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**MINUTES
RECREATION COMMITTEE MEETING
March 14, 2017**

1. Roll Call:

A regular meeting of the Hoffman Estates Park District Recreation Committee was held on March 14, 2017 at 7:00 p.m. at the Triphahn Center in Hoffman Estates, IL.

Present: Commissioner Kinnane, Comm Rep Dressler, Henderson, S. Neel (7:05), Chairman R. Evans

Absent: Comm Reps Snyder, Wittkamp

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

Audience: President Bickham, Commissioners McGinn, Kilbridge; Superintendents Palmer and Manisco; GM Doschadis, Facilities Manager Albig, Mr. K. Evans

2. Approval of Agenda:

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

3. Awards & Recognitions:

Community Reps from each committee are being recognized for the month of March for their services. Comm Rep Henderson and S. Neel were recognized at this meeting.

4. Minutes:

Comm Rep Henderson made a motion, seconded by Commissioner Kinnane to approve the minutes of the February 14, 2017 meeting as presented. The motion carried by voice vote.

5. Comments from the Audience:

None

6. Old Business:

None

7. New Business:

A. 2017 Business & Marketing Plans/M17-032:

Executive Director Bostrom noted that the district created goals during the October budget sessions and that these marketing plans supported the goals and provided means for the revenues to support the budget.

Director Kies distributed information on the Strategic Plan and introduced Superintendent Palmer. She noted that part of the business plan was to:

- Restructure adult athletics with a focus on non-traditional adult sports
- Strengthening the youth athletic in-house program
- Looking to meet higher competitive levels with youth programming
- Restructuring the 50+ membership fee
- Reviewing the available space for programming and rentals.

She noted that general programming was looking good and they were looking at more special programming. She noted that the gymnastics and dance program had retained their participation even through the move to Vogelei. She also explained that they were going to look at special events focusing on more quality experiences and continue to grow the *ICompete* Program.

Superintendent Manisco said that the marketing would focus on target markets and cross marketing and the increased use of social media to reach their markets.

Director Kies reviewed the columns for the Key Performance Indicators; 2017 Objectives and the Marketing Action Plan.

Comm Rep Henderson asked about the largest marketing tool the district had and Superintendent Manisco noted that it was the *IGuide*. Comm Rep Henderson asked about delivering it to churches and staff will check on that versus the cost to print additional brochures to meet that need. Executive Director Bostrom noted that any resident attending church would have already received the brochure. He also noted that the district would need permission to deliver the *IGuide* to the churches in question. Comm Rep Henderson volunteered to assist with that process.

Comm Rep Dressler asked about seeing actual expenses in the reports and Executive Director Bostrom explained that the information was contained monthly in the reports to the A&F Committee as a comparison of where the district stood.

Commissioner Kinnane asked about Field Rentals on page 18 and why they would wait until 3rd Quarter and it was noted that many rentals were 3-6 months out and pricing already established as well as giving appropriate notice to possible rentals. Commissioner Kinnane also asked about the Garden Clubs and why they were only doing 1 garden and Executive Director Bostrom noted that the Village had 2 areas for planting and the Park District wanted to make sure there was enough interest in 1 additional space prior to adding more plots. It was also explained that there would be a fee attached to reserving that garden space.

Comm Rep Dressler noted that the Placement Grant would be supported this year for Chino.

Commissioner McGinn asked about athletics and if kickball and other non-traditional sports were impacting the revenues and Director Kies noted that they were seeing a positive response as well as a new influx in traditional sports participation.

President Bickham asked how the *IGuide* got to businesses and Director Kies noted that they were delivered with the Chamber information to new businesses. President Bickham asked about the NAYCE accreditation and Executive Director Bostrom explained that the district had been involved for the past 10 years and it would be presented to committee next month.

Facilities Manager Albig noted that membership to TC and WRC had seen a slight decline, primarily due to the number of store-front fitness centers in the area. To combat that, both facilities were seeing new equipment and an AP that would give members access to the TVs and district advertising. She noted they would also be involved in cross marketing. She also reviewed the new partnerships, in particular Harper College, that were offering new programming opportunities.

Mr. K. Evans asked about the store front fitness center rates and it was noted that they were from \$10 to \$35 / month and offered programming. Director Kies noted that they were also seeing people coming back after trying out the store front fitness.

GM Doschadis talked about having ½ of the skating classes as residents and only 1/3 of the hockey classes as residents. He noted that they were looking at starting younger classes on the synthetic ice in the off-ice area as well as hiring a full time skating manager to improve those numbers. He noted that a

few rinks in the area were closing their doors and he was trying to connect with those displaced groups.

Comm Rep S. Neel asked if they would also use that space for summer camps and GM Doschadis noted that staff could check that option out.

Director Kies reviewed PSSWC plans noting that their focus was on memberships. He explained that in the past years, the facility had decreased its financial dependency on membership revenues for operating costs by 11%. He also explained that they would be bringing in new equipment, resurfacing the tennis courts and redoing the gym floors. He commended staff on the excellent job they do retaining members.

Superintendent Manisco talked about the Digital Marketing Campaign and that PSSWC did an excellent job using Facebook and other social media. She distributed a copy of the matrix that detailed how the C&M Department marketed and kept track of all the different programs and events that needed to be marketed.

Director Bechtold reviewed his marketing plans noting that 2016 had been pretty solid. He noted that the \$26,000 they were below budget was actually the equivalent of 2 rain days. He noted that their key areas were golf rounds, golf outings and the F&B for weddings. He also explained that Indian Lakes Club had closed and BPC had been able to contact several of their groups on tee times and outings; noting that Chevy Chase and Schaumburg would be remodeling and that might offer some opportunities. He explained that discounted passes to non-residents have offered additional revenue and they would be following up on that.

Director Bechtold explained that they had been able to keep food and beverage costs down and were purchasing new mowers that would reduce the amount of staff time required to double cut the course. He reminded everyone that Jon Vermeer was leaving and that they had hired an experienced person who was also familiar with BPC and would start March 27th.

Comm Rep Dressler asked about the revenues on page 77 where there were increased participants but the same dollar amounts and it was noted that BPC was looking at bringing in more participants but the events were less costly. She also asked about the carts costing approximately \$4,000 each and Director Bechtold noted that was correct although the larger beverage carts, etc. were higher and other carts were less costly.

Commissioner McGinn asked about other clubs closing and Director Bechtold said he did not believe so.

Chairman R. Evans asked about the Hole In One and Director Bechtold noted that they had 715 rounds in September and October and he was hoping to see 2,400 rounds for a full year.

Mr. K. Evans asked about the gym floors at PSSWC and if they would put the Windy City Bulls Logo on the floor and Director Kies said they were talking about that.

No vote required.

B. Recreation, Facilities & Golf Report/M17-031:

Director Kies reviewed the item noting that on March 23 the HE Youth Basketball League would be going to the Windy City Bulls game. He also reminded the committee of the 4/8 Doggie extravaganza and the 4/18 Egg Hunts. He thanked Director Bechtold for the help with the Daddy Daughter Dance (225 participants) and the Mother Son Date Night (191). He noted that C&M was collecting a lot of terrific data. Superintendent Palmer informed the board that they had just received acknowledgement that they had been awarded the Power Play Grant to be used to implement health and fitness programming into the STAR Program.

Superintendent Manisco noted that they were hoping to work with Sears on a Conservation Project.

Director Bechtold noted that they had seen 880 rounds of golf in February and opened the course February 17, 2017. He invited everyone to come to the Fish Fry and St. Pat's luncheon March 17th. He explained they were gearing up for Easter Brunch and that staff was working on completing the work in the sand bunkers.

Comm Rep Dressler made a motion, seconded by Comm Rep S. Neel to send the Recreation, Facilities & Golf Report/M17-031 to the board as presented. The motion carried by voice vote.

8. Committee Member Comments:

Commissioner Kinnane praised staff on their hard work on the marketing plans.

Comm Rep Dressler noted that having her 50+ membership lapse had generated 4 reminder emails directed to her husband and felt it a bit over-kill. She reminded everyone to vote for the Commissioners in the next election and asked if they had the Pokémon Event. Director Kies noted that they had held 2 and had a Disc Golf Tournament in February.

Comm Rep S. Neel complimented staff on the great job and terrific way to explain the plans to the committee.

Comm Rep Henderson agreed and noted that Director Kies did a great job supporting his team.

Chairman R. Evans thanked the Comm Reps for their volunteer services and reminded everyone of the Fish Fry and March Madness.

9. Adjournment:

Comm Rep S. Neel made a motion, seconded by Comm Rep Henderson to adjourn the meeting at 8:30 p.m. The motion carried by voice vote.

Respectfully submitted,

Dean R. Bostrom
Secretary

Peg Kusmierski
Recording Secretary