

**AGENDA**  
**REGULAR BOARD MEETING NO. 1022**  
**TUESDAY, OCTOBER 24, 2017**  
**7:00p.m.**

1. ROLL CALL
2. PLEDGE OF ALLEGIANCE
3. APPROVAL OF AGENDA
4. AWARDS
  - A. Best of Hoffman: Wolverines Girls' Hockey Team
  - B. Employees of the 3<sup>rd</sup> Quarter:
    - i. Part Time: Charlene Bryeans, Bridges of Poplar Creek
    - ii. Full Time: Eric Leninger, Superintendent H/R & Risk Management
  - C. 10 Year Anniversary Award: Commissioner Lili Kilbridge
5. RECESS FOR A&F COMMITTEE MEETING
6. RECONVENE FOLLOWING A&F COMMITTEE MEETING
7. APPROVAL OF MINUTES
  - A. Regular Board Minutes 9/19/2017
  - B. Special Board Minutes 10/10/2017
  - C. Special Board Minutes 10/17/2017
8. COMMENTS FROM THE AUDIENCE
9. CONSENT AGENDA (Click each item to view)
  - A. Fertilizer and Chemical 2018 early order bid / M17-113
  - B. Chino Park Community Gardens / M17-112
  - C. Naming and Renaming of Park Sites (Sycamore Park) / M17-116
  - D. Roof Top Unit Additions to 2017 Capital Budget / M17-120
  - E. Comcast Network Infrastructure Renewal & Upgrade / M17-119
  - F. Audit Services / M17-118
  - G. 2017 Limited Bond Issue Ordinance O17-005 / M17-121
  - H. Open and Paid Invoice Register: \$748,696.10
  - I. Revenue and Expenditure Report
  - J. Acceptance of B&G Minutes 9/12/2017
  - K. Acceptance of Rec Minutes 9/12/2017
  - L. Acceptance of A&F Minutes 9/19/2017

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10. PRESIDENT'S REPORT
11. ADOPTION OF EXECUTIVE DIRECTOR'S REPORT
12. OLD BUSINESS
13. NEW BUSINESS
  - A. IAPD Credentials Certificate / M17-114
  - B . 2018 Calendar of Board/Committee Meetings / M17-115
14. COMMISSIONER COMMENTS
15. EXECUTIVE SESSION
  - A. Minutes, pursuant to Section 2(c)(21) of the Open Meetings Act
    - o 9/19/2017
    - o 10/10/2017
    - o 10/17/2017
  - B. Pending or probable litigation, pursuant to Section 2(c)(11) of the Open Meetings Act.
  - C. Appointment, employment, compensation, discipline, performance or dismissal of an employee, pursuant to Section 2(c)(1) of the Open Meetings Act.
16. POTENTIAL DISCUSSION AND POSSIBLE VOTE ON MATTERS FROM EXECUTIVE SESSION
17. ADJOURNMENT



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**MINUTES**  
**REGULAR BOARD MEETING NO. 1021**  
**September 19, 2017**

**1. Roll Call:**

A regular meeting of the Hoffman Estates Park District Board of Commissioners was held on September 19, 2017 at 7:01 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 (7:20 p.m.)

Audience: Comm Reps Chhatwani and Utas, Al Skwira

**2. Pledge of Allegiance:**

Everyone present stood for the Pledge of Allegiance.

**3. Approval of Agenda:**

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

**4. Awards:**

President Kaplan awarded Al Skwira with the BOH for all his assistance with setting up the new game room for the 50+. Al and his wife have previously

been awarded the BOH for their routine delivery of bakery goods to the 50+ Center.

**5. Recess for A&F Committee Meeting:**

Commissioner McGinn made a motion, seconded by Commissioner Kilbridge to recess the Board Meeting at 7:06 p.m. for the purpose of convening the A&F Committee meeting. The motion carried by voice vote.

**6. Reconvene Following A&F Committee Meeting:**

Commissioner Kilbridge made a motion, seconded by Commissioner McGinn to reconvene to the Regular Board Meeting at 8:05 p.m. The motion carried by voice vote.

**7. Approval of the Minutes:**

Commissioner R. Evans made a motion, seconded by Commissioner Kilbridge to approve the minutes of the August 22, 2017 Regular Board Meeting as presented. The motion carried by voice vote.

Commissioner Bickham made a motion, seconded by Commissioner K. Evans to approve the minutes of the August 15, 2017 Committee of the Whole Meeting as presented. The motion carried by voice vote.

**8. Comments from the Audience:**

None

**9. Consent Agenda:**

Commissioner Kinnane made a motion, seconded by Commissioner Kilbridge 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 commended staff on the tv's in the gym working so well with the App. Director Kies noted that they would be installing them at PSSWC and looking to install at WRC next year.

President Kaplan noted that Uncorked went well.



He asked if the district was addressing the additional information the IAPD site was requiring for volunteers and Executive Director Bostrom explained that the district already did background checks on all volunteers.

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

Commissioner K. Evans 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:**

President Kaplan reminded Commissioners of the mentoring program that began last month and encouraged them to maintain contact with their Comm Reps.

**13. New Business:**

None

**14. Commissioner Comments:**

Commissioner Kinnane noted that he had a great time at the 50+ Open House and that the Foundation Uncorked and Untapped was very nice.

Commissioner McGinn noted that the Uncorked was a great event and well organized. He also noted that the resident had received a good response from Director Hugen with regard to the Fabbrini bushes.

Commissioner Bickham questioned if the district could keep Seascapes open for the weekend only after Labor Day. Staff will check on this.

Commissioner K. Evans said he had a great time at the Uncorked event.

Commissioner R. Evans noted that he and Commissioner Kilbridge had been involved in a video for Uncorked and everyone should watch for it.

**15. Executive Session:**

Commissioner Bickham made a motion, seconded by Commissioner Kilbridge to move to Executive Session at 8:15 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
- C. The purchase or lease / sale of real property for the use of the public body pursuant to Section 2(c) (5) of the Open Meetings Act.

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

Commissioner R. Evans made a motion, seconded by Commissioner K. Evans to reconvene to regular session at 9:40 pm. The motion carried by voice vote.

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

None

**17. Adjournment:**

Commissioner Kinnane made a motion, seconded by Commissioner Bickham to adjourn the meeting at 9:40 p.m. The motion carried by voice vote.

Respectfully submitted,

Dean R. Bostrom  
Secretary

Peg Kusmierski  
Recording Secretary



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**MINUTES  
SPECIAL BOARD MEETING  
October 10, 2017**

**1. Roll Call:**

A special meeting of the Hoffman Estates Park District Board of Commissioners was held on October 10, 2017 at 7:00 p.m. at the Triphahn Center in Hoffman Estates, IL.

Present: Commissioner K. Evans, R. Evans, Kinnane, McGinn, President Kaplan

Absent: Bickham and Kilbridge

Also Present: Executive Director Bostrom

Audience: None

**2. Pledge of Allegiance:**

Everyone present stood for the Pledge of Allegiance.

**3. Approval of Agenda:**

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

**4. Comments from the Audience:**

None

**5. Commissioner Comments:**

None

**6. Executive Session:**

Commissioner McGinn made a motion, seconded by Commissioner R. Evans to move to Executive Session at 7:03 pm for the purpose of:

- A. 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 5-2-0

Ayes: 5 K. Evans, R. Evans, Kinnane, McGinn, Kaplan

Nays: 2 Bickham, Kilbridge

Absent: 0

Commissioner McGinn made a motion, seconded by Commissioner Kinnane to reconvene to regular session at 8:21 pm. The motion carried by voice vote.

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

None

**8. Adjournment:**

Commissioner made a motion, seconded by Commissioner to adjourn the meeting at 8:22 p.m. The motion carried by voice vote.

Respectfully submitted,

Dean R. Bostrom  
Secretary



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**MINUTES  
SPECIAL BOARD MEETING  
October 17, 2017**

**1. Roll Call:**

A special meeting of the Hoffman Estates Park District Board of Commissioners was held on October 10, 2017 at 7:00 p.m. at the Triphahn Center in Hoffman Estates, IL.

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

Absent: Bickham

Also Present: Executive Director Bostrom

Audience: None

**2. Pledge of Allegiance:**

Everyone present stood for the Pledge of Allegiance.

**3. Approval of Agenda:**

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

**4. Comments from the Audience:**

None

**5. Commissioner Comments:**

None

**6. Executive Session:**

Commissioner McGinn made a motion, seconded by Commissioner Kinnane to move to Executive Session at 8:33 pm for the purpose of:

- A. 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 6-0-1

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

Nays: 0

Absent: 1 Bickham

Commissioner McGinn made a motion, seconded by Commissioner R. Evans to reconvene to regular session at 9:21 pm. The motion carried by voice vote.

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

None

**8. Adjournment:**

Commissioner McGinn made a motion, seconded by Commissioner R. Evans to adjourn the meeting at 9:22 p.m. The motion carried by voice vote.

Respectfully submitted,

Dean R. Bostrom  
Secretary

**HOFFMAN ESTATES PARK DISTRICT  
REGULAR BOARD MEETING NO. 1022**

**EXECUTIVE DIRECTOR'S REPORT**

**October 2017**

**Planning & Development**

1. PSSWC Shower Room Project:

CLOSE BUT NO CIGAR! Unfortunately, all the hard work and effort put into the project came to a disappointing end on September 26, 2017 when it was discovered that the ADA showers were an inch smaller than required. According to the ADA requirements, the shower stall needs a minimum width of 36 inches. During the Village review, the showers were measured and found to be 34 7/8 inches wide. While multiple avenues of blame could be identified, staff, the architects and OPCON quickly moved to the task of how to correct the dimensional error. After lengthy study, it was determined that the most expedient way to comply was to take two shower stalls and convert them into one stall approximately 75 inches (to include the thickness of the separating wall). The next task at hand was to line up the contractors. Work began on Wednesday, October 4, 2017 and will continue until the completion date. Included in the work process, was the need to paint the ceilings with a 2-part epoxy paint system which required paint cure duration of seven additional days. This brings our project completion date to October 17, 2107. On the 17<sup>th</sup>, the steam rooms will be commissioned and if all goes as planned, the entire facility will be open by the end of day. During this reconfiguring stage, three showers, six lavatory sinks and the locker dressing areas were open in both the men's and women's locker rooms.

2. Survey Work via Drone Technology:

Staff is currently working with W-T Engineering to explore the viability of using drone technology to conduct accurate as-built surveys. If the technology proves successful, the information generated will be used for future planning and marketing purposes. What is most interesting about this technology is that it takes approximately one-tenth of the time to complete as the traditional survey and at one-third of the cost. Accuracy is expected to meet IDOT standards and is more than acceptable to the type of planning performed by the park district. This technology will allow for the utilization of three dimensional modeling which is intended to aid in the communication of design and spatial relationships of assets. In addition to the planning opportunities, this technology can be used to chart and assess vegetation changes on our properties. Currently Armstrong Park and the event area at Bridges of Poplar Creek have been identified as test locations. So as to comply with park district policy, permits were issued by the

executive director to W-T Engineering who currently has the proper insurance, training and expertise in drone operations.

3. Playground Replacements 2018:

The replacement of playground equipment at Armstrong and MacArthur Schools is proposed for 2018. Given the timing necessary to install this equipment next summer, staff has begun the process by meeting with school officials and will be conducting an Open House prior to the November 21, 2017 B&G meeting to gather public input. The information obtained from these meetings along with conceptual designs will be presented to the B&G and Board in December.

**Parks Division**

1. Monthly bed maintenance throughout the district has been completed for this year.
2. Mowing fire breaks at the parks that are scheduled to be burned are 80% completed.
3. All Controlled Burn Permits have been received and if the weather conditions permit we will begin our in house burns in November.
4. Renovation of the east soccer field at Cannon was completed, with turf now in the process of becoming established.
5. Phase two of the Seascape landscape renovation has been completed. Preparations for phase three was started and will be completed in the spring of 2018.
6. New landscape plants were installed at Field Park.
7. Five new trees were planted Kingston Park, replacing Ash trees that were removed last fall. Tulip, Hackberry, London plain (2) and a Northern Catalpa Trees were installed.
8. Fall trees and plant material planting is complete.
9. Fertilizer applications were made to Eisenhower, Victoria and Sycamore fields.
10. Two new heat exchangers were installed on RTU3 at PSS&WC.
11. Installed new pool grates at PSS&WC in the activity pool.
12. Installed new blower motor for RTU 3 at PSS&WC.
13. Staff replaced all non-working ballasts at PSS&WC men's & women's locker rooms.
14. Staff installed new controller & board for RTU 7 in the main office area at TC.
15. Staff installed new ballasts at ice rinks at TC.
16. Electrical heater installed in the sprinkler room at Seascape.
17. Converted remaining lights at BPC maintenance shop to LED.
18. Staff installed recirculating pump @ BPC mechanical room.
19. Staff rebuilt Park ID signs at Westbury and Kingston Park due to vandalism.
20. Repainting of Park ID signs throughout the district has begun.
21. Playground fence at Poplar Park has been rebuilt.
22. Court crack fill completed at Charlemagne, Olmstead, community and Pine Parks
23. Repaired BPC gutter with a splash guard.
24. Eisenhower track repairs were competed by Midwest Track Builders.



25. Staff installed new bench at Fairview playground.
26. Playground repairs at Fabbrini to the rocker and a hanging pod at Fairview.
27. Playground Inspections were completed.
28. Ballfield setup was completed as fields were scheduled.
29. Truck 524 had the fuel tank replaced.
30. Vehicle 518 staff replaced bearings in rear differential 2 pinion bearings, 2 side bearings, and 2 axle bearings.
31. Truck 523 staff replaced oil pressure switch.
32. Bus 534 had three belts replaced.
33. Rototiller for tractor had a chain replaced.
34. Daily maintenance and repairs on mowers and equipment completed.

## **RECREATION DIVISION**

### **UPCOMING EVENTS AS OF 10/11/2017**

- **Oct 14** – Hoffman Walks at Vogelei Park
- **Oct 14** – Pumpkin Fest
- **Oct 21** – Parents Night Out
- **Oct 28** – Halloween Bash
- **Oct 29** – Great Pumpkin Skate
- **Oct 28** – Pumpkin Swim
- **Oct 28** – PSSWC Member Open House
- **Oct 30** – Trick or Treat Climb
- **Nov 4**– Hoffman Walks
- **Nov 4** – Turkey Shoot
- **Nov 15** – Winter Registration begins
- **Nov 18** – Parents Night Out

### **Volunteers Summary**

- Human Resources processed 9 new volunteers.
- Foundation held a Girl's Night Out Committee meeting with 5 volunteers for a total of 7.5 hours and the Uncorked and Untapped Wine/Beer Event with 5 volunteers for the evening and another 15 hours.
- PSSWC has a volunteer to take care of their plants who spent 6.25 hours donating her time.



## Youth Athletics Youth Baseball/Softball

- Fall Baseball- Fall ball was in full swing in the month of September. We had a great month that had no rain outs! This is huge for us as no re-scheduling had to take place. We also put together another team for our Mustang league with waitlist enrollments. This has been our most successful fall ball season to date since we started 3 years ago.

Year	Pinto	Mustang	Bronco	Pony	Colt	Total
Ages	6-9	8-10	11-12	13-14	15-18	
2016	0	13	14	14	0	<b>41</b>
2017	24	33	24	0	10	<b>91 = +50</b>

### Youth Summer Basketball League

- The inaugural Summer Basketball Season came to a close in early September. The league went very well and the decision has been made to offer it again next summer.

### Free Basketball Clinics

- In the Month of September (will continue through October) the youth basketball program is offering a free one hour clinic on Tuesday nights at the Triphahn Center. Each Tuesday a different part of the game is covered, including ball handling, shooting, defense, and passing. These clinics will conclude on October 24<sup>th</sup> at the Sears Centre on the Windy City Bulls court!

### Winter Basketball

- Registration for our Youth Winter Basketball Leagues is taking place. New this season for our basketball leagues will be pre-season games in December. 3<sup>rd</sup>/4<sup>th</sup> grade Tournament teams and Girls Feeder basketball is also back!

### Adult Sports

- Summer Softball Leagues- Fall Softball has started. Registration for fall has currently hit the max of 8 teams, which is the same as we had this time last year.
- Fall Football Leagues- Our season kicked off on Sunday, September 10<sup>th</sup>. We have 7 teams this season compared to 5 last fall season.

### Youth Fall Soccer

- Soccer began its season on Sunday, September 10<sup>th</sup>. Currently there are 232 players signed up for soccer this fall as compared to 256 last fall.

### Dance

- Fall dance classes started the week of 9/11. TC has 113 registered (2016- 100), WRC has 64 (2016- 54). Still trying to secure a school and date with School District 211 for the Winter Showcase.
- Hoffman Stars Dance Company has completed their competition dances and are working on cleaning. Staff has ordered costumes and Winter dances will be started soon.

## Gymnastics

- Fall gymnastics classes started the week of 9/5 and numbers are strong with 164 for the first session (2016- 170). Registration is ongoing for the second session scheduled to start on 10/23.



## Early Childhood

### Preschool:

Three-school 17-18	15 TC 7 WRC	15 TC 12 WRC	0 - Full +5 - Full
2's Playschool 17-18	30 TC 14 WRC	30 TC 24 WRC	0 - Full +10 - Full
Preschool 17-18	134 TC 67 WRC	132 TC 73 WRC	-2 +6
Early Learning Center	38	27	-11
<b>Preschool Totals</b>	<b>305</b>	<b>313</b>	<b>+8</b>
District 54	347	350	+3
District 15	57	51	-6
WRC KSTAR	18	14	-4
District 54 Half Day	77	72	-5
<b>Totals</b>	<b>499</b>	<b>487</b>	<b>-12</b>



## 50+ Club

<b>Membership</b>	<b>9/2016</b>	<b>9/2017</b>	<b>+/- Var.</b>
Total Members	608	239	(369)*

*\*While membership numbers are down in comparison to this time last year it reflects the second month of our new membership. We continue to have renewals and brand new members. We are up 23 participants from last month (August).*

### Classes offered in August

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

### Athletic opportunities offered in August

- Balloon Volleyball (Weekly), Billiards (Daily), Pickle ball, Ping Pong (more time slots requested and we've had up to 12 people waiting to play at a time), Volleyball and Walking Path/Track

### Drop In Activities in September

- Wii Bowling, Mah Johng, Cards, Games, Puzzles, Meet and Mingle, Yahtzee, Bunco

### Trips in September

- Sandwich Fair 50+ Trip- 9/7 was a great success! We had 16+1 in attendance. Patrons are still talking about how unique this trip was and would like to consider going every other year.

### Evening/Special Programs in September

- Pub Quiz Night (3<sup>rd</sup> Thursdays/5:30 pm) – 30 participants (50+ Center), dinner was bring your own & prizes sponsored by First Light Home Care; questions courtesy of Family Dentistry, HE.
- Bingo at Culver's Schaumburg- 4<sup>th</sup> Tuesday in September.
- Book Club met on 9/25. 18 were in attendance. This was 9 more than in May. They will begin meeting again on the last Monday of each month.

### Friday lunch programs in September

- Lunch & Lecture program took place on 9/15. Topic was "What Color Are You?" Lake Barrington Woods was our sponsor for the speaker and lunch. 40 were in attendance. This was 15 more than August.
- 50+ Monthly Movie took place on 9/22. We had 20 in attendance. A good time was had by all who attended.

### 50+ Health Services in September

- Health Screenings/Blood pressure was held on 9/19.



### Ice Operations

- U14 Girls Wolverines Hockey Team was ranked #1 in the country for 2017-2018

	Rankings	News	Associations	Leagues	Rinks	Report S
<b>2017-18 USA Girls 14U Tier 2 Rankings</b>						
State: ALL						
Rank	Team/Website	Record	Rating	AGD		
1	Hoffman Estates Wolverines 14U	6-0-0	95.35	3.33		
2	North Shore Vipers 13U	9-2-0	93.86	2.81		
3	Buffalo Bisons (#2) 14U	8-3-0	93.67	1.72		
4	Highland Park Falcons 14U	4-2-0	93.36	1.33		
5	East Coast Wizards (Major2) 14U	7-1-2	93.29	0.90		
6	Bay State Breakers (White) 14U	7-5-1	93.11	1.15		
7	Naperville Sabres 14U	3-2-0	93.00	2.40		
8	Boston Jr Eagles (Gold) 14U	7-3-1	92.83	1.18		
9	Charles River Blazers (White) 14U	7-4-1	92.70	1.00		
10	Rhode Island Sting (Gold) 14U	7-3-0	92.39	1.20		
11	Shoreline Sharks (Black) 14U	7-4-2	92.29	1.30		
12	Casco Bay Mariners 14U	3-3-1	92.04	0.28		
13	St Jude Knights 14U	2-2-2	92.01	0.83		
14	Seacoast Spartans (Elite) 14U	5-0-1	91.81	2.16		
15	Brewster Lady Bulldogs (A) 14U	8-4-0	91.72	2.33		
16	Hartford Jr Wolfpack (Tier2) 14U	2-4-3	91.53	0.33		
17	Massachusetts Spitfires (Major2) 14U	5-7-4	91.49	-0.62		
18	Kensington Valley Ravens (Bolino) 14U	5-0-0	91.46	3.60		
19	Mid Fairfield CT Stars (Tier2) 14U	5-9-3	91.08	-0.64		
20	Charles River Blazers (Blue) 14U	5-2-1	90.76	1.87		
21	Detroit Little Caesars (Tier2) 14U	3-1-1	90.65	2.00		
22	East Coast Wizards (Minor1) 14U	6-3-0	90.51	1.66		

## TESTIMONIALS & SOCIAL MEDIA COMMENTS

On Facebook:



### I.C.E Academy

- Staff is planning on having a Winter Ice Exhibition the first week in January. This will be a Solo and Pairs skating event. Consideration is being given for having a Spring Ice Show. Staff will monitor the overall winter enrollment before making a decision with having that event.
- Fall skating lessons have 157 skaters taking place in the program. There were 134 skaters in the fall session for 2016.

### Wolf Pack

- Wolf Pack has 17 teams participating in the NWHL, CUHL, and AHAI
  - 4 Mites
  - 3 Squirt
  - 3 Pee Wee
  - 3 Bantam
  - 1 Midget
  - 3 Girls U10, U12, U14
  - A total of 257 rostered hockey players for 2017. That is up from the 192 at Wolf Pack last year.
- Development Class enrollment is at 89 hockey players. That is down from the 153 that participated in 2016. With the decrease in the lesson class we gained 2 more mite teams which is the possible increase in travel teams at the Wolf Pack.

### Ice Rink Information

- The Pumpkin Skate will occur on Sunday October, 29 from 3-4:30pm.
- The PDRMA ICE review on September, 13 was a staff success. The ice risk management audit was scored at a perfect 100%!
- Glen Ellyn Speed Skating Club will be conducting their 100<sup>th</sup> Annual Silver Skate Event on Sunday October, 29 from 7am – 3:30pm. Over 100 skaters are expected to compete that day.

- Staff will be putting in Public Skate times on weekends starting the middle of October as time presents lends it self on the ice schedule.
- The new skate sharpener was purchased for sharpening rental skates. Once staff have completed that process staff feels that a sharpening program for the public on a drop off basis is a feasible and revenue generating opportunity that is being explored.



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

September Membership Totals +/- Totals	2016	2017	Var.
	2,947	3,021	+74

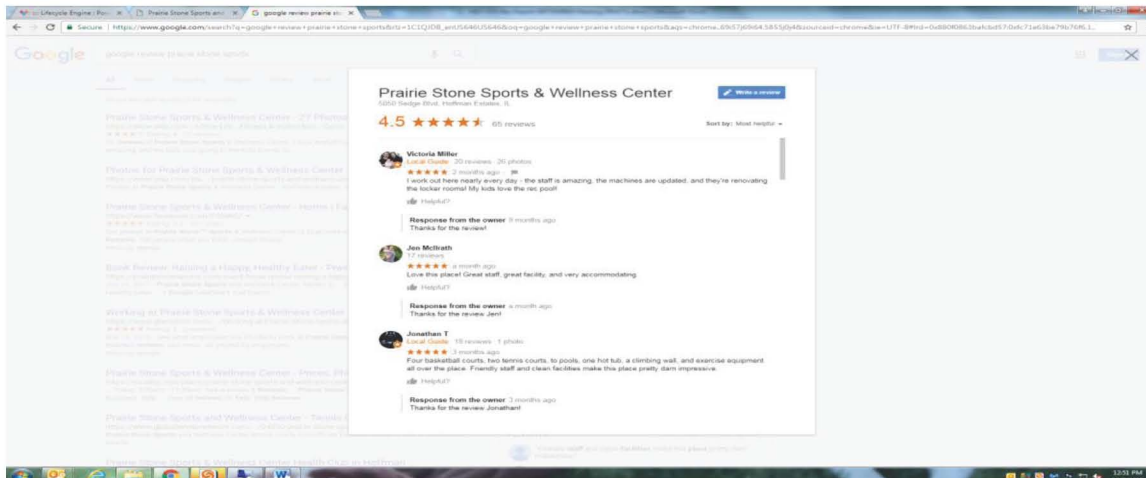
**SOCIAL MEDIA PROMOTIONS/POSTS**

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

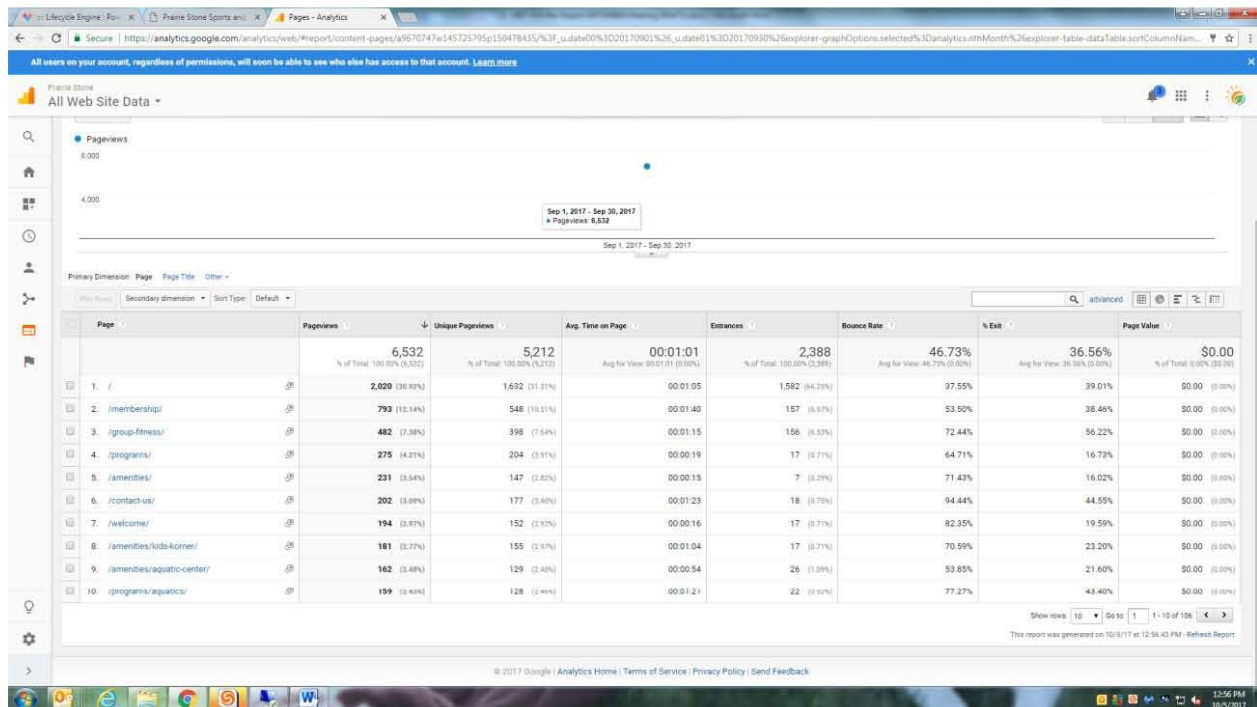
Facebook post promoting our special September digital membership enrollment 'flash sale' (792 people reached).

Facebook post promoting our special September Parent's Night Out event (1098 people reached).

- Click on the link below to see the social media video engagements during the month of September:  
<https://www.facebook.com/PSSWC/videos/10155509989894003/>  
 (Video promotion of upcoming Pumpkin Fest – 1600 people reached!)



## Google reviews (65 total averaging 4.5 out of 5 stars!)



Google analytics (6532 page views in September, average of 1:01 minutes per page view.)

## Member Services

- The Member Services team worked to continue with new membership promotional and recruitment efforts while simultaneously managing and answering questions from existing members about the ongoing locker room renovation project. Unseasonably warm and dry weather contributed to slower traffic and club usage by existing members as well as lower new member interest throughout the month. Enrollments surged early in the month in response to a popular digital 'flash sale' that offered the discounted enrollment fee of \$29 along with free September dues. Of the 83 total number of new members enrolled in the month, 23 cited the website and/or digital ads as their source of interest. Another 15 new members were the result of member or friend/family referrals. Despite lower new member totals and slightly higher than budgeted cancellations accrued during the month, the Member Services team is maintaining a YTD positive net 81 through Q3.
- The PSS&WC enrollment special was advertised on each of the following:
  - District's electronic marquee signs throughout the community
  - VHE electronic marquee signs located at the corner of Shoe Factory Road and Beverly
  - The ENROLLMENT FEE banner on the north side building exterior
  - Select Facebook posts throughout the month
  - Guest and tour follow up targeted email via Retention Management
  - Both internal and e-based targeted marketing were utilized to inspire member referrals as well as to reach all HEPD clients throughout the



community. The HEPD bi-monthly Eblast included the enrollment promotion details, and targeted emails through Retention Management continued to be sent throughout the month to promote the club cash incentive for member referrals.

- HEPD and PSS&WC websites (scrolling banner updates)
- The Member Services team coordinated a month full of special events in September for members to inspire continued usage interest (see September 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 to promote the series of online motivational quotes that are posted each Monday on social media to help motivate members to pursue fitness goals. These 'motivational Monday' quotes are also printed and placed strategically throughout the club for members to discover during their workouts.
- Research efforts are continuing with regard to a 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 will take place during Q4 with a formal launch to members beginning in FY18 at the start of the new year.
- Efforts are currently ongoing to recruit interest in a new FT Member Services Associate position following the resignation of the Member Services Supervisor in the month of August. The new Associate will provide support to the existing Associate along with the current PT1 MS Associate and ensure that sales, administrative, and retention efforts remain strong. Qualified internal and external candidates will be contacted in early October to begin the interview process.
- Contact has been made with two regional corporations in an effort to inspire corporate membership enrollment from among their respective employees. Leopardo and Liberty Mutual, both located in the Prairie Stone business park in Hoffman Estates, have each expressed a renewed interest in promoting membership to employees as part of their respective employee health programs. Contact was also made with School District 211 to target membership interest among teachers and administrators. The Member Services team will be working through the month of October and into the final quarter of the current year to grow membership from these corporations.
- The General Manager of Sales & Operations has begun working with the C&M team to establish and create marketing personas for each targeted clientele demographic for membership at PSS&WC. Development of these personas will help provide better clarity in determining the method, style, design, and type of marketing strategies that will be most effective in recruitment efforts.



## September 2017 wellness calendar.



### Operations and Fitness Departments:

- PSS&WC hosted a lower number of athletic rentals during the month of September due to the closure of the gymnasiums for the floor resurfacing project. Party rentals involving the aquatic area were lower than average given the minimal locker room access resulting from the renovation project as well as the gymnasium closure.
- The gymnasium flooring project was completed on schedule from September 18<sup>th</sup> through September 30<sup>th</sup>. The floor was resurfaced, with 2 coats of polyurethane being applied as well as lines for 6 pickleball courts and 4 cross volleyball courts. Staff as well as PSS&WC members and guests utilizing and renting the gymnasium are pleased with the outcome of the resurfacing of the wooden floors.
- The PSS&WC member club locker room renovation project was extended beyond the original opening date of September 30<sup>th</sup> with an anticipated full reopening date in mid-October. Despite the partial reopening on September 30<sup>th</sup> and extended completion date, member response has been very positive due in great part to the positive ways in which the Member Services team, Service Desk team, and MOD team have conveyed updates and information. Project details have been provided within the facility and announcements have been made via the PSS&WC website. The locker room project renderings, along with product samples, continue to be posted within the facility. The entire PSS&WC team continues to relay a consistent and positive message to members about the project.
- The benches within the men's and women's club locker rooms are in process of re-upholstery. All upholstered tops for the benches have been removed, with the anticipated completion and re-installation timeline of the week of October 23<sup>rd</sup>.

- The new annual custodial agreement began on September 1<sup>st</sup> for PSS&WC after completing the bid process and receiving board approval. With the new agreement, the male custodial staff person was removed from the updated bid process. Therefore, PSS&WC interviewed and has hired a male custodial support staff person for the week day evenings. This position will continue into 2018, budgeting for a PT1 custodial position to accommodate for the average of 28 evening hours per week, with the shift beginning 5 nights/week at 5:30pm- facility closure.
- Fitness department will be running promotions to promote Health Coaching and Nutrition services.
- PSSWC has installed the new App Audio system. The system allows for members to listen to TV audio and music throughout the entire facility by utilizing a smart phone App. The App will also be used for in-house marketing. We are running a promotion second week of October to highlight the App. Members will log onto the App to receive a code to be entered in a drawing.
- PSSWC had a Nutrition Workshop, Belly Busters, on 9/28, taught by Zac Marshall. The seminar had 12 participants. The next workshop is schedule for 12/5.
- First Session of fall swim lessons started on September 12. We have 259 participants. Last fall session 1 had 280 participants. We are down 21 for first session.

### Total Summer Swim Lesson Participation

	Summer Indoor Lessons Prairie Stone Session 1	Session 2	Seascape Lessons Total Summer	Total Number of Summer Participants
2016	292	0*	542	834
2017	264	240	352	856
				+22

\*Indoor Pool closed due to renovations



### Triphahn Center Fitness and Operations:

Membership +/-	09/2016	09/2017	Var.
Total	873	829	(44)

### General Summary:

- Dance world was held on Sept. 9.
- Private rentals continue to increase monthly. September ended strong with 4 rentals over 100 people attending.
- The portable wall was used at the Hoffman Estates Village Platzkonzert on Sept. 9<sup>th</sup> and at Holy Family Church Fall fest on Sept. 23.



## Willow Recreation Center

Membership Fitness Totals	09/2016	09/2017	Var.
+/-			
Fitness/Racquetball	283/59	279/58	(4) /
(1) Total	342	337	
(5)			



## Dog Off-Leash Areas

The 1<sup>st</sup> Doggie Carnival was held on Sept. 16<sup>th</sup> at Fabbrini Park. It was a huge success with over 120 dogs participating in games, trying agility equipment, provided by A Closer Bond, got their picture taken and even got to take a dip in the pool. Twelve vendors participated giving out free items and talking with the owners.

### Bo's Run:

Breakdown: Combo passes HE 164, Palatine 48, Barrington 22, Schaumburg 41, Arlington Heights, Mt. Prospect 15 and Inverness 38.

Additional towns with a smaller percentage of membership are Rolling Meadows, Elk grove, Hanover Park & Streamwood.

### Freedom Run:

- Breakdown: Combo passes Elgin 173, HE 108, Streamwood 87, and Schaumburg 16. Additional towns with a smaller percentage of membership include Huntley, Hanover Park & S. Barrington, Elk Grove, Palatine, Wheeling & others.

Dog Park Passes	09/2016	09/2017	+/- Var.
Bo's Run	293	326	+ 33
Freedom Run	298	341	+ 43
Combo	73	87	+ 14
Total	664	754	+90



## Communications and Marketing

### PROGRAM PROMOTIONS

Staff worked with program managers to promote Fall Guide and Registration, youth sports programs, 50+ events, trips and programs; Friday Fun in the Park, Hoffman Walks, STAR Before & After School, BPC events, Parent's Night Out, Giving Tree, Seascape

events, Hockey and Figure Skating, BPC weddings, golf, Foundation events and programs, Halloween events and Uncorked & Untapped event.

Community Calendar Submissions to: Daily Herald, Chicago Tribune, Hoffman Estates Chamber.

### **CHAMBER EBLAST**

Hoffman Walks  
Doggie Carnival  
Uncorked & Untapped  
Pumpkin Fest

### **RETENTION MANAGEMENT EBLASTS TC & WRC FITNESS CENTERS**

Fall Registration  
New Fitness Class, Pound  
New Audio App  
Locker Rental  
Health Coaching  
Pumpkin Fest  
Group Fitness  
Racquetball/Wallyball

### **OTHER**

**Hoffman Walks** -We had approx. 14 people at our Hoffman Walks at Cannon Crossings Park on Sat. Sept 16.

**Wildflower Seed Collecting Event**- We had 64 people in attendance at the event on 9/30, including 3 scout groups; the largest turn out yet. Part of National Public Lands Day.

### **VIDEO**

- This month, we featured the video "New Triphahn Center".
- C&M is working with PSSWC to develop a series of videos, "Tips from a Trainer"
- C&M is working with BPC to develop a series "Day in the Life" of a golfer and wedding tour video with Wedding Wire.

### **PRESS RELEASES/PUBLIC RELATIONS**

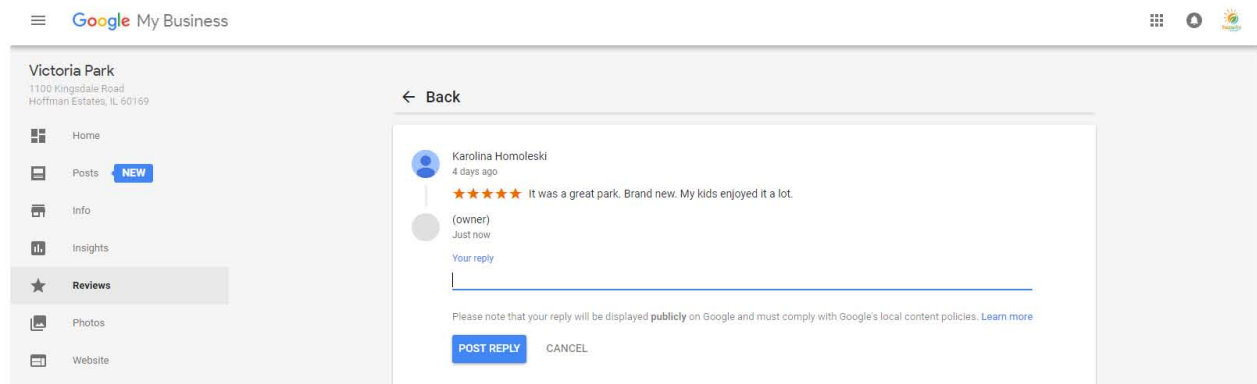
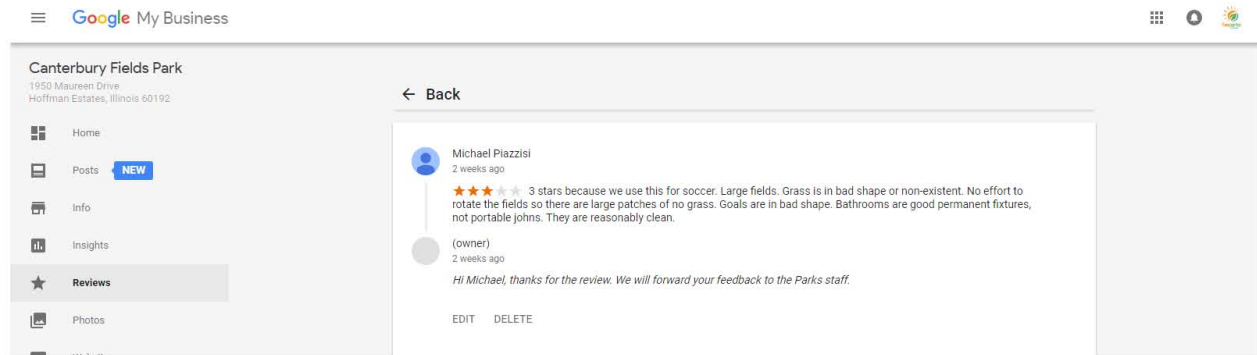
Articles that were printed or appeared online on the newspaper websites will be attachments at end of the Board Report.

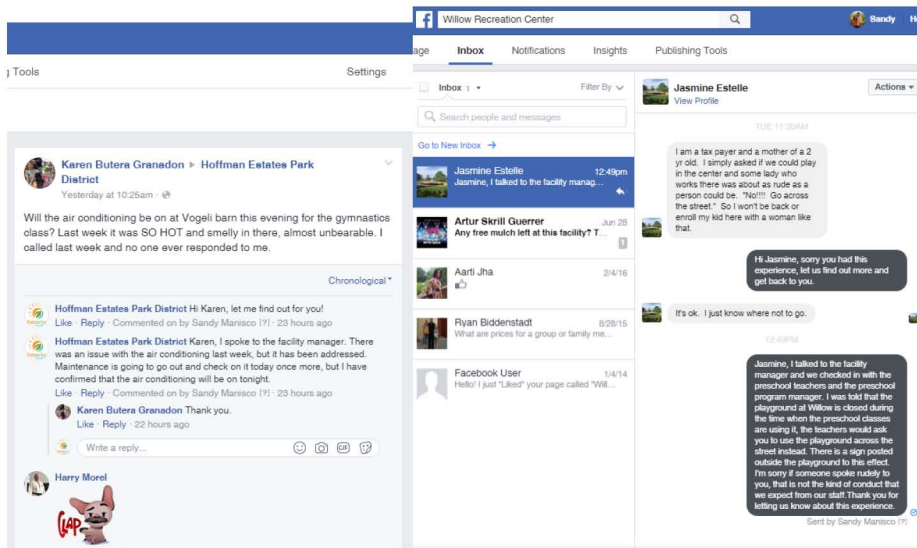
Articles and photos submitted and (then ones that were published are at end of Board Report):

- Wildflower Seed Collecting – Volunteers Needed
- Halloween Events at HE Parks All Treats, No Tricks
- Wine Event Fundraiser to Benefit Local Kids

Note: The number of reviews on Google have increased exponentially in the past few months. We will report only the reviews that leave a comment of significance, not if they give a rating score only.

After receiving this comment, Director Hugan staff discussed working with Recreation to develop a rotation for games to help prevent over-use.





## MARKETING DASHBOARD



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

NEW DATA! C&M is evaluating whether the mobile app is a useful tool for our residents or as a marketing channel. Meanwhile, Apple has changed its analytics. We now can only get information on the number of active users per month for those Apple users who have opted-in to allow their info to be tracked. Only 25% of our users have opted-in, so we are estimating a number 4 times this number to arrive at as accurate a number as possible. The numbers below are a total of Apple and Google Android users.

July 2017	August 2017	Sept 2017	Oct 2017	Nov 2017	Dec 2017	Jan 2018	Feb 2018	March 2018	April 2018	May 2018	June 2018	July 2018
262	250	250										



### Mobile Access – Source: Google Analytics

NOTE: “Prior to” column indicates how users accessed HEparks prior to the app and mobile-friendly website. Responsive mobile-friendly website launched Oct 28, 2014; app launched April 25, 2014; mobile WebTrac launched in late November 2014.

Source:	Prior to App & responsive web: Feb 2013-Feb 2014	Sept 1-30, 2016	Sept 1-30, 2017	Change from last year
Desktop	63%	12%	10%	-2%
Mobile	27%	73%	78%	+5%
Tablet	10%	13%	11%	-2%

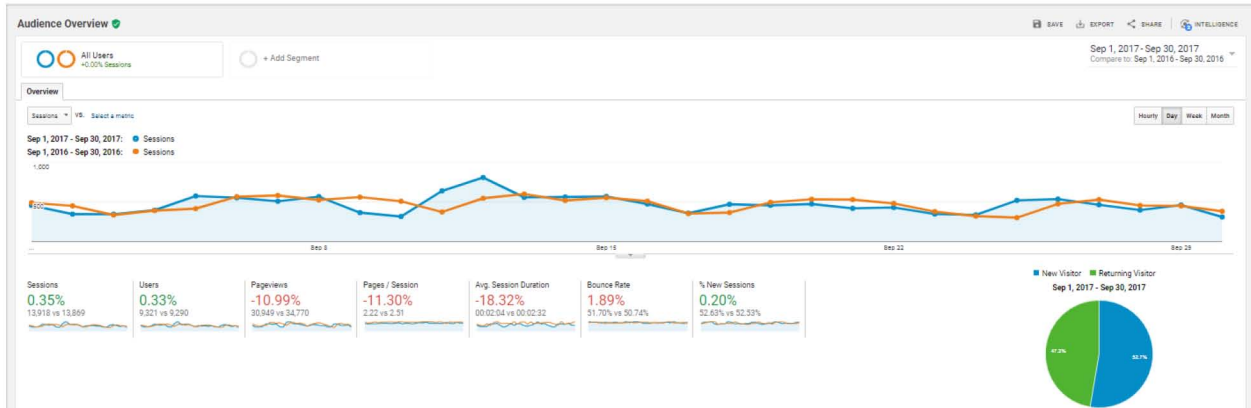
\*A decrease in tablet views is speculated to be a result of more mobile phone use as mobile phone screens are increasingly larger. Tablet screens have leveled off. It is more convenient to use

a smart phone which is always within reach. (<http://time.com/3532882/people-arent-buying-tablets/>)



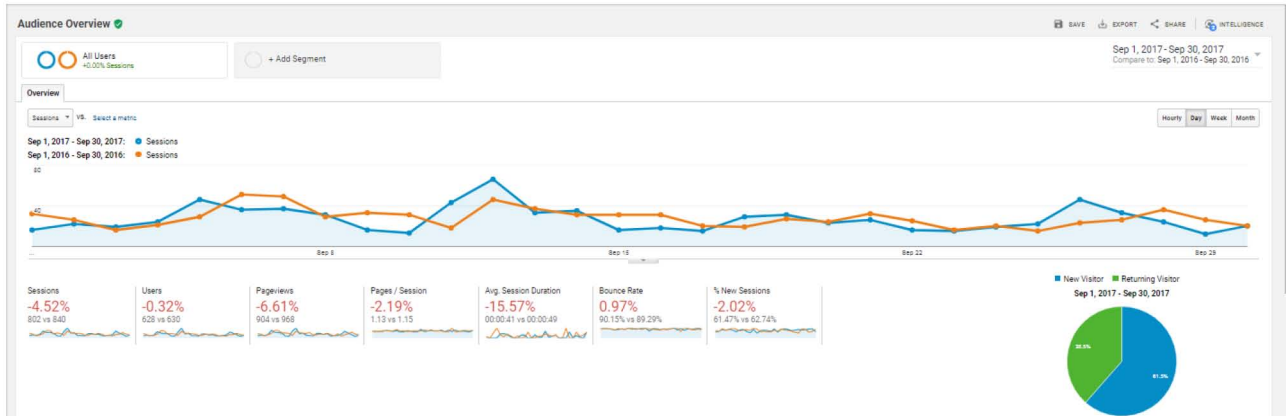
### Website HEParks.org – Source: Google Analytics

Hits to the website home page are slightly up.



### Program Guide Online – Source: Google Analytics

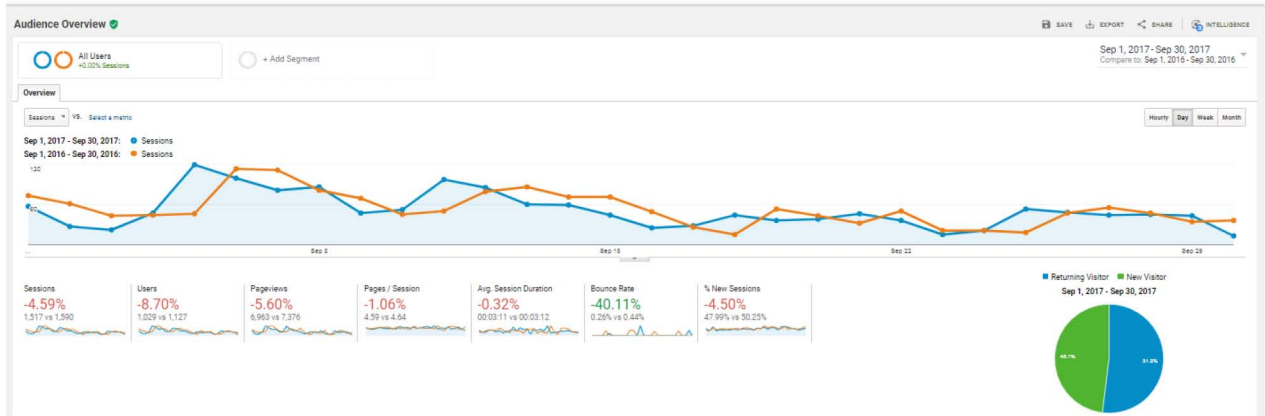
Hits to the program guide were down slightly.



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

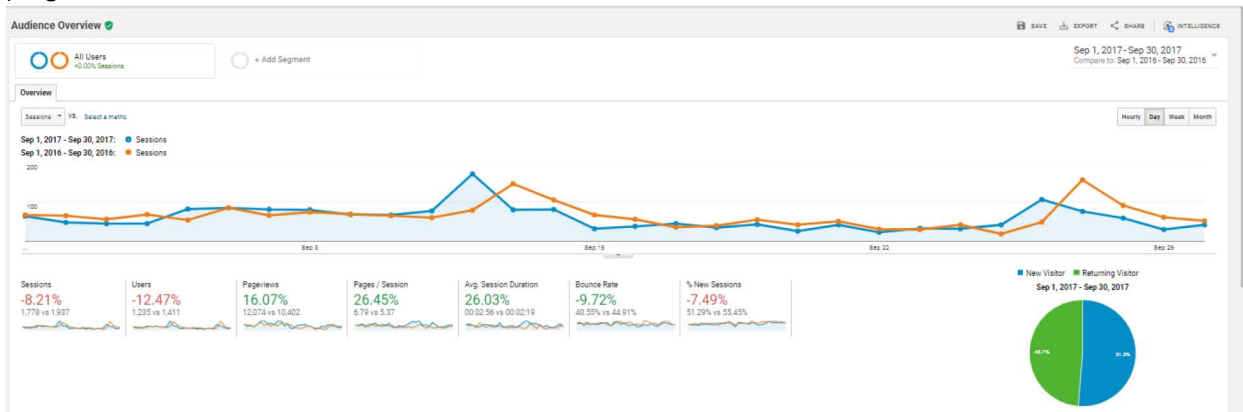
Webtrac hits are down as visitors are migrating to the mobile webtrac, which is up considerably.





### Mobile Webtrac – Google Analytics

The number of people accessing Mobile Webtrac from their mobile devices is down as compared to last year, and about the same as those browsing Webtrac with a PC. We changed some of the direct links to program search results to go directly to Webtrac, not mobile Webtrac because the mobile version doesn't display the search results, it directs to the main page, which is hard to search on.

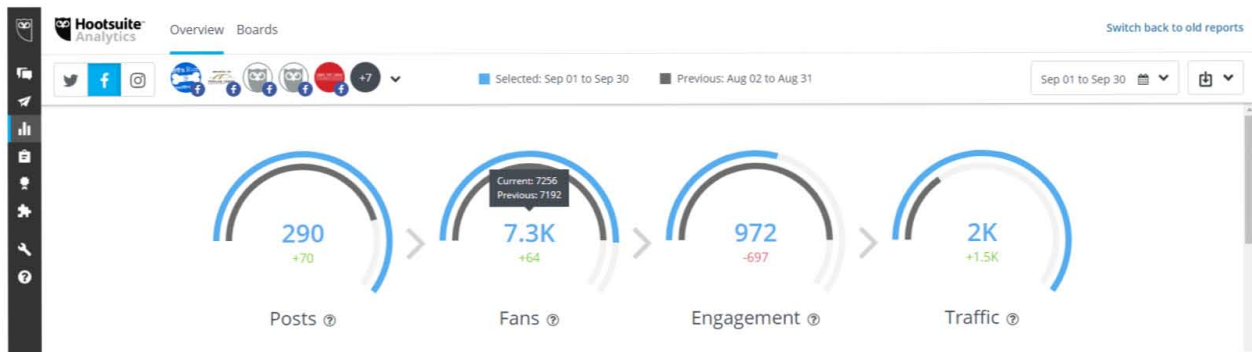


### Facebook Reach

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: 7,256 (last month 7,192)





### 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)
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	10,647
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
Who knew motivation could be so cute? #makinglifefun	Photo	9/5/17 3:08 PM	5858
Celebrate Fall at our fun family event! Decorate a pumpkin, play games, make a craft, climb a wall and enjoy some live music from 12:30-2PM! Pumpkin decorating is free, but we are collecting donations of non-perishable food items for the local food pantry: <a href="http://ow.ly/Cqwa30eutKE">http://ow.ly/Cqwa30eutKE</a>	Video	9/5/17 6:50 AM	3249
As Fall approaches, we are excited to announce Pumpkin Fest will take place on October 14th from noon- 2 PM at Vogelei Park! <a href="https://www.heparks.org/event/pumpkin-fest-3/">https://www.heparks.org/event/pumpkin-fest-3/</a>	Video	9/1/17 7:58 AM	2881

### Top 10 Highest Posts Since October 2015

Post Message	Type	Posted	Lifetime: The number of impressions. (Total Count)
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	10,647
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! <a href="http://ow.ly/ZfJV30e3907">http://ow.ly/ZfJV30e3907</a>	Photo	7/31/17 11:05 AM	6748

Qualified Kindergarten Enrichment Teachers and Counselors Needed. Please see our careers page for more info: <https://goo.gl/X71UZs>  
 Sneak peek of Heart of Hoffman Cable TV access show! We are here with Mayor McLeod, Board President Robert Kaplan, and Executive Director Dean Bostrom. Tune in for the July episode which will be featuring the Hoffman Estates Park District!  
 This week through Friday Aug 19 Seascape has short hours, 4-7:30 PM <http://ow.ly/TY6I3037o3z>  
 #Pokémon Trainers comes to Black Bear Pk for our Gathering Sat Aug 27 10-11:30 catch 'em all! <http://ow.ly/cCns3037nfO>  
 Today our Half-Day Preschool is having their own Crazy Hair Day! How cute are they?  
 Congrats to figure skater, Tomoki Hiwatashi, who won a Gold Medal at Nationals! <http://ow.ly/Xyalq> Tomoki trains @ Triphahn Ice Arena!

Photo 8/15/16 10:29 AM 6715  
 Photo 6/20/17 3:33 PM 6581  
 Photo 8/15/16 7:55 AM 6710  
 Photo 8/13/16 12:55 PM 6168  
 Photo 3/14/16 11:12 AM 6148  
 Link 1/26/16 8:00 AM 6119



### HE Parks' Twitter account

Source: Twitter  
 @heparks

	Sept16	Oct16	Nov16	Dec16	Jan17	Feb17	Mar17	Apr17	May17	June17	July17	Aug17	Sept17
Followers	713	718	726	730	741	751	761	763	769	770	787 +2%	805	813 +9%
Impressions	5,599	5,973	3,964	3,870	4,882	4,740	4,260	3,965	3,496	3,713	1,736	2,947	4,745
# of tweets	20	32	22	15	31	26	27	21	4	11	1	14	16

Analytics Home Tweets Audiences Events More


HEParks Sign up for Twitter Ads

View Tweet activity View all Tweet activity

Sep 2017 - 30 days


TWEET HIGHLIGHTS

**Top Tweet** earned 267 impressions  
 Help wanted! STAR Before & After School counselors are needed. \$9.25/hr Mon-Fri on school days. Read more: [ow.ly/8rF630eV0ju](http://ow.ly/8rF630eV0ju)  
 pic.twitter.com/dpamlae3up




View Tweet activity View all Tweet activity

**Top mention** earned 67 engagements  
 ACEadvocacy @ACEadvocacy - Sep 26  
 Check out Sandy from @HEParks testimonial on how @acefitness helped her start a walking group in her community #getmoving #NRPAconference  
 pic.twitter.com/zxdJzRe3QT



View Tweet

**Top media Tweet** earned 260 impressions  
 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! [pic.twitter.com/3K8KC3LO1s](http://pic.twitter.com/3K8KC3LO1s)



View Tweet activity View all Tweet activity

**SEP 2017 SUMMARY**

Tweets	16	Tweet impressions	4,707
Profile visits	134	Mentions	6
New followers	6		

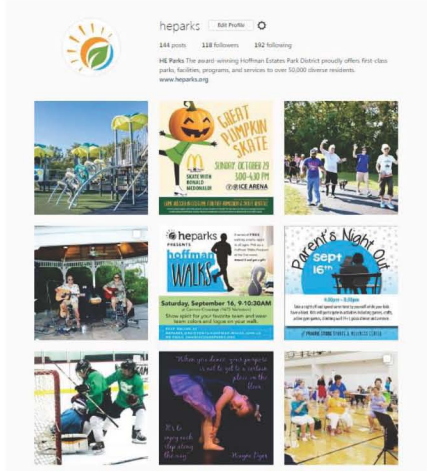
**Top Follower** followed by 1,346 people  
 Rich DiGirolamo @RecessRich follows you  
 Nasa! Decongestant for Stuffy Meetings, Founder Recess At Work Day, RECESSitator, Cyclist, Coffee Lover, Superhero

View profile View followers dashboard



**Instagram Reports**  
Source: Instagram  
@heparks

	Sept16	Oct16	Nov16	Dec16	Jan17	Feb17	Mar17	Apr17	May17	June17	July17	Aug17	Sept17
Followers	91	109	107	109	109	111	112	110	109	110	112	115	118
# of posts	9	23	8	6	6	0	0	2	3	3	3	5	9



**NEW! Snapchat Geofilter** – The C&M Staff created on-demand geofilters this month to add to our social media efforts. A geofilter is a picture “frame” a snapchat user adds to a photo or video that identifies the place or event they are attending. We created a general one for HE Parks that we experimented with and also one for the Doggie Carnival. More will be created for the upcoming Halloween events. As one of the fastest growing social networks, with over 100 million daily active users, Snapchat is great for engaging younger audiences.

**On-Demand Geofilters** Create Log In

---

**METRICS** All Time

Swipes (Paid Impressions)	Uses	Views (Earned Impressions)	Use Rate
35	25	916	71.4%

---

**HE Parks**

**Details**

● Your Geofilter has completed its run.

**Start Time**  
September 16, 2017 10:00 AM CDT

**Date Ending**  
September 16, 2017 12:00 PM CDT

**Cost**  
\$10.04 USD

**Area Covered**  
366,292 Sq Ft

**Date Submitted**  
September 15, 2017 11:51 AM CDT

**Order ID**  
6d2fad62-ae70-41eb-8510-10a48deff17b

Invoice



### Conversion Rate – What percentage registered online?

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

2011:	21%
2012:	26%
2013:	30%
2014:	33%
2015:	35%
2016:	37%
<b>2017 as of 9/30</b>	<b>39%</b>



### Email Blast Results, Constant Contact

	Sent/Open	Mobile	Bounces	Clicks	Unsubscribes
2016 Fitness, Sports & Rec Benchmark	---/17.7%	50+%	8.8%	8%	0.22%
Hoffman Happenings 9/1/	21.6K/18%	63%	2.7%	9.3%	0.2%
50+ Newsletter September	1062/36%	58%	3.4%	15%	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.



Hoffman Estates Park District HE Parks @

Created: Jul 28, 2009 · Videos: 204

CHANNEL

Last month (Sep 1, 2017 – Sep 30, 2017)

Watch time

Minutes



2,177 ▼

Average view duration

Minutes



1:12 ▼

Views



1,806 ▼

Top 10 Videos

Browse all content

Video	↓ Watch time (minutes)	↓ Views	↓ Likes	↓ Comments
<a href="#">What is Pickleball?</a>	1,805 83%	1,375 76%	0	0
<a href="#">Park Info: Playground Workout, Bench Pushup</a>	100 4.6%	148 8.2%	4	0
<a href="#">Park Info: What Is Bioswale?</a>	54 2.5%	31 1.7%	0	0
<a href="#">Park Info: Thor Guard</a>	49 2.2%	45 2.5%	0	0
<a href="#">Me &amp; HEPD: Joe DeMaria and Nico Muira, Se...</a>	18 0.8%	19 1.1%	0	0
<a href="#">Wolf Pack Hockey Hosts Krolak Cup</a>	17 0.8%	10 0.6%	0	0
<a href="#">Uncorked Untapped 2017</a>	15 0.7%	22 1.2%	0	0
<a href="#">Aqua Fit Swim Aerobic Class at Prairie Stone...</a>	14 0.7%	15 0.8%	0	0
<a href="#">Head to Toe Benefits of Walking with Zac Ma...</a>	13 0.6%	11 0.6%	0	0
<a href="#">50+ New Facility Interview</a>	13 0.6%	7 0.4%	0	0

**Earned Press:**

Listings in Daily Herald Community Calendars:

**FESTIVALS** from page 7  
 polka mass at 10:30 a.m. Sunday, followed by a pig roast at noon. Free. (630) 627-4526.  
**Uncorked and Untapped:** 7 to 10 p.m. Friday, Sept. 15, at the Bridges of Poplar Creek Country Club, 1400 Poplar Creek Drive, Hoffman Estates. Fundraiser for Friends of Hoffman Estates Parks Foundation. A selection of wine and beer paired with food. Reverse raffle and live entertainment. \$30-\$35. (847) 885-7500 or heparks.org.

**Hoffman Walks:** 9-10:30 a.m., Saturday Sept. 16, Cannon Crossings Park, 1675 Nicholson, Hoffman Estates. A free community walking program open to all ages. [www.heparks.org/event/hoffman-walks-team-pride/](http://www.heparks.org/event/hoffman-walks-team-pride/).



9/20/2017

Halloween Events at HE Parks All Treats, No Tricks



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your software or ...

Daily Herald

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full featured PDF Complete products](#)

# Halloween Events at HE Parks All Treats, No Tricks



**Kids can enjoy Halloween in a safe, not scary environment at the Hoffman Estates Park District's many events.**

*Courtesy of Hoffman Estates Park District*

## Hoffman Estates Park District

Kids of all ages can enjoy the fun of Halloween without being frightened at the many events held by the Hoffman Estates Park District (HE Parks) this fall.

"We want everyone to have fun and enjoy the events and not be scared," said Mike Kies, Director of Recreation and Facilities for HE Parks. "There are so many scary aspects that can be really frightening for kids, so we wanted to avoid all that and just provide as many fun, safe activities as we can this season."

ADVERTISING

Sat. October 14, Pumpkin Fest at Vogelei Park from noon to 2 p.m.  
Enjoy live music, crafts, climbing wall, games and free pumpkin decorating. Admission is free.

Sat. October 28, Halloween Bash at Triphahn Center from 10 to 11:30 a.m. Registration in advance is required and a minimal \$5 or \$6 fee applies for this fun event where kids come dressed in their costumes for games, crafts, snacks and pumpkin decorating.

Doggie Costume Contest - Even four-legged friends can get in on the fun. Dog owners can send photos of their dogs in their costumes for a chance to win a free dog park membership. Runs throughout October, details are available at [heparks.org](http://heparks.org).

In fact, some of the events focus on physical activity, and less on the treats, as a way for kids to get some exercise but also take part in Halloween fun. These events include:

Sat. October 14, Hoffman Walks for Halloween at Vogelei Park from 10 a.m. to noon. Come early before Pumpkin Fest and walk around the park in your costume. Attend five walking events and get a prize. This event is free and there is no registration.

Sat. October 28, Pumpkin Swim at Prairie Stone Sports & Wellness Center, two sessions are available at 1 p.m. and 2 p.m. Registration is required and \$15 or \$20 fee applies for this fun way to celebrate. Kids will enjoy a half hour swim in the indoor pool to pick a pumpkin from the pool, then get a chance to decorate it later. See details at [heparks.org](http://heparks.org).

Mon. October 30, Trick or Treat Climb at Prairie Stone Sports & Wellness Center, two sessions available at 6 p.m. and 7 p.m. Registration is required and a \$12 or \$15 fee applies. Kids will climb the climbing wall, as they get higher the treats get bigger and better.

Sat. October 29, Great Pumpkin Skate at Triphahn Ice Arena from 3 p.m. to 4:30 p.m. This ice skating event is fun for the whole family. Wear your costume to get in for free and get free skate rental, there is no registration.

For more information about these events, visit [heparks.org](http://heparks.org) (<http://heparks.org>) or call (847) 885-7500.

# Nature lovers can help collect seeds during National Public Lands Day

Submitted by Hoffman Estates Park District

Volunteers are needed to join hundreds of thousands of fellow Americans at public land sites across the country to give back to the lands where we play, learn, exercise and relax in celebration of the 23rd annual National Public Lands Day — the nation's largest, single-day volunteer effort for public lands.

Nature lovers are encouraged to attend the Hoffman Estates Park District's Wildflower Collecting event Saturday, Sept. 30.

NPLD, coordinated each year by the National Environmental Education Foundation, brings together volunteers from across the country to improve and restore the lands and facilities that Americans use and enjoy every day.

Each year, NPLD volunteers provide tens of millions of dollars worth of services in one day that would otherwise take limited park staff months to accomplish. Last year, more than 200,000 Americans participated in NPLD events at more than 2,500 sites in all 50 states, Puerto Rico, and Washington, D.C.

Locally, HE Parks is seeking volunteers of all ages to collect wildflower and native plant seeds to assist in this national effort. The event takes place from 9-11 a.m. at Charlemagne Park, 3799 Bordeaux St., in Hoffman Estates. Volunteers should RSVP to Communications and Marketing Superintendent Sandy Manisco at [marketing@heparks.org](mailto:marketing@heparks.org) or (847) 781-3672.

Groups and individuals of all ages are welcome.

"This is a really fun event," said Manisco. "It's easy to



COURTESY OF HOFFMAN ESTATES PARK DISTRICT

Volunteers are needed to collect wildflower seeds at Charlemagne Park in Hoffman Estates on Saturday, Sept. 30, as part of National Public Lands Day.

participate, and everyone learns so much about native and nonnative plants, the importance that native plants like Milkweed play in our environment, and it gives people a chance to discover a new, beautiful park. Many people aren't aware of Charlemagne Park and how lovely it is."

Volunteers should dress comfortably, bring water to drink and a pair of garden gloves, if they have them, added Manisco.

Local residents, plus Girl Scout and Boy Scout troops have helped out in the past at Charlemagne Park, where more than 30 pounds of seeds have been collected in years past at the events, which have

taken place since 2013.

"This year marks the 23rd anniversary of NPLD. We're celebrating the occasion by looking back at all the amazing work done by our volunteers over the years in support of their local, state and national parks, and by looking ahead at how communities will continue to use their public lands to improve their quality of life," said Robb Hampton, program director at the National Environmental Education Foundation, which coordinates National Public Lands Day.

Through NPLD, NEEF works to connect people to public lands in their community, inspire environmental stewardship, and encourage use of

public lands for education, recreation and general health.

Toyota Motor Sales, USA, Inc., is the event's national sponsor, providing support and thousands of employee volunteers for the 18th consecutive year.

More information on NPLD can be found on the NEEF website, [NEEFusa.org/NPLD](http://NEEFusa.org/NPLD). The public is encouraged to follow and participate in the environmental stewardship conversation on social media using the hashtag #NPLD.

For more information, visit [heparks.org](http://heparks.org) or call (847) 885-7500.

• Submit 'Your News' at [www.dailyherald.com/share](http://www.dailyherald.com/share).



SCHAUMBURG

Girls and Boys Moosejaw Hockey Tournament



The boys and girls' Moosejaw Hockey 3-on-3 summer program at Hoffman Estates' Triplahn Center concluded with a tournament at the ice arena. (Posted by Hoffman Estates Park District, Community Contributor)

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SCHAUMBURG

Suburbs / Schaumburg & Hoffman Estates / Schaumburg & Hoffman

Volunteers Needed for National Public Lands Day at Charlemagne Park





Volunteers are needed across the country on National Public Lands Day - the nation's largest, single-day effort for public lands. Volunteers will collect wildflower seeds at Charlemagne Park in Hoffman Estates on Sat. Sept. 30. (Posted by Hoffman Estates Park District, Community Contributor)

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**Bridges of Poplar Creek Board Report**  
**General Programs**

-  Upcoming Golf Events  
 Final Challenge 10/9, Pro Am Scramble 10/10, Turkey Shoot 11/4
-  Upcoming F&B Events  
 Winter Fest & Breakfast with Santa 12/9

**Golf Rounds**

**ROUND TOTALS.**

2013	2014	2015	2016	2017	5 Year Average
4,629	4,045	4,064	4,004	4,752	4,229

**YTD ROUND TOTALS**

2013	2014	2015	2016	2017	5 Year Average
27,952	26,867	26,551	26,114	27,487	26,994

**Range Information**

<b>RANGE BASKET SALES TOTALS</b>					
<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>5 Year Average</b>
<b>2,626</b>	<b>2,718</b>	<b>2,499</b>	<b>2,067</b>	<b>2,431</b>	<b>2,468</b>
<b>YTD RANGE BASKET SALES TOTALS</b>					
<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>5 Year Average</b>
<b>17,029</b>	<b>17,420</b>	<b>17,207</b>	<b>17,171</b>	<b>18,057</b>	<b>17,377</b>

**Pass Sales**

<b><i>Resident Passes Thru Sept</i></b>	<b>2016</b>	<b>2017</b>
Resident Annual	3	4
Resident Individual	137	151
Resident Junior	1	2
Resident Senior	90	79
Total Resident Passes Sold YTD	231	236

<b><i>Non Resident Passes Thru Sept</i></b>	<b>2016</b>	<b>2017</b>
Non-Resident Annual	0	1
Preferred TT Pass	104	116
Non-Res Individual	20	12
Non-Res Junior	0	0
Non-Res Senior	58	53
Total Resident Passes Sold YTD	182	182

## Hole In One Contestant Update

### HOLE IN ONE MONTHLY SALES TOTALS

<b>2016</b>	<b>2017</b>
<b>120</b>	<b>293</b>

### YTD HOLE IN ONE SALES TOTALS

<b>2016</b>	<b>2017</b>
<b>120</b>	<b>2,086</b>

## Communications & Marketing

### Marketing/Advertising



Partnered with Group Golf and sold 1486 rounds in a 72 hour flash sale. The certificates can be redeemed this fall and spring of 2018. This promotion generated \$27,862.50 of additional revenue.



6 Email blasts went out promoting, Final Challenge, Pro Am Scramble, Golf Specials and Promotions, and Banquets.



Social Media post included: 18 Facebook Posts, 4 Instagram Posts and 10 Twitter posts marketing all aspects of the facility and highlighting special events as they happened.

## Food & Beverage

For the month of September we had a total of 21 events

The breakdown is as follows:

4 breakfast meetings servicing 95 guests

4 showers servicing 152 guests

2 ceremony and receptions servicing 259 guests

2 reception only servicing 241 guests

1 continental breakfast servicing 40 guests

7 gold outings servicing 709 guests

We currently have 21 events booked for October:

4 Breakfast meetings servicing 100 guests

1 birthday party servicing 70 guests

3 luncheons servicing 210 guests

4 showers servicing 165 guests

2 golf outings servicing 62 guests

1 ceremony only for 100

3 ceremony and reception servicing 387 guests

2 reception only servicing 300 guests

1 graduation party servicing 70 guests

Wedding Count Update:

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

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

2018= 5 ceremony and reception and 1 reception 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 September we saw daily highs and lows averaging 79.7 and 59.1 degrees, this is about five degrees above normal. This included seven days with temperatures above 90 degrees. Up until the beginning of September we only had nine days with temps above 90 degrees. Precipitation was severely lacking in September, we only saw 1.7". This is just about half of what we normally see in September.

With the lack of rain that we have gotten over the last 2 months our irrigation system has been put to the test. This has resulted in many leaks and broken heads. Countless man hours have been spent during September digging holes to make repairs.

Mid-September the maintenance team performed one of the most important cultural practices of the year, fall aerification. Over two days we were able to aerate and fill holes on all the greens. We

aerated each green twice, once with our deep tine machine using 1/2" solid tines going down about 9". This process produced roughly 3.1 million holes across our 3.1 acres of greens. The deep tine was directly followed by our Pro-core with 3/8" hollow tines, which pulled a core about 3.5" deep. This process added roughly another 5.1 million holes to the greens. It took about 52 tons of sand, just over two dump trucks, to fill all 8.2 million holes that were created. With the warm temps the greens responded really well and were fully healed within a week. We were also able to spike fairways and punch holes in tees once we finished greens.

The maintenance staff also worked on some of the following tasks:

-  Hand watering playing surfaces
-  Edged and mowed bunker banks
-  Trimmed suckers on trees
-  Removed volunteer trees from native areas
-  Pruned trees
-  Planted perennials around clubhouse
-  Chemical applications
-  Fertilized greens, tees, and fairways
-  Filled divots on tees and select fairways
-  Weeded beds
-  Organized shop for PDRMA inspection

### Finance/Administration

- VSI RecTrac 3.1
  - Staff developed a 50 page RecTrac service desk training guide with instructional how-to and processing exercises to ensure service desk staff are prepared when the District goes LIVE.
  - Staff is working on menu consolidation and touch screen menus to ensure a smooth transition to new version 3.1 software.
  - Staff has balanced all unearned income and receivables as tracked with VSI RecTrac software through September 2017.
  - Staff is working with facility managers to purge facility options that are no longer used.
- Staff has been looking into other credit card gateway processors as it doesn't appear that Plug-n-pay, the current gateway processor, will have chip technology based equipment in the near future. The gateway processor needs to work with VSI RecTrac software and also needs to be able to extract the District's billing information from Plug-n-pay. To ensure the District's success in this process, it is anticipated that chip readers may not be available before year-end.
- Staff is finalizing our budgeted 2006 bond refunding. This has been in the works a long time and we have identified that the market is now in a good position to put this out for bid (now that Illinois has a budget and prior to potential federal interest rate hike in December). The bond refunding is being bid on Thursday, October 19<sup>th</sup>. It is anticipated that the District will be able to achieve an interest rate of approximately 3% which will allow for present value savings of approximately \$700,000. This bond not only provides these savings, which have been converted to additional bond proceeds for future capital projects, but the

bond refunding was the final component to allow for a consistent annual bond issue to provide approximately \$750,000 each year for District capital projects.

- Staff is preparing for our annual December bond issue that provides debt service funding and new monies for next year's capital projects. The ordinance for this December 1, 2017 issue is being presented to the A&F Committee this month.
- Attended Illinois Legislator Update sponsored by the Chamber. Six legislators were present and provided insight into some of the pressing state issues they are facing.
- Staff attended NRPA congress in New Orleans and has submitted session recaps on educational sessions that were attended. Highlights will be presented at the November committee meetings.
- Attended PDRMA Health Program Council. New health insurance rates were provided that the District will have in 2018. Costs increased approximately 4%.
- Held green team meeting to explore options for environmental efficiencies to be budgeted for in 2018. Committee voted to pursue water bottle dispensers to add to drinking fountains at facility locations.
- Staff is finalizing budget for the November Committee of the Whole meeting.
- Payroll Cycle Processing
  - 09/22/17      \$309,254.22
  - 10/06/17      \$310,904.53

**A. 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. Foundation mailing
  - b. Administrative mailing
- Administrative Registration for:
  - a. Financial Assistance
  - b. Foundation Giving Tree
  - c. Park Permits
  - d. Hockey

**B. Human Resources**

- Processed 15 new part-time hires and 9 volunteers.
- Successfully completed PDRMA on-site visit for:
  - Parks division - scoring 96.6%

- BPC - scoring 98%
- ICE - scoring 100%
- Prepared supplemental documents for PDRMA review to boost scores.
- Attended interviews for new (replacement) full time member services sales person.

**C. Technology**

- WPA2 Wi-Fi Vulnerability
  - a. A vulnerability was discovered affecting wireless devices on a WIFI connection utilizing the WPA2 protocol. This protocol is widely used throughout the world including our HEPD-Private WIFI. IT staff is currently working with Sterling Networks (SNI) to secure and update our Ubiquiti Unifi WIFI system infrastructure used throughout the District.
  - b. An email was sent to all staff to advise all users to apply any updates to their wireless devices (i.e. Apple iPhone, Android Smartphone, Laptops, etc.) when they become available. Devices not used wirelessly are NOT affected.
- Retiring HEPD-APPS01 which is our last Windows 2003 server.
  - a. Migration of the Shared (S:) drive was completed successfully on Tuesday September 26.
  - b. The only applications left on our hepd-apps01 server are FinTrac, Event Master, & our Apps (F:) drive. Will continue to plan with vendors to migrate these remaining applications.
- Seascope cameras have been delayed due to weather and scheduling conflicts with Sterling. We are planning for the install to happen within the next couple of weeks. Planning for Triphahn and then BPC afterwards.
- Purchased and deployed new Kyocera copier at PSSWC.
- Power DMS software for CAPRA Accreditation
  - a. Worked extensively with Executive Assistant to upload and organize documents needed for CAPRA within Power DMS.
  - b. Working with Sterling to establish a federation with Power DMS' network in order to sync user accounts with our hepd.org domain. Users will be able to log into Power DMS using their same network login credentials.

**D. Newly Acquired Advertising and Sponsorships**

- a. Windy City Bulls
  - Pumpkin Fest
  - Winter Fest
- b. Anderson Windows
  - Pumpkin Fest
- c. Chiro One
  - Pumpkin Fest
- d. Firehouse Subs
  - PSSWC Open House

- e. Windy City Bulls
  - PSSWC Open House
- f. Advance Wellness Med Spa
  - PSSWC Open House
- g. doTerra Oils
  - PSSWC Open House
- h. Jersey Mikes
  - Fitness Member Appreciation Week
- i. Chuy's Tex Mex
  - Fitness Member Appreciation Week
- j. Moda Rug & Décor
  - Marquee

**CLICK HERE FOR ALL DIVISIONS' 3Q2017 GOALS**



**MEMORANDUM NO. M17-114**

**TO: Board of Commissioners**  
**FROM: Dean R. Bostrom, Executive Director**  
**RE: IAPD Credentials Certificate**  
**DATE: October 20, 2017**

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**Background**

IAPD's Annual Business Meeting will be held on Saturday, January 20<sup>th</sup> at 3:30 p.m. in the Hilton Hotel during the IAPD/IPRA Conference. Each member district shall be entitled to be represented at all Association Meetings and Conferences by a Delegate.

**Implications**

The Park Board must appoint one delegate and a 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> alternate to attend IAPD's Annual Business Meeting on January 20<sup>th</sup>. Attached is a Credentials Certificate, which, when properly certified by the Board Secretary and approved by the Board, will entitle the delegate or, in their absence, an alternate listed thereon to vote on matters presented during the IAPD Annual Business Meeting.

**Recommendation**

Staff recommends the approval of the Credentials Certificate with the appointment of the delegate and 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> alternates as follows:

Delegate: Robert Kaplan – Board President/Commissioner  
1<sup>st</sup> alternate: Pat McGinn – Vice President/Commissioner  
2<sup>nd</sup> alternate: Lili Kilbridge – Treasurer/Commissioner  
3<sup>rd</sup> alternate: Keith Evans – Assistant Secretary/Commissioner



**MEMORANDUM NO. M17-115**

**TO: Board of Commissioners**  
**FROM: Dean R. Bostrom, Executive Director**  
**RE: 2018 Calendar of Board/Committee Meetings**  
**DATE: October 20, 2017**

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**Background**

In compliance with the Open Meetings Act, the park district is legally required at the beginning of each fiscal year to prepare and make available a schedule of its regular board meetings listing the times and places of such meetings. (See attached 2018 calendar).

**Recommendation**

Staff is recommending that the Board approve the 2018 Calendar of Board/Committee Meetings.

**HOFFMAN ESTATES PARK DISTRICT  
2018 BOARD/COMMITTEE MEETINGS**

<b>JAN</b>	16	7:00pm 7:45pm	Buildings & Grounds Committee Recreation Committee	<b>AUG</b>	21	6:30pm	Buildings & Grounds/PARK TOUR #2 Recreation Committee CANCELLED
	23	7:00pm 7:20pm	Board Meeting Administration & Finance Committee		28	7:00pm 7:20pm	Board Meeting Administration & Finance Committee
<b>FEB</b>	13	7:00pm	SPECIAL BOARD MEETING	<b>SEPT</b>	<b>NOTE DIFFERENT SCHEDULE THIS MONTH:</b>		
	20	7:00pm 7:45pm	Buildings & Grounds Committee Recreation Committee		11	7:00pm 7:45pm	Buildings & Grounds Committee Recreation Committee
	27	7:00pm 7:20pm	Board Meeting Administration & Finance Committee		18	7:00pm 7:20pm	Board Meeting Administration & Finance Committee
<b>MAR</b>	20	7:00pm 7:45pm	Buildings & Grounds Committee Recreation Committee	<b>OCT</b>	16	7:00pm 7:45pm	Buildings & Grounds Committee Recreation Committee
	27	7:00pm 7:20pm	Board Meeting Administration & Finance Committee		23	7:00pm 7:20pm	Board Meeting Administration & Finance Committee
<b>APR</b>	17	7:00pm 7:45pm	Buildings & Grounds Committee Recreation Committee	<b>NOV</b>	<b>13</b>	<b>6:00pm</b>	<b>COMMITTEE OF THE WHOLE</b> <b>- 2019 Budget</b> <b>Followed by</b> <b>SPECIAL BOARD MEETING</b> <b>- Approve Budget in tentative form</b>
	24	7:00pm 7:20pm	Board Meeting Administration & Finance Committee		20	7:00pm 7:45pm	Buildings & Grounds Committee Recreation Committee
<b>MAY</b>	15	7:00pm 7:45pm	Buildings & Grounds Committee Recreation Committee		27	7:00pm 7:20pm	Board Meeting Administration & Finance
	22	7:00pm 7:20pm	Board Meeting Administration & Finance Committee	<b>DEC</b>	<b>NOTE DIFFERENT SCHEDULE THIS MONTH:</b>		
<b>JUNE</b>	19	6:30pm --	Buildings & Grounds/PARK TOUR #1 Rec Committee meeting CANCELLED		11	6:45pm 7:00pm 7:45pm	PUBLIC MEETING: B&A Ordinance Buildings & Grounds Committee Recreation Committee
	26	7:00pm 7:20pm	Board Meeting Administration & Finance Committee		18	7:00pm 7:20pm	Board Meeting Administration & Finance
<b>JULY</b>	17	7:00pm 7:45pm	Buildings & Grounds Committee Recreation Committee				
	24	7:00pm 7:20pm	Board Meeting Administration & Finance Committee				