



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.

**MINUTES
RECREATION COMMITTEE MEETING
February 9, 2016**

1. Roll Call:

A regular meeting of the Hoffman Estates Park District Recreation Committee was held on February 9, 2016 at 7:00 pm at the Triphahn Center in Hoffman Estates, IL.

Present: Commissioner R. Evans, Comm Rep Henderson, Neel (7:02), Wittkamp, Chairman Kinnane

Absent: Comm Rep Dressler, Koltz

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

Audience: Commissioner Kilbridge, McGinn, Kaplan, President Bickham, Superintendents Basil and Manisco, Mr. K. Evans, Boy Scouts Brett Bertok and Niko Soriano

2. Approval of Agenda:

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

3. Minutes:

Comm Rep Wittkamp made a motion, seconded by Commissioner R. Evans to approve the minutes of the January 12, 2016 meeting as presented. The motion carried by voice vote.

4. Comments From the Audience:

Brett Bertok and Niko Soriano Eagle Scouts from Troop 297 addressed the committee noting that they were all invited to the next restaurant event, The Beast Feast, offering venison and other wild foods to raise money for the portable archery range for the Hoffman Estates Park District. The

event will be held at Vogelei on February 21st from 5-8:30 and is \$25 to preregister. The Scouts said they would return next week with a flyer for the event.

Comm Rep Neel arrived.

5. Old Business:

None

6. New Business:

A. NWSRA 2015 Yearly Participation Summary/M16-020:

Executive Director Bostrom reviewed the item explaining the different reports and charts.

Commissioner R. Evans asked about the highest levels in the 7-12 year range and it was noted that was the range with the greatest opportunity to participate.

Executive Director Bostrom explained that the NWSRA programming numbers were programs provided by NWSRA while the inclusion reports were information on programs run by the park district mainstreaming participants into our standard programming with the assistance of NWSRA staff.

Commissioner Kinnane asked about the low number for vets and it was noted that NWSRA programs focus on youth and that the vets have their own programs, often times through their association and/or the hospitals.

Commissioner R. Evans made a motion, seconded by Comm Rep Neel to recommend the board approve NWSRA's 2015 Yearly Participation Summary report. The motion carried by voice vote.

B. Marketing Presentation & Business Plan Updates/M16-022:

Executive Director Bostrom noted that in December the Business Plans had been presented but only with numbers through September 30, 2015 and these plans were updated with 4th Quarter numbers.

Commissioner Kaplan arrived at 7:20 pm.

Director Kies distributed a Communications & Marketing Plan for PSSWC and he and Superintendent Manisco reviewed the Marketing Plan for the committee. They reviewed the marketing channels and

types of programs, events and facilities. They discussed the cross marketing examples and discussed the challenges and competitions for PSSWC noting the new clubs and studios within a 10 mile radius of the facility. They discussed target markets and cross promotions as well as additional strategies. They reviewed examples of the marketing packages.

Mr. K. Evans asked about the different sizes in all the marketing packages and Superintendent Manisco noted that each package had many different sizes depending on how they would be displayed.

Director Kies noted that the marketing plans for the Rec and Facilities Departments was done more on an annual basis whereas PSSWC was done monthly or twice a month to respond to the changing factors.

Commissioner R. Evans asked why the response was so high to the emails and Director Kies noted that the PSSWC logo was very recognizable as well as the web address in combination with the email being personalized with a staff member signature.

Comm Rep Neel asked about the camp campaign noting that they had gotten 57 new campers in 2014 and 3 in 2015; but did they retain the 57 from 2014.

Commissioner R. Evans noted that the presentation was well done. Commissioner McGinn noted that he was impressed that the district was ahead of the national average.

Director Kies explained that the value of the PSSWC membership was very high in the area.

President Bickham asked if they could track where participants got their information through the registration. Superintendent Manisco noted that it could be done but was oftentimes cumbersome to do during registration so it was not done at all times.

Director Bechtold reviewed BPC Marketing Plan.

Comm Rep Henderson asked what their competition was based upon and Director Bechtold noted it was on location, pricing and amenities. He went on to explain the new golf passes available for the new season.

Commissioner Kaplan asked about how they thought the public would react to finding out that the round was going to cost them more money the less tee times available. Director Bechtold noted it was much like the airline ticket pricing that goes up as the number of

available sets goes down. He explained that our website tee time would not go above the rack rate and would always be lower than other outside tee time websites. He noted that it was dynamic pricing. He also explained that they had renamed the Bar and Grill to the Tap Inn and revamped the menu to show \$5, \$7 and \$9 pricing grouped in that order.

Mr. K. Evans asked about attendants on the range and it was noted that there were no attendants on the range while the pro shop was open.

Executive Director Bostrom noted that the national average was 30% participation by residents in program and facilities in Illinois and that the Park District participation was 54%.

No formal recommendation was required.

C. Balanced Scorecard/M16-018A:

Executive Director Bostrom reviewed the scorecard noting that they were wrapping up 2015.

Comm Rep Wittkamp made a motion, seconded by Comm Rep Henderson to recommend the Board approve the Balanced Scorecard for 4th quarter 2015. The motion carried by voice vote.

D. Rec, Facilities & Golf Report/M16-019:

Director Kies noted that they had 22 on the waitlist for the Daddy Daughter Dance. He also explained that there were several centers opening up in the area creating more competition. He noted that the 50+ Group was excited about partnering with the Korean Senior Center and that the district was also partnering with Harper College for space for their continuing education programming. Director Kies explained that they were also working with the Salvation Army to offer Brass Band Music and Drama classes.

Director Bechtold noted that Fish Fry would start Friday at 4:30 pm. Mr. K. Evans asked about the number of events and Director Bechtold noted that golf was up and they were working on the number of weddings.

Comm Rep Neel asked about holes 10 and 11 and Director Bechtold explained that they were draining very well.

Comm Rep Henderson asked about the coyotes and Director Bechtold noted that there were 4 and that they would be watching to

see what happened when they opened the course; if they moved off the course that would be good but if they started moving towards the golfer they would have to take action.

Comm Rep Neel made a motion, seconded by Comm Rep Wittkamp to send the Rec, Facilities & Golf Report to the board as presented. The motion carried by voice vote.

7. Committee Members Comments:

Comm Rep Neel said staff had done a great job on the presentation and she enjoyed seeing the Boy Scouts.

Comm Rep Henderson agreed with those statements.

Commissioner R. Evans reminded everyone of the Fish Fry and the GNO.

Chairman Kinnane noted that he and President Bickham had been to the Chamber event where the park district was presented with the Award of Excellence for the Public Sector. He also complimented Zach Marshall on working with him on the nutrition question and answers saying he had done a great job.

8. Adjournment:

Comm Rep Wittkamp made a motion, seconded by Comm Rep Neel to adjourn the meeting at 9:00 p.m. The motion carried by voice vote.

Respectfully submitted,

Dean R. Bostrom
Secretary

Peg Kusmierski
Recording Secretary