



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. 997
TUESDAY, SEPTEMBER 22, 2015

IMMEDIATELY FOLLOWING 7PM A&F MEETING

1. ROLL CALL
2. PLEDGE OF ALLEGIANCE
3. APPROVAL OF AGENDA
4. APPROVAL OF MINUTES
 - Regular Board Minutes August 25, 2015
5. COMMENTS FROM THE AUDIENCE
6. CONSENT AGENDA
 - A. Chestnut Port-o-let enclosure
 - B. Expansion of 50+ Center
 - C. Off-Ice Training Facility
 - D. Utility contract for natural gas
 - E. Supervisor of Aquatics & Facilities job description
 - F. Surplus Ordinance O15-015
 - G. A&F Detail Reports
 - o Manual checks \$485,658.95
 - o Monthly Invoices \$262,688.55
 - H. Financial Statements
 - I. Acceptance of B&G Minutes 8/4/2015
 - J. Acceptance of Rec Minutes 8/11/2015
 - K. Acceptance of A&F Minutes 8/18/2015

REGULAR BOARD MEETING NO. 997

September 22, 2015

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7. ADOPTION OF EXECUTIVE DIRECTOR'S REPORT
8. PRESIDENT'S REPORT
9. OLD BUSINESS
10. NEW BUSINESS
11. COMMISSIONER COMMENTS
12. EXECUTIVE SESSION
 - A. Minutes, pursuant to Section 2(c)(21) of the Open Meetings Act
 - 8/25/2015
 - 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.
13. DISCUSSION AND VOTE ON MATTERS DISCUSSED IN EXECUTIVE SESSION
14. 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.



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MINUTES
REGULAR BOARD MEETING NO. 996
August 25, 2015

1. Roll Call:

A regular meeting of the Hoffman Estates Park District Board of Commissioners was held on August 25, 2015 at 7:00 p.m. 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, Parks and Risk Director Giacalone, Rec/Facilities Director Kies, Golf Director Bechtold

Audience: Facilities Manager Albig, Senior Program Manager Kapusinski, 50+ Manager Cuff, Rec Superintendent Chesak, Mrs. Patty Matthews, Mr. Keith Evans, Friends and Family of the Knight's Baseball Team

2. Pledge of Allegiance:

Everyone present stood for the Pledge of Allegiance.

3. Agenda:

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

4. Awards:

BOH was awarded to the Knight's Baseball Team and the Bonner Family was recognized for their efforts through the Knights team to raise money and awareness for Alzheimer's.

Patty Matthews was recognized for her 28 years of service with the district. She will be retiring from the district.

Senior Program Manager Kapusinski was recognized for her 12 years' service with the district. She is taking a position with the Arlington Heights Park District.

5. Minutes:

Commissioner McGinn made a motion, seconded by Commissioner Evans to approve the minutes of the July 28, 2015 meeting as presented. The motion carried by voice vote.

6. Comments from the Audience:

Mr. Keith Evans noted that there had been a Bike Committee meeting but due to an emergency, no business was conducted and he expected another meeting to be scheduled in the near future.

7. Consent Agenda:

Commissioner Kinnane made a motion, seconded by Commissioner Kaplan to approve the consent agenda as presented.

On a Roll call vote: Carried 7-0-0

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

Nays: 0

Absent: 0

- 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
 - o Manual checks \$332,526.77
 - o Monthly Invoices \$323,310.18
- H. Financial Statements

- I. Acceptance of B&G Minutes 7/7/15
- J. Acceptance of Rec Minutes 7/14/15
- K. Acceptance of A&F Minutes 7/21/15

8. Adoption of Executive Director's Report:

Commissioner Kilbridge 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 park district had received the IPRA 2015 Exception Work Place Award again and commended staff. He also noted that BPC would be receiving 24 goats this week to begin taking care of the natural areas and that there would be more to report on later.

He commended staff on PIP; noted the fall guide looked great; that Seascape had closed for the season and that the recent events at BPC were seeing a very good attendance. He also explained that he was 1/3 way through his Hoffman Estates Parks in 80 days.

President Bickham addressed the fact that there had been an incident at PIP involving Commissioner Mohan and that he would offer Commissioner Mohan the opportunity to speak to that issue under commissioner comments.

10. Old Business:

None

11. New Business:

None

12. Commissioner Comments:

Commissioner Kaplan echoed the comments on the PIP as it was his first time and he thought it very well done.

Commissioner Evans said he attended the open house for the active adults and they had a great attendance.

Commissioner Kilbridge said PIP was great and reminded everyone that the Foundation's Uncorked Wine Event was 9/25. She also noted that she had stopped by the north side at the library,

Commissioner Mohan explained that he had attended PIP and that when he attempted to park in the lot, an unmarked attendant refused him admission. He explained that this attendant put his hands on the hood of his car and that he, Commissioner Mohan, had raised his voice at that time. He said he spent 15 minutes at PIP and on the way out he shook hands with the attendant and left but now the attendant was saying that he hit him. He explained that he did not hit the attendant; that the attendant did not call the police or call for a doctor.

Commissioner McGinn said he golfed on Friday and the course looked great.

Commissioner Kinnane said PIP was great and that the staff at Seascapes were also terrific.

13. Executive Session:

Commissioner McGinn made a motion, seconded by Commissioner Kilbridge to move to Executive Session at 7:35 p.m. for the purposes of:

- A. Minutes - Section 2 (C)(21)
- B. The purchase or lease 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

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

Commissioner Mohan made a motion, seconded by Commissioner Kaplan to reconvene to regular session at 8:45 p.m. The motion carried by voice vote.

14. Discussion and Vote from Executive Session:

None

15. Adjournment:

Commissioner Evans made a motion, seconded by Commissioner Kaplan to adjourn the meeting at 8:45 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 997**

EXECUTIVE DIRECTOR'S REPORT

September 2015

PARKS DIVISION

1. Work at Fabbrini Park on the edges of the walking path has been completed with grading, over-seeding and erosion matting.
2. Invasive weed control continues in the natural areas for Phragmites, Teasel and Purple Loosestrife, with 85% completed.
3. Ash tree inventory for this year has been completed, with the projected removal of 150 Ash trees this year. Removals are ongoing with about half completed. After this year's removals there will be approx. 54 Ash remaining in the active park areas.
4. State permits for the 2015 -2016 burns were received for our in house burns; applications for the Cook County permits have been submitted.
5. Evergreen playground renovation completed; grading, seeding and erosion matting work also completed.
6. Post-emergent weed control for clover and dandelions complete; late fall control to begin the end of September.
7. The Parks Division conducted a volunteer Teasel removal at Black Bear Park which drew 10 volunteers.
8. Staff installed two new sewer drains at ATC on the northwest walk to pick up water coming from the apartment's parking lot.
9. Staff finished all carpet office, painting project.
10. Installed handicap signage with post in north parking lot at TC.
11. Staff remounted sink in room 105 at TC.
12. Set-up and take down of Party in the Park.

13. Staff repaired door and shelving unit in Kids Corner. Staff replaced emergency light at PSSWC.
14. Staff made repairs/replacements at various playgrounds: repaired slide at Vogelei, replaced sit-up bench at Sycamore, removed graffiti from slide at MacArthur and repaired block wall at Canterbury.
15. Staff has set-up and striped Sycamore football; weekly striping of Sycamore football fields is a new project this year.
16. All fall soccer fields were set up and striped.
17. Staff has started to remove windscreens from ball fields.
18. At PSSWC staff repaired RTU 3 and 4, fixed a leak on the boiler unit, replaced the flow switch and pressure temperature gauge, fixed sand filter float, and repaired boiler on Spa temperature gauge.
19. Staff repaired RTU 12 boardroom A/C unit, repaired air handler with a fuse and belt at TC.
20. Staff repaired A/C unit at Vogelei House.
21. Staff repaired and re-installed fountains at Field, South Ridge and TC.
22. Staff installed new motion lights at Seascape.
23. Staff repaired RPZ valves at Victoria and Cottonwood.
24. Staff replaced Zamboni's bushings on the A frame and two yokes.
25. Truck 912 replaced ignition switch.
26. Truck 543 assembled new snow plow.
27. Fire extinguishers and first aid kits in all trucks completed annual safety inspection.

28. Trailer 836 replaced rear tires.
29. Daily maintenance and repair on all mowers.
30. At Seascapes the tent windscreens, funbrellas, and deck chairs have been taken down and/or put away. The pool has also been drained. Staff is planning on painting the pool bottom, the water play feature and water slides this fall in an effort to get a jump on the spring start up.

PLANNING & DEVELOPMENT

1. 2016 Capital Projects Request:

As part of the annual capitals review, planning staff tours all the facilities to determine specific needs that have changed compared to the 5-year CMP Plan. Staff toured 46 playgrounds, 8 tennis courts, 14 basketball courts, 2 in-line skate rinks and 17 parking lots. For the most part, the facilities have weathered as predicted in the CMP Plan with the exception of a few playgrounds and parking lots that have fared better or in some cases, worse. The updated 5 year CMP Inventory and Evaluation will be presented in October, prior to the November budget meetings.

2. Evergreen Park Path for ADA:

As part of the 2016 Capital Plan, the paths at Evergreen Park/Lakeview School are to be resurfaced and brought to ADA standards. To develop the detailed plans for this project, staff has surveyed running and cross slopes for the entire pathway system. This information will be used to estimate the quantities required to address areas that are not in compliance with the minimum standards. Overall, staff found Evergreen Park to be in less severe condition as compared to the Fabbri Park paths that were renovated this past year.

3. Evergreen Playground:

This project was completed with the installation of the chain link fence the week of August 17. With the completion of this project, the 2015 playground renovations are now complete and staff is working with the contractor to close out all contracts and extra charges. Staff is confident that the overall cost of the playground renovation project will be well within the budgeted amounts.



UPCOMING EVENTS

- 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
- Oct 10 – Pumpkin Fest Noon-2PM at Vogelei Park
- Oct 11 – Pro Am Golf Event at BPC
- Oct 17 – Parents Night Out at PSSWC
- Oct 24 – Pumpkin Swim at PSSWC
- Oct 27 – Trick or Treat Climb at PSSWC
- Oct 31 – Halloween Bash 10-11:30A at Triphahn Center

Snapshot Summary/Highlights:

- Volunteer Appreciation Night at SFAC on Monday August 3rd, was a huge success there was a very nice turnout and the feedback from the participants was very positive. They enjoyed the food, the servers and the raffle.
- Party in the Park took place on Saturday, August 8th. The feedback from participants during the month of August since the event has been outstanding; in speaking with our food vendor the amount of food sold was higher this year than last. Our estimated crowd based on head count was 3,000 attendees throughout the day/evening. The band was good and kept a decent crowd, staff is looking at ways to keep reduce the transition time between the event and band going forward.
- The summer ICE Academy lesson program concluded Aug. 18. 155 skaters were involved in the program compared to 127 skaters for 2014
- Membership totals at PSS&WC continue to be very strong despite the saturation rates as it relates to the number of new low cost facilities in the area along with the CrossFit and private studios. They are currently up 78 members from this time last year, excluding the GE members.
- 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.
- Overall there were 1,335 Seascape season passes sold for the 2015 Seascape season compared to 1,410 passes sold for the 2014 season. This summer the pool opening was delayed due to a leak that was discovered prior to opening. That in addition to the cool and rainy start in the month of June didn't help in the area of Seascape season pass sales. Despite the rainy start to the season the article that discussed area aquatic centers seeing a 20% drop in pass sales, SFAC saw a 5.3% reduction in pass sales from this time last year.

- There are two sessions of the Boy Scout Climbing Merit Badge Day scheduled this fall. This program is available to Boy Scouts who are looking to complete the requirements for the BSA climbing merit badge.



Dance

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 +/-	8/2014	8/2015	+/-
Summer 2 nd session	116	132	+16

Fall registration is ongoing with classes due to start on September 14th.



Youth Athletics

Youth Baseball

- Travel baseball tryouts have come to a conclusion and we will have a team at the u12 and u14 level for the spring/summer of 2016.
- Fall baseball practices have started. Hoffman Estates will have a team at the Mustang, Bronco and Pony level in the SAA/HEPD fall league. Games started on August 29th and playoffs will conclude the weekend of October 18th.

Youth Softball

- HEPD will have a fall softball tournament team at the 5/6th grade level. They will compete in two tournaments in September and practice one a week.



Early Childhood

Preschool:

	15 TC	10 TC	
Threeschool 15-16	10 WRC	13 WRC	-2
	30 TC	29 TC	
2's Playschool 15-16	25 WRC	21 WRC	-5
	115 TC	126 TC	
Preschool 15-16	70 WRC	68 WRC	+9
Early Learning Center	21	25	+4
Total Preschool:	286	292	+6



50+ Club

Volunteerism

Volunteers – 21 volunteers – 67 hours total
(newsletter/planning/working Open House)

Classes offered in August

Basic Exercise, Gentle Yoga, Tai Chi, Spanish, Writing (demonstrated new Chair Fitness/Chair Yoga classes at Open House)

Athletic opportunities offered s in August

Pickleball, Volleyball, Bicycle Riding, Ping Pong

Upcoming trips

Carole King Beautiful, Fancy-Free Overnight to Door County, Christkindlmarkt/Supper/Zoo Lights, Chi, John Hancock Observatory, Ten Chimneys, WI, Randolph St Market, Dueling Piano Party/Lunch, Elmhurst, Historic Naperville, Tea, Long Grove (held all day parts/weekdays, week nights, weekends)

Evening/Special Programs

Health Screenings – 5 drop-ins (will begin to display signage w/both park district & village logos to increase attendance)

Pub Quiz Night (3rd Thursdays/6:00 pm) – 28 participants - held at 50+ Center

Friday post lunch programs (August)

8/7 Basic Computer/Internet workshop

8/14 Basic Computer/Internet workshop

8/21 Education re: IDing stroke signs/ surgery recovery tips

8/28 Party on the Patio at Bridges of Poplar Creek (45 attendees/most pre-ordered + orders placed day of event)

Organized Activities

Bingo at Culver's/monthly

Other

Assisted senior in identifying emergency dental work resource

Assisted 50+ member seeking help caring for her dogs due to new, temporary, work schedule change

Connected with Northbrook Sr Cntr regarding 50+ member who lives in Northbrook in need of in-home companion

Party in the Park AM helper

Distributed Open House flyers to various senior community within 5 mile radius of TC

Attended memorial service for deceased 50+ member



Ice Operations

I.C.E Academy

- Staff attended an IL Skating Council Board meeting on Aug. 25. The Skating Council is considering a July skating competition for 2016. GM Doschadis

attended to offer a proposal involving the Triphahn Center as a possible host site.

- The summer ICE Academy lesson program concluded Aug. 18. 155 skaters were involved in the program compared to 127 skaters for 2014.
- ICE Academy camp and H2O camp concluded Aug. 21. 408 Skater took part in the camp program which started a week later than the previous years due to school being extended by an additional week. 448 skaters took part in 2014.
- ICE Academy classes will start after Labor Day.

Wolf Pack

- The Wolf Pack Registration will end Aug. 31. Tryouts and evaluations all take place starting Sept. 2 and concluding on Sept. 7. After that all players will be put on their respective teams at the NWHL and NIHL level. Players and teams will be reported in the September report.
- 195 hockey players participated in the summer development which ended on Aug. 19. There were 179 players in 2014.
- Hockey camps concluded Aug. 18. As is the same with the Ice Academy this program also lost the first week of camp due to school. This year 169 players took part in the program. In 2014 155 players took part in camp.
- The Jr. Wolf Pack program begins Aug. 31 with 75 players (maxed out) Development classes will begin after Labor Day.

Ice Rink Information

Program	8/2014	8/2015	Var. +/-
• Public Skate	439	221	-218*
• Freestyle	334	361	+27
• Drop In/Homeschool	289	477	+188

**A number of Wolf Pack players took advantage of private skating time rather than having to attend public skate sessions to get ice time. That is why you see the decline in public skate numbers and an increase in drop in.*



Prairie Stone_{tm} Sports & Wellness Center

August Membership Totals	2014	2015	+/-
	3,015	3,093	+78
GE memberships	322	431	
	3,337	3,524	

Member Services

- The enrollment promotion for the month of August extended a special discounted enrollment fee of \$10 along with free August dues for the first 10 days of August. The enrollment fee discount remained discounted to \$10 throughout the month, however, prorated dues applied to those who enrolled after August 10th. The Member Services team was encouraged to use discretion and

leverage prorated dues remaining for the month of August during either promotional discount span in order to secure enrollments for the month.

- The Member Services team performed exceptionally well despite the absence of a Member Services Supervisor. This team of 1 FT associate and 1 PT1 associate managed to maintain efficiency with regard to all Member Services operations (tours, enrollments, collections, membership maintenance) while maintaining a workload comparable to what would be experienced during the month of January. The months of July and August represented the leanest that the Member Services team has ever been within the office with total membership enrollment among its highest number.
- 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 August 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 August. 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.
- The General Manager of Sales & Operations participated in a webinar sponsored by Retention Management/Constant Contact regarding a new online component offered by the company that is designed to survey current members in a simple but poignant manner via email. Survey results are sent "real time" for immediate feedback and response if needed. Consideration of this new online component will be included in budgetary intentions for 2016.
- Interviews for the Member Services Supervisor position continued during the early part of August through the course of two interview rounds. 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 September with transition/training to begin shortly thereafter.

Operations and Fitness Departments:

- The PSS&WC Key Team met during the month of August to discuss ideas to launch celebratory club activities in September to commemorate the club's 15 year anniversary.
- Plans are underway currently for two upcoming Manager on Duty meetings to be held at PSS&WC with PT and FT MOD team members. Both meetings will be held in September and will contain comprehensive agendas to prepare the team for the upcoming surge in club usage and enrollments.
- Efforts are continuing with the Flores Rosales Family Group to fine tune the menu options and hours of operation of the new Summit Café, which opened for business on July 1st. The opening was coordinated as a "soft" opening with greater fanfare and promotion planned for the month of September in conjunction with the 15 year anniversary of PSS&WC.
- PSSWC has confirmed the agreement for a second year working with Perfect Cleaning Services; starting September 1st. Perfect Cleaning Service provides contractual cleaning services for the facility for daily porter and overnight deep cleaning services.
- The PSSWC fitness department is in process of hiring a new personal trainer to continue to expand the training and revenue opportunities.
- PSSWC has an upcoming Nutrition Workshop, Eat to Compete, which will be held on September 12th.
- To promote new personal training clients the personal training promotion for September highlights the purchase of a 3 pack for new members. In addition, the 10 pack will have a \$15 discount provided to all new and current personal training clients. The \$15 is associated with the theme in celebration of PSSWC's 15 year anniversary in September.
- Class participation has remained steady. Highlighted classes include:
Zumba 30 Raise the Barre 25 Pump & Abs 30 Aqua 25

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.
- 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.

Swim Lessons & Programs (PSSWC)

- The final summer session of indoor swim lessons has finished up with 295 compared to 259 in our first summer session. The fall swim lesson session is scheduled to begin after Labor Day.
- In the area of private swim lessons there were 70 lessons sold in August 2015 compared to 77 at this time in 2014.
- PSS&WC's youth climbing classes will begin after Labor Day. One class is currently full with 8 participants and the second has only 5 spaces remaining.
- The second annual Climbing Wall Trick-or-Treat is coming up in October and already has 15 kids signed up. There is already a lot of excitement surrounding this fun event.
- There are two sessions of the Boy Scout Climbing Merit Badge Day scheduled this fall. This program is available to Boy Scouts who are looking to complete the requirements for the BSA climbing merit badge. PSS&WC's Climbing Wall Coordinator and is able lead this program. Private groups or troops may also schedule this as a private program.

SEASCAPE FAMILY AQUATIC CENTER

Seascape Season Updates;

- Seascape received its final summer Starguard review on August 8th receiving a 5-star score which is the highest available. Lifeguards performed strong in all areas of the review including a spinal scenario, first aid scenario, CPR review, unresponsive drowning scenario, lifeguard observations, and facility operations. More importantly, 2015 was another safe season at Seascape thanks to the hard work and training of our lifeguard trainers and staff!
- Program & Aquatic Supervisor, Katie Miller, was accepted to IPRA's Leadership Academy for the 2015-2016 session. She is participating in the team level of the academy and is looking forward to developing and enhancing her leadership skills and learning about current issues and topics as they relate to parks and recreation.
- On August 14th Seascape hosted a Fitness Fun in the Sun event. In addition to swimming, patrons enjoyed a coin dive sponsored by Hoffman Estates Community Bank. One lucky family won a 2016 Seascape season pass for four. Other activities included a parent child yoga demonstration and aqua fit demos during adult breaks. PSS&WC was onsite with membership and facility information.
- On August 9th Seascape hosted Grandparent's Day in which grandparents received free admission with the paid admission for a grandchild.

Seascape Season Pass Sales & Marketing (Seascape)

- Overall there were 1,335 Seascape season passes sold for the 2015 Seascape season compared to 1,410 passes sold for the 2014 season. This summer the pool opening was delayed due to a leak that was discovered prior to opening. That

in addition to the cool and rainy start in the month of June didn't help in the area of Seascope season pass sales. Despite the rainy start to the season the article that discussed area aquatic centers seeing a 20% drop in pass sales SFAC saw just over a 5% reduction in pass sales from this time last year, at 5.3%.

- Seascope's Facebook page gained 40 likes in August totaling 484 total likes for the page. The most popular posts in August included a post about Seascope Movie night reaching 415, pictures of Volunteer Appreciation Night reaching 334, and a video of the Coin Dive reaching 252.

Swim Lessons & Programs (Seascope)

- Seascope had 457 swimmers registered for swim lessons in 2015 compared to 577 in 2014. This reduction had a direct correlation with the cold and rainy weather on the front end of the season. Staff combined Saturday swim lessons with PSSWC indoor lessons to provide additional slots and opportunities for participants during this inclement weather. Swimmers and parents seemed to be very pleased with the program this year.
- In 2015 Seascope had 46 kids participate in private swim lessons compared to 35 kids in 2014.
- Seascope's final movie night featuring Planes- Fire & Rescue was a success on August 7th.
- On August 14th Seascope hosted a Fitness Fun in the Sun event. In addition to swimming, patrons enjoyed a coin dive sponsored by Hoffman Estates Community Bank. One lucky family won a 2016 Seascope season pass for four. Other activities included a parent child yoga demonstration and aqua fit demos during adult breaks. PSS&WC was onsite with membership and facility information.
- On August 9th Seascope hosted Grandparent's Day in which grandparents received free admission with the paid admission for a grandchild.



Triphahn Center

Triphahn Center Fitness and Operations:

Membership Totals	08/2014	08/2015	Var. +/-
	911	904	- 7

General Summary:

- Team members have been working on inventory evaluation sheets to determine the 3-5 capital plan for the facility.
- Carpet installation continued through August in the administration area. Staff is in the process of putting the areas back together.



Willow Recreation Center

Membership Fitness/Racquetball Totals	08/2014	08/2015	Var. +/-
	345	393	+ 48

General Summary:

- The second summer session of fitness classes ended the week of August 24th. Registration is underway for the fall session.
- The floors of the main gym, dance room and all racquetball courts were resurfaced at the end of August.



Dog Off-Leash Areas

Bo's Run:

- Breakdown for Bo's Run / Combo passes HE 149, Palatine 37, Barrington 20, Schaumburg 44, Arlington Heights / Mt. Prospect 5, Inverness 25. Additional towns are Rolling Meadows, Elk grove, Hanover Park,

Freedom Run:

- Breakdown for Freedom Run/ Combo passes Elgin – 163 HE – 95, Streamwood 67. Schaumburg – 20. Additional towns are Huntley, Hanover Park & S. Barrington, Elk Grove, Palatine, Wheeling & others.

Dog Park Passes	08/2014		08/2015
Bo's Run	334	Bo's Run	240
Freedom Run	354	Freedom	300
Combo	87	Combo	74
	775		614*

*This number will slowly start to increase as we see more owners and dogs return after the dog flu scare (as that confidence builds), but we do not expect the number to return to the 2014 numbers and the prior years due to the number of new parks in the area.



Communications and Marketing

PROGRAM PROMOTIONS

Staff worked with program managers to promote Zumba, Teen Corn Maze, Uncorked & Untapped, Wildflower Event, Prairie Stone memberships, 50+ programs; youth sports.

Community Calendar Submissions to: Daily Herald, Trib Local, Kidwinks, Oaklees Guide, Parents' Magazine, Hoffman Estates Chamber and Schaumburg Business Association.

COMMUNITY EDUCATION

NRPA 50th Birthday – through social media, we posted several photos to celebrate with NRPA.

VIDEO

Summertime Wrap Up – showing on our webpage to wrap up the summer events and programs. .

PUBLIC RELATIONS & ADVERTISING

Daily Herald Trade Ads, appearing in Neighbor Section on Sundays 2xs per month:
Uncorked & Untapped; Ice Programs

MARKETING DASHBOARD



Mobile App Downloads

The app has been available since April 25, 2014; as of August 31, 2015 we have had 1,342 apps in use. Apple has introduced new analytics that are in beta testing stage 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	Aug1-31, 2014	Aug1-31, 2015	Change from last year
Desktop	63%	49%	43%	-6
Mobile	27%	39%	47%	+8
Tablet	10%	12%	9%	-3*

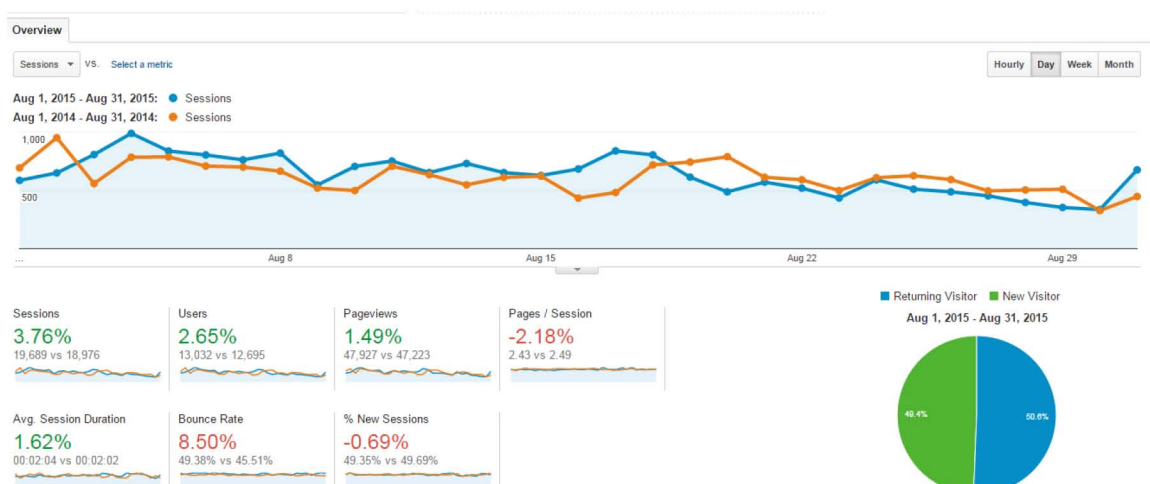
*A decrease in tablet views is speculated to be a result of more mobile phone use as mobile phone screens are increasingly larger. Tablet sales have leveled off. It is more convenient to use a smart phone which is always within reach.

(<http://time.com/3532882/people-arent-buying-tablets/>)



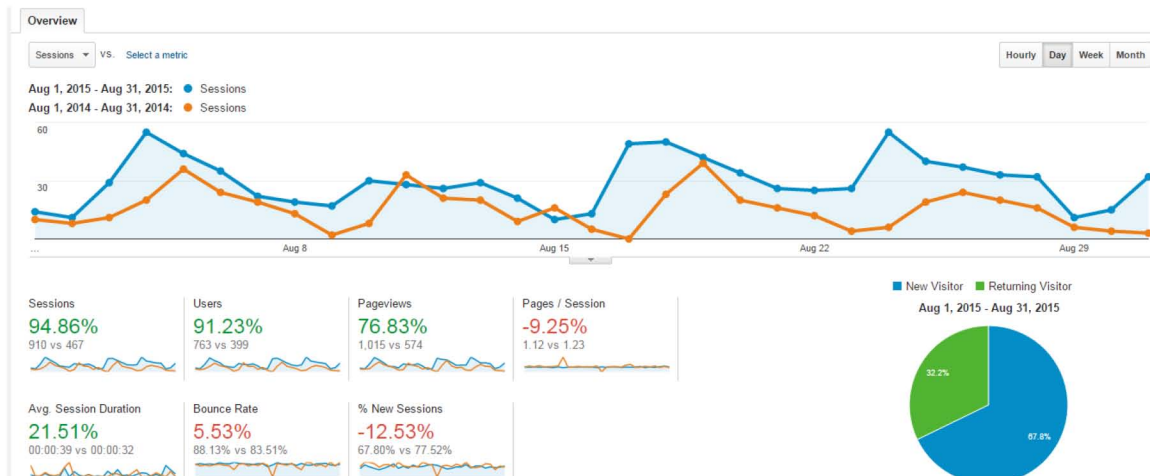
Website HEParks.org Google Analytics

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



Program Guide Online

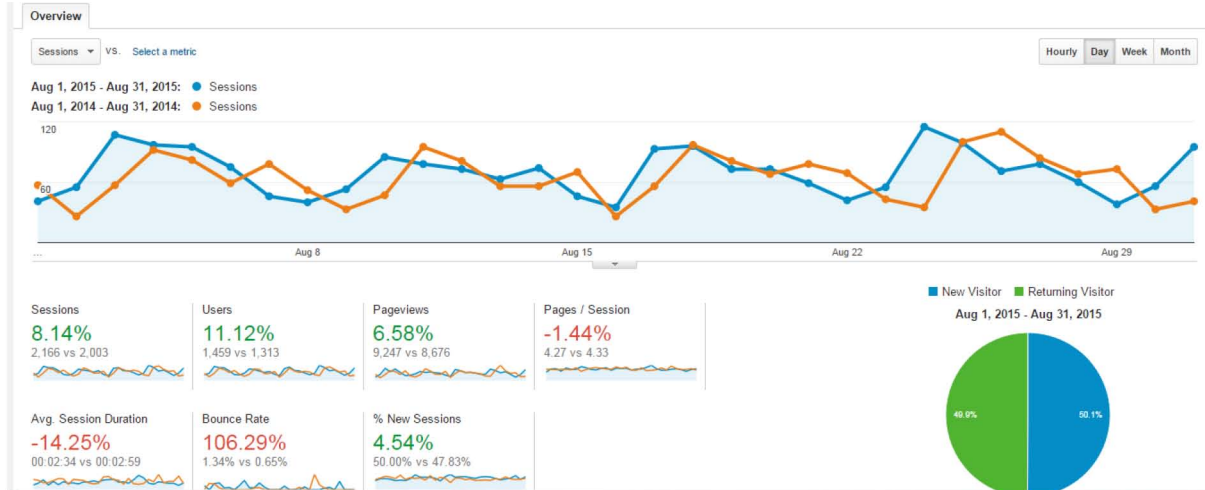
Indicates how many times people are viewing the electronic version of our program brochure on our website. A greater number of people are viewing the Program Guide online. It appears that folks are viewing the Program Guide on the weekends, and registering online during the week.





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 an increase in hits the week right before sessions begins.



Facebook Reach

Total Likes – 1,946. 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 August = 13,724. On August 9 the spike in engagement is related to pictures posted from Party in the Park (August 8).





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-Aug 2015:	35.72%



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, Aug 18	18.3%	1.8%	12.1%
50+ Club August	32.6%	1.8%	7%

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

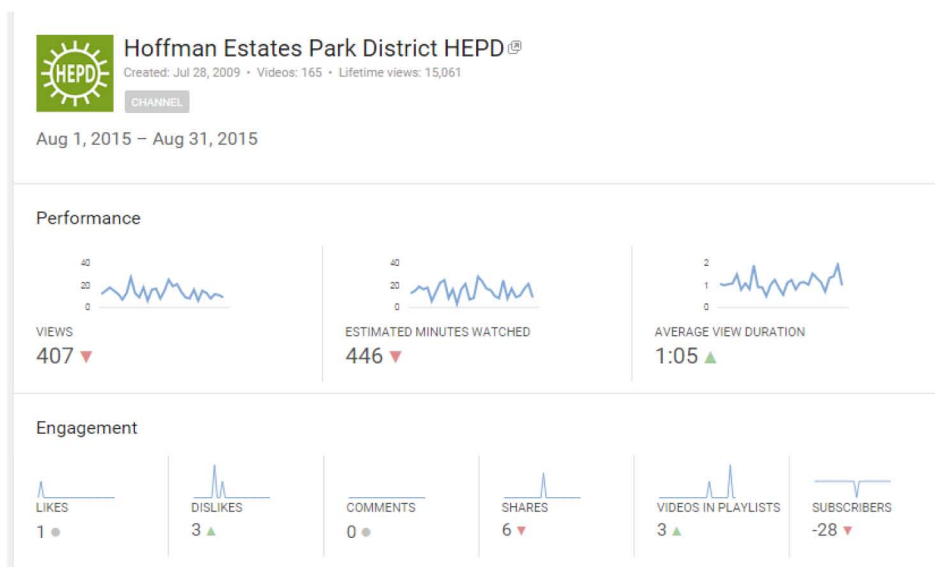
Opens = Emails our contacts received and viewed.

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



YouTube Metrics

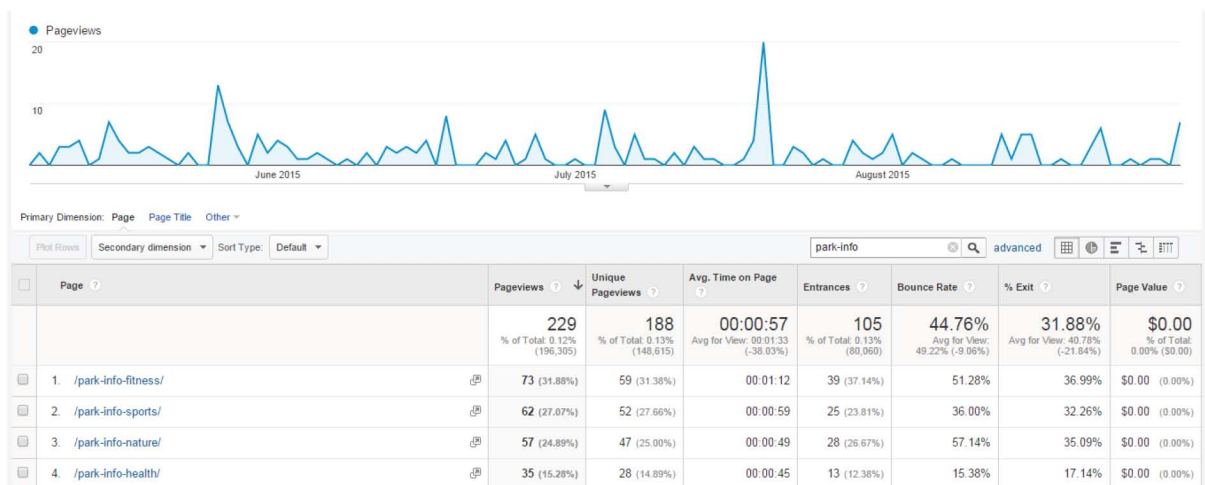
Below is a list of our Top 10 Videos with the most traffic and minutes watched over the past 30 days. "Party in the Park" was the featured video July1-31.



Top 10 Videos Browse all content			
Video	Views ? ↓	Estimated minutes watched ?	Likes ?
Park Info: Thor Guard	64 (16%)	81 (18%)	0
Join us for Party in the Park, August 8, 2015	57 (14%)	45 (10%)	0
summertimewithplay	30 (7.4%)	29 (6.4%)	0
Park Info: Playground Workout, Bench Pushup	22 (5.4%)	30 (6.8%)	1
Aqua Fit Swim Aerobic Class at Prairie Stone ...	22 (5.4%)	18 (4.1%)	0
Me & HEPD: Rica Cuff, 50+ Coordinator	21 (5.2%)	38 (8.6%)	0
Hoffman Estates Park District Water Safety Tips	20 (4.9%)	9 (2.1%)	0
Try Hockey for Free!	20 (4.9%)	10 (2.2%)	0
Me & HEPD: Joe DeMaria and Nico Muira, Sea...	19 (4.7%)	26 (5.9%)	0
Wolf Pack Hockey Hosts Krolak Cup	14 (3.4%)	23 (5.2%)	0

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 Voagelei) 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 fall session Jr Golf program is completed. We had 16 students in the two classes. In this session juniors learned the game with use of motor skills, range practice and on course play.
- We had our 4th Live Music night with Voyage. We served over 120 guests and they enjoyed live music for 3 hours in the event area. This was our biggest event to the season and we are pleased with the increased following heading into next season.
- Paint the Night Away was a new event held on August 27th. Artisticology was here teaching guests how to paint a masterpiece on a wine glass. Each participant was able to take their creative art home. We had 23 participants for this class. The next Paint the Night Away class will be on October 8th.

Golf Rounds

ROUND TOTALS		
2013	2014	2015
6,302	5,694	5,472
YTD ROUND TOTALS		
2013	2014	2015
23,415	22,450	22,277

Range Information

RANGE BASKET SALES TOTALS		
2013	2014	2015
3,359	3,731	3,795
YTD RANGE BASKET SALES TOTALS		
2013	2014	2015
14,402	14,691	14,708

Video Gaming

VIDEO GAMING REVENUE	
2014 (7/1 – 7/31)	2015 (8/1 - 8/15)
\$182	(-\$51)
YTD REVENUE	
2014 (6/16 - 8/30)	2015 (1/1 – 8/15)
\$1,125	\$2,150

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 August we had a total of 34 events: 38 Events in 2014

The breakdown is as follows:

8 breakfast meetings servicing 156 people

1 awards dinner meeting servicing 32 people

1 memorial servicing 57 people

1 birthday parties servicing 33 people

5 Showers servicing 171 people

1 school reunion luncheon (off bar menu) servicing 20 people

1 50+ Club luncheon (off bar menu) servicing 50 people

5 weddings with both ceremony and reception here servicing 524 people (low counts)

1 reception only for 56 people
7 golf outings servicing 711 people.
1 Music night servicing 120 people
1 Paint the Night event servicing 23 people
1 Junior Golf Awards event servicing 40 people

We currently have 31 events booked for September. We had 39 events in 2014.

10 Breakfast meetings servicing 195 people
1 HE Fire Department meeting and order from the bar servicing 20 people
1 Birthday party servicing 40 people
2 Showers servicing 50 people
1 ABBHH continental breakfast meeting servicing 75 people
1 Memorial Luncheon servicing 57 people
1 Uncork and Untapped event servicing 50 to 75 people
4 Weddings with both ceremony and reception here servicing 524 people
3 ceremony only events servicing 450 people
7 golf outings servicing 580 guests

2016= 8 ceremony and reception, 1 reception only, 1 ceremony only

2015=23 receptions 18 of which are hosting their ceremonies here plus 4 ceremony only

(wedding for September 19th cancelled their ceremony and reception, were expecting 200 guests)

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.

For 2016 we are offering a free upgrade: chair covers/sashes, premium bar upgrade, sweet table, or late night snack. They get to select one if they meet the minimum.

Golf Maintenance Summary

August was a routine month for the maintenance department. We were able to stick to our routine maintenance schedule for most of this month. Routine schedules involve setting up the course in the morning by changing pin and tee placements, raking bunkers, mowing greens, tees, fairways and rough. In addition to our regular maintenance the crew was able to accomplish the following tasks on the golf course as well:

- Integrated Pest Management applications to fairways, greens and tees
- Bunker edging and mowing of banks twice in August
- Divots filled on tees twice this month as well as all fairways
- Installation of drainage standup pipes installed on #8 and #16 fairways. Drain lines will be installed in September to tie into existing drainage.
- Created mulch beds under and around some evergreen trees to help with water retention.
- Hand watering hot spots throughout the course
- Fogging of the clubhouse areas for mosquito control

Goats...yes as most people are aware, goats arrived at Bridges this month. We rented 40 goats from The Green Goats out of Wisconsin. The goats are being held on the hill between the driving range and the first hole. We did not know exactly what to expect from the goats but after four full days of the goats eating in this 1.2 acre section they are doing great. The goats are eating all the green foliage from most plants and leaving just the stem, which does not allow these plants to reseed themselves moving forward. Eradicating the unwanted species can be a two to three year process of letting the goats eat these plants, but as of now we are very pleased. The goats are going to move to one more section and then will head back to their home in Wisconsin sometime mid-September.

ADMINISTRATION & FINANCE

Finance/Administration

- Staff is participating at the 2015 NRPA congress.
- Staff continues investigating accounting software applications in preparation of the 2016 budget process. This past month Tyler/Incode was in-house to provide a demonstration.
- Deputy Director Talsma attended year 1 of 2, of the NRPA Directors School. It is an exclusive professional development opportunity designed to prepare new and potential directors of park and recreation agencies for the challenges of leading and managing effectively. The Directors School curriculum is based on the national standards of best practices for parks and recreation agencies as identified by the Commission for Accreditation of Park and Recreation Agencies (CAPRA). CAPRA accredits park and recreation agencies for excellence in operation and service. Graduates gain insight and skills that enable them to create a successful park and recreation agency.

- Staff is conducting internal cash drawer, program audits, and PT employee hours worked; but additionally focusing this past month on monitoring program cancellations, below minimum participant requirements, and open purchase orders.
- Staff conducted a Hoffman U on the budget process; outlining how to utilize the software, methods for accurately determining 2015 projections and how to use projections to assist in creating the 2016 recommended budget.
- Staff is working with Morgan Stanley in hopes of rectifying the account management issue. The situation could potentially be solved by utilizing the District's financial advisor as an adjunct for the account.
- Payroll Cycle Processing
 - 08/28/15 \$305,166.65
 - 09/11/15 \$281,558.35

Administrative Registration/EFT Billing

- EFT Billings for:
 - a. TC/WRC/PSSWC Fitness Centers
 - b. ELC (weekly)
 - c. Sponsorship
 - d. STAR
 - e. PreSchool
 - f. Dance Company

Administrative Registration for:

- a. Financial Assistance
- b. Park Permits
- c. Fall Hockey
- d. Travel Soccer
- e. Pre School transfers
- f. Dance Company
- g. STAR

Administrative mailing

Foundation mailing

Human Resources

- Processed 20 new part-time hires and 14 new volunteers.
- Provided orientation for new FT Graphic Designer.
- Advertised for and hired new FT STAR Program Manager.
- Advertised for vacant FT ELC Program Manager position.

- Held meeting with Parks Department and Carol Gabrielsen from Unemployment Consultants, Inc. in order to identify potential ways to limit unemployment liability.
- Instituted new exempt swipe in/out process. Updated applicable procedure and held Hoffman U on the topic.
- Continued participation in Challenge U meetings, coordinating team for input on creating new challenge obstacle course for teens.

Technology

- EZlinks at BPC.
 - BPC staff continues to evaluate the EZlinks application.
- TC server room UPS battery backup
 - PDRMA & Amset, Inc. decided to pay the repair cost of \$4000 less our \$1000 deductible. This amount could also be put towards a new unit.
 - Spoke with Pinnacle and Elarasys on the replacement APC as well as the electrical work needed. We will be installing a new smaller UPS unit and connecting that to the existing natural gas generator that we have here at TC. The Maintenance room and the networking equipment there will also be tied in. This will provide us a solid stream of electricity even if TC experiences a ComEd power outage.
- Barracuda Spam Filter and Email Archiver
 - Spam Filter has been implemented and a cancellation to Excalibur for their services has been initiated. Currently writing documentation for our end users on how to access their new Spam Quarantined emails.
 - Email Archiver - currently waiting to schedule a date and time with Sterling Networks to assist in the implementation.
- Shoretel Telephone system
 - A Hoffman U training session is being planned. The subject will encompass not only the Shoretel phone system but also on IT FAQs i.e. email cleanup, etc.
 - Continuing to work with ATI to address outstanding minor phone, networking, & call quality concerns. The remaining \$12,467.35 balance owed from the last invoice will be paid once these issues have been resolved.
- Remote Access - Cisco Firewall & LogMeIn
 - Computer Network Policy was updated. Planning to send to existing remote access users along with form to be signed.
 - Windows documentation for our new Cisco AnyConnect VPN has been completed. Mac OSX is in progress.

- Mac OSX documentation for LogMeIn has been completed.
 - 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.
 - TC – Additional WIFI for HEPD-Private is being requested near the pre-schools as well as downstairs near the café, IceBox.
 - Contacted Comcast to review all BCI accounts and removed any services that were not needed. There were two (2) accounts at BPC. After confirming with BPC, we decided to consolidate and terminate one of the Comcast BCI accounts. Waiting for 2nd BCI account to be disconnected. We've already stopped paying the bill.