







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

AGENDA RECREATION COMMITTEE MEETING TUESDAY, AUGUST 11, 2015 7:00 p.m.

- 1. ROLL CALL
- 2. APPROVAL OF AGENDA
- 3. APPROVAL OF COMMITTEE MINUTES
 - July 14, 2015
- 4. COMMENTS FROM THE AUDIENCE
- 5. OLD BUSINESS
- 6. NEW BUSINESS
 - A. Wolf Pack Hockey / M15-098
 - B. Skate Park / M15-090
 - C. IAPD Legislation / M15-096
 - D. Balanced Scorecard / M15-093
 - E. Recreation, Facilities & Golf Report / M15-097
- 7. COMMITTEE MEMBER COMMENTS
- 8. ADJOURNMENT

ALL MEETINGS ARE HELD IN THE BOARDROOM OF THE TRIPHAHN CENTER, 1685 W. HIGGINS ROAD IN 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.

1685 West Higgins Road, Hoffman Estates, Illinois 60169 heparks.org — t 847-885-7500 — f 847-885-7523







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 RECREATION COMMITTEE MEETING July 14, 2015

1. Roll Call:

A regular meeting of the Hoffman Estates Park District Recreation Committee Meeting was held on July 14, 2015 at 7:00 pm. at the Triphahn Center in Hoffman Estates, IL.

Present: Commissioner R. Evans, Comm Rep Dressler,

Henderson, Koltz, Wittkamp, Chairman Kinnane

Absent: Comm Rep Neel

Also Present: Executive Director Bostrom, Deputy Director/ A&F

Director Talsma, Director of Rec/Facilities Kies

Audience: Commissioners Kaplan, McGinn, Kilbridge;

Superintendent C&M Manisco, Sponsorship

Coordinator Hayward, Operations Manager Tusa, GM of Sales and Operations Burnham, Fitness Supervisor Lindstrom, Superintendent of Facilities Basile, Program and Aquatic Supervisor Miller, Asst GM Ice Operations Jordan, 50+ Program Manager Cuff, Superintendent

Recreation Chesak, Athletic Manager Thomas,

Athletic Manager Steinhoff, Facilities Manager Albig, Program Manager Dodson, Sr. Program Manager Kapusinski, Ice Skating Supervisor Dooley, NWSRA Executive Director Tracey Crawford (arrived 7:10

p.m.)

2. Agenda:

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

3. Minutes:

Comm Rep Koltz made a motion, seconded by Comm Rep Wittkamp to approve the minutes of the May 12, 2015 meeting as presented. The motion carried by voice vote.

4. Comments from the Audience:

None

5. Old Business:

None

6. New Business:

A. NWSRA Overview of 2Q2015 /M15-081:

Executive Director Bostrom noted that NWSRA's Executive Director Tracey Crawford had a presentation for the committee; however she was running late and suggested that they move to item B.

B. Rec/Facilities & Golf Report and 2Q Goals/M15-082:

Director Kies introduced his staff noting that they were highly dedicated and hard working.

Sr. Program Manager Kapusinski explained that she was in charge of the preschool and early childhood programs and oversaw Program Manager Senne who was in charge of the Before and After programs and the summer camps.

Program Manager Dodson explained she was in charge of dance, gymnastics, martial arts and special events, and has been with the district for 8 years and had just finished with the dance recital.

Facilities Manager Albig explained that she managed the community centers, Vogelei and the dog parks as well as overseeing TC Facility Supervisor Fong. She noted that she had been with the district for 15 years full time and 30 overall.

Athletic Manager Steinhoff explained that she was one of two athletic managers and in charge of soccer, travel soccer, youth volleyball, field rentals and has been with the district 25 years.

Athletic Manager Thomas explained that he was with the district 1 ½ years and in charge of youth basketball, baseball, field rentals and

Recreation Committee July 14, 2015 – Page 3

working on getting Rugby and several other start-up programs up and running.

Superintendent of Recreation Chesak explained she was with the district for 5 years and oversaw the Recreation staff (Cuff, Thomas, Steinhoff, Dodson, and Kapusinski) and the liaison for the Northwest 4th Fest.

Asst. GM Ice Operations Jordan explained he was in charge of the hockey program and had been here since its very beginning.

50+ Program Manager Cuff explained she has been with the district 7 years and planned the 50+ trips, classes and organized play. She noted that the club had over 600 members.

Fitness Supervisor Lindstrom explained he oversaw the fitness programs at PSSWC along with the personal training.

Superintendent of Facilities Basile explained that she oversaw Lindstrom, Miller, Burnham and Building Maintenance Supervisor Paul along with special projects, capital projects as well as instruction for CPR and the district's CHEER Program. She noted that she has been with the district for 15 years.

Program & Aquatics Manager Miller explained that she has been with the district for 9 years and provided programing at PSSWC as well as overseeing Seascape Aquatic Center.

Superintendent of C&M Manisco explained that her department was in charge of producing the District's Guide as well as maintaining the website, marquee signs, PR & social media and overseeing the sponsorship program and that she had been with the district for 4 years.

Sponsorship Coordinator Hayward said she had started with the district as a swim instructor and taken on the sponsorship program just recently.

Operations Manager Tusa explained that she oversaw the service desk at PSSWC and their facility rentals and contractual programs.

GM of Sales and Operations Burnham said she has been with the district 8 years and oversaw the sales and membership area.

Skating Supervisor Dooley said she was in charge of the skating program including summer camps and special events.

Director Kies noted again that it was a great crew with many wonderful team members. He also reminded the committee that the Party In the Park was scheduled for August 23.

Comm Rep Koltz asked how not having a budget for the State was impacting the preschool. Sr. Program Manager Kapusinski explained that the July payment might be late but they had not heard of any other issues. She reminded the committee that the State had already denied most of the preschool State supported participants any future payments and that the district had re-structured preschool payments to address that need. Executive Director Bostrom explained that the only funds received from the State was child care support and grants which currently are not being funded.

Comm Rep Koltz asked about the Bergman Subdivision and the park at Ela and Algonquin Roads. Executive Director Bostrom explained that the park would be fenced in and buffered from the roads.

Comm Rep Koltz asked about the retention pond in the center of the subdivision and having it fenced off for private use by the homeowners. Executive Director Bostrom explained that it was district property; that the district typically assumes responsibility for retention ponds and they had received compensation which paid 100% of the playground and park improvements. He also noted that the storm water detention area was not active recreational space.

Commissioner Evans asked about the new program Nature's Investigators and how it differed from the Nature Camps. Sr. Program Manager Kapusinski explained that they were initially 1 hour preschool nature classes that she turned into 2 day/2 hour nature programs at Vogelei for preschool and titled differently from the Nature Camps that ran $9-3:30~\mathrm{pm}$.

Comm Rep Dressler thanked staff on the great job they were doing.

Commissioner Kaplan asked about the horsemanship classes and Program Manager Dodson noted that they were from a horse farm west of Elgin offering adults and kids classes in grooming, safety and beginning riding in hopes that they would sign up for more programs. It will be offered in the fall along with archery. Director Kies explained that they had 2 Eagle Scouts working to create an archery field.

Commissioner Kaplan asked about the dog park cards and Facilities Manager Albig explained that a new cable was installed and they were waiting for a new gate lock and hoped the system would be up and running in the near future.

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Executive Director Bostrom asked for questions on the golf report and 2Q goals.

Comm Rep Koltz made a motion, seconded by Commissioner Evans to send the Rec/Facilities & Golf Report and 2Q Goals to the board as presented. The motion carried by voice vote.

A. NWSRA Overview:

NWSRA Executive Director Crawford distributed a packet to the committee and made a presentation. She talked about NWSRA existing to create outstanding opportunities and that Illinois was the only state with a special recreation program. She talked about the fundraising arm of NWSRA; SLSF – Special Leisure Services Foundation and that NWSRA was the largest of the Special Rec organizations with 2000 programs servicing 17 communities. She also talked about the outreach program to people who did not know about NWSRA and that they had celebrated 40 years last year.

NWSRA Executive Director Crawford explained that they had just opened an adult day program in partnership with Clearbrook and were servicing 18 adults each day and a total of 40 adults. She talked about the Healthy Minds program for disabled vets noting that they serviced 6 Veterans presently. She talked about the increase in collaboration with other community partners as a goal and thanked the district for sharing facility space as they were always looking for more space. She also talked about the enhanced training they offered staff.

Commissioner Evans asked if they had an actual percentage of the community that did not know about NWSRA that they had been able to contact. Executive Director Crawford noted that those numbers would be available at the October board meeting.

Comm Rep Dressler explained that she had used NWSRA in the past and did they have a better way to educate parents about NWSRA today. Executive Director Crawford explained that the schools now offered the electronic backpack that they could access and that they were looking to target more specific audiences.

50+ Program Manager Cuff asked about the low numbers for the mental illness reported in Hoffman Estates. Executive Director Crawford noted that it was a disability that tended to be a very difficult disability to report on and the number was often very low.

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Sr. Program Manager Kapusinski asked about the Early Childhood category and Executive Director Crawford explained that it described those children with some delays but were not labeled early in their life.

Comm Rep Dressler made a motion, seconded by Comm Rep Wittkamp to accept the information on NWSRA from Executive Director Crawford. The motion carried by voice vote.

7. Committee Member Comments:

Comm Rep Wittkamp noted that it was a good meeting.

Commissioner Evans said he was sorry to hear that Splish Splash had been cancelled but noted that the Big Bucket Challenge had been a success with 31 couples. He asked if they had information on the benefit of the marquees. Executive Director Bostrom explained that they were looking to gather more information on the ROI from marquees and it would be presented at a later date.

Chairman Kinnane said he was very proud of the staff and that they had done a great job.

8. Adjournment:

Commissioner Evans made a motion, seconded by Comm Rep Koltz to adjourn the meeting at 8:10 p.m. The motion carried by voice vote.

Respectfully submitted,

Dean R. Bostrom Secretary

Peggy Kusmierski Recording Secretary

MEMORANDUM #15-098

TO: Recreation Committee

FROM: Dean Bostrom, Executive Director

Craig Talsma, Deputy Director/Director Admin & Finance

Mike Kies, Director of Recreation & Facilities Jeff Doschadis, General Manager Ice Operations

SUBJECT: Wolf Pack Hockey Club, NFP Contract

DATE: August 6, 2015

Background

In January of 2010 GM Doschadis and Asst. GM Jordan started work on developing a travel program to participate in the Northern Illinois Hockey League (NIHL). This program was vital to our hockey success as players were leaving to participate in other travel programs in the area and not staying with the Wolf Pack in the recreational Northwest Hockey League (NWHL). In development of the program one of the main changes was that the new program could not be run by the Hoffman Estates Park District in order to meet NIHL requirements. It needed to form its own 501 C-3 Non-For-Profit (NFP) entity and develop its own Board of Directors to oversee its program.

Implications

In the summer of 2010 NIHL agreed to accept the Wolf Pack Hockey Club's (WPHC's) NFP entity for membership and was placed on a 1-year probation period. During the first season for the new NIHL/WPHC, the club entered into an agreement with the Park District to ensure continuity of the NWHL/NIHL Wolf Pack programs. It has been five years since that beginning, during which WPHC has grown extensively and a number of changes have occurred that are no longer applicable to the old agreement.

Under the old agreement the Park District supplied areas of expertise to aid in the initial success of the WPHC, including:

- Supply a hockey director (Randy) to oversee the program
- Hire and train all coaches
- Supply on-ice and off-ice skill training for players
- Operate goalie and specialty clinics
- Facilitate all registration through the business dept. and collect monies.

As the club has grown, they no longer need assistance in these areas. During that time WPHC has grown from a \$43,000 per season ice rental to a projected \$350,000 ice rental for the upcoming 2015-2016 season.

Rental agreements are not usually brought to the committees or Board, however due to the large dollar value of this agreement and the change in scope of responsibilities, staff wished to provide this information for review; a copy of the new ice rental agreement is attached for review.

Recommendation

That the Recreation Committee recommend to the full board approval of the annual ice rental agreement for WPHC, recognizing them as an ice rental with no ancillary services provided by the District.



THIS LICENSE FOR USE made and entered into this 1 day of September , 2015_, by and between the **_HOFFMAN ESTATES_** PARK DISTRICT, a municipal corporation, located at 1685 W Higgins Road, Hoffman Estates, Illinois, hereinafter referred to as "Licensor", and the _Wolf Pack, NFP_, hereinafter referred to as "Licensee".

NOW, THEREFORE, in consideration of the obligation of the Licensee to pay rent as herein provided, the mutual promises herein contained and other good and valuable considerations, Licensor and Licensee covenant and agree as follows:

Triphahn Center

A. **PREMISES AND FACILITIES:** The premises to be licensed shall be the ___ ICE ARENA _, located at , 1685 W Higgins Road, Hoffman Estates, Illinois.

B. **RENTAL RATES:** The rental fee for said premises shall be: \$315.00 hour

C. LICENSEE COVENANTS, CONDITIONS, REPRESENTATIONS AND WARRANTIES

Licensee covenants, agrees, represents, and warrants as follows:

- 1) Licensee shall be responsible for and shall pay for any damages to Licensor's property arising out of the use of the said premises pursuant to the terms of this agreement or otherwise; ordinary wear and tear excepted.
- 2) Licensee shall defend, indemnify, and hold harmless Licensor, its officials, officers, employees, volunteers and agents against any and all losses and expenses (including reasonable attorneys' fees), claims, costs, causes of action, damage to property, arising out of or in consequence of this agreement, but only to the extent such injuries of damages arise out of any act or omission of Licensee, including Licensee's officers, officials, employees, volunteers, agents, contractors, team participants, guests and invitees.



3) Licensee shall maintain general liability insurance during the full term of this agreement, specifically including coverage for athletic participation. The insurance shall name Licensor additional insured as respects: liability arising out of premises owned, occupied or used by Licensee and/or arising out of activities performed by or on behalf of Licensee. The coverage shall contain no special limitation on the scope of protection afforded Licensor. The insurance shall have limits of not less than \$1,000,000 per occurrence for injury or death and \$100,000 per occurrence for property damage. This insurance shall provide that before any cancellation or reduction in coverage, the insurance company will give Licensor at least 30 days prior written notice. The policy shall also contain a "contractual liability" clause. Before this Agreement goes into effect, Licensee shall deliver to Licensor a Certificate of Insurance satisfactory to Licensor.

Licensee's insurance shall be primary insurance as respects Licensor. Any insurance or self-insurance maintained by Licensor shall be in excess of Licensee's insurance and shall not contribute with it.

Licensee's insurer shall agree to waive all rights of subrogration against Licensor.

- 4) No beer, liquor, alcoholic beverages, or drugs shall be brought into, consumed, or used upon the premises or be in the possession of any member of Licensee's party.
- 5) If in the judgment of Licensor, the conduct of Licensee or others using the premises through this License Agreement shall be contrary to the intended purpose of the premises, contrary to the best interests of Licensor (in Licensor's sole discretion), or shall be considered dangerous or in any way harmful to the public or the public interest, Licensor shall have the right to immediately terminate this Agreement upon written notification to Licensee or Licensee's agent.
- 6) Licensor shall at all times during the term of this Agreement have an unlimited right of re-entry to the premises.
- 7) Licensor retains the right to control and maintain all concessions on said premises and further retains the right to cancel this agreement when equipment failures or other circumstances beyond its control occur, thereby rendering performance impossible pursuant to the terms of this Agreement.
- 8) Licensee is solely responsible for determining if the design, construction, and/or condition of the premises is safe and appropriate for all Licensee's intended use. Licensee has examined the premises prior to and as a condition precedent to the execution of this Agreement, and is satisfied with its design and the physical condition thereof and acknowledges same to be in good condition and repair and Licensor shall not be required to make any alterations thereto, unless such alterations have been mutually agreed to in writing and are attached hereto.
- 9) Licensee shall pre-inspect the ice prior to each use and promptly advise Licensor of any obvious dangers or hazards. Licensee is solely responsible for providing any and all supervision associated with Licensee's use and activities, including but not limited to use of common areas such as locker rooms. Licensee is further responsible for rule and regulation enforcement, and all crowd control for any and all Licensee activities contemplated by this Agreement. Licensee shall make certain that a responsible adult, twenty-one years of age or older, will be in charge and control of Licensee's activities pursuant to this Agreement.
- 10) Licensee shall observe and comply with all laws, ordinances, rules and regulations of Licensor as well as the laws and ordinances of the VILLAGE of HOFFMAN ESTATES and the STATE OF ILLINOIS now in effect or which may be enacted during the term of this Agreement.



- 11) The waiver by Licensor of any breach of any term contained in this Agreement shall not be deemed to be a waiver of any prior occurring breach by Licensee of any term contained herein regardless of knowledge of Licensor of such prior existing breach at the time of the acceptance of such payment.
- 12) Licensee shall not assign any right, privilege or license conferred by this Agreement without the advance written consent of Licensor.
- D. MISCELLANEOUS TERMS AND CONDITIONS: Licensor and Licensee further agree as follows:
 - 1) Each party shall give the other party prompt notice of any claim coming to his knowledge that in any way directly or indirectly affects the other party hereto, and both parties shall have the right to participate in the defense of such claim to the extent of their respective interests.
 - 2) Licensor may cancel this Agreement in whole or part by delivery of a written notice to Licensee at least forty-eight (48) hours prior to any rental period. If this Agreement is so canceled, Licensee shall not be required to make a rental payment with respect to the canceled rental period.
 - 3) Each term of this Agreement is material and a breach by Licensee of any of the terms herein contained shall be a material breach of the entire Agreement and shall be grounds for the termination of the entire Agreement by Licensor.
 - 4) All notices to either party shall be in writing. Any such notices shall be deemed to have been sufficiently given if sent by registered or certified mail, return receipt requested, to Licensor at the address herein before set forth, and to Licensee at the address hereinafter set forth or if such notice shall be personally given.
 - a) Licensee has deposited with Licensor a security deposit in the amount of \$ 0 to secure the performance of each and every covenant and agreement to be performed by Licensee hereunder. Licensor shall have the right, but not the obligation, to apply the security deposit in whole, or in part, as payment of rent or in the performance of the covenants or agreements contained herein including payment of lost revenues as a result of the inability to rent the premises, reasonable administration or similar costs, and reasonable attorney's fees incurred in connection with Licensee's defaults hereunder. Licensor's rights to possession of the premises for non-payment of rent or any other reason shall not be affected by the fact that Licensor holds the security deposit.
 - b) Licensor shall give Licensee written notice of the application of the security deposit or any part thereof within thirty (30) days of said application. Upon receipt of said notice, Licensee shall at once pay to Licensor an amount sufficient to restore the security deposit in full. Upon termination of this Agreement, full payment of all amounts due hereunder and performance of all Licensee's covenants and agreements, the security deposit, or any portion thereof remaining unapplied, shall be returned to Licensee within sixty (60) days of said termination, without interest.
 - 6) Licensor agrees to limit all ice usage for the purpose of the group named in this Agreement. No reselling, trading, or brokering of ice time will be allowed.
 - Ice time listed in this contract that is not scheduled for use should be brought to the attention of the Arena Management. If reasonable attempts by the Arena to resell ice do not succeed, Licensee is responsible for use and/or payment of this contracted ice time.
 - 7) Not withstanding anything to the contrary herein contained, and not withstanding the use of the words "license", "licensee", "licensor", and "rent", this agreement shall be deemed to create a mere license for use on the terms set forth herein, and shall not be construed to constitute a lease nor to create or confer a leasehold estate of any type or nature.



- 8) Licensee agrees that no member of or participant in its organization shall use the facilities of Licensor covered by this agreement without first having signed and delivered to Licensor at its office located at the Ice Arena, a Waiver and Release of All Claims in substantially the form attached hereto as exhibit B.
- 9) The undersigned, individually, and as an organization if applicable, agrees that it will comply with any and all applicable local, state, and federal law, including, but not limited to, the Americans With Disabilities Act, the Civil Rights Act or 1964, and the Illinois Human Rights Act. Licensor shall not discriminate on the basis of race, religion, sexual orientation, national origin, or any other recognized protected class (except as an appropriate division for athletics programming).
- This Agreement is entered into solely for the benefit of the contracting parties, and nothing in this Agreement is intended, either expressly or impliedly, to provide any right or benefit of any kind whatsoever to any person or entity who in not a party to this Agreement, or to acknowledge, establish or impose any legal duty to any third party.

LICENSEE:	LICENSOR:
	HOFFMAN ESTATES PARK DISTRICT A Municipal Corporation
By:	By: Arena Manager
Licensee's Address City	 Date:
Licensee's Phone	
Contact Person	<u> </u>
Address City	
Phone	
Cell Phone Number	
e-mail address	



LICENSE AGREEMENT ADDENDUM - A

THE FOLLOWING DATES ARE IN AGREEMENT WITH OR IN ADDITION TO THOSE APPEARING ON PAGE ONE OF THE LICENSE AGREEMENT. Time and rate of rental will be the same except where noted. ********************************** ORGANIZATION: Wolf Pack Hockey Club, NFP REPRESENTATIVE: Jeff Cannataro - President ********************************* DATES & TIMES: 2015-2016 Season September 1, 2015 – February 23, 2016 SEE ATTACHED SCHEDULE FOR RENTAL DATES AND TIMES. DATES AND TIMES MAY BE AMMENDED AND OR CHANGED BY THE HOFFMAN ESTATES PARK DISTRICT RATE: \$ 315.00_ per hour TERMS: Payable each date prior to taking the ice. LICENSEE: LICENSOR: HOFFMAN ESTATES PARK DISTRICT A Municipal Corporation Licensee's Address City Ice Arena General Manager Date:_____ Licensee's Phone Number Contact Person Address City Contact Person's Phone Number

Cell Phone Number

e-mail address



2015-2016 ICE SLOTS -46 hours of ice week

RINK	1
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SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			NIHL	NIHL	NIHL? Maybe	NIHL
	NIHL		6:40-7:40	6-7pm	7:00-8:00	8-9:10pm
NIHL	SKILLS		NIHL			NIHL
8-9am	6-6:50pm		7:20-8:20	NIHL		6:20-7:20
NIHL				7:10-8:10	NIHL	NIHL
9:10-10:20am			NIHL	NIHL	8:10-9:10	7:30-8:30
NIHL	7-7:50pm		8:30-9:30	7:50-8:50		NIHL
3:10-4:10			NIHL			8:40-10:00
NIHL			9:10-10:10	NIHL	NIHL	
4:20-5:20	8-8:50pm			9:00-10:00	9:20-10;30	
NIHL						
5:30-6:30						
NIHL						
6:40-7:40	9-10pm					
RINK 2						
NIHL		NIHL				NIHL
7:45-8:45am		6:45-7:45				8-9am
NIHL		NIHL				NIHL
11:40-12:50pm		7:25-8:25				10:20-11:30am
NIHL						NIHL
2:10-3:10						11:40-12:50p
NIHL		NIHL				NIHL
5:55-7pm		9:10-				1-2pm
NIHL		10:15pm				NIHL
7:10-8:30pm						3:30-4:30
						NIHL
						4:40-5:40
						NIHL
						5:50-7:10

MEMORANDUM NO. M15-090

TO: Recreation Committee

FROM: Dean R. Bostrom, Executive Director

Gary Buczkowski, Director of Planning and Development

RE: Skate Park
DATE: August 6, 2015

Background:

The park district currently operates and maintains a 4,500 square foot skate park located at Willow Recreation Center on the north side of Hoffman. Given the age and the transportation issues involved with the typical skateboard enthusiast, staff always thought there might be the need to provide similar facilities in the southeast and western quadrants of the district. However, prior to 2014 there was little or no interest in the need to provide additional facilities other than at Willow. Usage of the facility at Willow has dropped off to about 5-8 users per day with little to no interest in special programming activities. In addition to the Willow Skate Park, Schaumburg has a full-size facility at Olympic Park and a small street course facility located on Knollwood Drive, south of Golf road.

In the fall of 2014, park district staff was contacted by the president of the Sheffield Town Homes Association suggesting the need for development of a skate park facility to be located in the southeast quadrant of the district. He further suggested that a facility, if built, could be located on Sheffield Town Home property. The park district currently leases land from the Town Homeowners Association for the purposes of maintaining a public playground for that area of the district. Within that leased area there is approximately 4,500 square feet of land not presently utilized by the playground.

To better understand how this skateboard user group was being served or not being served, staff from the park district along with staff from the Homeowners Association held a public information gathering meeting on January 21, 2015. This initial meeting was held in the Sheffield Townhomes Clubhouse. Participants were notified by local skateboard enthusiasts via word of mouth and signs posted in local stores and skate shops. Attached is a summary of the items discussed at that initial meeting. At the conclusion of the meeting, staff told those in attendance that the district would need to hold a public meeting to garner comments from the entire community. Staff scheduled a second public gathering meeting which was held on May 13, 2015 at 7pm in the park district boardroom of the Triphahn Center. Signs advertising this meeting were posted at various stores and facilities in the areas as well as on the park district website and in the local newspaper. Staff also emphasized to skateboarders who attended the initial meeting the importance of getting as many interested bodies to attend the second meeting. Attached are the minutes of that second meeting attended by ten skaters, two parents and one park board commissioner.

Disappointed with the limited turnout at the second information gathering meeting, park staff then decided to conduct an online survey regarding skateboarding in the community. This survey was put up on the website in May and was officially taken down on July 21, 2015. All those individuals who previously attended the meeting were contacted and encouraged to fill out the survey. In addition, staff emphasized the importance of getting other interested individuals to fill out the survey. Those survey results are also attached to this memo. A total of 23 individual responses were received during the four month period. It appears that three of the respondents are not skateboard enthusiasts, but rather

parents or caregivers interested in supporting this activity. Of interest was the response to age, where 52% of the respondents were older than 20 years of age. Previously the majority of attendees to the meetings appeared to be less than 20 years old. Assuming this to be true, one could estimate that between the meetings and survey there are possibly 25 -30 avid skateboard enthusiasts in the southeast section of the district. This number also included individuals that live in Schaumburg and communities to the south of the district line. Sixty present of the individuals who responded to the survey drive themselves to other existing skate parks with only six individuals responding that the get dropped off or walk to facilities.

Implications:

Staff has been in contact with a number of skate park builders and manufacturers of skate park amenities and/or features to develop possible cost estimates. At minimum, a simple street course similar to the Knollwood facility would cost \$60,000-\$75,000. Based on comments from those in attendance, if something were to be built by the district, it should be more challenging than what is provided at the Knollwood site. For this reason staff is estimating a possible cost of \$125,000-\$135,000 for development of a facility in southeast Hoffman.

If the ultimate need is determined for an additional skate park facility, possible site locations would include: the Sheffield Town Home leased site, Chino Park, Fabbrini Park and Vogelei Park. At this point none of these sites have been looked into in great detail, but rather have been identified as sites that could provide additional support amenities for a community type activity.

Recommendation:

Staff recommends that due to the high cost of constructing a skate park facility and a relatively limited user group, the district not invest in a new facility at this time. However, should the user group increase in size to a demonstrated 75 -100 individuals locally, the district should revisit the question of building a skate park facility in the southeast quadrant of the district.

1685 West Higgins Road, Hoffman Estates, Illinois 60169 heparks.org — t 847-885-7500 — f 847-885-7523







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NOTES Sheffield Townhomes Neighborhood Meeting January 21, 2015 7pm Sheffield Townhomes Clubhouse

Dean Bostrom started the meeting by providing an overview of the park district and the purpose of the meeting which was to solicit input regarding the level of interest in having a skate park in the surrounding area and that the park district is only in the exploratory stage of whether to proceed with evaluating further the concept of creating a skate park in South Hoffman.

Gary Buczkowski served as the meeting moderator.

GB: How did you find out about the meeting?

Reply: It was in the Sheffield Townhomes newsletter and flyers were posted at some of the local area businesses, however, mostly word of mouth.

GB: How often do you skate?

Reply: 8 of the 10 individuals stated that they skated pretty much every day, weather permitting with a minimum of 3 times per week. 1 individual stated that he used his bike within the skate park areas the same as the other skaters. 1 individual stated he did not skate or bike, but was there to support his friends.

GB: Where do you skate now?

Reply: Knollwood Park in Schaumburg is where everyone presently skated/ biked. Roselle Park District's skate park was determined to be the best all-around skating facility with Elk Grove's, Willow Skate Park and Schaumburg's Skate Park other skate parks referenced. In addition, pretty much any place in the Chicagoland area that has a skate park was

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referenced as a place where the kids went to skate at least once when transportation was available.

GB: What did you like or dislike about the various skate parks? Reply: Knollwood Skate Park was used most frequently due to its close proximity. It was noted that the rails and edges were fun. However, the park was on the smaller side and had limited options and was not good for bikers or serious skaters. Roselle which is a concrete skate park provided the most skating options locally. Schaumburg does not have a flow; it creates a dead-end.

GB: Have you skated at Willow Rec Center in Hoffman? Reply: 100% of those in attendance utilized Willow, however, due to its location was not very accessible to residents living in South Hoffman. They liked the flow of Willow's skate park.

GB: What type of equipment should be allowed at the facility? Reply: Unanimously skateboards, bikes and rollerblades and razors should all be allowed, however, concern was expressed about younger roller bladers "snaking" (blocking others). Elements should be similar to street simulations; examples being a mini ramp 4 to 5 feet in height, 2 quarter pipes, 4 to 5 stairs with down ledge/slash box, flow was important, concrete was the preferred type of skate park as the surface was much smoother. Pyramid ridge/fun box, ledges, however they should be longer and higher than Knollwood Skate Park. Other amenities referenced included water fountain, lights for evening skating and a bathroom and/or port-o-john. In addition, it was stated that it would be nice to have a little kid area separate from the more advanced area.

GB: If we were to build a facility, how many people might use it at one time? Age level/skill level?

Reply: While no specific number of skaters was identified, it was repeated that it would be extremely popular in this area with skaters from late elementary school through college-age.

GB: Asked about the skate park being located in Sheffield Townhomes. Reply: Even though only 2 of the 10 were residents of Sheffield, it was unanimous that the Sheffield Townhome area would be a great location.

Regular Board Meeting No. 981 May 27, 2014 – Page 3

A question was raised regarding being able to create a buffer between the playground and the skate park, possibly with a fence to separate the areas.

GB: In summary, what was most important to have in a skate park? Reply: Chicago's Grant Park, due to its size and flow, was the best example.

- To have a city/urban feel challenge
- An example was used of the marble benches used in Chicago's skate park to create a street-like feel
- Have different stair sets
- Pyramid which has 4 sided ramp (Roselle)

GB: Asked about the best examples to look at regarding skate parks in the immediate area,

Reply: Roselle – Westmont – Northbrook – Villa Park – Des Plaines. One of the Sheffield Townhomes board members referenced St. Charles as a skate park to look at.

In summary all those present were excited about the possibility of a skate park and were anxious to hear about the next steps help create a skate park in the Sheffield Townhome area. Gary B wrapped up the meeting by stating that the park district would follow up in early to midspring and expand the number of individuals invited to attend the meeting to solicit more feedback.

Meeting ended at approx. 8:15pm.









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 PUBLIC MEETING SKATE PARK May 13, 2015 7:00 – 8:15 P.M.

- 1. HEPD looking at building a skate park in the SE corner of town although there can be options for other areas. District is looking for a better understanding of what will meet the needs of the community.
- 2. Where we skate
 - a. Knollwood
 - i. Boring
 - ii. Sometimes get other people there
 - b. Olympic Park
 - i. Gets packed. See between 15 40 people
 - ii. Have seen 80 bikes
 - c. Schaumburg
 - i. Good to have lights at night
- 3. Best Skating
 - a. St. Charles East side
 - b. Roselle
 - c. Aurora
- 4. WRC
 - a. Fun for 5 minutes
 - b. Miss the "C" ledge and don't know why they took it out
- 5. Money
 - a. District will be deciding on spending capital and \$70,000 could be devoted to sake park
 - b. Need to justify use of funds for this project
 - c. \$90,000 to \$115,000 generally to renovate a playground and have 47 playgrounds
 - d. Looking for ROI although in this instance would be more along the lines of the social value.
 - e. Encourage friends to take survey online to help with the decision making process.

f. Within the next 3-4 months committee will be making recommendations on the spending of the capital budget and in particular spending it on a Skate Park.

Jenna: Will the cost of the park need to be covered by property tax increases? Gary: PD can levy a certain amount of \$\$ based on EAV. We have already done that and would need a referendum to raise taxes. However, the district has taxes and a set amount is earmarked for capital improvements and the skate park would qualify as that so individual taxes would not be raised to meet this need, rather the amount of dollars already available could be earmarked for this projects.

Glen: How much annually will the district spend to maintain/repair the park? Gary: staff would need to address that question, just as one of the questions to ask now is what happened to the "C" ledge and why was it not replaced? Was it a maintenance issue or a safety issue?

Green Pins to locate homes

- 6. Other Activities
 - a. Want to allow bikes in skate park? YES
- 7. Other Options (white #1, Red #2, Blue #3 choice)
 - a. Sheffield: 11 white, 1 red, 3 blue
 - b. Cornfield next to Marianos (9 red)
 - c. Vogelei Park: 0
 - d. Fabbrini Park: 0
 - e. Field next to old Menards by Barring Square: (5 blue)
 - f. Chino Park: 0

Jenna: How can you put a skate park at Vogelei with Golf and Higgins. Is there a safety issue?

- 8. Examples
 - a. SR007 No
 - i. Needs a quarter pipe
 - b. 05001 No
 - i. Has only 2 boxes
 - ii. Ramps are too far apart
 - iii. Most of the skating tricks would have to be manual
 - iv. Trying to sake from the quarter to the ledge would be too hard; no good flow for a crowd
 - c. 1402 Cool
 - i. Would this one be realistic enough to happen?
 - ii. Jenna: Think a pavilion with picnic tables and shelters would be a good idea.
 - iii. What about riding bikes and big jumps

Public Meeting Skate Park May 13, 2015 – Page 3

- iv. Space would need a general direction and a bowl.
- v. Glen: Lower left area looks like a good area for younger kids. Important to get them involved
- d. 3701 Best
 - i. BOWL
 - ii. Good flow
 - iii. Like the double set of stairs
 - iv. Like the "C" ledge
 - v. Like the flat bar
 - vi. Like the incline fun box
 - vii. Great variety
 - viii. Something for everyone
 - ix. Good use of 5-6 stairs
- e. 2501 OK
 - i. Looks like Aurora
 - ii. Has good variety
 - iii. Offers something for different skill levels
 - iv. Not enough space on one end to get a good run
- f. 2901 Looks awesome
 - i. But not really practical
 - ii. DIY (\$)
 - iii. Cool but might get boring quickly

Sheffield is limited on space. Is Sheffield the best place for a skate park? Do we want something besides skate park

- Bump Track Yes
- Ropes Course No
- Challenge Courses Maybe
- What about a teen activity center
 - o Would be good but how close would the smaller kids be?
- If there was a high ropes, would there be staffing?
- Would there be a charge to use the area?
- What about a rock climbing wall
- What about a mud course
- What about zip lines
- Glen: What about a bigger park at Vogelei and a smaller satellite park at Sheffield that included a bowl?

Check it out the Drop In Skate Park in Florida

A lot of kids at Roselle and Golf and they were asked to come but not here. Glen: We got the word out around us; maybe that did not happen elsewhere.

Many of us would drive distances to go to a good skate park. If you build a solid park the information will get out and the park will be used.

Public Meeting Skate Park May 13, 2015 – Page 4

Gary: Would you prefer a small park in the back yard or a larger park somewhere else? Prefer larger park somewhere else if those are the only options. Already have a small in the backyard at Knollwood.

Can HEPD build a park in Schaumburg? Gary: Sheffield is in the HEPD boundaries as no, we could not build a park on Schaumburg Park District property.

Glen: Can we get outside funding from sponsor for larger park? Gary: HEPD actively seeks outside partners for special projects.

Skate park pics will be emailed to participants.

Respectfully submitted,

Peg Kusmierski Recording Secretary

HOFFMAN ESTATES PARK DISTRICT MEMORANDUM # 15-096

To: All Committees

From: Dean Bostrom, Executive Director

Craig Talsma, Deputy Director/Director of Admin & Finance

Date: July 31, 2015 Re: IAPD Legislation

Background

On July 1 an article was published in the Daily Herald in connection to the Illinois Association of Park District's (IAPD) President/CEO Peter Murphy and his projected pension. We have attached the article as well as a letter (response) from the IAPD Board of Trustees. The article states that Peter Murphy is a lobbyist whose current salary will attribute to a "large" pension for him upon retirement which will be funded by tax payers. What is not mentioned is that he is an attorney who has worked diligently supporting the needs and interests of park districts.

The District has been a member of IAPD since our inception in 1965, and we have been very pleased with what IAPD provides for our District. One component of IAPD is to be our lobbyist and to protect our interests in Springfield. IAPD is instrumental in monitoring and structuring Illinois bills and mandates that will affect Park Districts. They are the voice for park districts throughout Illinois by speaking directly to the state legislature on benefits or challenges of proposed legislation including recent bills on property tax freezes, minimum wage increases and even government consolidation, just to name a few. IAPD is the primary source to ensure funds for state grants remain available for park districts. Their presence in Illinois has been instrumental in keeping park districts functioning effectively and efficiently within the state laws.

In addition to their work in Springfield, IAPD is the best, if not sole, source of continuing education for park district commissioners. They host the state conference in January (along with the Illinois Park and Recreation Association-IPRA) that offers necessary continuing education for both staff and park commissioners.

Peter Murphy has been with IAPD over 35 years and has proven to be an excellent leader for this association guiding what they do for all park districts in Illinois. IAPD has a minimal staff of nine people. The question as to his level of compensation and projected pension is governed by his contract that is approved by the governing board of IAPD which is made up of 19 commissioners from special districts throughout Illinois. There is not a question as to whether his compensation and future pension is legal; it has become a question as to whether entities outside of defined municipalities which are directly supported by tax dollars, like our park district, should be allowed to participate in the Illinois Municipal Retirement Fund (IMRF).

IMRF, when first created in 1938, was designed to provide pensions for government employees. Many changes to IMRF have seen inclusion of teachers, state legislators, judges and other entities whose clientele is made up of strictly governmental entities that already belong to IMRF such as IAPD and even our Park District Risk Management Agency (PDRMA). IAPD has participated in IMRF since legislation included them in 1968.

Implications

The most recent article on this topic published on July 30 (attached) discusses new legislation that is being proposed to remove lobbying entities (including IAPD) from participation in IMRF. The basis for this proposal is that those entities do not have to follow many of the requirements of tax funded governmental entities; therefore, they should not necessarily be entitled to the actual benefits designed for those governmental entities.

The fact that their participation in IMRF has caused discord does make it difficult to understand why there are numerous other entities that are allowed to participate in IMRF if indeed it should be for governmental employees only. Considering teachers and legislators as governmental employees has given logic that those employees that work strictly for entities like IAPD, whose sole support is from governmental entities belonging to IMRF, should be considered for IMRF participation. However, the fact that these businesses do not have to follow all of the other legal requirements that governmental entities must, provides the argument that perhaps they should not participate in the IMRF benefit extended to governmental employees.

The most current proposed legislation would remove lobbying groups from participation in IMRF; this would be effective for all future employees. IAPD has stated that they understand the concerns raised and that they support this new legislation prohibiting any future employees from IMRF participation. Our District also understands the concerns that this crossover of IAPD's participation into IMRF has caused and we also support this new legislation.

Recommendation

That the committee recommend to the full board support of the recently proposed legislation to eliminate future employees of lobbying groups from participation in IMRF.

\$360K/year for parks lobbyist, plus

\$103,000 in pension contributions last year alone, at taxpayers' expense



JAKE GRIFFIN

SUBURBAN TAX WATCHDOG BY JAKE GRIFFIN jgriffin@dailyherald.com

As Peter Murphy's taxpayerfunded salary nears \$400,000, the cost of his eventual public pension grows with it.

Last year, in addition to his \$360,000 salary — more than double what former Gov. Pat Quinn made - Murphy received \$103,000 in contributions toward his future state pension, according to data from the Illinois Municipal Retirement Fund.

That's despite the fact that



Murphy's job as head of the Illinois Association of Park Districts isn't actually a government job.

He leads a lobbying Peter Murphy largely funded by payments from

more than 300 municipal and county park districts, conservation districts and forest preserves, which raise funds primarily by levying property taxes.

While Murphy's compensation

comes mainly from public funds, the details aren't subject to public scrutiny. His pay rose nearly 12 percent from 2012 to 2014, but he declines to say what his current pay is.

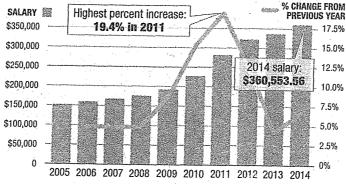
IMRF officials say Murphy's pay raises are designed to do one thing: maximize how much he can collect on his state pension, which the 64-year-old is immediately eligible to receive once he retires.

"They are spiking salaries," said Louis Kosiba, IMRF's executive

See WATCHDOG on PAGE 5

Pay up

Illinois Association of Park Districts President Peter Murphy has averaged 9 percent annual raises over the past decade.



Source: Illinois Municipal Retirement Fund

DAILY HERALD —

Watchdog: Rep. Crespo says pension reform hasn't changed behavior

Continued from Page 1

director. "It's really not good pension design and not what we're trying to achieve with

public pensions."

Like all IMRF-eligible employees, Murphy contributes 4.5 percent of his paycheck toward his eventual retirement benefit. Meanwhile, employer contribution rates vary each year depending on payroll, investment and actuarial conditions. The average IMRF employer contribution rate last year was 12.6 percent, but the IAPD's was more than double at 28.6 percent because of the steep growth in salaries, IMRF officials said.

Yet Murphy blamed the association's higher-than-average contribution rate on other factors, including the recession and the retirement of longtime employees, which he said increased the agency's unfunded liability. Murphy said his salary was not to blame.

"While IMRF is a wellfunded and managed retirement system, in large part due to Louis Kosiba's leadership, his assertion is a mischaracterization," he said. "I am not planning to retire, and my salary is competitive with other high-performing CEOs."

The parks association has a history of driving up executive pensions, Kosiba said.

At \$245,867 this year, former IAPD head Ted Flickinger has the third-highest annual pension in IMRF, according to the retirement fund's financial records. Flickinger went from making \$183,000 in 2006 to \$341,000 in 2009 just before he retired, an 86 percent raise in three years. Since IMRF pensions are based on an employee's highest-earning four con-secutive years, Flickinger's pension grew as well. The same thing will happen with Murphy's pension when he retires.

Murphy was paid \$322,444 in 2012, \$336,431 in 2013 and \$360,554 last year, IMRF records show.

With nearly 35 years at IAPD, Murphy is eligible for a pension equal to 65 percent of the average of his four consecutive highest-paid years. With five more years of service he will be eligible for the maximum 75 percent of the average of his highest-paid years. Murphy could make a pension of roughly \$227,500 next year if he retired today.

During his nearly 35-year career at IAPD, Murphy has contributed \$200,553 to his own pension so far, less than he would get back in one year of retirement, IMRF records show.

"We may have to have a hearing about this," said state Rep. Fred Crespo, a Democrat from Hoffman Estates who serves as chairman of the general service appropriations committee. "The point of pension reform was to try and change behavior, but obviously it hasn't changed any kind of behavior."

Along with Murphy, the IAPD has eight other employees in line for eventual IMRF pensions. The association paid another \$183,000 toward those pensions last year, which came largely from taxpayers, according to IMRF

By the end of this year, contributions to the IAPD's nine employees' eventual pensions will top \$1 million since 2012, most of it from taxpayers, according to IMRF data.

Kevin Dolan, a Mundelein park district trustee who also sits on the IAPD board, said the association's higher-thanaverage employer contribution rate hasn't been an issue at board meetings.

"I don't know of anything we've done differently to any pension benefit," he said. "It wasn't brought up in any of our meetings that I remember."

But taxpayer advocacy groups blamed IAPD board members for creating these additional costs.

"It's unfortunate and unfortunately no longer shocking," said Carol Portman, president of the Taxpayers' Federation of Illinois. "This sort of thing falls right back on the board because they're responsible for managing costs and you don't like hearing about things like this."

IAPD Board Chairwoman Diane Main, a Westmont Park District trustee, did not respond to requests for comment about the association. In all, there are 18 IAPD board members. Kane County Board member John Hoscheit, Bloomingdale Park District Trustee Mike Vogland Grayslake Community Park District Trustee Gayle Cinke are suburban representatives on the IAPD board.

The pay increases drove up the required pension contribution, Kosiba said.

Kosiba said employer contributions to properly fund pensions are based on an assumed 4 percent salary growth annually. When employees get salary increases larger than that, particularly late in their careers, it requires a major infusion of cash to cover the potential future pension obligation. IMRF requires additional pension obligations to be paid immediately for any annual raises above 6 percent.

Since 2005, Murphy has averaged an annual raise of 9 percent. He's never received less than a 4.2 percent pay hike, according to IMRF records.

"What can give public pensions a bad name is that the concept of prefunding and providing a reasonable pension over an employee's lifetime is being distorted by spiking salaries," Kosiba said. "That puts public pensions in a bad light."



July 21, 2015

Dear IAPD Member Board Presidents and Directors,

As you may be aware, the Illinois Association of Park Districts' participation in the Illinois Municipal Retirement Fund (IMRF) has been the subject of recent newspaper articles. These stories have centered around IAPD President/CEO Peter Murphy, and have suggested that his pension has been 'spiked' in preparation for his impending retirement.

The Illinois Association of Park Districts has responded openly to questions from the news media, however, we cannot control what appears in print, and we cannot predict the context in which our statements are relayed. We want to take this opportunity to communicate the facts to the IAPD membership.

One of the articles indicated that the IAPD Board of Trustees 'spiked' Peter's salary by giving him huge increases at the end of his employment in order to award him a larger pension prior to retirement. This is simply not true. **It is important for you to know that Peter is not retiring.** In fact, the IAPD Board and Peter entered into a 5-year continuation of his contract last year – through 2020.

The articles also question Peter's salary increases throughout the past several years. These increases are a result of Peter's promotion to and great success as President/CEO. The Illinois Association of Park Districts determines on an ongoing basis how to compensate its employees in terms of salary and benefits, and how to attract and retain employees in the competitive marketplace in which it operates. Peter's salary is reviewed and benchmarked against national compensation studies of Association Chief Executives, as well as against the compensation of CEOs leading high-performing associations in the state of Illinois.

In addition, Peter's recent increases also included the payout of accrued sick and vacation time. The reason his accrued benefit time was paid out over a period of years, and in its entirety well ahead of retirement, was to do the exact opposite of pension spiking, which is when an employee uses their highest and final rate of earnings to compute benefits. This plan completely extinguished the Association's liability for that accrued time so that it would not be part of his salary when he retires at least five years from now. This plan also allows the Association to address any costs associated with that accrued time while Peter is still President/CEO, so that it will not be an issue for the Association when he retires.

Our financial strategy in this situation was, and is, designed to avoid the issues that occur when longtime employees retire with substantial amounts of accrued benefit time. By paying Peter's accrued benefit time early, rather than waiting until retirement, the Association avoided those issues. It made the most financial sense for the Association, and was not done to 'spike' his salary, but to avoid that from happening.

Headlines have also indicated that taxpayers are funding Peter's pension. Taxpayers do not directly pay anything toward IAPD's IMRF pension benefits. In addition to employee contributions, each employer participating in IMRF

is responsible for contributing the full amount to fund their account. In other words, employers do not share the liability of their group with other employers or the State of Illinois. However, all participating employers benefit by sharing the expenses to administer the fund. This pooling of expenses provides each employer an intrinsic cost savings not attainable if they were to create their own comparable pension fund. IAPD pays the employer portion of those costs from its own budget, and is solely responsible for funding the benefits paid. In order to avoid the perception that taxpayers are responsible for IAPD's pension benefits, the board will be reviewing its options to pay all annual pension contributions solely from non-dues revenue.

IAPD has participated in the IMRF since 1968. IAPD's funded ratio as of December 31, 2014 was 90.82% on a market basis. IAPD's employer account is positioned to be fully funded in the near future.

The Illinois Association of Park Districts is an independent association with 50% of its operating budget coming from member dues. IAPD dues were capped in 1998, and since that time, have been adjusted based on the Consumer Price Index (CPI). The bottom line is that IAPD has lived by the CPI in terms of dues revenue, as have the member park agencies that are governed by the tax cap, and member dues have not increased due to staff salaries or pension costs, nor will they. It is also important to note that the IAPD Board has frozen member dues throughout the past two years, at the recommendation of the IAPD staff.

We understand that the topic of pensions is highly debated. The IAPD Board of Trustees stands by our actions, and we have followed the proper procedures in a way that best serves the interests of the Association and its membership. We want to emphasize that Peter is not retiring. He is committed to work for the IAPD for an additional five-year period until 2020, and he intends to honor this commitment. If Peter intended to spike his salary, and if we intended to permit that, the payment of his accrued sick and vacation time would not yet have taken place. Peter's salary and the longevity of his service with IAPD do increase his pension, but for some to suggest that we are attempting to 'spike' his pension is simply incorrect.

We value your membership. The Illinois Association of Park Districts has stood by and defended many of its member agencies in times of 'bad press,' so we are sensitive to the fact that the truth be told to avoid any misunderstandings that current, or future, news stories may cause.

The Illinois Association of Park Districts has worked diligently to provide its membership with great services in order to advance park districts, forest preserves and recreation agencies for more than 87 years; and with the support of our collective membership, we have made the Illinois park district system the absolute best in the nation. We have the utmost confidence in Peter's leadership to continue this tradition of excellence.

We appreciate your continued support, and we strongly encourage you to contact Peter Murphy at (217) 523-4554 if you have any questions.

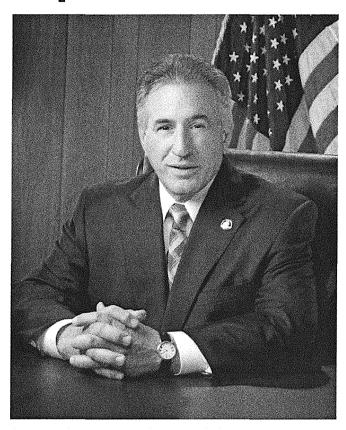
Sincerely,

The 2015 IAPD Board of Trustees

Politics

updated: 7/30/2015 9:49 AM

Bill would ban lobbying groups from public pensions



Marty Moylan



Jake Griffin

Spurred by a Daily Herald investigation about taxpayer-funded pensions for lobbying associations, legislation was introduced Wednesday that would bar those organizations from participating in public pension programs in the future.

A report about Illinois Association of Park Districts Executive Director Peter Murphy's growing salary and simultaneous skyrocketing pension obligations sparked the bill, legislators said.

"These pension systems are being looted, and it's a total ripping off of the taxpayer," said state Rep. Marty Moylan, a Des Plaines Democrat who sponsored the bill.

"Because of the Daily Herald's dogging this issue is why I proposed the bill."

Murphy -- a 30-year employee of the association -- averaged 9 percent raises between 2005 and 2014. His salary in 2014 cost taxpayers close to \$360,000 and came with a \$103,000 taxpayer-assisted pension contribution on his behalf to the Illinois Municipal Retirement Fund, according to IMRF data. Murphy would be eligible for a \$227,500 pension if he retired today, based on an analysis of his salaries.

IAPD officials said they have no opposition to the bill.

In the wake of the report on Murphy, leaders from a number of suburban park districts said they planned to vote on severing ties with the IAPD as well.

The bill, which has bipartisan co-sponsors from across the suburbs, also targets nongovernment agencies that are allowed to participate in other state pension programs, including the State University Retirement System and the Teachers' Retirement System. But it does not eliminate all nongovernment agencies. Insurance pools, such as the Intergovernmental Risk Management Agency and the Park District Risk Management Agency, were not named in the bill.

"The state's pension system is in dire straits, and ensuring political insiders aren't taking advantage of taxpayer-funded pensions is a common-sense reform that everyone should be able to support," said state Rep. Fred Crespo, a Hoffman Estates Democrat who co-sponsored Moylan's bill.

The bill, if passed, would prevent future employees of some 11 taxpayer-funded lobbying groups from participating in public pension programs in the future. It would not affect current employees.

Moylan suggested amendments to the bill might also require these types of agencies to comply with the state's open records law, something that is not currently mandated.

"If people are being taxed to pay for these types of salaries, the agencies should be subject to the scrutiny of the public," Moylan said.

MEMORANDUM NO. M15-093

TO: Rec Committee

FROM: Dean R. Bostrom, Executive Director

Craig Talsma, Deputy Director/Director A&F

Mike Kies, Director of Recreation

John Giacalone, Director Park Services/Dev & Risk Mgmt

Gary Buczkowski, Director Planning & Development

Brian Bechtold, Director of Golf Operations

RE: Balanced Scorecard

DATE: August 7, 2015

Background

As part of the strategic plan component of the 2015 CMP, performance measures were created for each of the district objectives which tie back to the district's goals and ultimately the mission statement of the district. A baseline for each performance measure was created for 2014. Staff is tracking each of the performance measures and will present to each of the committees a quarterly status report. In order to provide updated data through the end of each quarter, the quarterly update reports will be presented to the committees in the second month following the end of each quarter, i.e., 1st quarter will be presented in May; 2nd quarter in August; 3rd quarter in November; 4th quarter/year end in February. These are YTD numbers thru the end of each quarter.

Recommendation

Staff recommends the Board approve the Balanced Scorecard for 2nd quarter 2015.

BALANCED SCORECARD 2015							
District Goals	District Objectives	<u>Measures</u>	2014	YTD thru March 31, 2015	YTD thru June 30, 2015	YTD thru September 30, 2015	YTD thru December 31, 2015
healthy and henjoyable experiences efor all people tree	Offer healthy and enjoyable experiences that promote equal access	Number of programs	2,880 classes 24,397 participants	533 classes 3,876 participants (annual program #s will be reported in Q4)	1.197 classes 7,940 participants		
		Number of facility memberships/visits	7,470 memberships 288,268 visits	6,839 memberships 83,352 visits	7,287 memberships 157,630 visits		
		Number of demographically targeted programs	3	5	10		
		Daily paid facility useage	\$381,487	<u>\$42,187</u>	\$96,058		
		Number rounds (inc BPC events) / baskets	29,122 rounds 18,436 baskets	593 rounds 419 baskets	11,316 rounds 7,731 baskets		
	Achieve customer satisfaction and loyalty	Community and participation survey data related to overall satisfaction and retention by percentage	92.7% overall satisfaction	See CMP	See CMP		
	Connect and engage our community	Number of special events (not inc free) & participation	1 Parks 70 participants	2 events 349 participants	10 events 804 participants		
		Number of free events	62	1	9		
		Number of Partnerships/ Coop agreements	36	Unchanged	Unchanged		
		Increase in Digital Marketing/Social Media Engagement	Mobile Ap downloads: 1,137; Hits to the home page: 204,559; Viewing brochure online: 5,314; Webtrac hits: 25,483; Social Media: 1,405 FB Likes	Mobile App downloads: 1,821 Hits to homepage: 38,208 Online Brochure hits: 1,804 WebTrac hits: 4,665 Social Media/FB Likes: 1,798	Mobile App Downloads 1,540 Hits to homepage: 105,922 Online Brochure hits: 6,157 WebTrac hits: 13,474 Social Media/FB Likes: 1,919		
		Number of Foundation events/participants	4 events (GNO, SRT, Splish, Wine) / 315 participants - 4 Board Meetings	1 event/68 participants 1 board mtg	2 events/244 participants 3 board mtgs		

1

District Goals		<u>Measures</u>	2014	YTD thru March 31, 2015	YTD thru June 30, 2015	YTD thru September 30, 2015	YTD thru December 31, 2015
	<u>Objectives</u>						
5 "			1400 0 404	Land 1001	Jan 2004		
Deliver Financial Stewardship	Achieve annual and long range	Percental of annual revenues to expenses	100.84%	<u>131.13%</u>	99.72%		
	Generate alternative	Total revenue: Grants	\$102,811	<u>\$5,620</u>	14,860		
		Total revenue: Sponsorships	\$50,865	<u>\$12,450</u>	\$40.917		
		Total revenue: Rentals	\$953,302	\$330,597	<u>\$558,140</u>		
		Total revenue: Misc.		\$20,894	\$43.756		
	Utilize our resources effectively and effiently	Percentage of assets to liabilities	164.97%	Annually	Annually		
Operational s Excellence q and p Environmental fa Awareness p	Create and sustain quality parks, facilities, programs and services	data related to overall condition of parks and overall quality of programs and services	93.7% overal satisfaction	Next survey 2019	Next survey 2019		
	Utilize best practices	Accreditation scores: CAPRA	N/A next review 2018	Next review 2018	Next review 2018		
		Accreditation score:	N/A next review 2016	Next review 2016	Next review 2016		
		PDRMA score	NA next review 2017	Next review 2017	Next review 2017		
		NAEYC score	NA next review 2018	Next review 2018	Next review 2018		
		Transparency score	93.40%	Unchanged	Unchanged		
	Advance environment al and safety awareness	PDRMA score	NA next review is 2017	NA next review is 2017	NA next review is 2017		
		No. of accident reports	197 reports filled out	21 reports filled out with none generating an insurance claim	122 reports filled out 3 generating insurance claims		
		Environmental Scorecard	Parks 100%	Parks score is 100%	Parks score is 100%		
		Natural Area acreage/ Wetland acres burned	93 total acres 70 in- house 23 contract	93 total acres; 70 in-house; 23 contract	93 total acres; 70 in-house; 23 contract		

District Goals	District Objectives	<u>Measures</u>	2014	YTD thru March 31, 2015	YTD thru June 30, 2015	YTD thru September 30, 2015	YTD thru December 31, 2015
Quality Leadership	Develop leadership that ensures workforce readiness	Number of internal training sessions	Staff Meetings: 5 Hoffman U: 9 CHEER: 4 Medic: 5	(1) FT Staff mtg (2) AED Medic courses (2) Hoffman U (12) Rec/Facility	(2) FT Staff mtg (3) AED Medic courses (9) Hoffman U (26) Rec/Facility (75) Parks		
	Build organization culture based on I-2 Care Values	Discussions With Dean	PSSWC sports TC Ice/cookoff Cubs game Disc Golf Starving children Bowling DWD: 14	(3) Discussions w/Dean (1) Team Builder	(7) Discussions w/Dean (1) Team Builder (3) Parks		
	Promote continuous learning and encourage innovative thinking	External conferences, sessions, workshops and seminars		IAPD, PGA, PDRMA, IPRA, PGA, AMA	IAPD, PGA, PDRMA, IPRA, PGA, AMA, Steven Covey, Ken Blanchard, Schaumburg Business Assoc., (10) Parks sessions		

3

MEMORANDUM NO. M15-097

TO: Recreation Committee

FROM: Dean R. Bostrom, Executive Director

Michael R. Kies, Director of Recreation & Facilities

Brian Bechtold, Director of Golf Operations Nicole Chesak, Superintendent of Recreation Jeff Doschadis, General Manager of Ice Katie Basile, Superintendent of Facilities

Cathy Burnham, General Manager of PSS&WC Sales & Operations Sandy Manisco, Communications and Marketing Superintendent

RE: Board Report DATE: August 6, 2015

Recreation and Facilities Division



UPCOMING EVENTS

- August 8: Party in the Park Fabbrini Park 4-10 PM
- August 9: Grandparents Day at Seascape, grandparents get in free with child
- August 13: Summer Sounds on the Green 7 PM
- August 14: Fitness Fun Day at Seascape
- 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 Seascape 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.



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 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, ½ and ¾, represent HEPD in final four of their tournament. ½ 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.



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
	111 TC	128 TC	
Preschool 15-16	52 WRC	63 WRC	+28
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 – \$3 & \$4	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

50+ Cl	ub		
Membership	7/14	7/15	Var +/-
Month	2	27	+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+ Center9brought 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 Fabbrini 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



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.



July Membership Totals	2014	2015	+/-
	3,422	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 Fabbrini 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". LEHIIT 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 Agua 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, Seascape 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 Seascape 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.
- Seascape'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 Seascape in
 photos they post on Facebook which shows an engaged fan which is our goal.
- In the area of Seascape outdoor swim lessons there are 191 participants registered in our July classes. This includes two morning sessions.
- At Seascape there has been 24 private lessons sold compared to 23 private lessons sold in June 2014.
- In July Seascape hosted a Military Appreciation Weekend. All men and women who serve or have served will enjoyed free admission.

- On July 10th Seascape offered free snorkeling demonstrations provided by Above and Underwater Scuba. The kids loved this free activity.
- In August, Seascape 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 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.



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.



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.



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

(HEPD)-

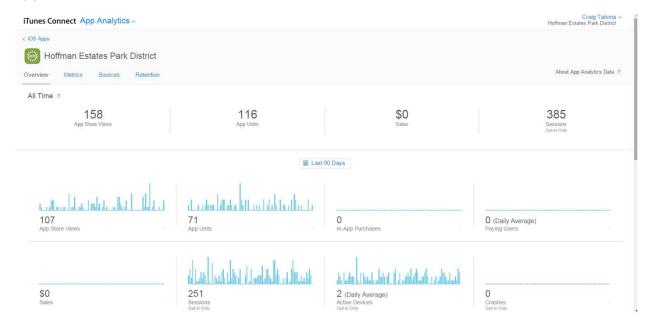
Sponsorship Coordinator is working on the following companies:

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.)

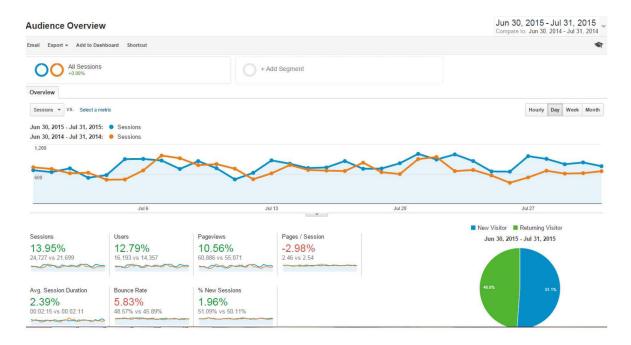
	Benchmark: Feb 2013-Feb 2014	June30-July31, 2014	June30-July31, 2015	Change from last
				year
Desktop	63%	48%	41%	-7
Mobile	27%	39%	49%	+10
Tablet	10%	12%	9%	-3*

^{*}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/)



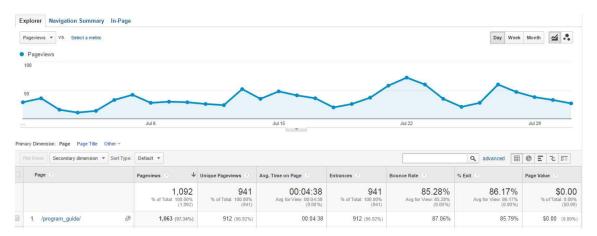
Website HEParks.org Google Analytics

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



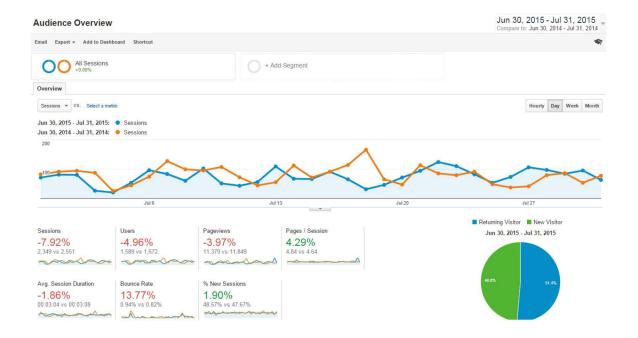
Program Guide Online

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.



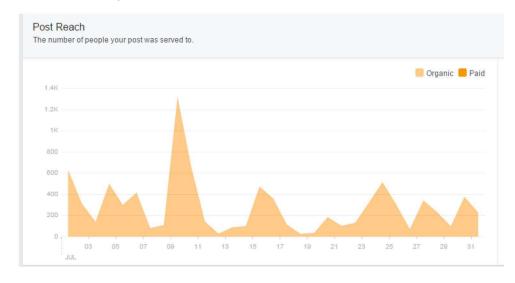
WebTrac/Online Registration Page Hits

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 HEPD General EBlast, July 21	20.20% 19.0%	8.82% 1.7%	7.49% 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.

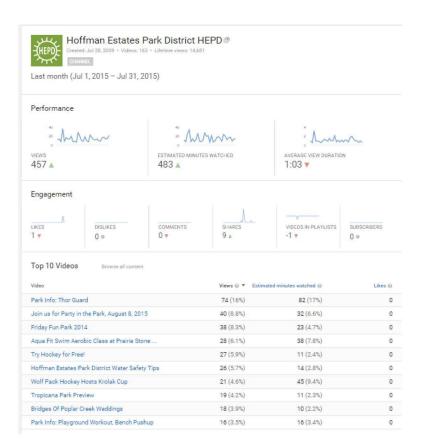
Opens = Emails our contacts received and viewed.

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



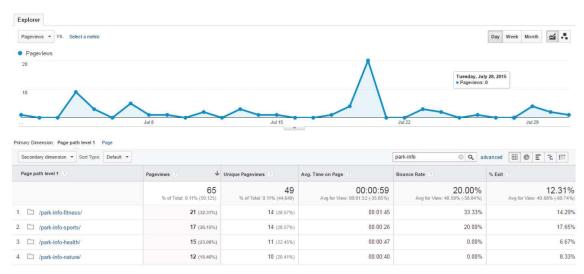
YouTube Metrics

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 July1-31.



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 Vogelei) 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			
Υ٦	YTD RANGE BASKET SALES TOTALS				
2013	2014	2015			
11,043	10,960	10,913			

Video Gaming

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