



**AGENDA**  
**REGULAR BOARD MEETING NO. 1011**  
**TUESDAY, November 22, 2016**  
**7:00 P.M.**

1. ROLL CALL
2. PLEDGE OF ALLEGIANCE
3. APPROVAL OF AGENDA
4. AWARDS
  - A. Best of Hoffman – Jerry Loch
5. APPROVAL OF MINUTES
  - A. Regular Board Minutes 10/25/2016
  - B. Executive Session Minutes of 10/25/2016
6. COMMENTS FROM THE AUDIENCE
7. CONSENT AGENDA
  - A. Victoria South Playground Renovation / M16-121
  - B. Triphahn Center North End Renovation Bids / M16-126
  - C. 2017 Budget / M16-129
  - D. Golf Cart/GPS Bids / M16-136
  - E. Bergman Pointe Annexation Ordinance O16-008 / M16-131
  - F. 2016 Auditor Acceptance / M16-134
  - G. A&F Detail Report: \$495,047.06
  - H. Financial Statements
  - I. Acceptance of B&G Minutes 10/4/2016
  - J. Acceptance of Rec Minutes 10/18/2016
  - K. Acceptance of A&F Minutes 10/18/2016
8. PRESIDENT'S REPORT
9. ADOPTION OF EXECUTIVE DIRECTOR'S REPORT



Regular Board Meeting 1011

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10. OLD BUSINESS
11. NEW BUSINESS
  - Board/Committee Meeting Policy / M16-130
12. COMMISSIONER COMMENTS
13. ADJOURNMENT

ALL MEETINGS ARE HELD IN THE BOARDROOM OF THE SCOTT R. TRIPHAHN COMMUNITY CENTER & ICE ARENA AT 1685 W. HIGGINS ROAD IN HOFFMAN ESTATES UNLESS OTHERWISE SPECIFIED. IF AN ACCOMMODATION OR MODIFICATION IS REQUIRED TO ATTEND THESE PUBLIC MEETINGS PLEASE CONTACT JANE KACZMAREK AT [JKACZMAREK@HEPARKS.ORG](mailto:JKACZMAREK@HEPARKS.ORG) OR (847) 885-8500 WITH AT LEAST 48 HOURS' NOTICE.



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**MINUTES  
REGULAR BOARD MEETING NO. 1010  
October 25, 2016**

**1. Roll Call:**

A regular meeting of the Hoffman Estates Park District Board of Commissioners was held on October 25, 2016 at 7:00 p.m. at the Triphahn Center in Hoffman Estates, IL.

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

Absent: None

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

Audience: Superintendent Cotshott, Mr. & Mrs. H Wittkamp, Mr. K. Evans, Mr. Mike Rossiaky, Program Manager Cuff

**2. Pledge of Allegiance:**

Everyone present stood for the Pledge of Allegiance.

**3. Approval of Agenda:**

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

**4. Awards:**

**A. BOH – SRT Golf Outing Volunteers:**

President Bickham awarded the BOH to Don Jolley, Jerry Eby, George Bedell, Caryl Hultgree, Jan & Hap Wittkamp (present), Lilian Clinton, Mike Rossiaky (present), and Keith Evans (present) for their services at the SRT Golf Outing in June.

B. Employee of 3Q2016:

President Bickham awarded Employee of the 3Q2016 to Superintendent Cotshott for hard work during the accounting software update creating a seamless transition.

5. **Minutes:**

Commissioner Kinnane made a motion, seconded by Commissioner Kilbridge to approve the minutes of the September 27<sup>th</sup> Regular Board and September 6<sup>th</sup> Special Board meetings as presented. The motion carried by voice vote.

6. **Comments from the Audience:**

None

7. **Consent Agenda:**

Commissioner McGinn made a motion, seconded by Commissioner Kilbridge to approve the Consent Agenda as presented.

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

8. **Adoption of Executive Director's Report:**

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

9. **President's Report:**

President Bickham noted that the district had won the Art in the Park Award and the Best Green Practices at the Best of Best Gala Friday night. Executive Director Bostrom noted that the Art in the Park Award came with a \$2,500 grant.

President Bickham also noted that the Pumpkin Fest had a good turn out as did the Pokémon event. He also complimented staff on the Veteran's Gold Outing noting that the district should also see some good press from that terrific event.

Finally, he reminded everyone of the Intergovernmental Reception at the Sears Center at 5:30 Wednesday evening.

**10. Old Business:**

None

**11. New Business:**

A. IAPD Credentials Certificate/M16-118:

Commissioner Mohan made a motion, seconded by Commissioner Kinnane to approve the IAPD Credentials Certificate as amended to include the Hilton Hotel and outlined in M16-118. The motion carried by voice vote.

**12. Commissioner Comments:**

Commissioner Mohan congratulated the district on the re-certification and asked about the number of participants for the Veterans Golf Outing and Executive Director Bostrom noted that there were 120.

Commissioner McGinn noted that he was at the Best of Best Gala and was glad to see the district awarded. He also congratulated staff on the accreditation.

Commissioner Kinnane said he had a great time at the Best of Best Gals and that it was very interesting to see the awards other park district received.

**13. Executive Session:**

Commissioner Mohan made a motion, seconded by Commissioner McGinn to move to Executive Session at 7:20 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) (11) 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 Kinnane to reconvene to regular session at 7:40 pm. The motion carried by voice vote.

**14. Vote from Executive Session:**

None

**15. Adjournment:**

Commissioner Kaplan made a motion, seconded by Commissioner R. Evans to adjourn the meeting at 7:41 p.m. The motion carried by voice vote.

Respectfully submitted,

Dean R. Bostrom  
Secretary

Peg Kusmierski  
Recording Secretary



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**MINUTES  
REGULAR BOARD MEETING NO. 1010  
EXECUTIVE SESSION  
October 25, 2016**

The Hoffman Estates Park District Board of Commissioners, convened in closed session on at 7:20 p.m. at the Triphahn Center, Hoffman Estates, IL

On a Roll Call: Carried: 7-0-0

Present: Commissioners Evans, Kaplan, Kilbridge, Kinnane, McGinn, Mohan, Bickham

Absent: None

Also Present: Executive Director Bostrom

For the purposes of:

A. Minutes, pursuant to Section 2(c)(21) of the Open Meetings Act

1. Minutes for 7/26/2016 and 8/9/2016:

Commissioner Kinnane made a motion, seconded by Commissioner R. Evans to accept but not release the minutes from the July 26, 2016 and August 9, 2016 meeting. The motion carried by voice vote.

B. Appointment, employment 2(c)(1):

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

1. 3Q Executive Director Goals/Status Performance Report:

Goal #05-16-06: Executive Director Bostrom reviewed the item noting that the Palatine Park District was meeting that evening to vote on de-annexations of the property if approved by the Palatine Park Board and that the HEPD board could annex the property in November. He also noted that home sales were up by about \$200,000 per home than initially anticipated and that the ROI on the property should be much shorter than expected.

Goal #02-16-02: Executive Director Bostrom also explained that the district had a good year financially; however, the numbers were still out for BPC and PSSWC are not projected to meet their respective budgets.

Goal #03-16-02: Commissioner McGinn noted that they were moving items into the Obama storage facility and asked about fencing and the impact on BPC. It was noted that they had done additional landscaping in the back to the advantage of the district.

Commissioner Kinnane asked if the property was leased and it was noted that it was, for an extended period of time until the library was built.

Goal #01-16-04: Commissioner McGinn asked about the Superintendent of Recreation position and Executive Director Bostrom explained that they had quite a number of qualified people apply for the position and were in the process of interviewing them.

Commissioner Mohan asked about salary and it was noted that it would be from the low \$64,000 to the high \$83,000 depending but the district was expecting to pay about \$75,000-\$77,000 and that the person would not be contractual but a full time employee.

Commissioner Kaplan asked if there had been anyone from inside to interview and Executive Director Bostrom noted that they did not have anyone with the experience and the interest.

Goal #05-16-02 Commissioner McGinn asked about the energy grants and Executive Director Bostrom explained that Director Giacalone was hoping to see payment yet this year and that he was working on replacing the fixtures in the TC parking lot.

**Adjournment:**

Commissioner Kilbridge made a motion, seconded by Commissioner Kinnane to adjourn the meeting at 7:40 p.m.

On a Roll Call:        Carried        7-0-0

Ayes:                7        R. Evans, Kaplan, Kilbridge, Kinnane, McGinn, Mohan, Bickham  
Nays:                0  
Absent:              0

Respectfully submitted,

Dean R. Bostrom  
Secretary

Peg Kusmierski  
Recording Secretary



**HOFFMAN ESTATES PARK DISTRICT  
REGULAR BOARD MEETING NO. 1011**

**EXECUTIVE DIRECTOR'S REPORT**

**November 2016**

**PARKS DIVISION**

1. All Controlled Burn permits have been received, State, Cook County & Village.
2. Mowing of firebreaks is completed at the 24 sites scheduled (weather permitting) for this burn season.
3. The swans have been brought in from all the lakes / ponds for the winter.
4. Tree trimming, edging and mulching is under way and about 60% completed.
5. Soccer goal mouth and field repairs are scheduled for the beginning of November.
6. Non-irrigated athletic fields are being dormant seeded.
7. Irrigation shut downs and blow-outs will begin the first week of November.
8. Mowing in the parks is 95% completed with a few still left to close the mowing season.
9. The last of the Seasonal lay-offs take place the end of the week of the 24<sup>th</sup>.
10. Truck 528 replaced water pump
11. Truck 512 installed back up camera
12. Truck 542 replaced oil tube for dip stick and changed transmission fluid and filters
13. Truck 516 replaced left front tie rod and alignment
14. Vehicle 501 replaced exhaust manifold starter and muffler
15. Van 506 replaced pulley on idler tensioner and replaced belt
16. Started maintenance and repair on snow plows and snow blowers
17. Mower 554 replaced gaskets on transmission
18. Staff installed three new TV's in work out area at PSSWC.
19. Staff repaired metal plate at bottom of outside entrance wall at PSSWC.
20. Staff replaced a new ADA bench in family changing room at PSSWC.
21. Staff installed a new drive motor on the air handler at TC.
22. Staff installed two new furnaces in Golf Maintenance Garage.
23. Staff installed two new furnaces in Vogelei House.
24. Staff scraped off all loose paint from pool bottom getting ready for next season at Seascape.
25. Staff installed Playground Safety Surface at PSSCW, TC, Cannon, Princeton, Fabbrini, Sycamore and Lincoln Playgrounds.
26. Staff removed all windscreens around ballfields backstops for the season.
27. Staff removed Lake Fountains for the season.
28. Staff closed down all water fountains for the season.

## **PLANNING & DEVELOPMENT**

### **1. North Triphahn Renovation/off ice training facility**

Bids for the construction of this work have been received and are tracking at predicted budget levels. Assuming this project moves forward, staff is in the process of finalizing the construction calendar that involves both in-house labor and outside contract resources. Relocation of programs and staff have been planned to minimize customer inconvenience and operational integrity. At this point, heavy construction involving demolition will commence on or about December 7<sup>th</sup>.

### **2. Tennis Courts**

Staff has completed specs and bid packages for tennis court renovation to occur in 2017 with Fabbrini Pickleball and tennis courts being the only facility to be re-coated. All other tennis courts will have crack filling done as needed. In addition to the crack filling and re-coating, staff is bidding an alternate to use a new crack seaming technology that, if accepted, will provide a 3-5 year guarantee that the cracks will not reappear. This system has, in some cases, produced results whereby cracks have not appeared in excess of 7 years. This process is being bid as an alternate given the potential cost ramifications of up to \$28 per lineal foot cost versus the present \$3-\$4 per lineal foot. Ultimately, staff will review the ROI and make the recommendation accordingly.

### **3. State Wide PG Grant through IPRA and Playcore**

Staff attended the 4 hour session which provided documented evidence as to the value of play in our communities. Key to this outcome was the utilization of play design factors developed by playground manufacturers and University professionals. The grant is intended to be used to construct playgrounds that integrate these key play designs. Upon completion of the playgrounds, surveys will be taken and used as future resource data to further document the value of these key factors. Thus, the term demonstration sites has been used by Playcore in this grant process. Because of timing issues related to budget formulation, HEPD will not be submitting for consideration in 2017 but will develop a concept should the program be continued beyond 2017.

### **4. GIS Asset Management System**

A program to train key staff was conducted on November 1, 2016. At this point, staff is confident that 99% of all HEPD fixed assets are in the data base. Staff is working on inputting rolling stock and non-fixed assets. With the training, staff will now begin to populate all the associated fields data that will be used for future querying and asset replacement projections. The goal is to have the majority of this data in by March 2017.

## REC COMMITTEE

### UPCOMING EVENTS

- Nov 5 – Turkey Shoot at Bridges of Poplar Creek
- Nov 7 – Nov 10 – Preschool Family Nights (TC/WRC) Vary by class
- Nov 12 – Parents Night Out
- Nov 12 – 50+ Holiday Tea Trip
- Nov 14 – Dec 2 Preschool Gift Card Fundraiser
- Nov 14 – Nov 18 Preschool Thanksgiving Tree Food Drive
- Nov 21 – Winter Registration Begins
- Nov 28 – Dec 16 Preschool Winter Coat Drive

### Snapshot Summary/Highlights:

- As part of the Hoffman U program, the Medic AED, CPR, and First Aid class will be offered to all HEPD team members on November 12<sup>th</sup>. Currently, 18 participants are enrolled, with a maximum participation level of 24.
- The outreach fitness classes, provided by the park district for District 211 at the Higgins Educational Outreach Center, were resumed in the month of October. The Dance Fusion classes are in progress and have very well received and well attended.
- PSS&WC has an upcoming Nutrition Workshop, Belly Busters, taught by Kathy Brown on Saturday November 5<sup>th</sup> 9-10am.
- The Director of Recreation & Facilities spoke to the Recreation students/majors graduating class at St. Francis University and participated in mock interviews on October 27<sup>th</sup>.

### Volunteers Summary:

- Human Resources processed 3 volunteers of which 2 were new volunteers.
- Administrative staff was contacted by 1 additional individual seeking volunteer opportunities.
- The 50+ group had 9 volunteers for a total of 9 hours.
- The Raptors had 20 volunteers for 150 hours for Raptor maintenance and phone / office activities.



## Youth Athletics

### Youth Baseball/Softball

- Fall Baseball came to an end on October 22<sup>nd</sup>. Our Bronco team and Pony team made it all the way to the championship game with our Pony Red team taking the tournament. At the end of the season players were already given information for spring 2017 registration.

	Mustang	Bronco	Pony	Total
2014	11	12	12	35

2015	13	13	13	39
<b>2016</b>	<b>12</b>	<b>14</b>	<b>22</b>	<b>48 = +9 from 2015.</b>

**Baseball Field Rentals**

- Baseball field rentals for Cannon Crossing are booked every weekend from April 15<sup>th</sup> 2017 to July 8<sup>th</sup> 2017. It will be a busy spring/summer season at Cannon next year!

**Youth Basketball**

- Early bird deadline for basketball registration is over. Registration is still being taken until all leagues are full. If a league fills up and enough players join the waitlist another team will be added. Coaches meetings and evaluations start on November 12<sup>th</sup>.

	½ coed	¾ boys	5/6 boys	7/8 boys	¾ girls	5/6 girls	total
2015	49	59	57	26	19	6	196
2016	54	60	43	48	22	22	<b>219 = + 23 from 2015</b>

- Boys Feeder Basketball- Tryouts took place on Wednesday, October 12<sup>th</sup>. We will have teams at the 6<sup>th</sup>/7<sup>th</sup>/8<sup>th</sup> grade level. They will start practice at the Triphahn Center on November 2<sup>nd</sup>.

**Youth Outdoor Soccer**

- Fall soccer is coming to an end. Silent Soccer Saturday and Team Picture Day took place in October. The season is scheduled to end on November 6<sup>th</sup>.

**Adult Softball/Football/Basketball.**

- All of our adult sports have reached their half way point of the season. New to HEPD in the spring we will offer adult whiffle ball and kick ball leagues at Cannon Crossing!

**Gymnastics**

- The first session of fall gymnastics began the week of 9/6. Registration is at 170 students, 2015 -144 registered.



*Early Childhood*

	12 TC	15 TC	+3 TC
Three-school 16-17	13 WRC	8 WRC	-5 WRC
2's Playschool 16-17	30 TC	27 TC	-3 TC

	24 WRC	15 WRC	-9 WRC
	127 TC	132 TC	+5 TC
Preschool 15-16	66 WRC	68 WRC	+2 WRC
Early Learning Center	34	39	<b>+5*</b>
Total Preschool	306	304	<b>-2</b>
<b>*Full Day Program</b>			

District 54	268	351	+83
District 15	33	63	+30
WRC KSTAR	12	19	+7
District 54 Days Off	185	261	+76
District 15 Days Off	9	7	-2
<b>School Age Totals</b>	<b>507</b>	<b>701</b>	<b>+194</b>

- We added a new option for KSTAR for participants to attend only until 2:30pm to meet the high demand from the community. Currently there are 4 children enrolled in this option.
- With the additional participants in the KSTAR program we brought on an additional staff member to work on the higher enrollment days.
- A child care facility in Palatine closed during the month of October. This brought in additional participants during the month in District 15.



<b>Membership</b>	<b>1/1-10/15</b>	<b>1/1-10/16</b>	<b>+/- Var.</b>
Total	623	605	- 18

**Classes offered in October**

- Basic Exercise, Chair Yoga, Gentle Yoga, Line Dancing, Spanish, Tai Chi, Write It Now!

**Athletic opportunities offered in August**

- Balloon Volleyball (Wkly), Billiards, Pickle ball (outdoor & indoor), Ping Pong, Volleyball and Walking Path

**Upcoming trips**

- Tea/Holiday Vintage Market, Oswego

**Evening/Special Programs in October**

- Pub Quiz Night (3<sup>rd</sup> Thursdays/5:30 pm) – 25 participants - held in 50+ Center

**Friday post lunch programs (October)**

- **10/7 Hoffman Estates Fire Department**/Fire Prevention Month
- **10/14 Taste of Open House II**/Health & Human Services, HEV, on stroke symptoms & Brookdale Retirement Community

- **10/21 Membership mtg/renovation update**
- **10/28 Culver's/bi-monthly member bday celebration – 15 participants**

**Other**

Free Adult Health Clinic – 2 drop-ins  
 Attended CEU on the Impact of Music on the Brain  
 Held Ambassadors' mtg regarding renovation plans  
 Hired three new yoga instructors



*Ice Operations*

**I.C.E Academy**

- Interim Skating Manger, Melissa Motyka started an adult skating class in conjunction with her Basic Skills class on Monday nights at 6pm. 3 people are currently enrolled with classes set to start on Nov. 7
- Staff is evaluating the ice schedule to cycle in some public skate times as ice becomes open. The ICE Academy staff will oversee public skate in an effort to push the group lesson program. They will also offer free lessons at public skate to try and drive interest.
- An ICE Academy staff meeting took place on Oct 25<sup>th</sup>.
- A number of staff attended the Regional Skating completion held in Rochester, MN on Oct. 19 – 23.
- Staff is looking to offer classes or camps over the extended winter break in December. Current options are all being evaluated.

**Wolf Pack**

- Give Hockey a Try will take place on Nov 12. This is part of the NHL hockey weekend.
- Hockey Camp classes will be offered over winter break. Staff plan on operating clinic style programs at all youth hockey levels.

**Ice Rink Information**

- Bauer World Hockey Invitational is taking place at the TC Nov. 4-6. Teams from around the U.S, Canada and Europe will be participating.



*Prairie Stone<sub>tm</sub> Sports & Wellness Center*

<b>October Membership Totals</b>	<b>2015</b>	<b>2016</b>	<b>Var.</b>
<b>+/-</b>	3,078	2,916	- 162

**Member Services**

- The enrollment promotion for the month of October included the extension of the option to enroll for \$50 with prorated October dues or \$0 enrollment with no

October dues upon purchase of a 3-pack of Personal Training at the time of enrollment.

- The ongoing Friends in Fitness member referral program continued to be a primary force in generating new memberships.
- The PSS&WC enrollment special was also advertised on each of the District's electronic marquee signs throughout the community. The PSS&WC enrollment special was also advertised on the VHE electronic marquis located at the corner of Shoe Factory Road and Beverly on the southwestern edge of Hoffman Estates. The ENROLLMENT FEE banner on the north side exterior remained mounted on the building along with the east side banner, both of which continue to attract many prospective clients. This second banner provides visibility/identity of the building for westbound traffic on Route 72 and compliments the signage panels installed in the spring of 2014. Likewise, 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 with additional incentives promoted on Facebook and the HEPD and PSS&WC websites. The PSS&WC enrollment special was also advertised on each of the District's electronic marquee signs throughout the community.
- The number of credit card denials following October billing continued at a consistent pace in comparison to the previous recent months. The Member Services team resumed efforts to contact members proactively to obtain updated information for billing continued via mail and email during the month of October. These efforts also included phone calls and person-to-person contact upon check in at the Service Desk.
- Invox provided training to the General Manager of Sales & Operations as well as to the Member Services Supervisor on generic update processes on the new platform in October.
- The General Manager of Sales & Operations continued to work with the Director of Recreation & Facilities and the Superintendent of Facilities on securing the sponsorship agreement with the Windy City Bulls, which names PSS&WC as the official training center of the Windy City Bulls and provide various marketing incentives for the District and club. Approval of this agreement has been secured. Players have begun to utilize the club for individual workouts while the Operations Manager awaits confirmation of practice schedules for the month of November. Digital ads have been created for placement on the PSS&WC and WCB websites, which highlight the newly established relationship.
- The General Manager of Sales & Operations attended the Club Industry convention in Chicago in October and participated in 4 educational/networking workshops specific to the fitness industry. Efforts are underway to pursue additional information about the application of the Net Promoter Score (NPS) as a potential survey tool for PSS&WC members. Additionally, the General Manager of Sales & Operations met with the C&M Superintendent to discuss potential digital marketing strategies and initiatives to promote greater online presence and awareness of PSS&WC.

## **Operations and Fitness Departments:**

- PSS&WC hosted a variety of athletic rentals within the gymnasium area during the month of October. Although birthday parties and scout lock-ins are still offered at PSS&WC, efforts have been taken to transition to larger multi-court athletic rentals that reduce labor intensity while generating steadier revenue streams.
- PSS&WC Managers have secured a new vending machine vendor for PSS&WC, TC, and WRC. Absolute Vending provides a variety of healthy snack options that are appealing to guests/members of each facility. Pepsi also delivered a third vending machine in the café area that dispenses a healthy selection of Pepsi beverages (i.e. Propel, Aquafina Splash, Gatorade G2 etc.). The General Manager of Sales & Operations and the Operations Manager met with a representative from Absolute Vending regarding the interest in adding an additional vending machine for a wider assortment of healthy beverages and potentially gourmet coffee selections. Intentions are to renovate the café area in FY17 to transition it to a more comfortable working lounge space, increasing seating areas for members and guests to relax in following workouts or during special club events in the gymnasium.
- Four of the PSS&WC leadership team members attended Club Industry, a national fitness conference for the health and fitness industry, held in Chicago on October 12<sup>th</sup>-15<sup>th</sup>. Valuable information was obtained. The leadership team members met to consult about the information learned as well as the application of some of the most significant concepts.
- The Superintendent of Facilities received quotes and has selected a vendor for the refinishing of the wooden floors in the group fitness rooms (spin room and large group fitness room). The project will be completed within November, 2016. The PSS&WC leadership team is working collaboratively to plan for the 2 weeks in which the group fitness studio and spin studio will be unavailable to conduct group fitness classes due to the project. The majority of the group fitness classes have been temporarily moved to the PSS&WC gymnasium, with select classes being moved and offered at the Triphahn Center, either within the dance studio or game room. The PSS&WC team has worked with the C&M department to develop "break out" schedules for the 2 weeks of the group fitness classes, specifying location and any additional changes, to the PSS&WC patrons. The modified "break out" schedules will be available via the PSS&WC website and posted throughout the facility.
- The PSS&WC carpet project to replace the service desk, 2 adjacent offices, and membership office carpet, is still in process of receiving vendor quotes. The project has been designated at \$5,000. Two quotes have been received, with one final quote pending. Once the 3 quotes have been received, the selection of vendor will be made and we will move forward to complete the project within Q4, as planned.
- Given the allocation of funds, the gymnasium floor refinishing project will be completed within 2017, as planned with the capital fund.
- The outreach fitness classes, provided by the park district for District 211 at the Higgins Educational Outreach Center, were resumed in the month of October. The Dance Fusion classes are in progress and have very well received and well attended.



- PSS&WC has an upcoming Nutrition Workshop, Belly Busters, taught by *Kathy Brown* on Saturday November 5<sup>th</sup> 9-10am.
- The personal training department had a 3 pack promo for new members in July/August/September. 80-3 packs were sold. Of those 80, 16 have already purchased another personal train package.
- Within the area of group fitness Class participation has remained steady. Highlighted classes include:  
Dance Party Fusion 40-45 Pump and Abs 35-40 Gentle Yoga 25-30
- Fitness department is holding free posture and gait analysis sessions on 11/3 at 9am and free health coaching consultations on 11/10 at 9am.

### Seascope, Programs and PSS&WC Swim Lessons

<b>Seascope Pass Sales</b>	<b><u>2015</u></b>	<b><u>2016</u></b>	<b><u>Var.</u></b>
<b><u>+/-</u></b>	1,337	1,459	+ 122

- PSS&WC aquatic classes resumed for the fall session, beginning the week of September 6<sup>th</sup>. In addition, given the completion of the aquatic project, private lessons have resumed being offered and will be provided for the remainder of the year.
- Second session of fall swim lessons has started. We are currently 13 participants ahead of last year's 203 enrollment with 216 enrolled for the second session.
- Private lessons are slowly trickling in since we re-opened the pool.

### Climbing Wall

- Youth classes for the climbing wall continue to hold steady with 8 participants in both the 6pm & 7pm classes Wednesday nights. Because of the consistent numbers and the number of returning climbers we are able to split the program into a beginner class and an intermediate climbing class.
- Trick or Treat Climb was held on Sunday, October 30<sup>th</sup>. Both sessions were sold out and we had 30 participants come out to enjoy this event.

### Early Childhood Programming

- Kids First Sports Soccer continues in its popularity. We are averaging between 15-20 participants per class.
- While Soccer flourishes we are struggling to get the non-traditional programs of Dodgeball and Fun and Fitness to take off. We are going to give basketball a shot in place of Dodgeball for the winter session.
- Pumpkin Swim was a fun event where the participants jumped into the activity pool to pick out their pumpkin and swim under the play features. Once the swim was over they were able to stay and decorate their pumpkins with the supplies provided. We had 66 participants enroll.



## Triphahn Center

### Triphahn Center Fitness and Operations:

Membership +/-	10/2015	10/2016	Var.
Fitness	887	882	-5

### General Summary:

- Dance World was held on 10/8.
- Fitness Appreciation week was held from 10/23-10/29. All current fitness members had the opportunity to win prizes from various sponsors. Each day, we offered a healthy snack for each member as well as had a few different table sponsors that handed out snacks or prizes. It was a great week of fun and fitness for all!



## Willow Recreation Center

Membership Fitness/Racquetball Totals +/-	10/2015	10/2016	Var.
Fitness & Racquetball	373	338	-35

Fitness membership numbers were down by 25 and racquetball membership dropped by 10.

Member Appreciation week was held October 23<sup>rd</sup> - Oct. 29<sup>th</sup> at The Triphahn Center and Willow Recreation Center. Healthy snacks were available for all members everyday. There were a couple of free fitness classes available for members to participate in and games to be played with prizes. Prizes were donated from area businesses as well as a few companies setting up a table with give a ways and chair massages. Members appreciated the thought and gave very positive feedback.



## Dog Off-Leash Areas

Doggie Costume Contest was held during October. Staff worked with the C& M department to conduct an online doggie costume contest. Participants posted pictures of their dog in costume to the Bo's Run & Freedom Run Facebook page or on Instagram and viewers were able to "like" their favorite pictures. The dog best "liked", won a one year membership to either Bo's or Freedom Run. Gift Baskets were donated

by Bentley's Corner Barkery & Petco for 2<sup>nd</sup> place. The costume voted most creative, by staff, won a gift basket donated by Bentley's Corner Barkery & Petco for 1<sup>st</sup> and 2<sup>nd</sup> place.

**Bo's Run:**

- Breakdown for Bo's Run / Combo passes HE 154, Palatine 46, Barrington 20, Schaumburg 45, Arlington Heights / Mt. Prospect 6, Inverness 28. Additional towns are Rolling Meadows, Elk grove, Hanover Park.
- There were 50 guests to Bo's Run in October compared to 28 in October 2015.

**Freedom Run:**

- Breakdown for Freedom Run/ Combo passes Elgin – 167, HE – 80, Streamwood 68. Schaumburg – 22. Additional towns are Huntley, Hanover Park & S. Barrington, Elk Grove, Palatine, Wheeling & others.

<b>Dog Park Passes</b>	<b>10/2015</b>	<b>10/2016</b>	
Bo's Run	243	291	
Freedom Run	304	304	
Combo	76	79	
Total:	623	674	Var. +51



*Communications and Marketing*

**PROGRAM PROMOTIONS**

Staff worked with program managers to promote Fall Guide and Registration, youth sports programs, 50+ events, trips and programs; Parents' Night Out, Pumpkin Swim, Trick or Treat Climb, Halloween Bash, Giving Tree, Mobile App, Pokémon Go.

Community Calendar Submissions to: Daily Herald, Chicago Tribune, Hoffman Estates and Schaumburg Chambers and Hoffman Estates Visitor's Bureau.

**VIDEO**

This month, we featured the video "Wolf Pack Squirts" on our website homepage starting Oct 16. Previously we featured "Come to Pumpkin Fest".

**PRESS RELEASES/PUBLIC RELATIONS**

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

The following are press releases that were sent to the newspapers, but not picked up for print:

- New Smoking Ban Ushers In A Healthier New Year

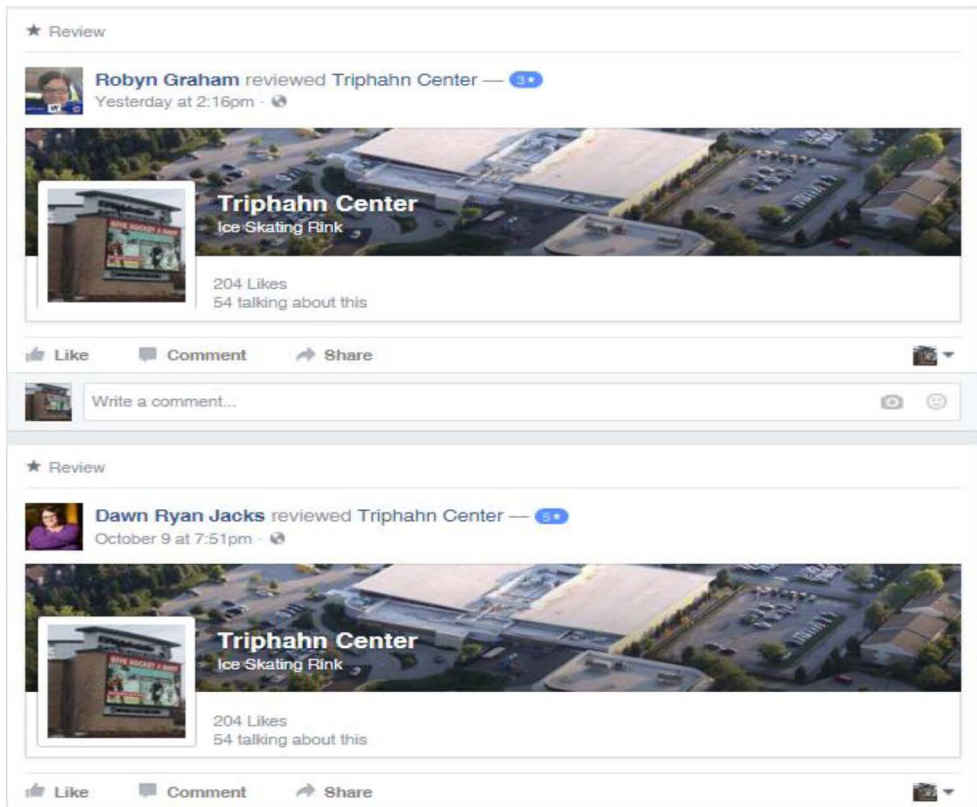
- Windy City Bulls Choose Prairie Stone Sports & Wellness Center as Official Practice Center
- Try Hockey for Free

**Earned Press (see end of report):**

- Daily Herald Photographer publishes photos from Pumpkin Fest
- Pumpkin Fest in Daily Herald Fall Fun Guide

**TESTIMONIALS & SOCIAL MEDIA COMMENTS**

Facebook Reviews:



**MARKETING DASHBOARD**



**Mobile App Downloads – Source: Apple iTunes & Google Play reports**

The app has been available since April 25, 2014. C&M continues to promote various features of the app to increase usage. Below is a chart showing progress over the previous 10 months. In October, 667 mobile app users had Push Notifications turned on.

Jan 2016	Feb 2016	March 2016	April 2016	May 2016	June 2016	July 2016	August 2016	Sept 2016	Oct 2016
1,398	1,412	1,412	1,421	1,429	1,525	1,560	1,602	1,547	1,530

### Mobile Access – Source: Google Analytics



For the first time since we've been tracking this data, the Desktop numbers have leveled off instead of declined. This may indicate that we've hit at saturation point – there will always be a certain number of visitors that will visit via desktop. Mobile visits are about equal to desktop. (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.)

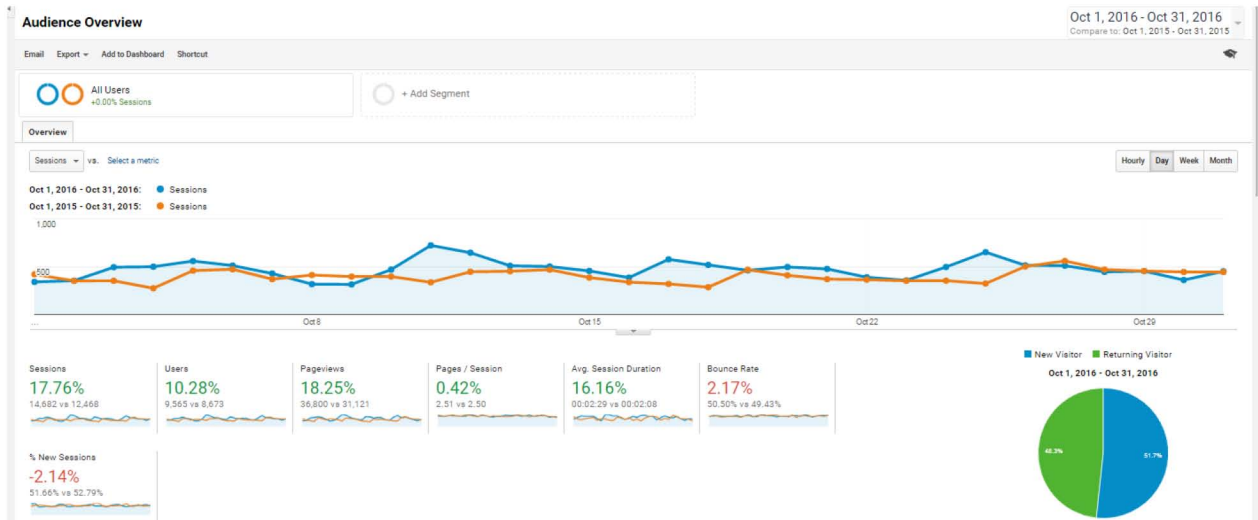
Source:	Prior to App & responsive web: Feb 2013-Feb 2014	Oct 1-31, 2015	Oct 1-31, 2016	Change from last year
Desktop	63%	51%	50%	-1
Mobile	27%	41%	44%	+3
Tablet	10%	8%	6%	-2

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

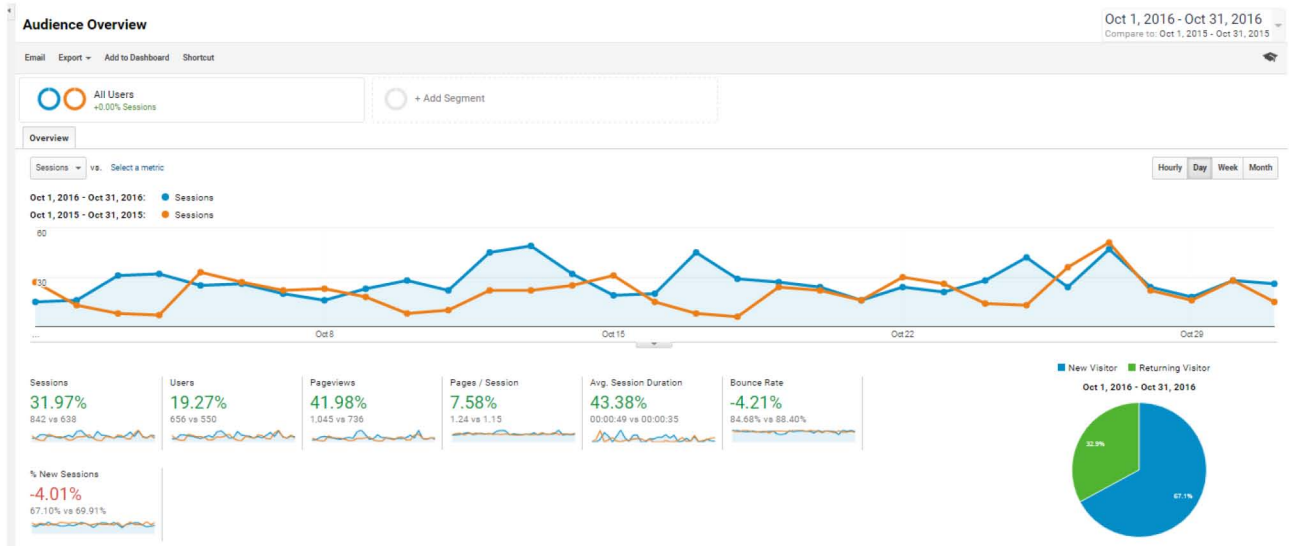
Hits to the website have increased this month quite a bit.





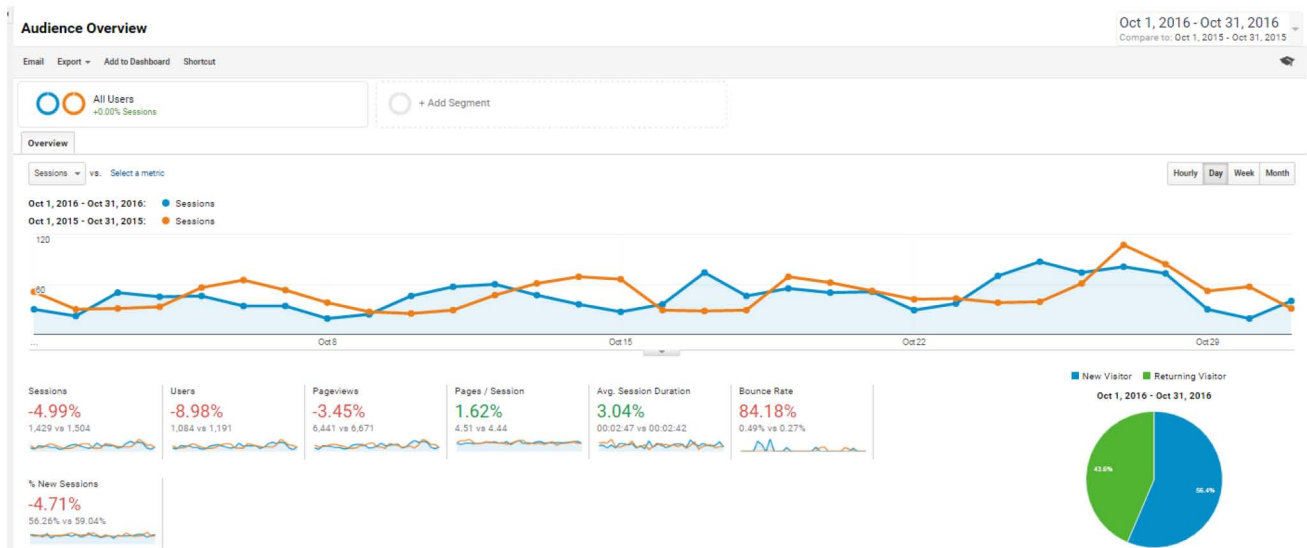
### Program Guide Online – Source: Google Analytics

Hits to the online program guide are **way** up this month, likely due to Fall Registration; fall sessions began this month.



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

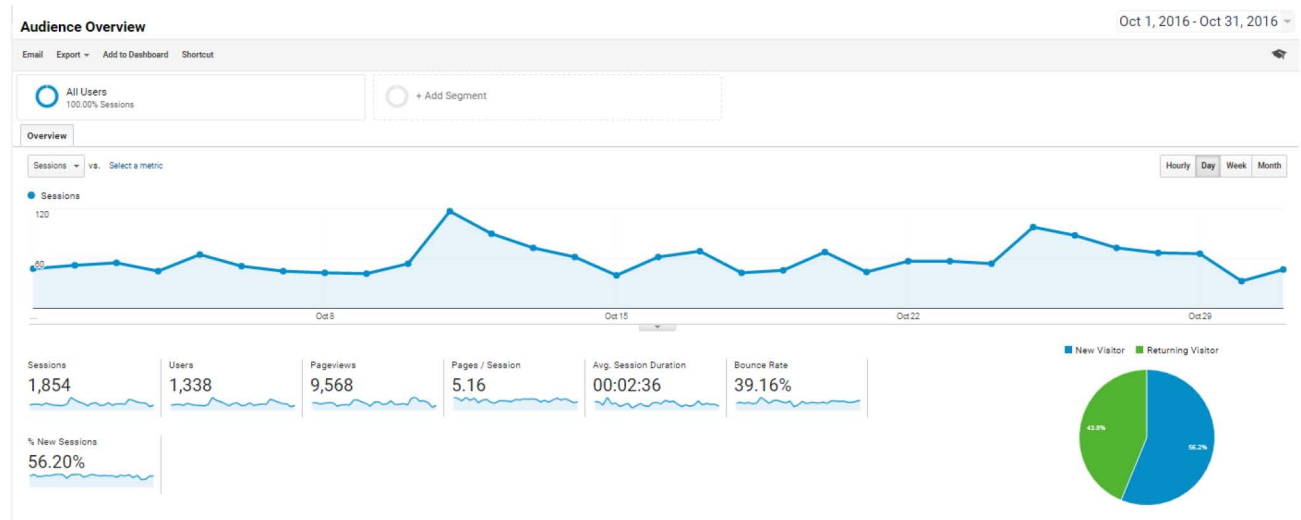
Hits to online registration have dropped this month as we have been driving more users to the mobile WebTrac page, with the increased use of mobile devices for web browsing. In electronic marketing, links go primarily directly to Mobile WebTrac pages.



### Mobile WebTrac – Google Analytics

(Tracking began December 1, 2015; comparative data will be available Dec 2016.) The number of people accessing Mobile WebTrac from their mobile devices is slightly

higher this month than those browsing WebTrac with a PC. A strategy we use that is having a great impact is that when we post links on web, email and social media we typically link directly to mobile online registration pages. Unfortunately, we have found that the program details are harder to view on the Mobile WebTrac, so programs that we think are important to view the details are directed to another source, such as PDF of the program guide or regular WebTrac.



### Facebook Reach

Total Likes totaled 2,457 as of 10/31. Our goal is engagement. See the chart below for a list of our most successful posts this month, which explains the “peaks”.

#### Top 5 Most Successful Posts October 1-30

Post Message	Type	Posted	Lifetime: The number of impressions of your Page post. (Total Count)
Mark your calendar Oct 15 for #Pumpkin Fest one week from today at Vogelei Park! Live music, inflatables, face painting ...#freefallfun <a href="http://ow.ly/OYec304qH8e">http://ow.ly/OYec304qH8e</a>	Photo	10/8/16 9:50 AM	5023
Finally, October! The countdown to Pumpkin Fest begins ☐ Mark your calendars for Saturday, October 15th for live music, crafts, and games that the entire family can enjoy! Link: <a href="http://www.heparks.org/event/pumpkin-fest-2/">http://www.heparks.org/event/pumpkin-fest-2/</a> ☐☐☐ #heparks #hoffmanestates #pumpkins #october #pumpkinfest #jackolantern #fall	Photo	10/1/16 12:15 PM	3767
Don't forget about our #Doggieween photo contest ☐ Bentley here is trying out his scary monster costume for Halloween ☐☐ For more information: <a href="http://ow.ly/qbw7304XMsR">http://ow.ly/qbw7304XMsR</a> #heparks	Photo	10/7/16 9:55 AM	3766
See Wild Daisy country band at Pumpkin Fest Sat. 10/15, 12:30-2PM at Vogelei Park in #HoffmanEstates <a href="http://ow.ly/iDt53058SMZ">http://ow.ly/iDt53058SMZ</a>	Photo	10/13/16 6:45 AM	3726
We want to thank everyone who came out to Pumpkin Fest yesterday! The event turned out amazing and we already can't wait	Photo	10/16/16 6:13:55 AM	3649



for next year. ☐☐ More photos to come soon ☐☐ #heparks  
 #pumpkinfest #hoffmanestates #family

PM

**Top 10 Highest Posts since October 2015**

Post Message	Type	Posted	Lifetime: The number of impressions. (Total Count)
Qualified Kindergarten Enrichment Teachers and Counselors Needed. Please see our careers page for more info: <a href="https://goo.gl/X71UZs">https://goo.gl/X71UZs</a>	Photo	8/15/16 10:29 AM	6714
This week through Friday Aug 19 Seascape has short hours, 4-7:30 PM <a href="http://ow.ly/TY6I3037o3z">http://ow.ly/TY6I3037o3z</a>	Photo	8/15/16 7:55 AM	6710
#Pokémon Trainers comes to Black Bear Pk for our Gathering Sat Aug 27 10-11:30 catch 'em all! <a href="http://ow.ly/cNs3037nfO">http://ow.ly/cNs3037nfO</a>	Photo	8/13/16 12:55 PM	6167
Today our Half-Day Preschool is having their own Crazy Hair Day! How cute are they?	Photo	3/14/16 11:12 AM	6148
Congrats to figure skater, Tomoki Hiwatashi, who won a Gold Medal at Nationals! <a href="http://ow.ly/Xyalq">http://ow.ly/Xyalq</a> Tomoki trains @ Triphahn Ice Arena!	Link	1/26/16 8:00 AM	6119
#Pokémon Trainers comes to Black Bear Pk for our Gathering Sat Aug 27 10-11:30 catch 'em all! <a href="http://ow.ly/cNs3037nfO">http://ow.ly/cNs3037nfO</a>	Photo	8/10/16 12:56 PM	5506
Due to weather conditions, we will be postponing our Pokemon Go event that was scheduled for today. Keep a look out for a new date and time on our HEParks social media pages!	Photo	8/27/16 7:30 AM	5285
Tomorrow! Come to the Open House for 50+ Active Adults! 9-11 AM Wed 8/17 at Triphahn Center <a href="http://ow.ly/soW53036YZb">http://ow.ly/soW53036YZb</a>	Photo	8/16/16 9:45 AM	5220
Wine lovers get your tickets for Uncorked & Untapped event at Bridges of Poplar Creek 9/23. <a href="http://ow.ly/Hj2x303tEf">http://ow.ly/Hj2x303tEf</a>	Photo	8/22/16 12:55 PM	5164
Congrats to August Best of Hoffman Chip Mahr who helped create a Monarch habitat in Hoffman. <a href="http://ow.ly/AS69303xt8r">http://ow.ly/AS69303xt8r</a>	Photo	8/24/16 7:00 AM	5130



**NEW! Engagement Report for All HE Parks' Facebook Pages**

Source: Hootsuite

All Facebook pages:



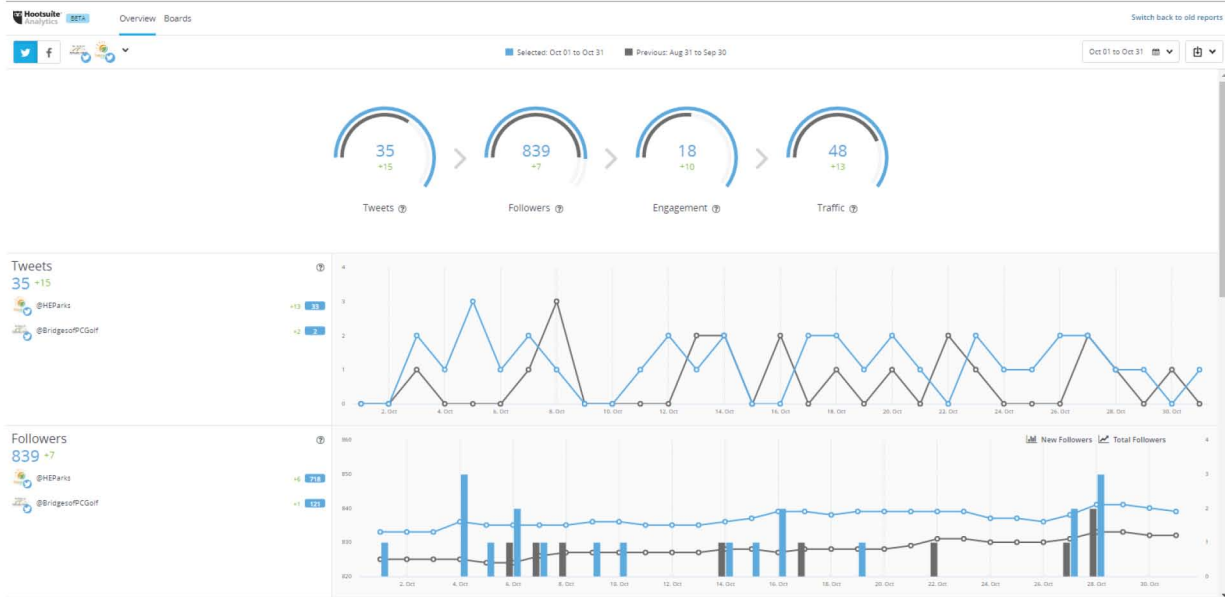




### NEW! Twitter Analytics

Source: Hootsuite

@HEParks & @BridgesofPCGolf Twitter



### HE Parks' Twitter account

@heparks

	Aug16	Sept16	Oct16	Nov16	Dec16	Jan16	Feb16	Mar16	Apr16	May16	June16
Followers	707	713	718								
Impressions	7,146	5,599	5,973								
# of tweets	41	20	32								


**Account home**  
HEParks @HEParks Page updated on

**28 day summary** with change over previous period


Tweets: 32 ↑00.0%	Tweet impressions: 5,973 ↑13.2%	Profile visits: 74 ↓51.0%	Mentions: 2 ↓83.3%	Followers: 718 ↑5
-------------------	---------------------------------	---------------------------	--------------------	-------------------

Oct 2016 - 30 days so far...

**Top Tweet** earned 343 impressions  
Our next event is coming up -- Pokemon Go Halloween Gathering! RSVP today. [conta.cc/2dO1B90](https://conta.cc/2dO1B90)  
[pic.twitter.com/gmT3AA93t7](https://pic.twitter.com/gmT3AA93t7)



**Top mention** earned 15 engagements  
tammyduckworth (@tammyduckworth) Sep 28  
Abigail's first day of play school (pre-preschool) at HoffmanEstatesPark District. Learning how to count \$\$\$ #Money Smarts .@HEParks  
[pic.twitter.com/ThUMKzWD5](https://pic.twitter.com/ThUMKzWD5)




**Get your Tweets in front of more people**  
Promoted Tweets and content open up your reach on Twitter to more people.  
[Get started](#)

**OCT 2016 SUMMARY**

Tweets: 32	Tweet impressions: 6,083
Profile visits: 74	Mentions: 2
New followers: 5	

**Top Follower** followed by 1,200 people  
Surreal Station @SurrealStation FOLLOWS YOU  
Sky full of stars. Broadcasting live: I believe in you!  
[View profile](#) [View followers dashboard](#)

**Top media Tweet** earned 288 impressions  
Mark your calendar Oct 15 for #Pumpkin Fest at Vogelei Park! Live music, inflatables, face painting...#freefallfun  
[ow.ly/OYec3D4qH8e](https://ow.ly/OYec3D4qH8e)  
[pic.twitter.com/UhzkdXNkYJ](https://pic.twitter.com/UhzkdXNkYJ)



**Enrich your Tweets with Twitter Cards**  
Using Twitter Cards gives you greater insight into your URL clicks, app installs, and Retweets.  
[Learn more about using Cards on Twitter](#)

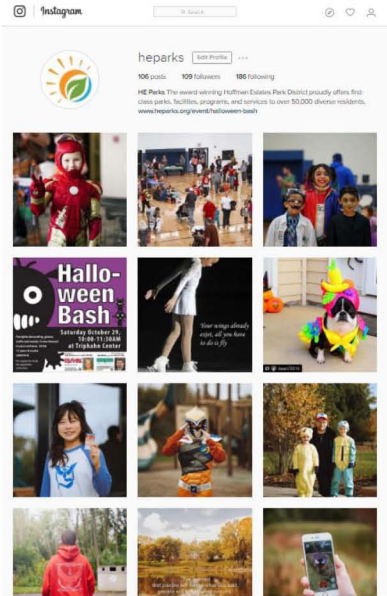


**NEW! Instagram Reports**

Source: Instagram

@heparks

	Aug16	Sept16	Oct16	Nov16	Dec16	Jan16	Feb16	Mar16	Apr16	May16	June16
Followers	86	91 +5%	109 +19%								
# of posts	10	9	23								



### 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%
thru 10/31, 2016:	36.13%



### 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 10/11	19.5K/18.2%	63%	1.4%	10.3%	.8%
50+ Newsletter October	995/39%	58%	0.9%	10.1%	.5%

Opens = Emails our contacts received and viewed.

Mobile = Percent of emails opened on a mobile device.

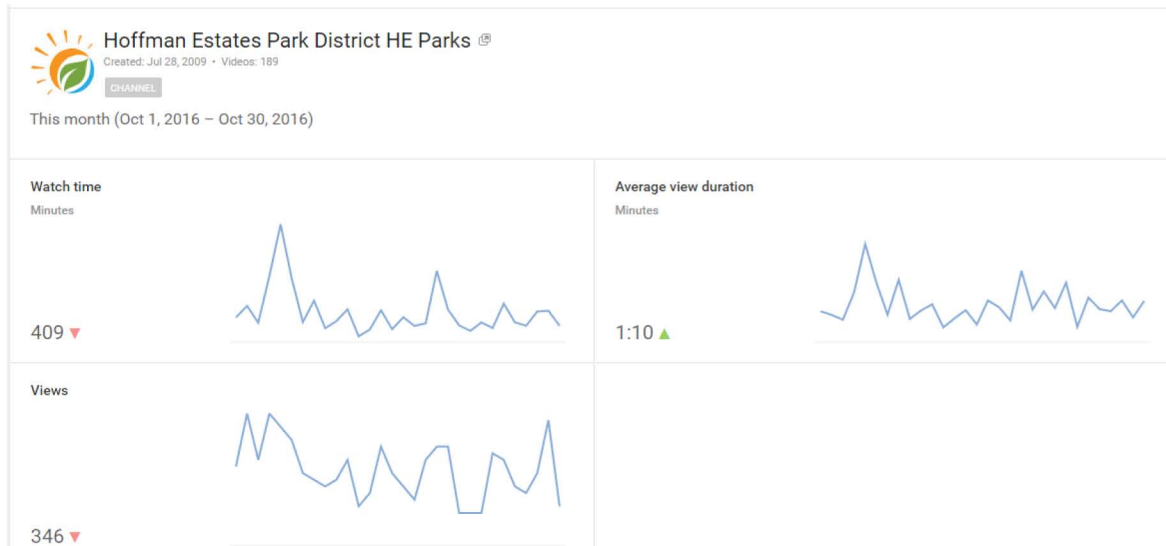
Bounces = Emails sent, but not received by our contacts, indicates the quality of the data.

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.



### Top 10 Videos

[Browse all content](#)

Video	↓ Watch time (minutes)	↓ Views	↓ Likes	↓ Comments
<a href="#">Hoffman Estates Park District National Gold ...</a>	86 21%	20 5.8%	0	0
<a href="#">What is Pickleball?</a>	66 16%	48 14%	0	0
<a href="#">Park Info: Playground Workout, Bench Pushup</a>	46 11%	50 14%	0	0
<a href="#">Wolf Pack Hockey Hosts Krolak Cup</a>	31 7.7%	15 4.3%	1	0
<a href="#">Park Info: What Is Bioswale?</a>	22 5.3%	11 3.2%	0	0
<a href="#">Park Info: Thor Guard</a>	20 5.0%	21 6.1%	0	0
<a href="#">Come To Pumpkin Fest 2016</a>	18 4.5%	18 5.2%	0	0
<a href="#">Swing Set Dedication Sept 17 2014</a>	17 4.1%	12 3.5%	0	0
<a href="#">Me &amp; HEPD: Joe DeMaria and Nico Muira, Se...</a>	10 2.5%	13 3.8%	-1	0
<a href="#">Aqua Fit Swim Aerobic Class at Prairie Stone ...</a>	10 2.3%	9 2.6%	0	0

## Earned Press

Press releases that ran in local media.

## Fall festivals

other things from vendors. Free to spectators; fee to participate as a BBQ contestants. [www.lambfarm.org](http://www.lambfarm.org).

**Autumn Drive:** 9 a.m. to 5 p.m. Friday to Sunday, Oct. 14-16, 16105 Garden Valley Road, Woodstock. 29th annual event featuring family farms open to the public, selling produce, pumpkins, pottery, lawn ornaments, crafts and antiques; different items for sale at each stop; tractor rides, petting zoo, hayrides, and apple and pumpkin launchers; entertainment, food. Free. [www.autumndrive.net](http://www.autumndrive.net).

**Hoffman Estates Pumpkin Fest:** Noon-2 p.m. Saturday, Oct. 15, at Vogelie Park, 650 W Higgins Road, Hoffman Estates. Live music, crafts and games. Fun for the whole family! Country band Wild Daisy. Paint, glitter and color your pumpkin. Free admission, but bring nonperishable food items to donate to the local food bank. (847) 781-2606; [www.visithoffman.com/events.aspx](http://www.visithoffman.com/events.aspx).

**Pub in the Park Craft Beer Fest:** 4-7:30 p.m. Saturday, Oct. 15, Sunset Park, 5200 Miller Road, Lake in the Hills. Craft beer and food truck festival, featuring Felix and Fingers Dueling Pianos. For \$65, VIP gets exclusive hour from 3 to 4 p.m. with sampling glass, extra tastings, and more. General admission starts at 4 p.m. for \$45 or \$15 for designated drivers. Tickets purchased at the gate include a \$10 surcharge per ticket. [www.pubinthepark.org](http://www.pubinthepark.org).

**Geneva Cemetery Walk:** 2 and 4 p.m. Saturday, Oct. 15, Westside Cemetery, Stevens Street in Geneva. Learn the meaning of markings on tombstones and stories of prominent settlers buried in Westside Cemetery on Stevens Street. Rain or shine. \$10 or \$5 for Geneva History Museum members. Register at [www.genevahistorymuseum.org](http://www.genevahistorymuseum.org).

**Scarecrow Scramble 5K Run/Walk & Fall Festival:** 3-9 p.m. Saturday, Oct. 15, Lisle Community Park, 1825 Short St., Lisle. Youth Run, Tot Dash, music, food, hayrides, costume contest, bounce house, face painting and crafters. Provides recreational scholarships for families in need and benefits the Lisle Teens with Character program. \$8-\$35. [www.liseparkdistrict.org](http://www.liseparkdistrict.org).

**Young at Heart's Silver Paws Gala:** 6 p.m. Saturday, Oct. 15, Chicago Marriott Northwest, 4800 Hoffman Blvd, Hoffman Estates. Live auction, live music, Wine Pull, appetizers and open bar, five-course meal - a fundraiser for group that rescues and rehomes senior pets. Funds also support a Sanctuary Program, which provides permanent residence to rescued senior pets with complex medical needs. \$90. [www.adoptseniorpet.com/silverpaws](http://www.adoptseniorpet.com/silverpaws).

**Haunted Quarry:** 7-10 p.m. Saturdays, Oct. 15, 22 and 29, Hall Quarry Beach Park, 100 S. Water St., Batavia. Face your fears and experience all the nightmares that await you. Admission is \$8 (\$6 in advance through Oct. 14). Not suitable for kids age 10 and younger. (630) 879-5235 or [www.bataviaparks.org](http://www.bataviaparks.org).

**Ghost Story Train:** Saturdays, Oct. 15 and 22, Fox River Trolley Museum, 361 S. LaFox St. (Route 31), South Elgin. Departures at 5, 6:15 and 7:30 p.m. for a ride to the Jon Duerr Forest Preserve. Listen to spooky stories and sign campfire songs while eating s'mores. Costumes are welcome. Suitable for all ages. Cost is \$13.20 per person for the one-hour event. (847) 697-4676 or [foxtrolley.org](http://foxtrolley.org).

**Pumpkin Trolley:** 11 a.m.-5 p.m. Saturdays and Sundays, Oct. 15-23, Fox River Trolley Museum, 361 S. LaFox St. (Route 31), South Elgin. Ride an

old-time electric trolley car to the pumpkin patch and choose a pumpkin at low cost to take home. Regular fares, \$5, \$3 for 65 or older, \$2 for children. (847) 697-4676 or [foxtrolley.org](http://foxtrolley.org).

**Making Strides Against Breast Cancer 5K Walk:** 7:30 a.m. Sunday, Oct. 16, Cantigny Park, 1S151 Winfield Road, Wheaton. Last year this event raised over \$267,000 for the American Cancer Society to fund life-saving research, patient services and education and early detection programs. [www.makingstrideswalk.org/dupepage1](http://www.makingstrideswalk.org/dupepage1).

**Spooktacular Fall Fest:** 11 a.m.-4 p.m. Sunday, Oct. 16, downtown Lombard at Park Avenue and St. Charles Road. Crafters, live entertainment, pumpkin patch and pumpkin decorating, petting zoo, trick-or-treating, food vendors. \$1 wristband for unlimited games and activities. [www.lombardtowncentre.org](http://www.lombardtowncentre.org).

**Chicago Railroad Collectibles and Model Train Show:** 10 a.m.-3 p.m. Sunday, Oct. 16, Kane County Fairgrounds, 525 S. Randall Road, St. Charles. 25th annual event with model trains and operating layouts, railroad collectibles include items used by railroads such as: lanterns, china, silverware, keys, locks, timetables, train parts and maps as well as books, photographs and DVDs on railroads. \$6, plus St. Charles' admission tax, or free for children under 12. [www.rsshows.com](http://www.rsshows.com).

**Strike For Vets Charity Bowling:** Noon-5 p.m. Sunday, Oct. 16, at Fox Bowl, 1101 Butterfield Road, Wheaton. Benefits military families at Hines VA Fisher House facing medical crises. Register at 11:30 a.m., bowling at noon. Paralyzed, quadriplegic veteran bowlers can join event by wheelchair bowling using IKAN Bowler. \$25. Registration online at [www.fofhl.org](http://www.fofhl.org).

**Railroad Ramble Walking Tour:** 2-4 Sunday, Oct. 16, Naper Settlement, Webster St, Naperville. Tour original southwest corner of Burlington Squ 307 N. Elsworth St. Naperville. Hear history and influence of rail service including the cultural impact of the the community. Tour includes about of walking. All ages welcome. \$13- napersettlement.org.

**Taste of the Grape:** 6 p.m. Monday, Oct. 16, Vine, 101 Center Drive, Grayslake. 7 of wine tasting sponsored by the Fr Round Lake Area Parks Foundation wines, light hors d'oeuvres. Proceed Send A Kid To Camp Scholarship. R deadline is Oct. 10. \$30 per person Ross Bertone, [rbertone@rlap.org](mailto:rbertone@rlap.org), [thevine.ticketleap.com/va-taste-of-t](http://www.thevine.ticketleap.com/va-taste-of-t) at the Robert W. Rolek Community

**Clearbrook 'Around The World' For** 5:30-8 p.m. Tuesday, Oct. 18, Arlington-Scion, 2095 N. Rand Road, Palatka cuisine from some of the suburbs' restaurants, silent auction, cash bar (discount for groups of four or more [clearbrook.org/event/aroundthewo](http://clearbrook.org/event/aroundthewo)

**Grayslake Pumpkin Fest:** 5-7 p.m. Oct. 20, Central Park Aquatic Field Lane, Grayslake. Kids Halloween g activities, Moonwalk, Giant Slide, Character Path, Costume Contest, \$8-\$12. [www.glpd.com/grayslake](http://www.glpd.com/grayslake) event/9th-annual-pumpkin-fest.

**Hallow-Palooza:** 6-9 p.m. Friday, Oct. 20, Center, 665 Barrington Ave., Carpe Activities include Thriller dance cla 30 minutes, costume contest, treat

**My FAVORITE**

**OLK ART ANTIQUES VINTAGE**

**September 23, 24 & 25, 2016**

**Kane County Fairgrounds**  
525 S. Randall Rd. St. Charles, IL  
Friday preview 5pm - 9pm - \$10  
Sat. 10am - 5pm & Sun. 11am - 4pm - \$6

**HANDMADES REPURPOSED QUALITY ARTISANS**

**PRESENT THIS AD FOR \$1.00 OFF ADMISSION**

**Things Market**  
formerly Country Folk Art Festival

[rared51@yahoo.com](mailto:rared51@yahoo.com)  
630-387-1161  
[Arioftheheartland.com](http://Arioftheheartland.com)  
Like Us on Facebook

**FALL FUN DAY**

**Join us for family fun!**

**Build a scarecrow for only \$!**  
(you supply the clothes, we supply the straw)

**Petting Zoo • Fun House**  
**Food • Pony Rides**

**SATURDAY, SUNDAY & MONDAY**  
**OCTOBER 8, 9 & 10 • 10 - 4**

**LURVEY**  
Home & Garden  
Plant Market  
Outdoor Living

2550 E. DEMPSTER DES PLAINES IL  
847.824.7411 **WWW.LURVEYS.COM**

**Bridges of Poplar Creek Board Report**

**General Programs**

- The last Golf Event for the season is Saturday, November 5th. The Turkey shoot has a full field of 54 teams already. Each participant will receive a 10 to 12lb Turkey in this festive event.

Event Highlights:

- Bridges Final Challenge was on October 8<sup>th</sup>. We had 30 players compete in this 18 hole stroke play event. This year's winner was Zach Szczepanski with the score of 77.
- The Challenge Cup was held on October 22<sup>nd</sup>. In this unique event we had 12 players from Bridges play a Ryder Cup format against 12 players from Randall Oaks Golf Club. Bridges Team fought hard but came up short. Randall Oaks did retain the cup winning 14 points to Bridges 10 points.
- Pro Am Scramble was on Oct. 11<sup>th</sup>. We had 30 Teams participate in this highly competitive 4 player scramble. This season's the winning team shot 16 Under. Congratulations to the wining team of Dale Jalovecky, Nate Small, Larry Acten, & Garrett Bianchi.

**Golf Rounds**

<b>ROUND TOTALS</b>			
<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>
<b>2,780</b>	<b>2,499</b>	<b>2,559</b>	<b>3,076</b>
<b>YTD ROUND TOTALS</b>			
<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>
<b>30,585</b>	<b>29,324</b>	<b>29,001</b>	<b>29,130</b>

**Range Information**

<b>RANGE BASKET SALES TOTALS</b>			
<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>
<b>1,012</b>	<b>932</b>	<b>944</b>	<b>1,068</b>

YTD RANGE BASKET SALES TOTALS			
2013	2014	2015	2016
17,741	18,350	18,148	18,220

### Pass Sales

Resident Annual	3
Resident Individual	138
Resident Junior	1
Resident Senior	91
Total Resident Passes Sold YTD	233

Preferred TT Pass	104
Non-Res Individual	20
Non-Res Junior	0
Non-Res Senior	58
Total Non - Resident Passes Sold YTD	182

### Communications & Marketing

#### Marketing/Advertising

- We did 8 Email Blasts advertising Pro Am Scramble, Final Challenge, Turkey Shoot, Cubs \$19.08 Special, and other seasonal specials and events.
- Hosted Never Forget Veteran's golf event on October 20<sup>th</sup>. This event had over 100 players and 150 for dinner. We had onsite ESPN TV host Charles Hurd promoting the event and creating a documentary of local area charity events. Will have more information on when this event will be featured soon.

### Food & Beverage

For the month of October we had a total of 16 events: (25 Events in 2015)

The breakdown is as follows:

4 breakfast meetings servicing 100 people

1 birthday luncheon servicing 150 people

2 golf outings with lunch or dinner buffets servicing 190 people

- 2 ceremony and reception servicing 296 people
- 2 reception only servicing 280 people
- 1 ceremony/reception cancelled for October 8th estimated revenue \$15,000
- 1 memorial luncheon servicing 75 guests
- 1 church dinner servicing 91 guests
- 3 social luncheons servicing 197 guests

We currently have 15 events booked for November (15 Events in 2015)

- 5 Breakfast meetings servicing 120 people
- 1 ceremony and reception servicing 165 people
- 1 reception only servicing 150 people
- 1 wedding reception cancelled for November 5th estimated revenue \$16,000
- 1 birthday dinner servicing 50 people
- 4 showers servicing 174 people
- 1 church dinner servicing 235 people
- 1 anniversary dinner servicing 25 people
- 1 Turkey shoot servicing 100 turkeys

#### Wedding Count Update:

2017 = 6 ceremony and reception, 1 reception only, 2 ceremony only

We are currently offering the ceremony fee for \$750, lowered from \$1750 and waiving the outdoor bar fee. Other Specials include: Chair Covers for \$4 each, ½ Off premium bar upgrade, and ½ Off late night snack menu.

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**

*Sand, sand and more sand. The maintenance crew started phase one of the bunker renovation on October 10<sup>th</sup>. The renovation is consisting of removing all existing sand from the bunker down to the soil or clay line, removing all material over top and around the existing drain lines, inspecting the drain lines for breaks or clogs and repairing if necessary and the final step of filling around and above the drain lines with new pea gravel. This process is very time consuming and labor intensive and most of this work is completed by hand. In order to save the existing drain tile it had to be dug up by hand and had all material remove from bunker and stock piled at the shop yard. The maintenance crew was able to rent a small dingo track machine to remove the sand and stock pile in each bunker for removal which took place using a bobcat and our dump truck, this material that was removed was also stock piled at the shop. The material that was removed using the dingo and bobcat will be reused on the golf course for filling divots on tees and fairways, in the divot bottles on the golf carts and to fill all the driving range divots throughout 2017. Phase two will continue into winter with re-establishing old bunker edges that have been expanded over the years. Once phase two is complete phase three will consist of laying any new sod on those bunker edges and placing the sand into the bunkers at a depth of 4-6 inches. Outside of working on the bunkers the maintenance team has been able to keep up with regular setup of the golf course and the following task:*

- Regular mowing of all surfaces
- Blowing and mulching leaves
- Mowing of all tallgrass and low maintenance areas
- String trimming entire property
- Irrigation repairs
- Integrated pest management applications
- Filling divots on tee boxes and select fairways
- Equipment repairs and daily checks

## **Finance & Administration**

- Staff completed the 2017 working budget for presentation to the Committee of the Whole on November 8.
- Staff completed the 2017 A&F goals and objectives for the 2017 budget.
- Staff completed the 2016 Tax Levy (for collection in 2017) which is being presented as part of the budget.
- Staff reviewed all full-time job descriptions and organizational chart changes as well as the salary ranges for 2017. These were presented as part of the 2017 budget.
- Staff attended the National Recreation and Parks (NRPA) Conference in St. Louis, MO.
- Staff finalized all requirements for the IAPD/IPRA Accreditation. Deputy Director Talsma worked with Executive Director Bostrom to present the review to the accreditation panel. The District received an outstanding score of 498 out of 500 possible points.
- Staff attended the Never Forget Veterans award ceremony at the golf fund raising outing held at BPC. Deputy Director Talsma and Director of

Golf Bechtold were both interviewed for the ESPN television show, The Big Hurd Show.

- Deputy Director Talsma and Executive Director Bostrom attended the Villages intergovernmental reception along with the Park Board Commissioners.
- Attended the PDRMA Property and Casualty Council meeting which ratified approval of our insurance rates without a rate increase.
- Business staff assisted with the Superintendent of Recreation first round interviews.
- Staff attended the IAPD Legal Symposium.
- Staff attended the GIS demonstration from our software vendor. As part of this staff researched the idea of hiring a full time district employee to help maintain our GIS platform. This is being presented as part of the 2017 working budget.
- Staff attended the IAPD Best of the Best Gala where the District received the Helen Doria Arts in the Park award along with a \$2,500 grant. We also received a second award for Best Green Practices. (see attached Chicago Tribune article).
- Payroll Cycle Processing
  - 10/21/16      \$277,941.08
  - 11/04/16      \$277,490.63

#### Administrative Registration/EFT Billing

- EFT Billings for:
  - a. TC/WRC/PSSWC Fitness Centers
  - b. ELC (weekly)
  - c. Sponsorship/Marquee Signs
  - d. Dance
  - e. Preschool
  - f. STAR
  - g. Hockey
- Administrative
  - a. Travel Soccer Program Set-up
  - b. Travel Soccer Deposit processing
- Administrative Registration for:
  - a. Financial Assistance
  - b. Foundation Giving Tree
  - c. Park Permits
  - d. Travel Soccer

#### Human Resources

- Processed 15 new part-time hires and 2 new volunteers.
- Advertised for FT Superintendent of Recreation position. Reviewed candidates, scheduled interviews, participated in first round. 83

applications received. 10 selected for 1st round, 4 candidates moved into 2nd round.

- Attended meeting with Advertising & Sponsorship Manger and representative from HR Block to learn about potential no-cost benefit for employees in the form of a reduced rate for tax return preparation.
- Conducted annual Hoffman U presentation on employee benefits – kicked-off 2017 open enrollment period.

## Technology

- Network Security
  - a. Working on adding new policies regarding personal laptops and personally owned mobile devices.
  - b. Implemented two-factor authentication for remote LogMeIn users.
  - c. Currently working on removing local administrator access from RDS01 (Remote Desktop Server) Users
- Security Cameras for Outdoor Parking Lots
  - a. Performed a walkthrough with Sterling to assess the parking lots of TC, BPC, & SEA. Sterling to provide a quote.
  - b. Meeting with Current Technologies the week of November 7th.
- Vogelei Barn Connectivity
  - a. Investigating with Comcast on the cost of adding Vogelei to our Metro-Ethernet solution much like the other HE Parks facilities.
  - b. Investigating with Sterling on an alternative solution utilizing a Cisco Firewall much like Freedom Run Dog Park or perhaps a P2P much like SEA to BPC.

## Advertising and Sponsorships

- Newly acquired sponsors:
  - a. Renew Baeird Dermatology
    - Marquees package
  - b. Remax Linda Dressler & Home Trust Mortgage
    - 2017 Event Sponsor package
  - c. KIND Snack Bars
    - Event Sponsor Package
  - d. Schaumburg Christian School
    - Marquee package
  - e. Friends of Nathan
    - Golf Outing Package
  - f. Pinstripes
    - Uncorked/Untapped Sponsor
  - g. Moretti's
    - Uncorked/Untapped Sponsor

- h. Costco
  - Event sponsor
- New Proposals Submitted to:
  - a. Kids Plus Dentistry- working on sponsorship package- waiting on meeting new marketing person who took over
  - b. Vein Specialist – marquee advertising
  - c. Windy City Bulls- still in work on sponsorship / marquee package- waiting on their final budget (this is in addition to current agreement).
  - d. Buffalo Wild Wings- Event package
  - e. Main Event- Marquee and Sponsorship
  - f. Bernacki Chiropractic – Event Sponsor
  - g. Fox Valley VW- Marquee package
  - h. America's Baking & Sweets Show- marquee package
  - i. LL Bean – Sponsorship package

## MEMORANDUM M16-130

**TO:** Board of Commissioners  
**FROM:** Dean R. Bostrom, Executive Director  
Craig Talsma, Deputy Director/Director Admin & Finance  
**RE:** Board/Committee Meeting Policy  
**DATE:** November 17, 2016

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### **Background**

The appointment and involvement of residents in the decision making process through committees supports the district's mission and values (*Cooperation – We recognize that through teamwork and cooperation, our organization achieves success. We are dedicated to a cooperative effort and value residents' and guests' input within our organization*). Per board policy, the board currently has three standing committees as well as the Forward Planning committee which is an ad hoc committee established in conjunction with the development of the CMP every five years.

By design, all agenda items are presented to one of the three committees which most represents the purpose of the committee. The recommendations of the committees are then presented to the park board on their consent agenda. Currently, committee meetings are only held when new business items are on the agenda beyond staff reports and quarterly goal reports. The exception to this guideline is the A&F committee which meets every month due to the required approval of the voucher list and financial reports. The B&G and Rec committees typically only meet nine or ten times per calendar year.

In reviewing the history of committees at HEPD, committees were initially established shortly after the creation of the park district in 1964. Membership on the committees in the early years was limited to elected commissioners. Back in the early to mid-1980s, community reps were first introduced to the committees with the appointment of two community reps. These two community reps were appointed to serve along with commissioners on the board appointed standing committees. In addition to the board appointed standing committees, at various times ad hoc committees were created by the board which included the appointment of community representatives in varying numbers to the ad hoc committees.

In 1999 the committees were restructured to create a standing Buildings & Grounds and A&F committee which had three commissioners and two community reps assigned to each committee. In 2001 the committee membership was amended to appoint two commissioners and three community reps to each committee (B&G and A&F) and a new Recreation committee was added. In 2003 each of the three committee appointments expanded to allow up to five community reps and two commissioners per committee. This is the same committee structure that currently exists today. Shortly after this latest revised committee schedule, an unwritten expectation of commissioners attending all the committee meetings when available became the norm.

### **Implications**

Prior to 2001 the B&G committee was held on the first Tuesday of each month and the A&F committee was held on the 3<sup>rd</sup> Tuesday prior to the park board meeting. In 2001 with the creation of the Recreation committee, the Recreation committee was added on the 4<sup>th</sup> Tuesday of

each month. In 2006 when an objection was raised to holding the A&F committee meeting immediately preceding the board meeting, the meeting schedules were changed to the current format of the B&G committee meeting on the first Tuesday, the Recreation committee on the second Tuesday, the A&F committee on the third Tuesday and park board meeting on the fourth Tuesday.

With the existing committee structure, commissioners typically attend all committee meetings plus the board meeting for a total of four meetings held on four separate nights per month. This obligatory expectation creates a heavy burden on the time demands of commissioners, who are not compensated, based on how many meetings they attend. This demanding time commitment potentially limits the willingness of some residents to commit to a schedule of four meetings per month plus several hours per week preparing for committee/board meetings. Due to the existing time demands, consideration should be given to combining committee meetings whereby the total number of meetings per month is reduced from four nights to two nights per month.

When committee meetings are held on the 1<sup>st</sup> or 2<sup>nd</sup> Tuesday of the month, it is difficult to provide up to date monthly comparative numbers from the preceding month. Furthermore, by eliminating meetings on the 1<sup>st</sup> and 2<sup>nd</sup> Tuesdays of the month, the need to hold Special Board meetings due to timing issues would be eliminated, i.e., bids are awarded the 1<sup>st</sup> week of the month and avoiding having to wait 3 weeks before the district can proceed with the project.

Prior to 2006, when the A&F committee meeting was moved from being held on the same night as the park board meeting, the Open Meetings Act did not restrict new agenda items from being placed on the agenda and acted upon without a minimum 48 hours advance posting of the agenda. Due to the change in the Open Meeting Act requiring that all agenda items that will be voted on must be posted 48 hours in advance, the concern of holding a committee meeting immediately preceding a board meeting on the same evening is minimized. This concern is even further diminished with the full support documentation that staff provides with every meeting packet/agenda which is legally advertised. This enables residents the opportunity to be fully aware of the agenda items in advance of the meeting.

One concern that should be addressed if the Park Board meeting is scheduled immediately following the A&F committee meeting is that it does not provide residents who plan to attend the later meeting with a concise time to arrive at the meeting, i.e., Park Board meeting awards such as Best of Hoffman or Employees of the Quarter.

A solution to address this concern would be to modify the board's meeting agenda to include a recess immediately following awards. The Board meeting would start at the scheduled time of 7pm. Following the presentation of awards, the Board would recess the meeting to begin the A&F meeting. The Park Board would call the recessed meeting to order immediately following the conclusion of the A&F committee meeting and then finish the board meeting.

### **Recommendation**

Staff recommends holding the B&G committee meeting at 7pm on the 3<sup>rd</sup> Tuesday of each month, with the Recreation committee meeting immediately following the B&G committee meeting.

Policy 4.3.03.2, Buildings & Grounds Committee, would be revised to state that "Buildings & Grounds Committee regularly scheduled meetings shall be held the third Tuesday at 7:00 p.m."

Policy 4.3.03.5, Recreation Committee, would be revised to state that “Recreation Committee regularly scheduled meetings shall be held the third Tuesday immediately following the Buildings & Grounds Committee meeting.”

All Recreation committee meetings where residents are individually invited to attend for a specific agenda item would be interchanged to allow for residents to attend the Recreation committee meeting with a starting time of 7pm and the B&G committee meeting starting immediately following.

Staff also recommends that the A&F committee and Board meeting be held on the 4<sup>th</sup> Tuesday of the month.

In order to allow residents who are planning to attend the Board meeting, i.e., Best of Hoffman, Employee of the Quarter, with a concise time to arrive at the meeting, the Board meeting will be held the 4<sup>th</sup> Tuesday starting at 7pm. The Board meeting agenda would be modified to include a Recess immediately following Recognition/Presentation at which time the A&F committee meeting will be held. Following the adjournment of the A&F meeting, the Park Board would call the recessed meeting to order and proceed to the conclusion of the approved agenda.

Policy 4.3.03.3, Administration & Finance Committee, would be revised to state that “Administration & Finance Committee regularly scheduled meetings shall be held the fourth Tuesday of each month following the Park Board meeting agenda item RECESS.”

Policy 4.1.12, Order of Business, would be revised as follows (\*added):

1. Roll Call
2. Pledge of Allegiance to the Flag
3. Approval of Agenda
4. Recognition/Presentations
5. \*RECESS
6. \*RECONVENE
7. Approval of Minutes
8. Comments from the Audience
9. Consent Agenda
10. President’s Report
11. Adoption of Executive Director’s Report
12. Old Business
13. New Business
14. Commissioner Comments
15. Executive Session
16. Adjournment