Instagram – 151 (no change from last month)
The Club Twitter – 26 (+1 from last month)

Website:

Total page views: 25,990 unique page visits – down from 26,524 last month due to a decrease in visits to special event pages

Highest visited pages in October: Home, Program Guide, Public Skate, Triphahn Center, Ice-Schedules, Hockey

Highest visit days:

- 1,705 November 20 – first day of registration
- 1,620 November 4 – Texas Hold'em tournament
- 1,524 November 11 – program guide live to community and holiday craft fair

Newly Acquired Advertising and Sponsorships

- Tint World – marquee extension
- HE Dental Professionals-marquee & Winter Fest sponsor
- Girl Scouts-marquee
- Allstate, Baird & Warner and PNC Bank (coop) -marquee




Community outreach event presence:

- SBA-ribbon cuttings 2
- SBA-networking event
- SBA-after hours
- HE Chamber-ribbon cutting
- HE Chamber-luncheon

MEMORANDUM NO. M19-117

TO: Recreation Committee
FROM: Craig Talsma, Executive Director
 Brian Bechtold, Director of Golf & Facilities
RE: Bridges of Poplar Creek & The Club Board Report
DATE: December 10, 2019

Bridges General Programs

-  Due to inclement weather, we had to cancel three special events this fall: Final Challenge, Bridges 5k, and the Turkey Shoot.
-  The golf course was only open for three days in the month of November due to weather. The spring and fall weather was very challenging for the golf industry.
-  Upcoming F&B Events
 - Winter Fest and Breakfast with Santa are scheduled for 12/14. We currently have 516 guests registered.

Golf Rounds

MONTHLY ROUND TOTALS					
2015	2016	2017	2018	2019	5 Year Average
1,198	2,118	724	386	117	908
YTD ROUND TOTALS					
2015	2016	2017	2018	2019	5 Year Average
30,308	31,308	31,021	26,195	24,299	28,626

Range Information

MONTHLY RANGE BASKET SALES TOTALS					
2015	2016	2017	2018	2019	5 Year Average
332	582	102	92	52	214
YTD RANGE BASKET SALES TOTALS					
2015	2016	2017	2018	2019	5 Year Average
18,483	18,821	19,210	17,376	18,807	18,539

Hole In One Contestant Update

HOLE IN ONE MONTHLY SALES TOTALS			
2016	2017	2018	2019
363	58	8	0
YTD HOLE IN ONE SALES TOTALS			
2016	2017	2018	2019
483	2,414	1,891	2,115

Communications & Marketing



Three email blasts were sent promoting Turkey Shoot, Bridges 5K, and Breakfast with Santa/ Winter Fest.

Food & Beverage

For the month of November, we had 8 events (9 Events in 2018)
4 breakfast meetings servicing 100 guests
3 dinners servicing 530 guests
1 Foundation Texas Hold 'Em Event 82 guests
Turkey Shoot and 5K were cancelled due to inclement weather.

For the month of December, we have 8 events (9 Events in 2018)
3 breakfast meetings servicing 75 guests
1 Lunch meeting servicing 40 guests
1 all-day meeting servicing 50 guests
2 holiday dinners servicing 130 guests
BWS currently over 500 guests register for this event.

Jennifer Fuller & Brian Bechtold hosted a booth at Bridal Expo Chicago located at the NW Marriott in Hoffman Estates on Sunday, November 17, 2019. The event had over 200 attendees. We offered 10% off dates open in 2020 including Saturdays. Other offers included discounted chair covers, late night snacks, and ceremony fee, as well as a discounted premium bar upgrade.

Wedding Count Update:

2020 = 7 ceremony and reception, 3 reception only
2019 = 16 ceremony and reception, 3 reception only, 1 ceremony only
2018 = 16 ceremony and reception and 3 reception only, 2 ceremony only (2 weddings cancelled in 2018)
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

In November, our high averaged 40° (6.5° below average) and low averaged 27° (8° below average). This included two days with single digit lows in the middle of the month. In November, we received 2.32” of rain (3.15” average); this was a relief after having record rainfall in September and October. What we lacked in rainfall, was made-up for with snow in November. We had 3.7” of snow (average is 1.2”) from two days early in the month and another four days with light dustings of snow bringing the snowfall total to 8.3” to-date. In November, we saw 0 total playable* days due to inclement weather conditions (normal = average of 6)

*Playable is being defined as highs between 55°-90° and less than .05” rain.

Our main focus for November has been preparing for winter and putting us in the best position for next season. Below are some of the tasks that staff completed:

- Winterized irrigation system
- Sprayed greens, tees, and fairways with snow mold control
- Sprayed select areas in the rough with controls for crabgrass and dandelions for next spring
- Top-dressed all green surfaces heavily; using approximately 35 tons of sand
- Cut down all perennial plants and grasses on course and around clubhouse
- Blew any mulch leaves on course and at clubhouse
- Brought in all accessories on the course (over 600 individual pieces)
- Planted bulbs at the clubhouse
- Started to clean equipment so it is ready for winter maintenance

We were also able to complete a small project on #1 green wall in November with the help of Parks maintenance. When the wall was built, fabric was not placed behind the wall which is now causing “piping”; this is where the soil behind the wall washes out between the gaps in the bricks. This piping has resulted in small sinkholes along the wall’s edge. We fixed the same issue on #17 green last year and it worked out very well. All fabric and rock is in place and we will finish the final grading of the top 4-6” of soil in the spring 2020.



November Membership Totals	<u>11/30/2018</u>	<u>11/30/2019</u>	<u>1/01/2019</u>	<u>Var. +/-</u>
Totals	2905	2851	2881	-30

Member Services/Sales

- The Club offered a \$29 enrollment special in November and offered a gift with enrollment of a logoed winter hat. With only 111 new members enrolling in November, we fell short of our goal of 130. We did offer a “Black Friday” special in the last weekend of the month, which brought in 25 members Friday and Saturday, plus 12 members on Sunday (a good start to December membership!). December new member goal: 130.
- The “Jump Start” new member introduction to fitness services at The Club is going extremely well with our Fitness Manager reaching out to new members and meeting with all who are interested in this program.
- Member Retention Efforts: each Friday of November, we offered an event around a “national day”: National Jersey Day – each member who wore a jersey was entered into a drawing; National Cappuccino Day – free coffee and snacks at the desk all day; and National Cranberry Day – bring two cans of food in exchange for a guest pass. We also had a “guess the candy corn” raffle.

Operations and Fitness Departments:

- We are continuing to post ads through various outlets in search of additional personal trainers. We are currently in the process of hiring one trainer.
- Events at The Club in November: Basketball tournament Nov 16-17; Parents Night Out, November 23 – sold out at 30 participants; Yoga Nidra Workshop November 17.

Aquatics: Lesson participant numbers at The Club (*Fall II session began week of Oct 29th, enrollment still ongoing)

	Winter I	Winter II	Spring I	Summer I	Summer II	Fall I	Fall II/ Fall III	Total Indoor Swim	Summer Seascape
2014	193	236	304	284	320	287	228	1852	597
2015	167	209	325	299	575	300	203	2078	457
2016	150	168	298	292	0	280	208	1396	542
2017	137	206	274	264	240	259	195	1575	352
2018	172	143	251	239	192	202	165	1364	285
2019	137	133	208	190	208	236	138	1250	276

***CLOSED Lap Pool First week of lessons**

Renovation & Project Updates:

- Bid document was created for sport flooring for new area. Bid results will be received on 12/6.
- Staff has worked with Matrix fitness and consultant, Mark Davis, on equipment layout and purchase. Matrix Fitness is a part of National Cooperative Purchasing Alliance (NCPA). NCPA utilizes state-of-the-art procurement resources and solutions to yield cooperative purchasing contracts ensuring all public agencies are receiving products and services of the highest quality at the lowest prices. We will also receive additional discounts based on total amount spent from the contracted pricing.
- Staff has requested quotes for turf for the functional fitness area from three reputable turf companies that have provided turf for similar fitness areas.
- Staff has met with three vendors regarding sound proofing and sound systems. These quotes are expected to be received early December.
- Staff is working with Mark Davis on sales training. Each sales staff member will go thru 5 sessions of training to ensure all staff are following the same sales practices.

Club Marketing for November

Digital Advertising

SEM and Display Ads

124,270 Impressions - 422 clicks to website. The key to note is that this is 124,270 new impressions and it is due to the fact that the Club was not on the first page of google search.

Daily click through to the Club's website increased throughout the month; at the beginning of the month, there were 25 clicks/day and by the end of the month, there were ~117 clicks/day.

15 search keywords included as part of strategy:

Keyword	Impressions	Clicks
+indoor +pool	460	30
+fitness +near +me	398	16
+gym +near +me	394	18
+aquatic +center	241	18
+fitness +club	134	5
+indoor +pools +near +me	45	4
+personal +trainer +near +me	41	4
+fitness +Hoffman +estates	31	6
+group +fitness +classes	27	3
+gym +Hoffman +estates	25	5
Fitness center near me	25	0
+fitness +classes +near +me	20	1
+the +club +at +prairie +stone	17	1
Fitness center Hoffman estates	17	4
Fitness club	10	1

Mobile to Social Conversion: 2,125 people who received geo-fencing and targeting ads had the social media ads delivered to them resulting in 12 clicks through to the website.

Brand Awareness: From social media, 55 clicks to website from people not associated with The Club's Facebook. Geo-fencing targets 18.67K people, resulting in 159 clicks through to website; of which, seven interactions visited the fitness club.

Marketing (in-house)

Club promotion

- The Club
 - Facility Photoshoot
 - Options Elite Skills Training
 - Functional Fitness and Free Weight Area Construction update posters
 - Functional Fitness and Free Weight Area informational board
 - New Construction Marketing Timeline
 - Muscle of the Month (December) Video shoot
 - Monthly promotions
 - Digital ads for November and December
 - Signage
 - Black Friday Promotion
 - Unveil New Referral Program
 - Now Hiring
 - Glucose Screenings
 - Creation of webpage for Functional Fitness and Free Weight Area
 - Digital Ad
 - Yoga Workshops

The Club – Social Media

The Club Facebook – 1,481 followers in November; 1,477 Followers in October; 1,472 followers in September; 1,465 followers in August; 1,400 followers in July

The Club Instagram – 151 followers in November; 151 followers in October; 142 followers in September; 143 followers in August

The Club Twitter – 26 Followers in November; 25 Followers in October; 25 Followers in September; 26 followers in August