



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

AGENDA
REGULAR BOARD MEETING NO. 996
TUESDAY, AUGUST 25, 2015
7:00 p.m.

1. ROLL CALL
2. PLEDGE OF ALLEGIANCE
3. APPROVAL OF AGENDA
4. AWARDS:
 - Best of Hoffman: Knight's Baseball Team
5. APPROVAL OF MINUTES
 - Regular Board Minutes July 28, 2015
6. COMMENTS FROM THE AUDIENCE
7. CONSENT AGENDA
 - A. IAPD Legislation / M15-096
 - B. Balanced Scorecard 2Q / M15-093
 - C. Wolf Pack Hockey / M15-098
 - D. NWSRA Assessment Resolution R15-002 / M15-100
 - E. Social Media policy and Computer Network, Internet & VPN Access Policy / M15-102
 - F. Cleaning Service / M15-101
 - G. A&F Detail Reports
 - Manual checks \$332,526.77
 - Monthly Invoices \$323,310.18
 - H. Financial Statements
 - I. Acceptance of B&G Minutes 7/7/15
Acceptance of Rec Minutes 7/14/15
 - J. Acceptance of A&F Minutes 7/21/15

REGULAR BOARD MEETING NO. 996

August 25, 2015

Page 2

8. ADOPTION OF EXECUTIVE DIRECTOR'S REPORT
9. PRESIDENT'S REPORT
10. OLD BUSINESS
11. NEW BUSINESS
12. COMMISSIONER COMMENTS
13. EXECUTIVE SESSION
 - A. Minutes, pursuant to Section 2(c)(21) of the Open Meetings Act
 - 7/2815
 - B. 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.
 - C. Appointment, employment, compensation, discipline, performance or dismissal of an employee, pursuant to Section 2(c)(1) of the Open Meetings Act.
 - D. Pending or probable litigation, pursuant to Section 2(C)(11) of the Open Meetings Act.
14. DISCUSSION AND VOTE ON MATTERS DISCUSSED IN EXECUTIVE SESSION
15. ADJOURNMENT

ALL MEETINGS ARE HELD IN THE BOARDROOM OF THE HOFFMAN ESTATES PARK DISTRICT TRIPHAHN CENTER, 1685 W. HIGGINS ROAD, HOFFMAN ESTATES UNLESS OTHERWISE SPECIFIED. WE INVITE THOSE WHO MAY NEED AN ACCOMMODATION DUE TO A DISABILITY TO CONTACT US 48 HOURS IN ADVANCE. PLEASE CONTACT JANE KACZMAREK, EXECUTIVE ASSISTANT, AT 847-885-7500.



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

MINUTES
BOARD MEETING NO. 995
July 28, 2015

1. Roll Call:

A regular meeting of the Hoffman Estates Park District Board of Commissioners was held on July 28, 2015 at 7:00 pm at the Triphahn Center in Hoffman Estates, IL.

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

Absent: None

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

Audience: Coach Rich Bolinder and Family, Mr. Keith Evans

2. Pledge of Allegiance:

Everyone present stood for the Pledge of Allegiance.

3. Agenda:

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

4. Awards:

President Bickham recognized Coach Rich Bolinder as the Best of Hoffman for his support as a coach for the Hoffman Estates Park District.

5. Minutes:

Commissioner McGinn made a motion, seconded by Commissioner Kaplan to approve the minutes of the June 23, 2015 meeting as presented. The motion carried by voice vote.

6. Comments from the Audience:

None

7. Consent Agenda:

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

- A. 2015 Playground Installations / M15-084
- B. Surplus Ordinance O15-013 / M15-087
- C. A&F Detail Reports
 - o Manual checks \$532,803.58
 - o Monthly Invoices \$526,134.59
- D. Financial Statements
- E. Acceptance of B&G Minutes 6/2/15
- F. Acceptance of A&F Minutes 6/16/15

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

Ayes: 7 Evans, Kaplan, Kilbridge, McGinn, Mohan, Bickham

Nays: 0

Absent: 0

8. Adoption of Executive Director's Report:

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

9. President's Report:

President Bickham noted that the 4th of July Parade was great, even though he MC'd and could not march with the district.

He also noted that he had one in summer camp that thoroughly enjoyed the trip to Six Flags, however, would have wanted more than ½ day.

President Bickham noted that he was seeing more Party In the Park signs and finally, that last year the board had been involved in the ice bucket challenge. He explained that he was undertaking a personal challenge

"Around the Parks in 80 Days" visiting, taking pics and talking about the parks in conjunction with the C&M Department.

10. Old Business:

None

11. New Business:

A. Harper College aquatic facility/M15-091:

Executive Director Bostrom reviewed the item. President Bickham noted a correction on the letter that it should be **Ms.** Jackson.

Commissioner Mohan made a motion, seconded by Commissioner McGinn to approve the letter as corrected to submit to Harper College stating that the HEPD has interest in further evaluating the potential of partnering on a program level, however, is not interested in pursuing and Intergovernmental Agreement which includes a \$20 million capital contribution. Motion carried by voice vote.

B. Annexation of properties into HEPD O15-009 through 012/M15-092:

Executive Director Bostrom reviewed the item noting that committee recommendation had also been to send a letter to those homeowners explaining the benefits of being a part of the park district and including some of the stats and how this will improve home value.

Commissioner Kaplan asked that the letter be presented to the board so that they would know what it contained prior to the mailing.

Commissioner Mohan asked if it needed to go to counsel and Executive Director Bostrom noted that it did not.

Mr. Keith Evans suggested it be in the form of a welcome letter and asked if the tax implications would be addressed in the letter. Executive Director Bostrom explained that it would make some reference to either the current district tax rate or percentage of the overall tax bill but would not address the specific amount of additional taxes.

Commissioner Evans made a motion, seconded by Commissioner Kaplan to approve the annexation of University Place, Laufenburger property, Autumn Woods and Rembowski property into the Hoffman Estates Park District as outlined in M15-092 and M15-083.

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

12. Commissioner Comments:

Commissioner Kilbridge noted that the 4th was a nice parade. She also explained that she had recently seen a bike corral and suggested one for PIP. Director Kies explained that they had used one for the Fabbini Park dedication and would have another at PIP.

Commissioner Evans said the live music at BPC was great and they had seen new faces; he also noted that there would be another August 5th. He said he was looking forward to the park tour and hoped that more Comm Reps would attend.

Commissioner Kaplan said he was sorry he missed 4th of July but would be at PIP.

Commissioner Mohan asked about the algae control in the ponds, particularly at BPC. Executive Director Bostrom explained that the ponds were sprayed when the algae exceeded 25% of the area. He also noted that the homeowner's fertilizer was feeding the algae. Commissioner Mohan noted that the ponds at BPC were beginning to smell and asked that they be addressed. Commissioner Kilbridge noted that a good rain would also address the issue. Mr. Keith Evans noted that Harvester made a machine that could collect algae from the lakes. Commissioner McGinn asked if spraying worked and Director Giacalone explained that it did. Commissioner Mohan asked staff to check the lakes at BPC.

Commissioner Kinnane said he had enjoyed the 4th of July parade. He also wanted to commend the staff at Seascapes for doing such a good job. President Bickham noted it was good to be able to use a credit card and Wi-Fi at the pool.

11. Executive Session:

Commissioner Mohan made a motion, seconded by Commissioner Kaplan to move to Executive Session at 7:30 p.m. for the purposes of:

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

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

Commissioner Evans made a motion, seconded by Commissioner Kaplan to reconvene to regular session at 8:12 p.m. The motion carried by voice vote.

14. Discussion and Vote from Executive Session:

None

15. Adjournment:

Commissioner McGinn made a motion, seconded by Commissioner Kinnane to adjourn the meeting at 8:12 p.m. The motion carried by voice vote.

Respectfully submitted,

Dean R. Bostrom
Secretary

Peggy Kusmierski
Recording Secretary

**HOFFMAN ESTATES PARK DISTRICT
REGULAR BOARD MEETING 996**

EXECUTIVE DIRECTOR'S REPORT

August 2015

PARKS DIVISION

1. Work continues at Fabbri Park on the edges of the walking path. Forty percent of the path has been completed with grading, over-seeding and erosion matting.
2. Over ninety percent of weed spraying for dandelions and clover has been completed. Weather problems had inhibited applications but this spate of dry weather has allowed us to catch up.
3. Mulch paths at the Black Bear disc golf course have been treated with non-selective for weed control and the grass fairway portions treated with a selective post emergent.
4. All soccer goals and worn areas of all programmed soccer fields have been repaired and will be ready for the fall season.
5. Playground installations have been completed at Valley Park and Maple Park and the turf restoration is complete. Re-grading, re-seeding and erosion matting was completed.
6. Shrub and flower bed weeding throughout the district is caught up and back on a regular schedule, with edge and mulch work where needed in progress.
7. Weed spraying for invasive weeds in the natural areas is well under way as weather conditions permit with the primary targeted species being, Phragmites, Teasel, Purple Loosestrife and Thistle.
8. The Ash tree inventory is being updated and removals have begun again. With the exception of the natural areas, (Black Bear and Walnut Pond) approximately 95% of the Ash trees will have been removed by the end of this year. It is anticipated that approximately 150 Ash will be removed this year, leaving approx. 20 Ash in the active park areas which are still in good condition.
9. Burn Permit applications for the state permits are filled out and will be submitted this week for 22 in house burns for the 2015 – 2016 burn season. The County and Village are filled out and will be submitted upon receipt of the state permits.

10. Staff removed and installed new carpet, patched and painted 10 offices and administration areas at TC.
11. Staff constructed a new office primed and paint, removed rug and installed new, carpet and installed new door entryway, new electrical switch for light and heating and air-condition vent.
12. Staff installed new shelves in closet of preschool room at TC.
13. Staff removed old Baseball backstop and installed new 10 x 20 black vinyl backstop at Birch Park.
14. Staff repaired Eisenhower Running Track in six different locations.
15. Staff set-up new Soccer Field at Poplar Park.
16. Staff repaired swings at Hoffman and Poplar Playgrounds.
17. Staff removed graffiti from Huntington and South Ridge Playground.
18. Staff installed windscreens at South Ridge Tennis Court.
19. Truck 528 installed new tires, turn signal flasher, cleaned throttle body and replaced blower motor resistor.
20. Vehicle 455 replaced front brake rotors.
21. Vehicle 493 installed new front brake pads and rotors, rear shocks and new tires.
22. Mower 566 installed new thermostat and gasket.
23. Trailer 836 rewired the whole trailer for lights.
24. Truck 912 replaced all bearings in rear differential.
25. Chipper installed new blades.
26. Mower 571 drained hydraulic tank due to diesel fuel being put in it.
27. Daily maintenance and repair of all mowers.
28. Multiple ballasts and light we repaired at Seascapes on the outside lights on the buildings and parking lot.

29. Hair dryers and ballasts replaced at PSS&WC.
30. New automated fill valve for the activity pool at Seascapc was installed.
31. Pressure sensors were replaced on multiple RTU's at Triphahn Center and PSS&WC.
32. All coils were cleaned on all RTU's at Bridges of Poplar Creek, Triphahn Center and PSS&WC.
33. All the air filters were finished being changed out across the park district.
34. Multiple RTU's were trouble shot and repaired with adding Freon to operate the AC properly.
35. Power was upgraded at Triphahn Center for the new cubicles as well as outlets added.
36. New switches were installed in multiple locations for lighting.
37. Fabbrini Park restroom was finished being re-modeled which included completely re-piping all the main plumbing in the pipe chase and resetting sinks, faucets.

PLANNING & DEVELOPMENT

1. Tennis Courts:

The court contractor completed the resurfacing of tennis courts at WRC, Evergreen, and Olmstead Parks along with the basketball court at Olmstead and Fabbrini Parks the week of July 26, 2015. In addition to the color coating, crack-filling was done at all other court facilities where cracks exceeded ¼ inch in width. It was determined that it was not worth painting over those cracks less than ¼ inch as a means of filling the void as within a month's time, the crack reappears allowing water infiltration which was to be limited by the crack-filling process. At this time, there appears to be no product that successfully fills cracks of this size. In the case of Evergreen Park, a fiberglass reinforcing material was placed across the cracks in an attempt to prolong the reoccurrence of cracks that telegraph through the new coated surfaces. While this is not a new product, this is the first time that the district is using this material and the findings may impact future crack-filling operations.

2. 2016 Capital Redevelopment Plan:

Planning staff has begun the process of inspecting all playgrounds, parking lots and tennis courts to identify necessary work to be included as part of the 2016 Capital Improvements Plan. In some cases, proposed work may not need to be accomplished as originally identified in the 5 year CMP. The findings of this inspection will be a part of a memo to be presented to the B&G Committee in September.

3. Evergreen Playground:

This project has been delayed approximately 5 days due to missing equipment that was not shipped by the playground manufacturer. With this delay, and delays due to wet weather, the Evergreen project is about 10 days behind schedule. Both the contractor and the park district are optimistic that the work can still be completed prior to the start of classes at Lakeview School, adjacent to the playground, on August 25, 2015.

4. Chestnut Port-o-let Enclosure:

Planning staff has completed plans for construction of an aesthetic improvement enclosure around the port-o-let restroom located at Chestnut Park. The design plans are consistent with the plans approved by both the B&G Committee and the Board in September of 2011. The port-o-let structure at this park is an addition as soccer practices have only been scheduled at this location since 2013. A public meeting has been scheduled for August 11, 2015 at 6 pm at Chestnut Park in an effort to get resident input on the final location of the aesthetic improvement enclosure. Once plans are finalized, staff will submit them for Village code review and installation will be schedule for late summer or early fall.

Recreation and Facilities Division

UPCOMING EVENTS



- August 8: Party in the Park - Fabbri Park 4-10 PM
- August 9: Grandparents Day at Seascapes, grandparents get in free with child
- August 13: Summer Sounds on the Green 7 PM
- August 14: Fitness Fun Day at Seascapes
- Sept 18 – Zumba Party 5:30-7 PM at PSSWC
- Sept 25 – Teen Corn Maze Trip 5-10:30 PM, meets at TC
- Sept 25 – Uncorked & Untapped 7-10 PM at Bridges of Poplar Creek
- Sept 26 – Wildflower Seed Collecting Event 10AM-noon at Charlemagne Park

Snapshot Summary/Highlights:

- Community Engagement & Outreach - Independence Day Parade – at the parade this year, Park Commissioners passed out fruit snacks with cards attached. 1,000 had cards with Splish Splash Family Bash on one side and Seascapade pass on the other; 1,000 had cards with Splish Splash and an ice skating pass on the other. In addition, Foundation Trustee Rossiaky walked with a poster and informed the parade viewers. Park Board President Bickham was the MC for the event.
- 2nd Annual Alzheimer's Tournament - On July 17th-19 HEPD and Hoffman Estates Knights travel baseball put on its 2nd annual Alzheimer's tournament. The tournament was created last year when a player on the Knights had to do a community service for his bar mitzvah and wanted to run a tournament in honor of his grandma and her battle with Alzheimer's. This year we had 7 teams, 2 more than last year. HEPD and the Hoffman Estates Knights were able to raise \$2,000 for Alzheimer's.
- Fitness membership at all the facilities remained strong with all facilities exceeding last year's net totals from 2014 to 2015.
- Summer Camp in the month of July was up 152 campers from this time last year.
- HEPD team members are working with two boy scouts who are working on their Eagle Scout projects. The proposed project is a portable archery range that would be located at the sled hill next to SFAC. A presentation will be made to the Recreation Committee and the Board once more details are finalized.
- The Recreation & Facilities Division had a visit from PDRMA during the month of July and the team member from PDRMA toured and spoke with staff from PSS&WC and SFAC. He was very impressed with both sites. He was also impressed with the necessary paperwork that supports the operational aspects of those sites.
- Director of Recreation and Facilities Mike Kies (as the vice chair) chaired the July's HE Chamber of Commerce Board Meeting since the chair Jim Norris was out of town. He is also working with Dr. Dan Yoder from the University of Western Illinois to offer a college level class to seasonal employees in Illinois introducing them to the field of Recreation and Leisure Services as an opportunity to allow incoming freshman at all state schools to earn college credit during the summer to explore the field of parks and recreation as a career.



Dance

Recital Dance

- Summer dance classes will be coming to an end the week of August 10th with a performance in class for the parents.

Gymnastics Programs Summary:

Gymnastics classes are going strong and will be wrapping up the second session the week of 8/17.

Program/Month/Year/Variance +/-		7/2014	7/2015	+/-
Summer	2 nd session	116	132	+16



Youth Athletics

Youth Baseball

- The Youth Baseball/Softball season has finally come to a close on July 15th with our Bronco Red team representing HEPD in the SAA tournament 3rd place game. We also had our Pony Red team represent HEPD in the constellation championship game at the Pony Level.
- Tournament team try outs took place the weekend of June 13th. HEPD ended up with one team representing the best of our Bronco players. They competed in two tournaments during July. Posting a 2-6 record overall, this record shows though that our in-house players beat two "travel" teams and this speaks volumes of our volunteer coaches at this level and the player's work ethic.
- Fall Baseball League sign up is currently going on. We will play in the SAA fall league have a representing at the mustang level up to the pony level this year. Practice start in early August and games in early September.

Youth Softball

- Youth Softball came to an end on July 8th. Both of HEPD teams, 1/2 and 3/4, represent HEPD in final four of their tournament. 1/2 grade coach Rich Bolinder was awarded B.O.H this July.

Travel Baseball

- Tryouts will be run for our 13u and 11u teams the first two weeks of August.

Summer Sports Camps

- HEHS sports camps- This summer HEPD teamed up with HEHS again and ran two camps. Basketball and Baseball. The HEHS varsity baseball coach Todd Meador and varsity basketball coach Luke Yanule coached the camps.
- DEA Pitching and Hitting Clinic- the newest sports contractual company to HEPD ran two camps this summer to a specific skill of baseball, Pitching and Hitting.
- AABA basketball camp- AABA was back for another week long program of basketball fundamentals growth at Willow Recreation Center.



Early Childhood

Preschool:

	15 TC	4 TC	
Threeschool 15-16	7 WRC	11 WRC	-7
	16 TC	27 TC	
2's Playschool 15-16	10 WRC	20 WRC	+21
Preschool 15-16	111 TC	128 TC	+28

	52 WRC	63 WRC	
Early Learning Center	17	23	+6
Total Preschool:	228	276	+48
Summer Camp:			
	72 TC	68 TC	
Preschool Kids Camp – S3 & S4	36 WRC	31 WRC	-9
Healthy Kids Camp – S3 & S4	36	31	-5
	49 TC	52 TC	
Kinder Camp	14 WRC	16 WRC	+5
Ready for Kindergarten Camp	24	22	-2
Safety Town – S3 & S4	23	16	-7
New! Nature Investigators Camp	0	14	+14
Tot Spot 2's Camp - S3 & S4	22	24	+2
Jr. Leader		3	+3
Total Summer Camp:	276	277	+1

Summer Camp Program Summary

Bus Service	44	43	-1
Creative Arts Camp	64	112	+48
Discovery Camp	113	101	-12
Explorers Camp	242	286	+44
3 day Explorers Camp	154	219	+65
Early Arrival	393	412	+19
Late Stay	456	459	+3
Nature Camp (1 week)	11	11	+0
Science Camp (2 weeks)	47	74	+27
Sports Camp	302	253	-49
Teen Camp	142	150	+8
Totals	1,968	2,120	+152



Membership
Month

7/14
2

7/15
27

Var +/-
+25

Volunteerism

Volunteers – 6 volunteers – 30 hours total

(newsletter/planning for summer picnic & games day/art for 50+ Center)

Classes offered in July

Basic Exercise, Gentle Yoga, Tai Chi, Spanish, Writing

Athletic opportunities offered s in July

Pickleball, Volleyball, Bicycle Riding

Upcoming trips

Carole King: Beautiful, Jazzin' at the Shedd, Fancy-Free Overnight to Door County, Lunch/Christkindlmarkt/Zoo Lights, Chi, John Hancock Observatory, Ten Chimneys, WI, Mus of Sci & Ind, Randolph St Market, Dueling Piano Party/Lunch, Elmhurst, Historic Naperville, Tea, Long Grove (held all day parts/weekdays, week nights, weekends)

Upcoming Evening/Special Programs

Health Screenings – 2 drop-ins (looking to bolster publicity to increase attendance)
Pub Quiz Night (3rd Thursdays/6:00 pm) – 20 participants - held at 50+ Center brought in pizza

Friday post lunch programs (July)

7/10 80's Throwback Day (commemoration of P&R Anniv) C&M videotaped

7/17 Alden Poplar Creek presents on Alzheimer's

7/24 Culver's for monthly member birthday lunch

7/31 Picnic/Games at Fabbri Park (45 attendees including So Barrington Indian Senior group)

Organized Activities

Bingo at Culver's/monthly

Annual Six-County Senior Games 15 members of 50+ participated, not including Pickleball participants

Other

Assisted 2 seniors in identifying resources for special license & other senior benefit programs

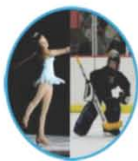
Met with Lillian Clinton, HEV Senior Commission regarding joint Harvest Luncheon

Part of supply pickup/delivery for Sr Games

Tested/completed IL Food Handler Training Certification

Met with Jennifer Hayward regarding sponsorship opportunities, compiled/emailed

Coached senior/family regarding memory/depression issues



Ice Operations

I.C.E Academy

The I.C.E Academy summer skating camp has had 175 skaters take part in the program through July. A total of 275 skaters took part in the program by the end of August 2014.*

H2O camp has had a total of 140 skaters through July. 173 skaters took part in the program by the end of August 2014.*

* Both camps will conclude the week of Aug. 17th as well as the summer lesson program. Total enrollment for the summer will be in the August board report.

Wolf Pack

The Wolf Pack summer hockey camp program concluded the week of Aug. 3rd. 170 hockey players took part in the program. The program was up from the 155 that took part in 2014 and the first week of camp was cancelled due to the school extending the school year by a week.

Wolf Pack fall registration was opened to returning players on July 27th.

Due to the size of the weekday development program staff opened an additional Saturday program that started July 11th. 31 players are enrolled in the program.

July Parties/Outings and Information:

2 ice parties took place during the month of July.

2 team locker rooms have had sections of sports floor changed out and hallway painting has begun on the lower level.



Prairie Stone_{tm} Sports & Wellness Center

July Membership Totals

2014

3,422

2015

3,458

+/-

+36

Member Services

- The enrollment promotion for the month of July extended a discounted enrollment fee (with prorated dues) from July 1st thru July 10th. The enrollment fee discount increased (with prorated dues) on July 11th thru the end of the month. The Member Services team was encouraged to use discretion and leverage prorated dues remaining for the month of July during either promotional discount span in order to secure enrollments for the month.
- The ongoing Friends in Fitness member referral program continued to be a primary force in generating new memberships; the club cash incentive corresponding with this referral program rewards current members with a \$25.00 club cash reward for referrals who enrolled as members. These promotions have proven to be popular and effective among prospective clients and among the most productive of marketing efforts.
- 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 marquis 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 number of credit card denials following July billing continued at a manageable pace. Efforts that were implemented within the Member Services and Billing offices to continue to contact members proactively to obtain updated information for billing continued aggressively during the month of July. These efforts include phone calls, emails, form letters, and person-to-person contact upon check in at the Service Desk.
- Efforts are continuing with regard to the composition of a new member survey that will be administered in Q3. Results from the survey will be used in conjunction with a facility SWOT analysis to guide budgetary efforts in 2016.
- Interviews for the Member Services Supervisor position were conducted during the latter part of July. The job posting for this position had been posted internally at HEPD facilities and also on the IPRA website and Club Industry job board. A select number of the most qualified applicants were invited to participate in the initial round of interviews with the most qualified two candidates moving on to the second round. An offer will be extended to the most qualified candidate in early August with transition/training to begin shortly thereafter.

Operations Department:

- PSS&WC partnered with Life Source during the month of July to host a mobile blood donation drive in the parking lot at PSS&WC. Advertisements to promote this event were shared within the HEPD internal and external community.
- The National Summer Classic Girls Basketball tournament was held at PSS&WC in all three gymnasiums during the weekend of 7/30 thru 8/2. The club was one of several regional sites throughout the northwest suburbs simultaneously hosting the tournament.
- PSS&WC hosted one day of Pickleball for the Senior Olympics due to inclement weather. The men's doubles teams were relocated from the outdoor courts at Fabbri Park to PSS&WC due to the threat of rain and hot/humid temperatures.
- The new Summit Café opened for business under new ownership of the Flores Rosales Family Group on July 1st. The opening was coordinated as a "soft" opening with greater fanfare and promotion planned for the fall.

Fitness, Personal Training & Group Fitness

- The new Personal training rewards program will start 7/1/15. This program rewards loyal personal training clients by providing 1 complimentary 1hr private training session, after the client completes 20 training sessions. The program intention is to continue to reward client behavior and encourage use of personal training services.
- In July, the professional signage has been created and posted within the facility for the new strength circuits that have been developed for members. Members are responding positively to the new educational information provided. Circuit training is a method of resistance training, or weight training that maximizes the volume of work done in a short period of time. Circuit training is a great tool to use for people who are interested in weight loss, muscle gain and overall strength increases.

- Two new group fitness classes have been incorporated into the group fitness class schedule. The 2 classes are called "LEHIT" and "LEBOOT". LEHIT combines multiple effective methods of interval training into a High Intensity Training and power filled group fitness format suitable for multiple levels of participants. This class format includes the use of Equalizers for strength, speed, agility and power coupled with familiar fitness choreography and high-energy music, and is topped off with Tabata-inspired intervals using the Buddy System. LEBOOT: is a class format focuses on enhancing functional fitness levels, as well as athletic development, achieved through building a solid foundation of coordination, strength, power, balance, speed, and agility. Aerobic and anaerobic conditioning are positive results gained from LEBOOT training. Bodyweight exercises, including the Equalizers, are used along with the Buddy System to create a fun, safe, effective and challenging class. To support these two classes additional classes were removed from the schedule.
- Class participation has remained steady. Highlighted classes include: Zumba 40 Yoga and Pilates 30 Pump & Abs 30 Aqua 20
- Within the area of nutrition, the July workshop, Belly Busters held on 7/14, had a total of 13 participants. There is an August workshop, Metabolism Boosting, which will be held on August 3rd. In addition, a new Registered Dietician has been hired, in order to accommodate for customer request for nutritional consultation services.

Programs and PSS&WC Swim Lessons

- The second summer session of indoor swim lessons is underway with 295 compared to 259 in our first summer session.
- The ELC program finished up their swim lessons this month at PSS&WC. About 20 ELC children have been bussed over to PSS&WC each Wednesday for a half hour lesson and half an hour of free swim. The Program Manager of ELC reported that the swim lessons are a huge benefit and selling point for the ELC program in the summer months.
- In the area of private swim lessons 419 lessons have been sold in 2015 (86 in July) compared to 447 at this time in 2014. The Program & Aquatic Supervisor is working with the C&M department on a marketing package to help boost participation in this program.
- PSS&WC's second summer session of youth climbing classes are underway with 14 participants compared to 8 in the first summer session. The next round of Youth Climbing classes will begin after Labor Day.

Seascape Season Updates; Pass Sales, Swim Lessons, Special Events, & Marketing

- On July 24th Seascape celebrated the season pass holders with Pass Holder Appreciation Day. The facility opened one hour early for pass holders and the first 150 people to check in received a free giveaway. At 10:30am there was a

line down the sidewalk of pass holders waiting to come in to the facility. Thankfully, Seascope team members were able to accommodate all pass holders in a timely manner. The guests seemed to really appreciate the early opening. In addition, there were hourly raffles and other special perks for pass holders.

- So far this season 1,330 Seascope season passes have been sold compared to 1,410 passes at this time in 2014. Despite the cool front end of the summer the pass sales are only down 6% as compared to other park district pools averaging more around the 20% mark.
- Seascope's Facebook page gained 84 likes in July totaling 444 total likes for the page. The most popular posts in July included Military Appreciation weekend reaching 505, Pass holder perks reaching 679, and two posts about pass holder appreciation day reaching 423 and 393. Fans have continued to "check in" and tag Seascope in photos they post on Facebook which shows an engaged fan which is our goal.
- In the area of Seascope outdoor swim lessons there are 191 participants registered in our July classes. This includes two morning sessions.
- At Seascope there has been 24 private lessons sold compared to 23 private lessons sold in June 2014.
- In July Seascope hosted a Military Appreciation Weekend. All men and women who serve or have served will enjoyed free admission.
- On July 10th Seascope offered free snorkeling demonstrations provided by Above and Underwater Scuba. The kids loved this free activity.
- In August, Seascope will be hosting a Movie Night on August 7th, Grandparent's Day on August 9th, and a Fitness Fun in the Sun event on August 14th.



Triphahn Center

Triphahn Center Fitness and Operations:

Membership Totals	07/2014	07/2015	Var. +/-
	918	921	+ 3

General Summary:

- Dance World was successfully held on July 11th.
- The second session of summer fitness classes began the week of July 20th. There are 2 classes running with 13 participants.
- Carpet installation continued through July in the admin area. Staff is in the process of putting the areas back together.



Willow Recreation Center

Membership Fitness/Racquetball Totals	07/2014	07/2015	Var. +/-
	354	402	+ 48

General Summary:

- The second summer session began the week of July 20th. There are 9 classes running with 47 participants. There has also been 43 drop in participants.



Dog Off-Leash Areas

Bo's Run:

- There are currently 303 members to Bo's Run / Combo passes (229 Bo's Run only plus 74 combo members). There were 433 members to Bo's Run at this time in 2014 (344 & 89)
- Breakdown for Bo's Run / Combo passes HE 104, Palatine 38, Barrington 10, Schaumburg 33, Arlington Heights / Mt. Prospect 3, Inverness 19. Additional towns are Rolling Meadows, Elk grove, Hanover Park,

Freedom Run:

- There are currently 380 members to Freedom Run (306 Freedom Run only plus 74 combo members). There were 443 Freedom Run (354 & 89) in 2014
- Breakdown for Freedom Run/ Combo passes Elgin – 170 HE – 66, Streamwood 67. Additional towns are Schaumburg – 25, Huntley, Hanover Park & S. Barrington, Elk Grove, Palatine, Wheeling & others.

Dog Park Passes	07/2014		07/2015
Bo's Run	344	Bo's Run	231
Freedom Run	354	Freedom	309
Combo	89	Combo	75
	787		615*

*Staff has received quite a few calls about the Dog flu and concerns from previous members waiting to sign up until this has passed. Staff also believes that some of the reduction is also due to the opening of the new Schaumburg dog park. But in the recent weeks staff has seen a large influx of Schaumburg residents joining the parks again.



Communications and Marketing

PROGRAM PROMOTIONS

Staff worked with program managers to promote Party in the Park, Friday Fun, 50+ Open House, Summer Camp, Hook an Adult on Golf; Parents Night Out, 9& Stein, Gardening classes, Prairie Stone memberships, 50+ programs; youth sports, Friday Fun in the Park, BPC Live Music, Father's Day events.

Community Calendar Submissions to: Daily Herald, Trib Local, Kidwinks, Oaklees Guide, Parents' Magazine, Hoffman Estates and Schaumburg Chambers and Hoffman Estates Visitor's Bureau.

COMMUNITY EDUCATION

National Night Out – On short notice, the HE Police Dept approached us to hold this annual event, which was held in the parking lot at Seascape.

VIDEO

Party in the Park – new video gives patrons an idea of what the event is like, to encourage attendance.

PUBLIC RELATIONS & ADVERTISING

Summer Camp Promo – We placed an ad in the Daily Herald's Summer Camp Guide (Sun. March 15), plus 3 ads in the Suburban Parent Camp Pages (April 15, May 13, June 10). The ad will offer campers who register as a result of the ad a free insulated lunch bag. We will measure the response after camps are over; we will track:

- 1) Hits to a special splash page with more information and links to registration
- 2) Report showing a Promo Code used at online registration
- 3) Number of lunch bags given away

We will need 43 camp registrations to cover our costs and our goal is 50 new registrations, which would equate to a 3% ROI.

RESULTS TO DATE: 7 hits to the splash page; 3 campers registered

Daily Herald Trade Ads, appearing in Neighbor Section on Sundays 2xs per month:
Summer Camp

SPONSORSHIP

Sponsorship Coordinator is working on the following companies:

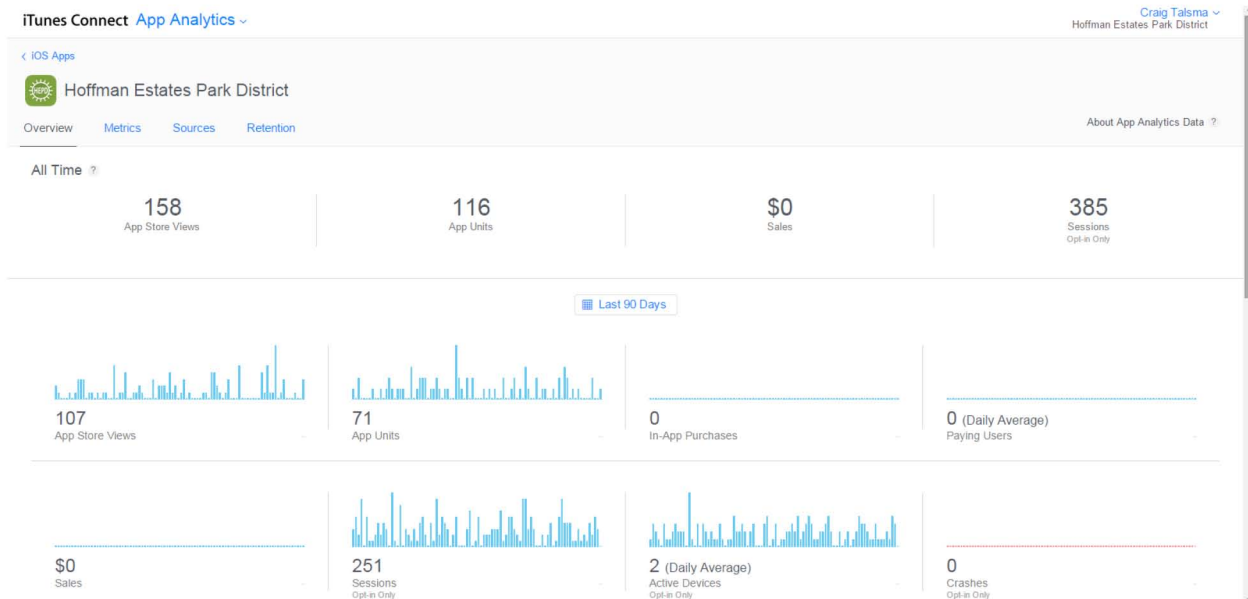
Acorn Tire, AMITA, AT&T, Athletico, Fannie May, Garibaldi's, Head Penn, HE Community Bank, Kids Plus Dentistry, Morretti's, Nesquick, Pepsi, Pinetree, Pinnacle Chiropractic, Schaumburg Honda, Science of Spirituality, Subway.

MARKETING DASHBOARD



Mobile App Downloads

The app has been available since April 25, 2014; as of July 31, 2015 we have had 1,550 apps downloaded. Apple has introduced new analytics that are in beta testing stage, data is available starting March 1 on IOS 8 and after for iPhone users who opt-in and allow Apple access to data:



Mobile Access

Results to date are positive, showing more users accessing heparks.org on mobile devices or tablets. We are looking for a greater percentage of page views by mobile devices and fewer via desktop. Benchmark 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.)

	Benchmark: Feb 2013-Feb 2014	June30-July31, 2014	June30-July31, 2015	Change from last year
Desktop	63%	48%	41%	-7
Mobile	27%	39%	49%	+10
Tablet	10%	12%	9%	-3*

*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/>)

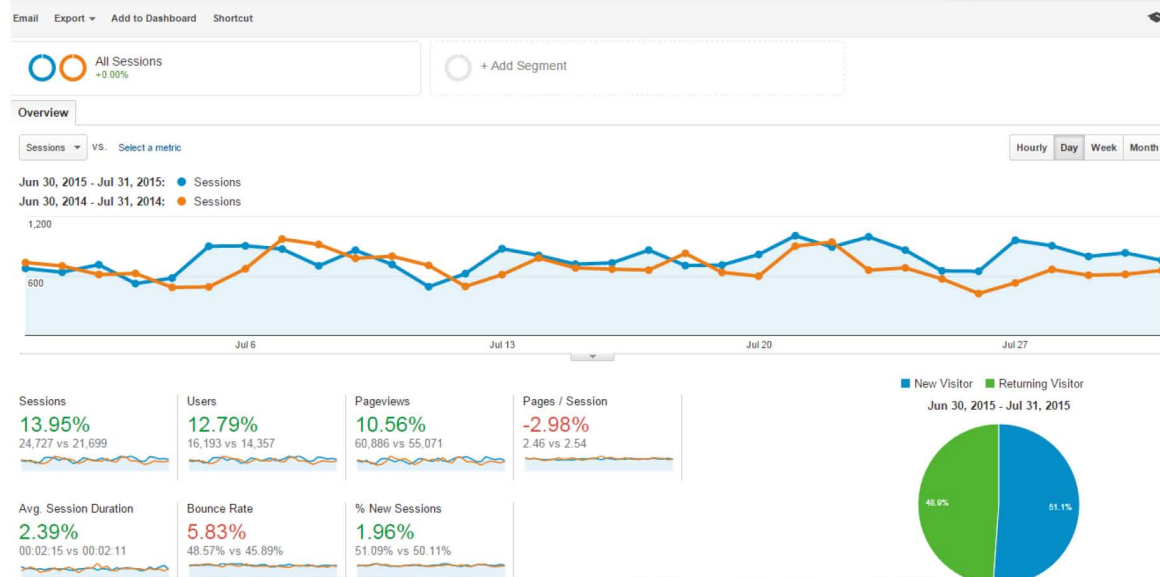


Website HEParks.org Google Analytics

Hits to the home page are steady and increased from last year.

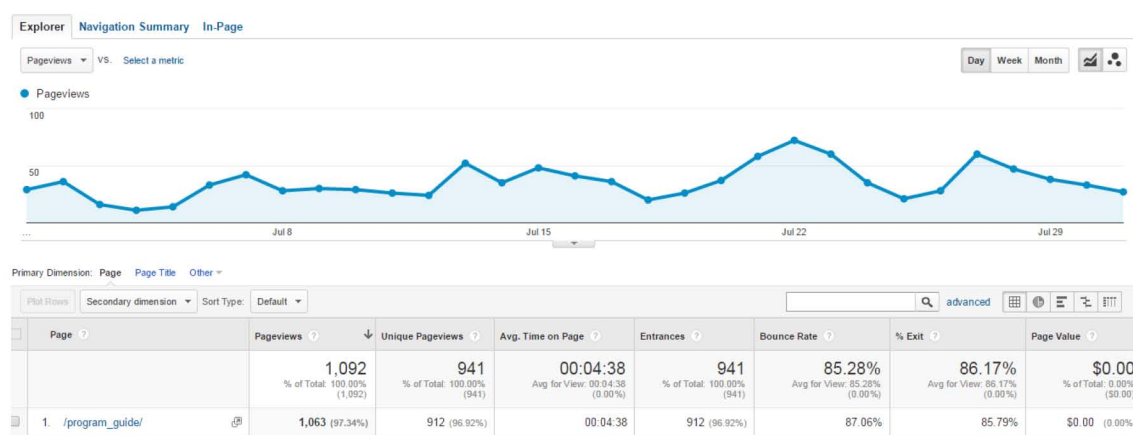
Audience Overview

Jun 30, 2015 - Jul 31, 2015
Compare to: Jun 30, 2014 - Jul 31, 2014



Program Guide Online

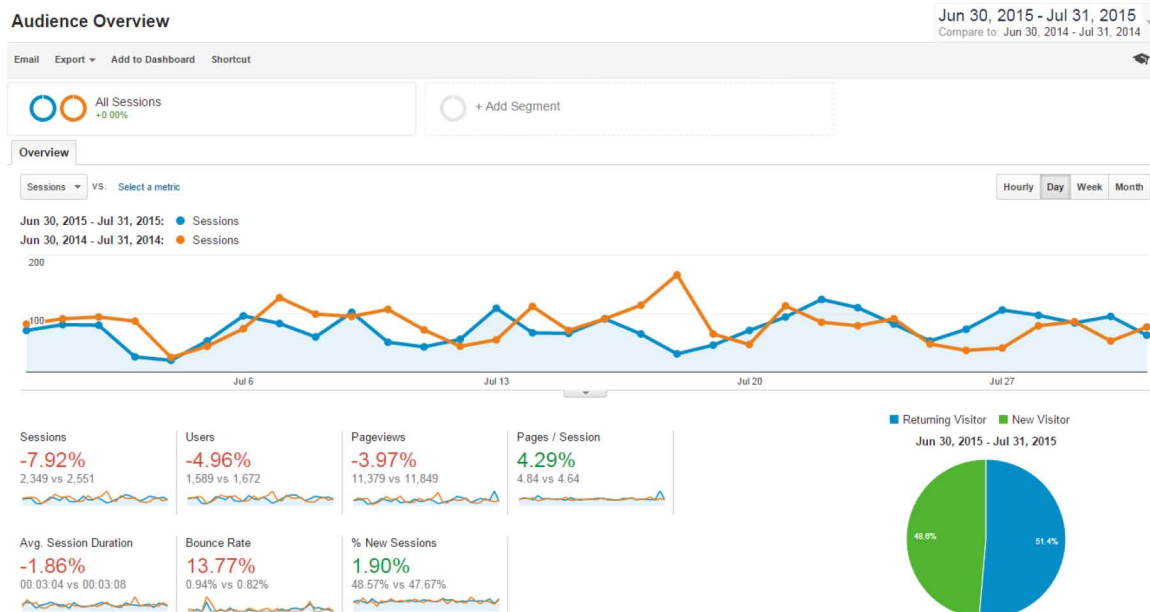
Indicates how many times people are viewing the electronic version of our program brochure on our website. A greater number of people are viewing the Program Guide online. It appears that folks are viewing the Program Guide on the weekends, and registering online during the week.





WebTrac/Online Registration Page Hits

Google Analytics – Hits peak mid-week, which is a change in our historical trend, which used to have hits to all web pages mid-week. We still see in increase in hits the week right before sessions begins. The number of Sessions and Users has gone down, but the number of Pages per Session and Page views is up significantly, which indicates the experience the user is having is more effective; they are spending more time in online registration.



Facebook Reach



Total Likes – 1,923. Our goal is engagement: The more people tag, share and comment on posts the greater the reach. 28 Days Page Engaged Users (Col G): The number of people who engaged with our Page. Engagement includes any

click or story created in July = 20,108.



Conversion Rate – What percentage are registering online?

Derived from a RecTrac Report that indicates the percent of registrations made online vs in person. New responsive/mobile-friendly website launched Oct 28, 2014. Mobile WebTrac was launched in late November 2014. Progress is being made each year in online registrations.

2011:	21%
2012:	26.3%
2013:	30.69%
2014:	33.54%
Jan-July 2015:	35.68%



Email Blast Results, Constant Contact

	Open Rate	Bounce Rate	Click-thru rate
2014 Sports and Recreation industry	20.20%	8.82%	7.49%
HEPD General EBlast, July 21	19.0%	1.7%	11.7%
50+ Club July	32.9%	1.9%	7%

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

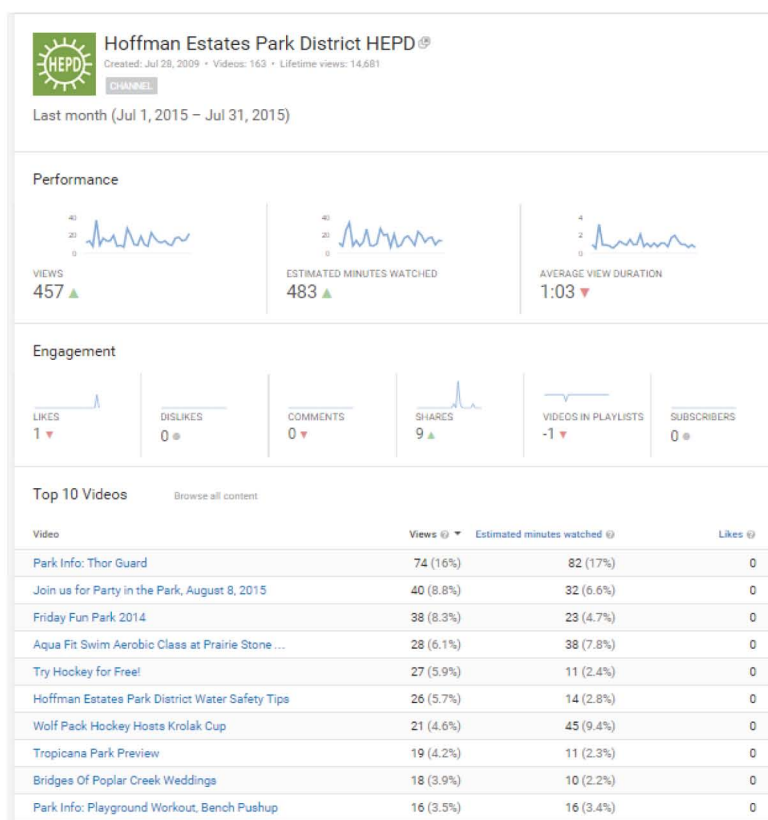
Opens = Emails our contacts received and viewed.

Clicks = Contacts who clicked on a link within our email.



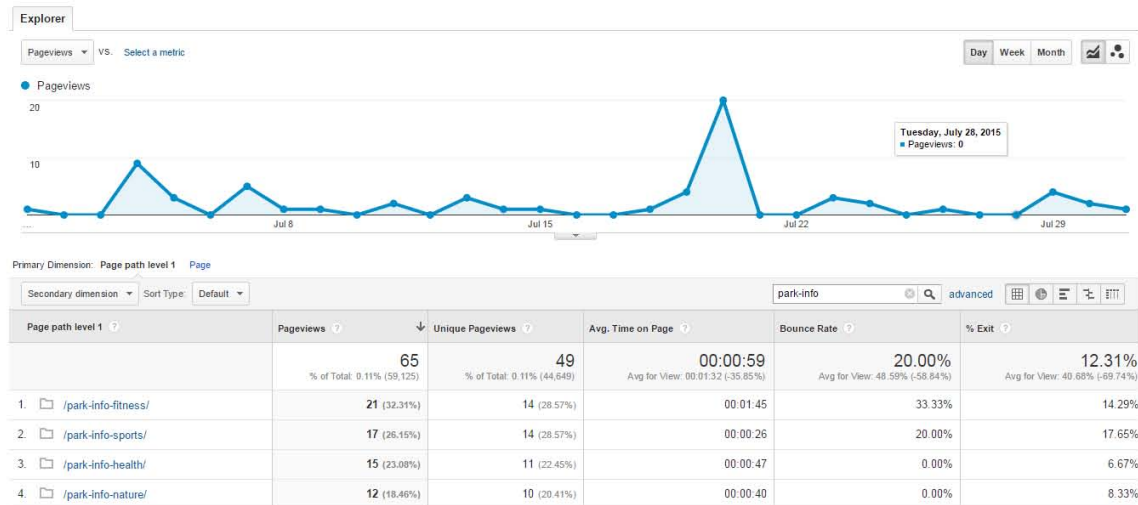
YouTube Metrics

Below is a list of our Top 10 Videos with the most traffic and minutes watched over the past 30 days. "Party in the Park" was the featured video July 1-31.



Park Info

Through a cooperative project with the Director of Planning and the Parks Maintenance department, on May 7 we implemented a new community education program called Park Info. Twenty three signs were placed in four parks (Evergreen, Black Bear, Cannon Crossings, South Ridge and Vogeley) containing QR codes that link to videos on 4 topics: Sports, Fitness, Nature and Health. Each month a new video will be available for park goers to browse for more information on a variety of topics. Data period is May-7 to date.



Bridges of Poplar Creek Board Report

General Programs

- The Tigers Jr. Program was a success in the month of July. We had 20 participants. In this session juniors learned the game with use of motor skills, range practice and on course play.
- We had our 3rd Live Music night with Kevin Presbery Trio. We served over 80 guests and they enjoyed live music for 3 hours in the event area. Our next music night will be August 5th from 6:30pm to 9:30pm featuring Voyage a classic rock group.
- Paint the Night Away is a new event that will be held on August 27th starting at 6:30pm. Artisticology will be here teaching guests how to paint a masterpiece on a wine glass. Each participant will be able to bring their creative art home. We will also be offering drink & food specials at the event. The fee \$25 per participant.

Golf Rounds

ROUND TOTALS

2013	2014	2015
5,549	5,737	5,489

YTD ROUND TOTALS

2013	2014	2015
17,113	16,756	16,805

Range Information

RANGE BASKET SALES TOTALS		
2013	2014	2015
2,984	3,410	3,182
YTD RANGE BASKET SALES TOTALS		
2013	2014	2015
11,043	10,960	10,913

Video Gaming

VIDEO GAMING REVENUE	
2014 (7/1 – 7/31)	2015 (7/1 - 7/15*)
\$811.65	\$511
YTD REVENUE	
2014 (6/16 - 7/31)	2015 (1/1 – 7/15*)
\$943	\$1,985

*Revenue not received since 7/15/15

Communications & Marketing

Marketing/Advertising

- We did 4 email blasts for the month advertising; Live Music, Jr Golf Instruction, Golf Shop Sales, Wedding & Banquet Specials, group instruction, and Special HEPD events.

Food & Beverage

For the month of July we had a total of 25 events: 37 Events in 2014

The breakdown is as follows:

9 breakfast meetings servicing 181 people
1 Rotary dinner meeting servicing 30 people
1 anniversary party servicing 83 people
2 birthday parties servicing 89 people
1 Shower servicing 25 people
1 wine and dine event servicing 50 people
1 dance recital dinner (in house) servicing 65 people
3 weddings with both ceremony and reception here servicing 513 people
4 golf outings servicing 310 people.
1 Music night servicing 80 people
1 Meeting Only event servicing 100 people

We currently have 26 events booked for August. We had 38 events in 2014.

8 Breakfast meetings servicing 156 people
1 Awards dinner meeting servicing 32 people
1 Birthday party servicing 50 people
6 Showers servicing 207 people
1 Paint the Night Away event servicing 25 people
1 Memorial Luncheon servicing 57 people
1 Music Night servicing 120 people
4 Weddings with both ceremony and reception here servicing 500 people
2 Reception only events servicing 106 people
11 golf outings servicing 762 people

2016= 5 ceremony and reception, 1 reception only

2015=23 receptions 18 of which are hosting their ceremonies here plus 3 ceremony only

2014= 29 wedding receptions plus 7 ceremony only booked, Of the 29 receptions; 23 did their ceremony and receptions here.

We are receiving a lot of calls for 2016 weddings. We are currently offering 10% off any Saturdays that we still have open for 2015. Right now, we still have September 5th open and the Saturdays in October.

Golf Maintenance Summary

July started off just like the month of June with scattered rains leaving the maintenance department spending many hours on water management. This weather pattern came to an abrupt end the second week of July when summer actually arrive. Our new weather pattern has been hot and dry which has had the maintenance department changing its approach to the management of the golf course.

The irrigation system needed to be used again after sitting quiet for the entire month of June. When starting the system up we had numerous issues throughout the golf course with sprinklers leaking, not turning properly and/or just not working. This is the normal issue coming out of the winter but something new for July. The crew has been busy repairing issues to allow for sections of the course to be watered. Almost all pressing issues have been resolved with some minor issues still lingering.

Other tasks that have been completed this past month are:

- Regular mowing and daily course setup
- Integrated Pest Management applications to fairways, greens and tees
- Bunker edging
- Divots filled on tees and fairways twice this month
- Cleanup/addition to the fishing area
- Removal of Queen Anne's Lace and Canadian Thistle from shorelines
- Hand watering hot spots throughout the course
- Routine maintenance on golf course equipment
- Fogging of the clubhouse areas for mosquito control

ADMINISTRATION & FINANCE

A. Finance/Administration

- Staff has elected to postpone the VSI RecTrac upgrade that was budgeted to be done in 2015. This postponement is being done in conjunction with a recommendation from VSI. Some of the functionality that we currently use is not yet available in the new version, but VSI anticipates that the new version will have matured by either late 2016 or early 2017.

- Staff continues investigating accounting software applications in preparation of the 2016 budget process. This past month BSA was in-house to provide a demonstration.
- Staff has worked with Planning Director Gary Buczkowski in reviewing GIS (geographic information systems) software for possible use in the district. The multitude of potential applications and uses ranging from inventory tracking and replacement to demographic utilization of parks is very exciting. This is a very leading edge concept for park districts, and though it is a significant cost like other major software, it appears to have great promise for our District.
- Staff worked on numerous District policies including part time and full time scheduling and time documentation, in addition to the social media and computer usage policies.
- Payroll Cycle Processing
 - 07/31/15 \$332,387.52
 - 08/14/15 \$345,839.16
- Video Gaming Revenue

VIDEO GAMING REVENUE	
2014 (7/1 – 7/31)	2015 (7/1 - 7/15*)
\$811.65	\$511
YTD REVENUE	
2014 (6/16 - 7/31)	2015 (1/1 – 7/15*)
\$943	\$1,985

B. Administrative Registration/EFT Billing

- EFT Billings for:
 - TC/WRC/PSSWC Fitness Centers
 - ELC (weekly)
 - Sponsorship
- Administrative Registration for:
 - Financial Assistance
 - Park Permits

- c. Summer Camps
- d. In-House Soccer

C. Human Resources

- Processed 10 new part-time hires and 1 new volunteer.
- Provided orientation for 2 new FT Parks employees: Building Tech Eric Warren, Groundsman Rogelio Benavides
- Advertised for and hired new FT Sous Chef @ BPCC – Sergio Cabral
- Worked with Samantha Alloway (C&M) and Nicole Chesak (REC) to create HEPD's video for 80s month
- Drafted new tuition reimbursement policy for FT employees
- Ran Hoffman U Presentation – Independent Contracts
- Participated in interviews for FT positions Graphic Designer (C&M) and Member Services Supervisor (PSSWC)
- Advertised for FT Program Manager (REC) (Vacated by Jessica Senne).

Technology

- Bo's Run Card Reader
 - As of July 17th, Bo's run Dog Park is fully operational.
- TC server room UPS battery backup
 - PDRMA & Amset, Inc. decided to assess our unit more thoroughly with APC on the phone. This was completed on 8/3 and we are currently awaiting a decision from PDRMA.
- Apple MacBook
 - MacBook Pro for C&M has been configured and issued.
- Barracuda Spam Filter and Email Archiver
 - Purchased both Spam Filter and Email Archiver from Barracuda. Both devices are installed but neither has been implemented.
 - Currently waiting to schedule a date and time with Sterling Networks to assist in the implementation. We are currently still using Excalibur's Spam Filter.
- Shoretel Telephone system
 - A Hoffman U training session on the Shoretel system including the Communicator software is being planned.
 - Working with ATI to address some minor phone, networking, & call quality minor punch list items. The remaining \$12,467.35 balance owed from the last invoice will be paid once these issues have been resolved.
- Cisco Firewall
 - Windows documentation for our new Cisco AnyConnect VPN has been completed. Mac OSX is in progress.
 - Continuing to monitor and adjust access control as needed.
- WIFI (Public & Private) upgrade throughout the District
 - WIFI throughout the district has been upgraded. HEPD-Public and HEPD-Private are both readily available.

- Admin Office Renovation
 - The only office(s) left is the Accounting office & the IT server and support room(s). All other phone/data cabling completed by in-house IT.
- Investigating the AC unit in the IT server room at TC. Last year the unit was budgeted to be replaced but Maintenance was unable to keep it functional. Currently evaluating if the labor cost of repairing the unit is near the cost of purchasing a new updated unit.
- Part time IT support staff
 - Andy Chai will be going back to school to finish his senior year at Elgin High. He will be unable to work while in school so he will be resigning prior to the start of classes on August 17th.