



AGENDA
REGULAR BOARD MEETING NO. 1023
TUESDAY, NOVEMBER 28, 2017
7:00p.m.

1. ROLL CALL
2. PLEDGE OF ALLEGIANCE
3. APPROVAL OF AGENDA
4. AWARDS
 - A. Best of Hoffman: Katy Fong & Nina Mininni
5. RECESS FOR A&F COMMITTEE MEETING
6. RECONVENE FOLLOWING A&F COMMITTEE MEETING
7. APPROVAL OF MINUTES
 - A. Regular Board Minutes 10/24/2017
 - B. Special Board Minutes 10/31/2017
8. COMMENTS FROM THE AUDIENCE
9. CONSENT AGENDA (Click each item to view)
 - A. Balanced Scorecard / M17-127
 - B. Open and Paid Invoice Register: \$553,699.76
 - C. Revenue and Expenditure Report
 - D. Acceptance of B&G Minutes 10/17/2017
 - E. Acceptance of Rec Minutes 10/17/2017
 - F. Acceptance of A&F Minutes 10/24/2017

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10. PRESIDENT'S REPORT
 - Acceptance of resignation of Community Rep Joaquin Castillo and appointment of new Community Rep on B&G Committee
11. ADOPTION OF EXECUTIVE DIRECTOR'S REPORT
12. OLD BUSINESS
13. NEW BUSINESS
14. COMMISSIONER COMMENTS
15. EXECUTIVE SESSION
 - A. Minutes, pursuant to Section 2(c)(21) of the Open Meetings Act
 - 10/24/2017
 - 10/31/2017
 - B. The purchase or lease/sale of real property **for the use of the public body**, pursuant to Section 2(c)(5) of the Open Meetings Act.
 - C. The purchase or lease/sale of property **owned by the public body** pursuant to Section 2(c)(6) of the Open Meetings Act.
16. POTENTIAL DISCUSSION AND POSSIBLE VOTE ON MATTERS FROM EXECUTIVE SESSION
17. ADJOURNMENT



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**MINUTES
REGULAR BOARD MEETING NO. 1022
October 24, 2017**

1. Roll Call:

A regular meeting of the Hoffman Estates Park District Board of Commissioners was held on October 24, 2017 at 7:00 p.m. at the Triphahn Center in Hoffman Estates, IL.

Present: Commissioner Bickham, K. Evans, R. Evans, Kilbridge, McGinn, Kaplan

Absent: Commissioner Kinnane

Also Present: Executive Director Bostrom, Deputy Director/A&F Director Talsma, Rec/Facilities Director Kies, P&D Director Buczkowski, BPC Director Bechtold

Audience: Charlene Bryeans from BPC, U14 Wolverines Girls' Hockey Team and their families and coaches, Comm Reps Friedman, Chhatwani, Winner and Musial, HR & Risk Management Superintendent Leninger, IT Manager Agudelo, Dan Denys from Austin Meade Financials

2. Pledge of Allegiance:

Everyone present stood for the Pledge of Allegiance.

3. Approval of Agenda:

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

4. Awards:

- A. President Kaplan awarded the U14 Wolverines Girls' Hockey Team BOH for their outstanding play and recognition as #1 in the nation.
- B. Employees of the 3rd Quarter
 - a. President Kaplan awarded Charlene Bryeans of BPC the PT Employee of the 3rd Quarter for her outstanding assistance to BPC and their customers internal and external.
 - b. President Kaplan awarded Eric Leninger, HR & Risk Management Superintendent the FT Employee of the 3rd Quarter for his outstanding work with the PDRMA on-site reviews.
- C. President Kaplan acknowledged Commissioner Kilbridge for her 10 years of service to the board.

President Kaplan acknowledged Comm Rep Friedman for having been recognized at the Best of Best Gala for volunteer services to the park district.

5. Recess for A&F Committee Meeting:

Commissioner R. Evans made a motion, seconded by Commissioner McGinn to recess the Board Meeting at 7:20 p.m. for the purpose of convening the A&F Committee meeting. The motion carried by voice vote.

6. Reconvene Following A&F Committee Meeting:

Commissioner McGinn made a motion, seconded by Commissioner Kilbridge to reconvene to the Regular Board Meeting at 8:50 p.m. The motion carried by voice vote.

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

Audience: Mr. Dan Denys from Austin Meade

7. Approval of the Minutes:

Commissioner Bickham made a motion, seconded by Commissioner R. Evans to approve the minutes of the September 19, 2017 Regular meeting as presented. The motion carried by voice vote.

Commissioner R. Evans made a motion, seconded by Commissioner Kilbridge to approve the minutes of the October 10, 2017 Special meeting as presented. The motion carried by voice vote.

Commissioner McGinn made a motion, seconded by Commissioner R. Evans to approve the minutes of the October 17, 2017 Special meeting as presented. The motion carried by voice vote.

8. Comments from the Audience:

None

9. Consent Agenda:

Commissioner R. Evans made a motion, seconded by Commissioner Kilbridge to approve the consent agenda as presented.

On a Roll Call: Carried 6-0-1

Ayes: 6 Bickham, K. Evans, R. Evans, Kilbridge, McGinn, Kaplan

Nays: 0

Absent: 1 Kinnane

- A. Fertilizer and Chemical 2018 early order bid / M17-113
- B. Chino Park Community Gardens / M17-112
- C. Naming and Renaming of Park Sites (Sycamore Park) / M17-116
- D. Roof Top Unit Additions to 2017 Capital Budget / M17-120
- E. Comcast Network Infrastructure Renewal & Upgrade / M17-119
- F. Audit Services / M17-118
- G. 2017 Limited Bond Issue Ordinance O17-005 / M17-121
- H. Open and Paid Invoice Register: \$748,696.10
- I. Revenue and Expenditure Report
- J. Acceptance of B&G Minutes 9/12/2017
- K. Acceptance of Rec Minutes 9/12/2017
- L. Acceptance of A&F Minutes 9/19/2017

10. President's Report:

President Kaplan noted that they had much support/participation from the Comm Reps for the Gala. He acknowledged that the 20% discount at Golf Rose Animal Hospital arranged by Adv. & Sponsor Manager Massani had been very timely and put to good use.

11. Executive Director's Report:

Director Buczkowski reviewed the issue with the steam generator at PSSWC showers explaining that it had shut down twice. He explained that they had brought the contractor in for the first shut down and the architect for the second. It was determined that the black pipe connecting the generator to the steam room would need to be replaced. He explained that the Women's steam room was functioning fine and it was run by a second identical generator. The assumption was that the Men's steam room received more use and there was greater deterioration in the pipe. Executive Director Bostrom explained that the work should be scheduled for Thursday and that this was an unforeseen replacement as the system was the same for the Women's and was working very well.

Commissioner K. Evans asked if they would have to remove tile and Director Buczkowski explained that they would only remove and replace ceiling tiles and replace the black pipe with copper. He also noted that they were looking at having an outside contractor (and maybe doing both Men's and Women's) versus using in-house staff (and doing Men's now and Women's at a later date).

Commissioner Bickham asked if staff could adjust the temps to prevent the overload and Director Buczkowski explained that it was an issue that the district probably did not want staff controlling.

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

12. Old Business:

None

13. New Business:

A. IAPD Credentials Certificate/ M17-114:

Executive Director Bostrom explained that this was routine, however, the district would need to have one of the delegates/alternates at the Annual Business Meeting January 20, 2018.

Commissioner Bickham made a motion, seconded by Commissioner R. Evans to approval of the Credentials Certificate with the appointment of the delegate and 1st, 2nd, and 3rd alternates as follows:

Delegate: Robert Kaplan – Board President/Commissioner
1st alternate: Pat McGinn – Vice President/Commissioner
2nd alternate: Lili Kilbridge – Treasurer/Commissioner
3rd alternate: Keith Evans – Assistant Secretary/Commissioner

Motion carried by voice vote.

B. 2018 Calendar of Board/Committee Meetings/M17-115:

Commissioner K. Evans questioned cancelling the Recreation committee meetings on Park Tour days. Executive Director Bostrom suggested changing the calendar to read Committee of the Whole for those 2 days. He also explained that if a Recreation Committee meeting was required it could be set up on an alternate Tuesday.

Commissioner R. Evans made a motion, seconded by Commissioner McGinn to approve the Calendar of Board/Committee Meetings as outlined in M17-115 as amended. The motion carried by voice vote.

14. Commissioner Comments:

Commissioner McGinn congratulated Commissioner Kilbridge on her 10 years and said he enjoyed the Gala.

Commissioner Bickham said he enjoyed the Wild Flower seeding project and noted that he had family participate at the Cannon Crossings soccer fields. He noted that they had compliments about the field. He also congratulated Commissioner Kilbridge and Comm Rep Friedman.

Commissioner K. Evans noted that the Intergovernmental event had been very good and the New Orleans trip was also good.

Commissioner Kilbridge agreed that the New Orleans trip had been very good.

Commissioner R. Evans said he was at PSSWC showers and they looked good; hoped that the steam room issue would be easily addressed. He reminded the board of the many events coming on the calendar.

15. Executive Session:

Commissioner McGinn made a motion, seconded by Commissioner Kilbridge to move to Executive Session at 9:15 pm for the purpose of:

- A. Minutes pursuant to Section 2(c)(21) of the Open Meetings Act.
- B. Pending or probable litigation, pursuant to Section 2(c)(11) of the Open Meetings Act.
- C. Appointment, employment, compensation, discipline, performance, or dismissal of an employee pursuant to Section 2(c)(1) of the Open Meetings Act.

On A Roll Call: Carried 6-0-1

Ayes: 6 Bickham, K. Evans, R. Evans, Kilbridge, McGinn, Kaplan

Nays: 0

Absent: 1 Kinnane

Commissioner R. Evans made a motion, seconded by Commissioner McGinn to reconvene to regular session at 10:55 pm. The motion carried by voice vote.

16. Discussion and Vote from Executive Session:

None

17. **Adjournment:**

Commissioner Bickham made a motion, seconded by Commissioner Kilbridge to adjourn the meeting at 10:55 p.m. The motion carried by voice vote.

Respectfully submitted,

Dean R. Bostrom
Secretary

Peg Kusmierski
Recording Secretary



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**MINUTES
SPECIAL BOARD MEETING
October 31, 2017**

1. Roll Call:

A special meeting of the Hoffman Estates Park District Board of Commissioners was held on October 31, 2017 at 7:00 p.m. at the Triphahn Center in Hoffman Estates, IL.

Present: Commissioner K. Evans, R. Evans, Kilbridge, Kinnane, McGinn, Kaplan

Absent: Bickham

Also Present: Executive Director Bostrom

Audience: None

2. Pledge of Allegiance:

Everyone present stood for the Pledge of Allegiance.

3. Approval of Agenda:

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

4. Comments from the Audience:

None

5. Commissioner Comments:

Wishes of Happy Halloween were extended by each commissioner.

6. Executive Session:

Commissioner Kinnane made a motion, seconded by Commissioner McGinn to move to Executive Session at 7:02 pm for the purpose of:

- A. Pending or probable litigation, pursuant to Section 2(c)(11) of the Open Meetings Act.

On A Roll Call:	Carried 6-0-1
Ayes: 6	K. Evans, R. Evans, Kilbridge, Kinnane, McGinn, Kaplan
Nays: 0	
Absent: 1	Bickham

Commissioner Kinnane made a motion, seconded by Commissioner R. Evans to reconvene to regular session at 7:30 pm. The motion carried by voice vote.

7. Discussion and Vote from Executive Session:

Commissioner McGinn made a motion, seconded by Commissioner Kinnane to authorize the Executive Director to pursue a settlement as discussed within the Executive Session.

8. Adjournment:

Commissioner McGinn made a motion, seconded by Commissioner Kinnane to adjourn the meeting at 7:32 p.m. The motion carried by voice vote.

Respectfully submitted,

Dean R. Bostrom
Secretary

**HOFFMAN ESTATES PARK DISTRICT
REGULAR BOARD MEETING NO. 1023**

EXECUTIVE DIRECTOR'S REPORT

November 2017

Planning & Development

1. PSSWC Shower project:

Staff is currently working with OPCON, Inc., the district's contractor to complete the following punch list items:

- Puddle in men's locker room floor is to be repaired by Flooring Resources during the week of November 13th. This work will take approximately 4 days to complete and will only impact 5 showers.
- Installation of ADA grab bars in the revised ADA showers.
- Grout removal from flooring. This work is necessary because it has come to our attention that the off white grout used was not totally removed from the face of the tiles upon completion and acceptance of the work on October 1st. This existing grout has trapped dirt from street shoes making it now more pronounced and easier to see. Once this grout is removed, it should be easier for the cleaning team to maintain the cleanliness standard in these areas.

In addition, staff has contracted with the mechanical subcontractor to install some electronic clocks, an aroma injector and is working to change out the existing steam room starting controls. The controls that were installed were provided by the manufacturer of the steam equipment. These controls have been found to be cumbersome to operate by patrons and many requests have been made to revert back to the single push button system. The proposed system is currently being designed by the mechanical contractor as an after market system and will come at additional expense to the project.

2. Shoe Factory Bike Trail Project:

This cooperative project between the Park District, Village and the Cook County Forest Preserve began back in 2012 and will be significantly (80%) funded by the Federal Government. Over the last 5 years, numerous issues have come up between the railroad (CNN) and the local agencies involved. At this time, staff is confident that those concerns have been or will be addressed allowing the project to move forward. In addition to the railroad issues, it was discovered that endangered plant species were identified within the project area. The plan calls for the mitigation of these endangered species through the purchase of bank credits. Bank credits are utilized when the area in question is of the size that the ROI for onsite mitigation does not provide an ecological benefit. The ecological

benefit of the endangered species/natural area becomes part of a larger area that has a greater benefit to the environment in its whole.

With the multitude of issues to resolve, the project has been delayed and is now approaching the sunset date of the grant application between the Park District and the State/ Federal Government. To address this, a letter has been put forth requesting an extension to the grant. That letter is attached to this report.

Along with the time delays, additional costs to the project have increased the park district's portion of this project by almost \$8,000. With the overall project cost at now just under \$1,000,000, the greatest portion of the budget increase has come from the negotiations with the railroad which has added approximately \$94,000. At this point, all parties are anticipating that should the project move on to the construction phase, work would begin in early 2019. If all goes as planned, it could be completed by 2020. Unfortunately, this project has become a good example of how slow the wheels of progress roll when government entities and large corporations tackle complicated projects.

3. Tennis / Basketball Courts:

Staff has completed the bid package for the tennis/basketball court resurfacing to be done at Cannon, Charlemagne, S. Ridge and Armstrong Parks as part of the 2018 Capital projects list. This work has been historically released prior to the onslaught of snow in an effort to allow contractors to inspect the sites for preparation of their bids that will be due in January. This process allows the successful contractor the ability to begin the project as soon as weather permits in the spring with the benefit to the patron in the early availability of repaired courts.

Parks Division

All work/tasks completed in this report were performed by in house staff unless otherwise noted.

- Seasonal staff began layoffs with the majority of the crew being laid off prior to the end of October.
- Staff has begun identifying signage that is dated and in need of replacement throughout all parks within the district.
- Meeting with all departments to assure assets are correct in GIS was completed. Results from these meetings are still being compiled.
- Removed black pipe from new boilers to steam rooms at PSS&WC and replaced with copper pipe to avoid corrosion of pipe.
- 18 can light structures were replaced by staff in the men's locker room at PSS&WC, the women's locker room is scheduled to be completed on 11/15/17.
- All ballfield irrigation systems, park restrooms, drinking fountains and splash pads had water blown out and prepped for winter.

- Lighting at Field Park required new wiring to assure all lights work correctly.
- Completed playground inspections.
- Playground mulch surfaces were repaired following large rain events that washed away mulch in numerous parks.
- Staff replaced motor for pump at BPC.
- The heat unit control board, relay and inducer motor were replaced in the Zamboni room at TC.
- All lake fountains have been removed for the season.
- A 50,000 BTU electric heater was installed in the bath house mechanicals room @ Seascap.
- All baseball windscreens, tennis nets, canopies at playgrounds and volleyball nets have been removed for the winter season.
- A log roll at Sycamore fitness and crawl tunnel at TC playground were replaced.
- Final Adopt-A-Highway clean-up was completed for this year.
- Fall broadleaf control was completed, this includes applying products for early control of dandelions and clover at select locations.
- Last mowing in parks was completed in the last week of October. Mowing height was set to three inches to allow the turf to remain healthy through the winter months.
- All Swans were brought in from the ponds for the winter and will be cleaned during the winter for installation in the spring.
- Wildflower/Native plant material was transplanted from Parks Maintenance to help enhance the natural area at Highland Park.
- Fall/Winter tree maintenance has begun. Black Bear Park Disc Golf Course is set for major tree maintenance throughout this fall and winter.
- Entire Parks Department started working on a drainage project at Cannon Baseball/Softball fields. This project is being completed to solve the issues with losing infield mix due to water run after every rain event. Drainage is being installed under the infield playing surface and drained away from the field of play.
- Truck 580 had the snow plow installed.
- Tractor radiator leak repaired as well as replaced the thermostat.
- Completed maintenance and repair on all snow plows, snow blowers, salt spreaders and installed salt spreaders on dump trucks.
- Replaced front brake pads and brake rotors, left front brake caliper and right rear brake wheel cylinder on truck 515.
- Vehicle 500 had O-rings on thermostat housing replaced.
- Truck 527 had the starter replaced.
- Installed new tires on truck 491.
- Truck 511 had the freeze plug on engine block replaced and new muffler installed.

- On vehicle 493 the brake booster check valve and battery were replaced.
- Truck 504 had a new tool box on bed of truck installed.

RECREATION & FACILITIES

UPCOMING EVENTS AS OF 11/9/2017

- **Nov 4-** Hoffman Walks
- **Nov 4** – Turkey Shoot
- **Nov 15** – Winter Registration begins
- **Nov 18** – Parents Night Out
- **Dec 2** – Hoffman Walks
- **Dec 9** – Parents Night Out
- **Dec 9** – Winter Fest
- **Dec 9** – Breakfast with Santa
- **Dec 16** – Try Hockey for Free
- **Dec 16** – Skate with Santa

Summary & Monthly Highlights

- On Thursday, October 5th, HEPD participated with 10-12 community organizations in the first Muir Resource Fair. Many parents showed interest in fall and winter programs, and inquired about scholarships. Approximately 15-20 families came through the fair; Muir staff is hoping to expand the event and participation next year.
- The iCompete program kicked off its 4th year with a Meet 'n' Greet event at PSSWC on Monday, October 23rd. There are 25 Muir students in the programs matched with 20 Hoffman Estates High School mentors. The Friends of HE Parks Foundation has once again agreed to sponsor the program costs.
- The HEPD participated in the Higgins Education Center's annual Trunk or Treat on Tuesday, October 24th. Over 20 organizations participated with approximately 165 attendees.
- Introducing the new 50+ Winter Walking Wonders Club/Group to begin on 11/14. This will allow our current 50+ members the opportunity to walk and socialize while utilizing one of their membership benefits, the track! Incentives will be put in place to help them keep moving weekly.
- Priority registration for our 50+ members begins on 11/8. We are offering 11 total trips between the months of January-March. This number is double what we've offered at this time last year for our 50+ group.
- Communicator's Meeting – School District 54's communications department hosted a new resource sharing/networking group for local communicators, and C&M Supt. Manisco participated. Included in the group are School District 211, Schaumburg Village, Village of Hoffman Estates, Schaumburg Township, Schaumburg Public Library and Schaumburg Park District.
- PSS&WC hosted a new successful 'Open House' event on 12/28. There were a total of 11 new members who enrolled on that day, also during the month of

October the new audio application was implemented to coincide with the new exercise equipment the TVs and music.

- Early Childhood Program Manager, Wendy Stoner, attended a District 54 Early Childhood Advisory Committee meeting on Wednesday, November 1st. Social workers, preschool directors, state representatives, and parents were in attendance to discuss District 54's Prevention Initiative and Preschool for All. A presentation of the District's resources was communicated and community resources and concerns were discussed. Wendy will be able to utilize this added knowledge on resources and programs for our Preschool and ELC participants.
- As part of the monthly IPRA Leadership Academy, Superintendent of Recreation and Academy Regent, Colleen Palmer, helped lead a very successful teambuilding activity for attendees in which they built 13 bikes. The bikes were then donated to the non-profit organization, *360 Youth Services*, where they will be used to help transport young adult participants to work.
- The 50+ Active Adults Club is experiencing an increasing number of activities and clubs offered to them. The Pinterest Crafting Club was recently formed and met twice in October. An active group of 12-15 met on 10/13 and 10/23. They made a Halloween Craft and a Fall Centerpiece. This group plans to meet bi-weekly. Also new to our 50+ Group is the Lunch Bunch Social Group. This group has lunch together once a month offsite at a Hoffman Estates restaurant. We had 20 attend our last one at Moretti's.
- The new tenant the Glen Ellyn Speed Skating Club had their 100th Annual Silver Skate Event on Sunday October, 29 (for the first time at TC). Over 130 skaters competed in the day long event. The event had a great turnout from a spectator point of view. Staff received a lot of positive feedback from the club as well as people attending.
- New this season, our Youth Basketball program will offer 4 Girls Feeder Basketball teams. Also new this year we will be offering an in-house Pre-Season game on December 23rd, and a new 3rd/4th grade basketball competitive tournament team.
- New free basketball clinics continued through the month of October with an average of 80 participants each week. The free clinics wrapped up on October 25th at the Sears Centre with 48 in attendance.
- Fall Baseball- ended for all of our leagues on October 28th. Our Mustang team took home the Palatine fall baseball league championship! Fall was overall a great success with record numbers in 2016 we had 3 teams and 2017 we had 7 teams.

Volunteers Summary

- Human Resources processed 9 new volunteers.
- Foundation held a Girl's Night Out Committee meeting with 5 volunteers for a total of 7.5 hours and the Uncorked and Untapped Wine/Beer Event with 5 volunteers for the evening and another 15 hours.
- PSSWC has a volunteer to take care of their plants who spent 6.25 hours donating her time.
- Boy Scout, Xavier Vasquez, has logged in 20 hours on the Butterfly Garden at WRC.



Youth Athletics

Youth Baseball/Softball

- Fall Baseball- ended for all of our leagues on October 28th. Our Mustang team took home the Palatine fall baseball league championship! Fall was overall a great success with record numbers in 2016 we had 3 teams and 2017 we had 7 teams. Teams have been notified that there will be free winter clinics over holiday break players can participate in to keep their skills fresh.

Youth Winter Basketball League

- Registration was ongoing through the month of October. Below are numbers on October 31st, 2017 compared to October 31st, 2016. Overall we're up 71 participants compared to last season
- New this season, our Youth Basketball program will offer a Girls Feeder Basketball teams. Also new this year we will be offering an in-house Pre-Season game on December 23rd, and a new 3rd/4th grade basketball competitive tournament team.

Years	1/2 Coed	3/4 Boys	5/6 Boys	7/8 Boys	3/4 Girls	5/6 Girls	7/8 Girls	Boys feeder	Girls feeder	3/4 tournament	Total
2016	59	58	40	53	21	21	4	32	0	0	288
2017	49	80	52	58	19	22	10	34	24	10	359

+ 71

Free Basketball Clinics

- New free Clinics continued through the month of October with an average of 80 participants each week. The free clinics wrapped up on October 25th at the Sears Centre with 48 in attendance.

Adult Sports

- Fall softball finished on October 30th with a post season tournament. There were 8 total teams this season, last year there were 8 teams as well, this is the maximum we can take due to number of lit fields. In summer we can do up to 13 teams because of the sun going down later in the evening during this time.
- Fall Football Leagues The season continued throughout October and is scheduled to end on November 26th. There were 6 total teams this season as compared to 5 teams this time last year.

Youth Fall Soccer

- The fall soccer season was completed on Sunday, October 29th and was a great success from a logistical and organizational standpoint. Over 225 kids participated which is down from 296 from last year but with the new structure, staff received many positive comments about the enhancements as compared to last fall. Staff is anticipating that this number will grow next fall as we look forward to capitalizing on this positive momentum. On the final week of the

season players were given information on our new 3v3 indoor soccer league and received their participation patch. This is the first time our athletic department did not do trophies and went to patches. Patches represent the fact that the player participated in the league, highlighting the positive aspects of playing a sport, without the stigma of trophies that are “not earned.”

Youth Volleyball Leagues

- Youth Volleyball teams began practice in mid-October. We're up two total teams from the 2016 season, there are 6 this year and there were 4 last year. Games are set to begin on November 11th and go until December 16th.

Dance

- Fall dance classes are running smoothly. We are preparing for the Winter Dance Showcase, but are still waiting for a confirmed date and school from District 211.

Gymnastics

- The 2nd session of fall gymnastics classes started the week of 10/23, with 146 for the session as compared to 194 in 2016.



Early Childhood

Preschool:

Three-school 17-18	15 TC 8 WRC	15 TC 12 WRC	0 - Full +4 - Full
2's Playschool 17-18	27 TC 15 WRC	30 TC 24 WRC	+3 - Full +9 - Full
Preschool 17-18	134 TC 67 WRC	130 TC 73 WRC	-4 +6
Early Learning Center	39	29	-10
Preschool Totals	305	313	+8
District 54	351	359	+8
District 15	63	59	-4
WRC KSTAR	19	14	-5
District 54 Half Day	70 (1)	84 (1)	+14
District 54 Full Day	121 (2)	133 (2)	+12
District 15 Full Day	7 (1)	43 (2)	+36
Totals	631	692	+61

- We were able to accommodate additional participants for the District 54 half day and full days off due to having close field trips to shuttle the children, as well as having additional staff work for the trips.



50+ Club

Year to Date Membership	10/2016	10/2017	+/- Var.
Total Members	605**	272***	(333)*
Month to Month Comparison	08/2017	09/2017	
10/2017			
272	216	239	

**While membership numbers are down in comparison to this time last year it reflects our new membership. We continue to have renewals and brand new members. We are up 33 members from September (last month) and 56 members since August. Staff is currently seeing more active members which was the goal as compared to just having members who were paying the fee and not participating or only using it for trip pre-registration.*

Classes offered in October

- (3)Basic Exercise, Chair Fitness, (3)Gentle Yoga, Line Dance, Tai Chi

Athletic opportunities offered in October

- Balloon Volleyball (Weekly), Billiards (Daily), Pickle ball, Ping Pong (more time slots requested and we've had up to 12 people waiting to play at a time), Volleyball and Walking Path/Track

Drop In Activities in October

- Wii Bowling, Mah Jongh, Cards, Games, Puzzles, Meet and Mingle, Yahtzee, Bunco and Mexican Train.

Trips in October

- Million Dollar Quartet/Paramount- 10/11 - was a great success! We had 20+1 in attendance. Patrons are still talking about how great the show was and looking forward to other Broadway productions there in 2017/2018.

Evening/Special Programs in October

- Pub Quiz Night (3rd Thursdays/5:30 pm) – 40 participants (50+ Center) which was up 10 from September, dinner was sponsored by L&M Insurance & prizes sponsored by Lake Barrington Woods; questions courtesy of Family Dentistry, HE.
- Bingo at Culver's Schaumburg- 4th Tuesday in October.
- Book Club met on 10/30. 18 were in attendance. This was consistent with September however we had 3 new members. We have doubled our numbers in book club since our May, 2017 book club when our doors re-opened.

Friday lunch programs in October

- 50+ Monthly Movie took place on 10/20. We had 12 in attendance. A good time was had by all who attended.

50+ Health Services in September

- Health Screenings/Blood pressure and Flu Vaccinations were held on 10/17.

New Opportunities/Highlights for November

- Introducing a 50+ Winter Walking Wonders Club/Group to begin on 11/14. This will allow our current 50+ members the opportunity to walk and socialize while utilizing one of their membership benefits, the track! Incentives will be put in place to help them keep moving weekly.
- Priority registration for our members begins on 11/8. We are offering 11 total trips between the months of January-March. This number is double what we've offered at this time last year for our 50+ group.
- Offering a new 50+ Fall Prevention Lunch & Learn discussion on 11/10. This will be sponsored by Amita Health.
- Offering a Facebook Workshop for our 50+ Group. This will be led by our very own C&M department.
- Also new to our upcoming offerings is an Art Class Workshop sponsored by Visiting Angels.



Ice Operations

I.C.E Academy

- A Basic Skills section 8 meeting was held on October, 31. 27 skating directors attended the meeting.
- A number of skaters and staff attended the Midwest Regional competition in Madison, WI Oct 18-22.

Wolf Pack

- NWHL tiering rounds were completed the end of October and league play began the first week in Nov.
- A number of teams will be attending tournaments in Nov. with results being added to the Nov. board report.

Ice Rink Information

- The Pumpkin Skate took place Sunday October, 29 with about 300 people attending.
- Glen Ellyn Speed Skating Club had their 100th Annual Silver Skate Event on Sunday October, 29. Over 130 skaters competed in the day long event. This event was very unique as the people attending stayed throughout the entire day unlike hockey where they come and go all the time. The event had a great turnout from a spectator point of view. Staff received a lot of positive feedback from the club as well as people attending.
- The World Invite Hockey tournament was Nov. 3-5. No issues occurred during the tournament.



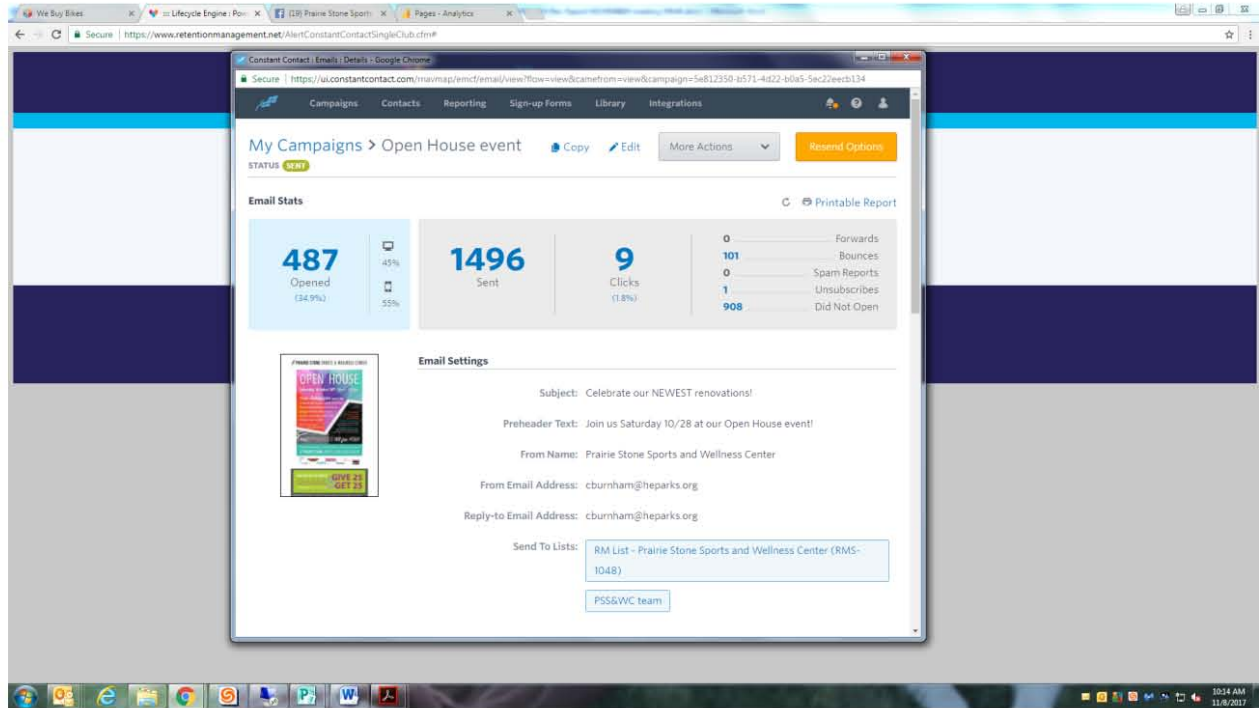
Prairie Stone_{tm} Sports & Wellness Center

October Membership Totals	2017	2018	Var.
+/-			
Totals	2,916	2983	+67

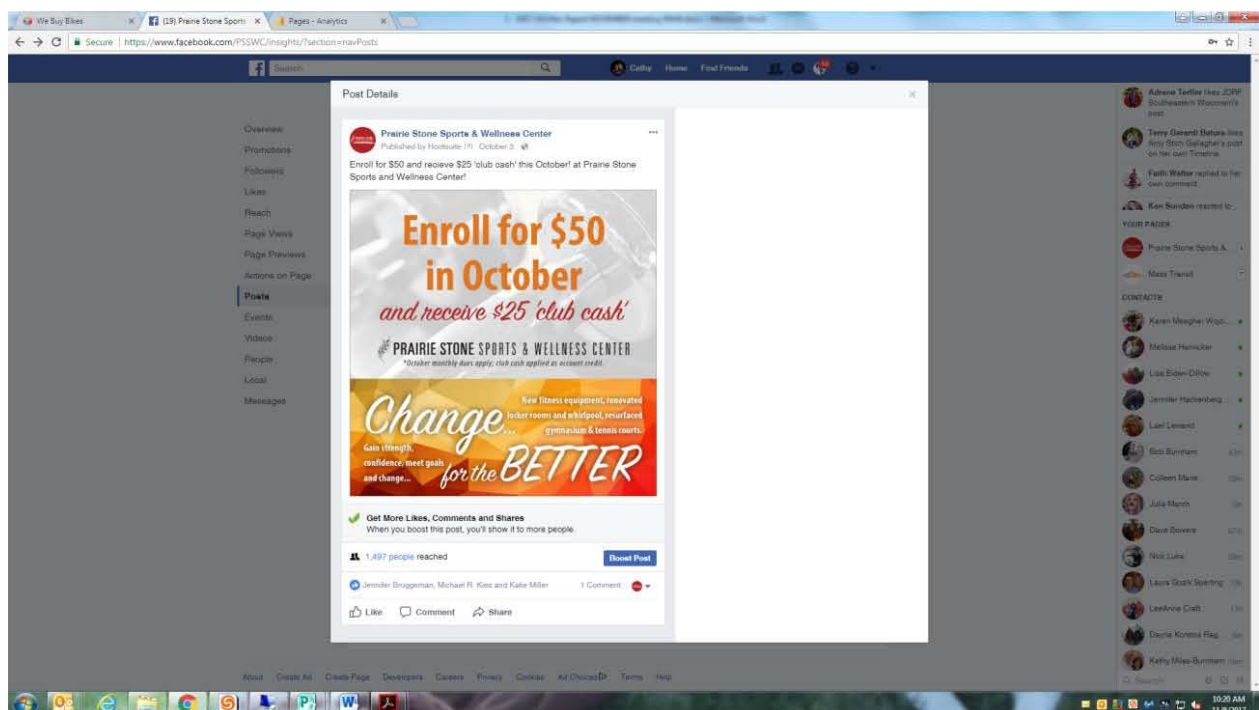
SOCIAL MEDIA PROMOTIONS/POSTS

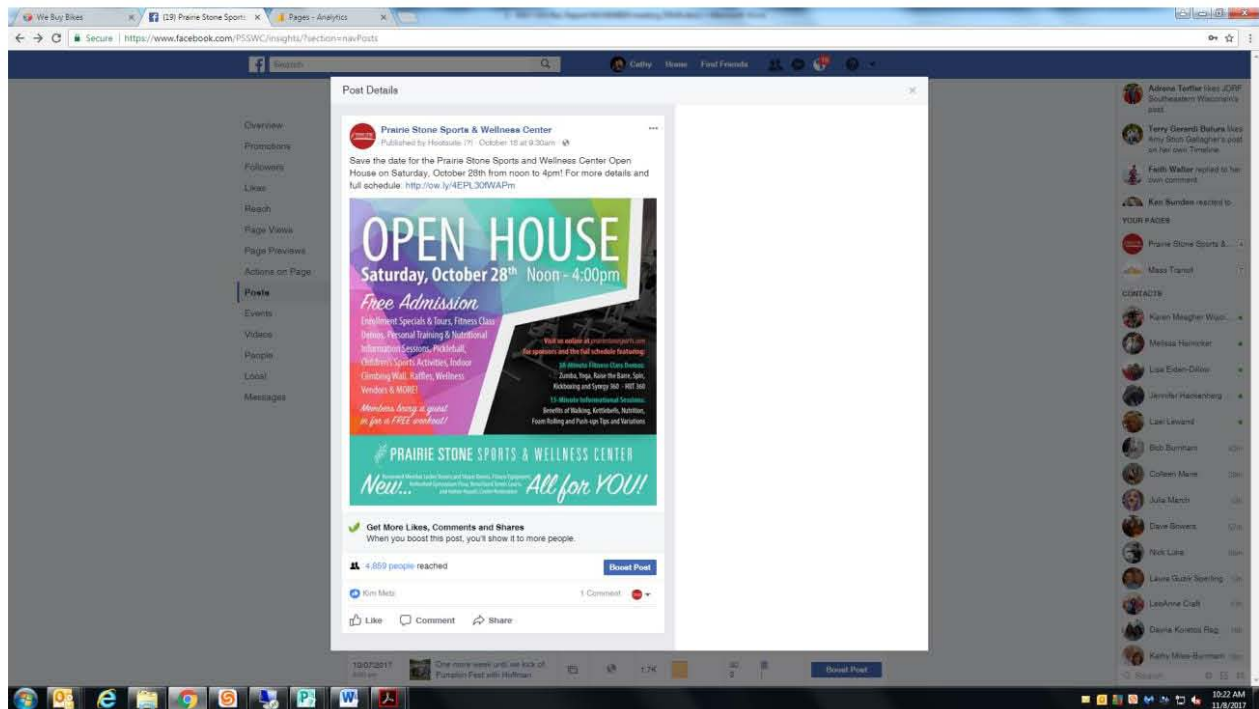
On Facebook, Yelp, Google, Retention Management/Constant Contact, etc.

Example: Retention Management Eblast sent to active members to promote the October Open House event (487 opens/34% open rate).



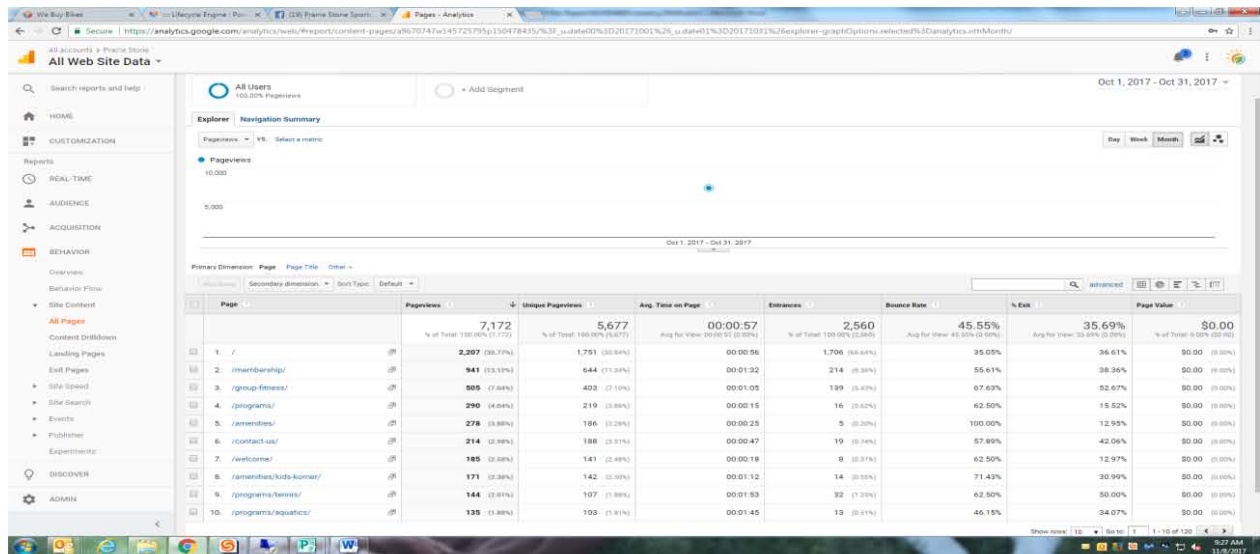
Example: Facebook post promoting our special October digital membership enrollment special (1,497 people reached).





Example: Facebook post promoting our special October Open House event (4,859 people reached).

- Click on the links below to see the social media video engagements during the month of October:
 - <https://www.facebook.com/PSSWC/videos/10155627599514003/>
 (Video promotion of completed locker room renovation project – 3145 people reached!)
 - <https://www.facebook.com/PSSWC/videos/10155651310209003/>
 (Video promotion recorded during October Open House event – 1503 people reached!)



Google analytics (7,172 page views in October, average of 0:57 minutes per page view.)

Member Services

- The Member Services team worked to continue with new membership promotional and recruitment efforts while simultaneously managing and answering questions from existing members about the extension of the ongoing locker room renovation project through the mid-month of October. The new member enrollments were steady and surged at the end of the month following the successful 'Open House' event hosted by the PSS&WC team on 12/28. There were a total of 11 new members who enrolled on the date of the event, which featured a special \$0 enrollment opportunity. Of the 102 total number of new members enrolled in the month, 26 new members were the result of member or friend/family referrals. Despite falling short of the net monthly goal in October given higher than budgeted cancellations, the Member Services team is maintaining a YTD positive net 20 through October.
- The PSS&WC enrollment special was advertised on each of the following:
 - District's electronic marquee signs throughout the community
 - VHE electronic marquee signs located at the corner of Shoe Factory Road and Beverly
 - The ENROLLMENT FEE banner on the north side building exterior
 - Select Facebook posts throughout the month
 - Guest and tour follow up targeted email via Retention Management
 - 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.
 - HEPD and PSS&WC websites (scrolling banner updates)

- The Member Services team coordinated a month full of special events in October for members to inspire continued usage interest (see October wellness calendar image below). Events included the promotion of special fitness activities along with recognition of special member 'fun' days that promote retention. The Member Services team also continued to promote the series of online motivational quotes that are posted each Monday on social media to help motivate members to pursue fitness goals. These 'motivational Monday' quotes are also printed and placed strategically throughout the club for members to discover during their workouts.
- During the first week of October, promotional efforts were initiated by the Member Services team to inform and educate members about the new audio app that was introduced as a wireless alternative to the Cardio Theatre audio system. The team has begun to incorporate a brief orientation of the app to all new members during the enrollment process following a week-long effort to promote usage by existing members via the October wellness calendar. This 'App Audio Challenge' incentivized members to visit the 'offers' tab on the app when connecting to a channel to obtain a special daily code that would qualify them for a raffle prize drawing at the end of the week.
- Research efforts are continuing with regard to a new club app designed by NetPulse that would increase the digital reach of the facility and strengthen the marketing and retention strategies by the Member Services team. The new club app would provide a user friendly platform of club related options that include fitness challenges, guest recruitment, push notifications, club check in capabilities, and a member news feed. The app would also have an integrated link to the App Audio app that is currently on order, which will provide audio links to the facility TV's. The development of the club app will take place during Q4 with a formal launch to members beginning in FY18 at the start of the new year.
- Efforts took place during the month of October recruit interest in a new FT Member Services Associate position following the resignation of the Member Services Supervisor in the month of August. Interviews were conducted during the month and an offer was made to (and accepted by) an internal qualified candidate who had previously served as the PT1 Member Services Associate for the last few months. The new Associate will provide support to the existing Associate to ensure that sales, administrative, and retention efforts remain strong. Pursuit of a new PT1 Member Services Associate will begin in the month of November to fill that vacancy.
- Contact has been made with two regional corporations in October in the ongoing effort to inspire corporate membership enrollment from among their respective employees. Sensient and the Illinois Department of Transportation have each expressed a renewed interest in promoting membership to employees as part of their respective employee health programs. Contact was also made with DMG-MORI, a large corporation of 200+ employees based in Hoffman Estates in response to their interest in hosting the PSS&WC Member Services team during an upcoming employee wellness fair. The Member Services team will be working through the month of November and into the final month of December to grow membership from these corporations.
- The General Manager of Sales & Operations along with support from the entire FT team at PSS&WC coordinated and hosted the successful 'Open House' event at

PSS&WC on Saturday, October 28th from 12p-4p. Thanks to the incredible efforts of the Fitness and Personal Training teams, the Group Fitness Instructors, Kids Korner and Service Desk teams, and Special Programs teams, the event attracted participation and visits by existing members as well as prospective clients, who were seeking additional information regarding membership options. The event was heavily marketed and promoted on our website and digital/social media channels as well as internally in the club in the weeks leading up to the event. The C&M team was present to photograph various activities during the event while also providing live 'feeds' on Facebook. Several regional vendors and businesses were present as well to showcase their services and relationship with PSS&WC and HE Parks. The Member Services team enrolled a total of 11 new members during the event, and participation in our various special class demonstrations, fitness offerings, and programs was strong.

October 2017 wellness calendar.



Operations and Fitness Departments:

- PSS&WC resumed gymnasium rentals during the month of October following completion of the gymnasium floor resurfacing project.
- The PSS&WC members and guests are pleased with the results of the member club locker room renovation project. There are minor aspects that continue to be completed, yet the main aspects of the project have been successfully achieved.
- The benches within the men's and women's club locker rooms were re-upholstery and installed on October 20th, in advance of the scheduled installation date.
- On October 25th, the Superintendent of Facilities organized the Hoffman U educational session on the emergency code review and procedure for the

Armed Intruder. Lt. Mike Barber of the Hoffman Estates Police Department provided the presentation. On-going training and education will be coordinated with the HE Police Department.

- PSS&WC has an upcoming Nutrition Workshop, How to Boost Your Metabolism, on 12/5, taught by Zac Marshall. The seminar has been added to the monthly wellness calendar and marketed through the guide and the AppAudio App.
- Throughout December the personal training department will promote a 3 pack special through membership for new members. The fitness department will also be running promotions to promote personal training services. Free fitness assessments, educational workshops and small group class have been added to the monthly wellness calendar.
- Group fitness class numbers are trending up as expected for the end of the fourth quarter.
- Second Session of fall swim lessons started on November 2. We have 191 participants. Last fall session 2 had 208 participants. We are down 17 this session.



Triphahn Center

Triphahn Center Fitness and Operations:

Membership	10/2016	10/2017	Var.
+/ Total	882	821	(61)

General Summary:

- Dance world was held on October 14th
- Rentals continue to improve month to month at TC. The newly renovated Northside has proven its value. IN addition, Room 114, which used to be the Pro Shop, has begun to see an increase in private rentals as well.
- A new Volleyball group has begun playing full court in the TC gym.



Willow Recreation Center

Membership Fitness Totals	10/2016	10/2017	Var.
+/- Fitness/Racquetball	280/58	279/65	(1) /
+7 Total	338	344	+6



Dog Off-Leash Areas

The Doggie On-Line Costume was held on Facebook during the month of October. There were 17 pictures submitted of dogs in their costumes. Prizes were given for the most likes and the most creative.

Bo's run:

Breakdown: Combo passes HE 163, Palatine 48, Barrington 20, Schaumburg 28, Arlington Heights, Mt. Prospect 14 and Inverness 41.

Additional towns with a smaller percentage of membership are Rolling Meadows, Elk grove, Hanover Park & Streamwood.

Freedom Run:

- Breakdown: Combo passes Elgin 168, HE 102, Streamwood 86, and Schaumburg 17. Additional towns with a smaller percentage of membership include Hanover Park & S. Barrington, Elk Grove, Palatine, Wheeling & others.

Dog Park Passes	10/2016	10/2017	+/- Var.
Bo's Run	291	319	+ 28
Freedom Run	304	331	+ 27
Combo	79	85	+ 6
Total	674	735	+61



Communications and Marketing

PROGRAM PROMOTIONS

Staff worked with program managers to promote Fall Guide and Registration, youth sports programs, 50+ events, trips and programs; Halloween events, Hoffman Walks, ELC, BPC events, Parent's Night Out, Giving Tree, Hockey and Figure Skating, BPC weddings, golf, Foundation events and programs.

Community Calendar Submissions to: Daily Herald, Chicago Tribune, Hoffman Estates Chamber. This month we are adding Barrington Patch and North Cook News to our distribution list.

CHAMBER EBLAST

- Halloween Bash
- Pumpkin Skate
- Hoffman Walks

RETENTION MANAGEMENT EBLASTS TC & WRC FITNESS CENTERS

New Fitness Class, Pound
New Audio App
Locker Rental
Health Coaching
Pumpkin Fest
Group Fitness
Racquetball/Wallyball
Member Appreciation Week

COMMUNITY OUTREACH

Hoffman Walks -We had 11 people at our Hoffman Walks at Prairie Stone Sports & Wellness Center on Sat. Oct. 7.

Communicator's Meeting – School District 54's communications department hosted a new resource sharing/networking group for local communicators, and C&M Supt. Manisco participated. Included in the group are School District 211, Schaumburg Village, Village of Hoffman Estates, Schaumburg Township, Schaumburg Public Library and Schaumburg Park District.

HEC Trunk or Treat – Supt Manisco and Supt Palmer attended the Trunk or Treat Halloween event at the Higgins Education Center on Tuesday, Nov. 24.

– Staff from Recreation attended the fair at the Amita Women & Children's Hospital on Oct. 14.

VIDEO

- This month, we featured the video "October Hoffman Happenings" on heparks.org.
- C&M uses "boomerang" graphics to promote events. (A Boomerang is a short 1-2 second video that runs forward and reverse continuously.)
- A video was created to promote the before and after pictures of the renovations at PSSWC, it ranks in the top 10 videos for October.

PRESS RELEASES/PUBLIC RELATIONS

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


Articles and photos submitted and (then ones that were published this month are at end of Board Report):

- Wolverines U14 Girls Hockey Team Ranks #1
- Marc Friedman Wins Statewide Sportsmanship Award
- Wolf Pack Hockey Plans Pink at the Rink Fundraising Event
- Triphahn Ice Arena Welcomes Glen Ellyn Skating Club

REVIEWS & SOCIAL MEDIA COMMENTS

Google Plus Reviews

Note: The number of reviews on Google has increased exponentially in the past few months. We will report only the reviews that leave a comment of significance, not if they give a rating score only.



Prairie Stone Sports & Wellness Center

4.5 ★★★★★ 67 Google reviews
Health club in Hoffman Estates, Illinois


Address: 5050 Sedge Blvd, Hoffman Estates, IL 60192
Hours: Open today - 5AM-11PM
Phone: (847) 285-5400

Know this place? Answer quick questions

Questions & answers
Be the first to ask a question

Reviews from the web
4.5/5 Facebook · 108 votes

Popular times
LIVE: Busier than usual - Correct?



Scott R. Triphahn Community Center & Ice Arena

Community center in Hoffman Estates, Illinois


Contemporary venue with 2 ice arenas & a fitness center with an indoor track, plus various classes.

Address: 1685 W Higgins Rd, Hoffman Estates, IL 60169
Hours: Open today - 5AM-10:30PM
Phone: (847) 885-7500

Know this place? Answer quick questions

Reviews from the web
7.3/10 Foursquare · 37 votes

Popular times
LIVE: Not too busy - Correct?



Bridges of Poplar Creek Country Club

4.3 ★★★★★ 54 Google reviews
Golf course in Hoffman Estates, Illinois

Address: 1400 Poplar Creek Dr, Hoffman Estates, IL 60169
Hours: Open today - 6AM-10PM
Phone: (847) 884-0219

Know this place? Answer quick questions

Questions & answers
Be the first to ask a question

Reviews from the web

Golf Advisor 3.9/5 204 reviews	The Knot 5/5 82 reviews	Facebook 4.3/5 129 votes
--------------------------------------	-------------------------------	--------------------------------

Popular times
LIVE: Not too busy - Correct?



Seascape Family Aquatic Center

4.1 ★★★★★ 44 Google reviews
Water park in Hoffman Estates, Illinois


11+ acres of watery fun with pools, slides & more plus volleyball, sand play areas & concessions.

Address: 1300 Moon Lake Blvd, Hoffman Estates, IL 60169
Hours: Open today - 11:45AM-7:30PM
Phone: (847) 310-3626

Know this place? Answer quick questions

Questions & answers
Be the first to ask a question

Reviews from the web



Willow Recreation Center

Community center in Hoffman Estates, Illinois


Address: 3600 Lexington Dr, Hoffman Estates, IL 60192
Hours: Open today - 6AM-10PM
Phone: (847) 885-7500

Know this place? Answer quick questions

Reviews from the web

Facebook 4/5 4 votes	Foursquare 6.2/10 13 votes
----------------------------	----------------------------------

Popular times
Now: Usually not busy



Vogelei Park & Barn

4.4 ★★★★★ 29 Google reviews
Park in Hoffman Estates, Illinois


Address: 650 W Higgins Rd, Hoffman Estates, IL 60169
Hours: Open today - 12AM-12PM

Know this place? Answer quick questions

Questions & answers
Be the first to ask a question

Reviews from the web

Facebook 4.4/5 7 votes	TripHobo 4.4/5 5 reviews
------------------------------	--------------------------------



Bo's Run Dog Park

5.0 ★★★★★ 5 Google reviews
Dog park in Hoffman Estates, Illinois

Address: 3600 Lexington Dr, Hoffman Estates, IL 60192
Hours: Open today - 6AM-10PM
Phone: (847) 285-5440

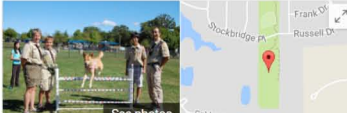
Know this place? Answer quick questions

Questions & answers
Be the first to ask a question

Reviews from the web

Facebook 4.3/5 35 votes	Bring Fido 4/5 1 vote
-------------------------------	-----------------------------

Plan your visit
People typically spend up to 25 min here



Freedom Run Dog Park

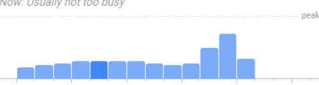
4.2 ★★★★★ 18 Google reviews
Dog park in Elgin, Illinois

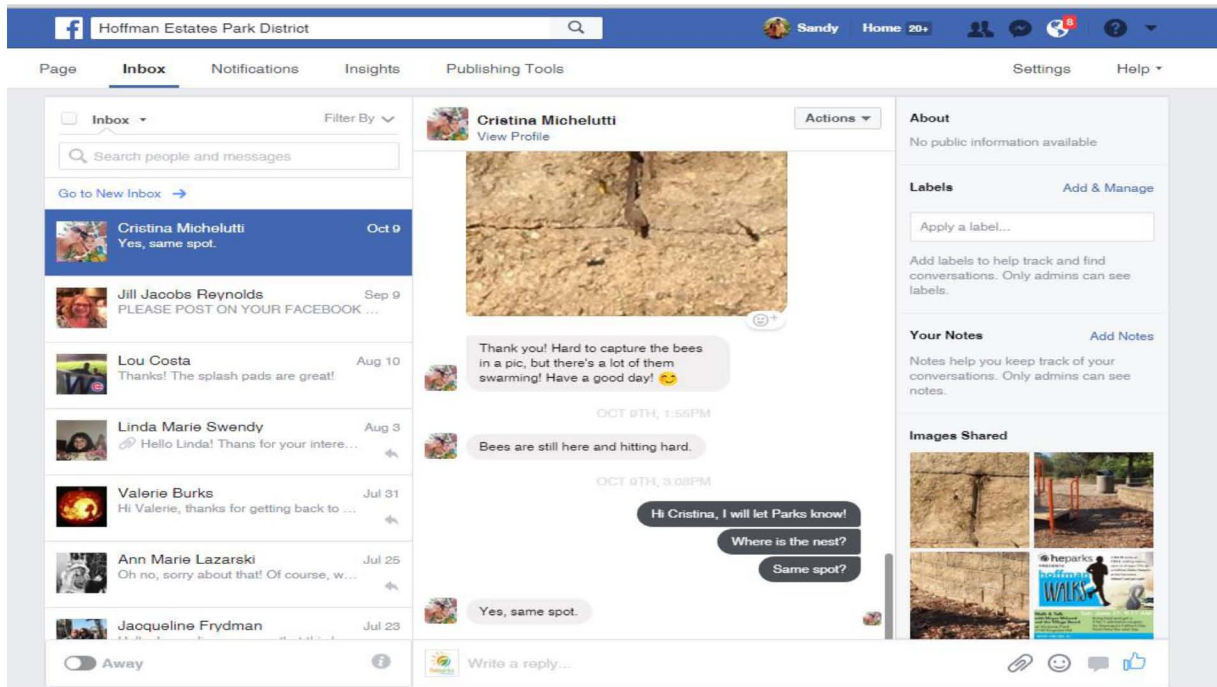
Address: 6150 Russell Dr, Hoffman Estates, IL 60192
Hours: Open today - 6AM-7PM
Phone: (847) 285-5440

Know this place? Answer quick questions

Questions & answers
Be the first to ask a question

Popular times
Now: Usually not too busy





MARKETING DASHBOARD



Mobile App Active Users – Source: Apple iTunes & Google Play reports

NEW DATA! C&M is evaluating whether the mobile app is a useful tool for our residents or as a marketing channel. Meanwhile, Apple has changed its analytics. We now can only get information on the number of active users per month for those Apple users who have opted-in to allow their info to be tracked. Only 25% of our users have opted-in, so we are estimating a number 4 times this number to arrive at as accurate a number as possible. The numbers below are a total of Apple and Google Android users.

July 2017	August 2017	Sept 2017	Oct 2017	Nov 2017	Dec 2017	Jan 2018	Feb 2018	March 2018	April 2018	May 2018	June 2018	July 2018
262	250	250	240									



Mobile Access – Source: Google Analytics

NOTE: “Prior to” column indicates how users accessed HeParks prior to the app and mobile-friendly website. Responsive mobile-friendly website launched Oct 28, 2014; app launched April 25, 2014; mobile WebTrac launched in late November 2014.

Source:	Prior to App & responsive web: Feb 2013-Feb 2014	Oct 1-31, 2016	Oct1-31, 2017	Change from last year
Desktop	63%	13%	10%	-3%
Mobile	27%	72%	80%	+8%
Tablet	10%	13%	8%	-5%

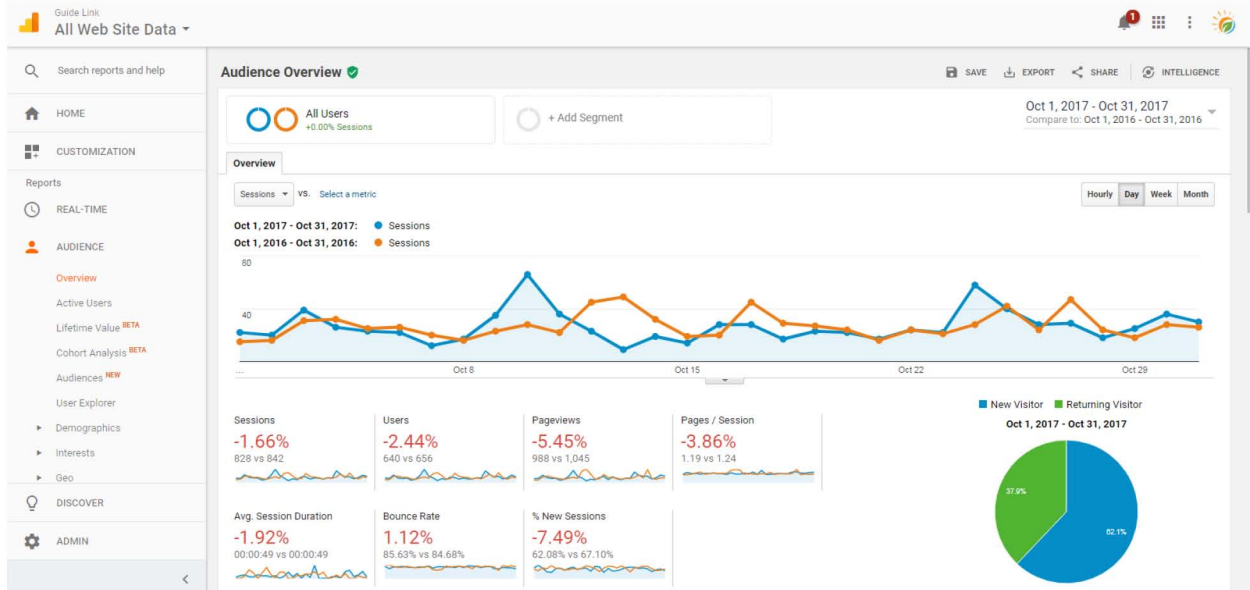
*A decrease in tablet views is speculated to be a result of more mobile phone use as mobile phone screens are increasingly larger. Tablet sales have leveled off. It is more convenient to use

a smart phone which is always within reach. (<http://time.com/3532882/people-arent-buying-tablets/>)



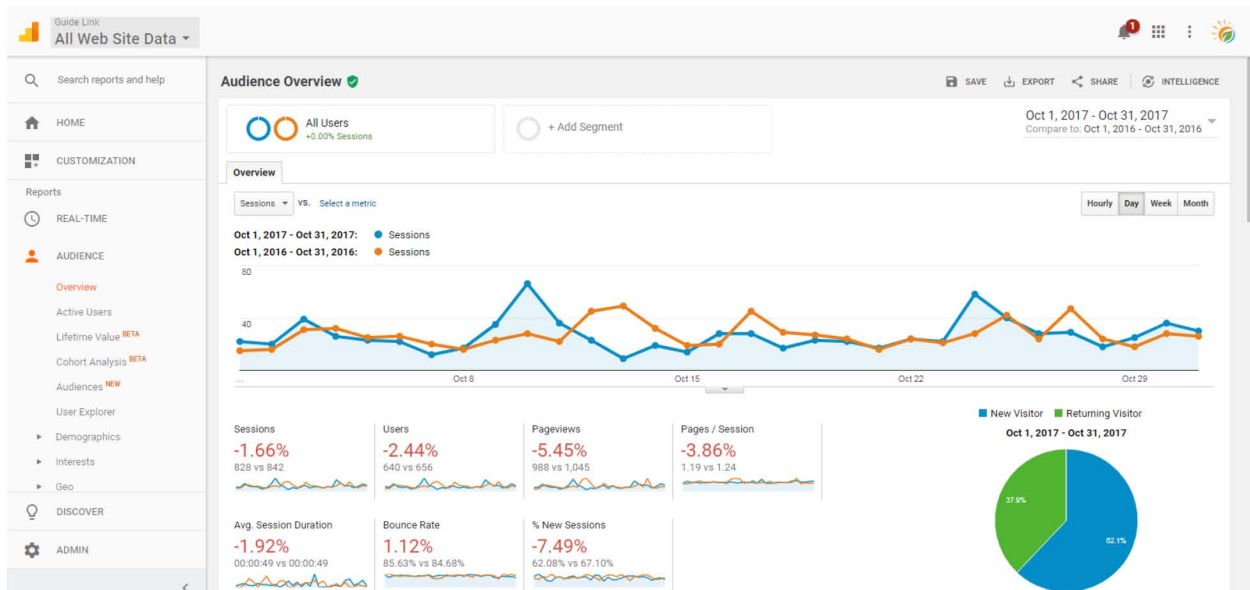
Website HEParks.org – Source: Google Analytics

Hits to the website home page are slightly down.



Program Guide Online – Source: Google Analytics

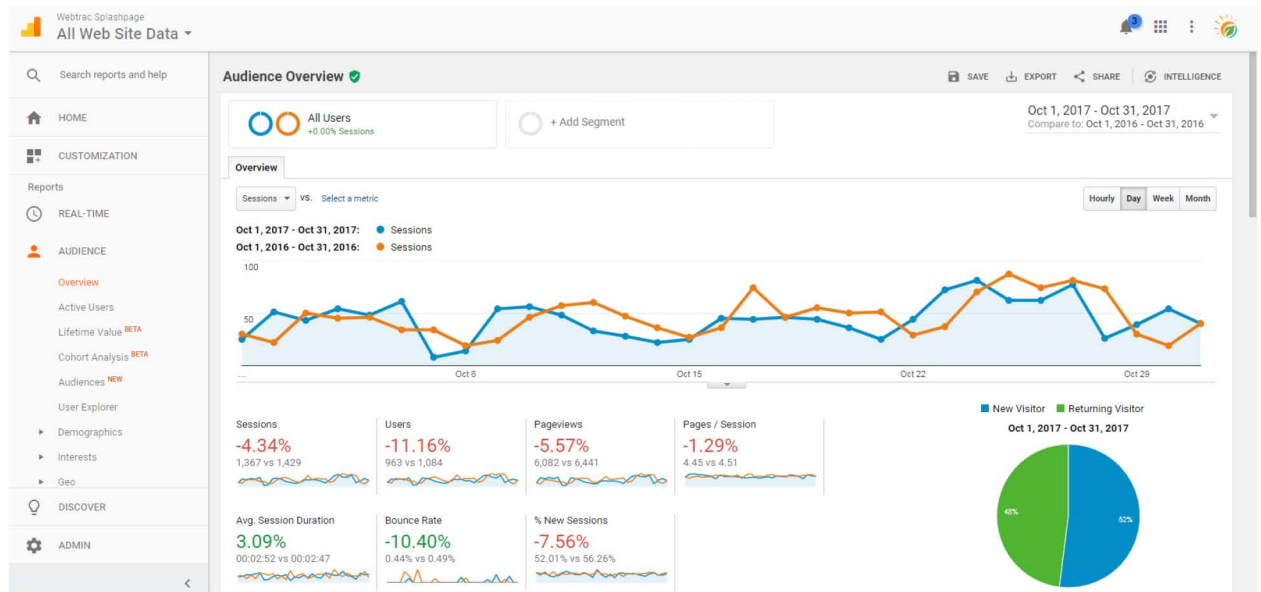
Hits to the program guide were down slightly.





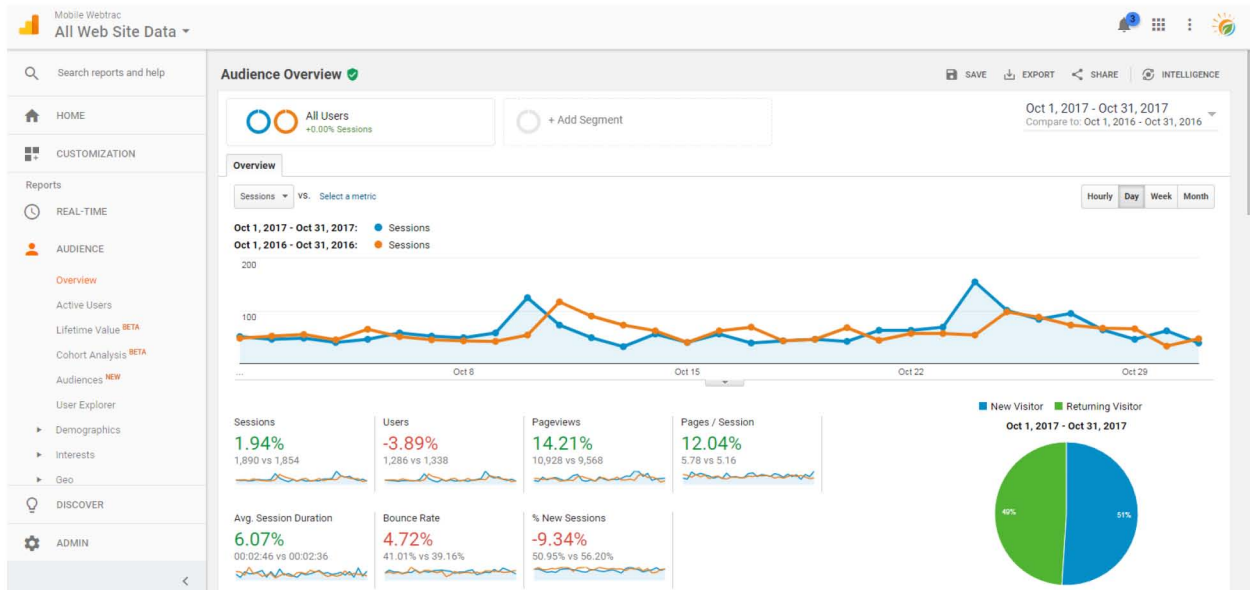
WebTrac/Online Registration Page Hits – Source: Google Analytics

Webtrac hits are down as visitors are migrating to the mobile webtrac, which is up.



Mobile Webtrac – Google Analytics

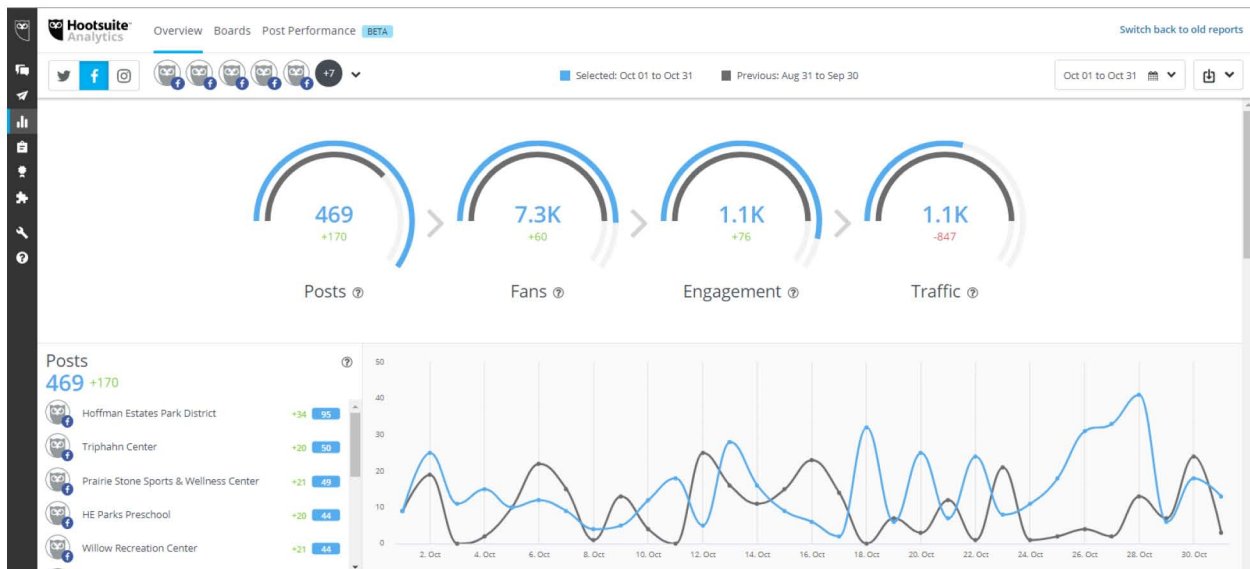
The number of people accessing Mobile Webtrac from their mobile devices is down as compared to last year, and about the same as those browsing Webtrac with a PC. We changed some of the direct links to program search results to go directly to Webtrac, not mobile Webtrac because the mobile version doesn't display the search results, it directs to the main page, which is hard to search on.



Facebook Reach

Source: Hootsuite

The chart below shows aggregates result of all HE Parks' Facebook pages, including Prairie Stone and Bridges of Poplar Creek. Total likes on all pages: 7,316 (last month 7,256)



Source: Facebook Insights

Post Message	Type	Posted	Lifetime: Post total reach (Total Count)
We're bursting with pride over Coach Marc Friedman who won the statewide Good Sportsmanship Award from the Ill. Association of Park Districts! Way to go, coach! http://ow.ly/Y6MP30fYuto	Photo	10/18/17 4:05 PM	2096
It's voting time! Thank you to all who submitted a picture of your furry friend in their Halloween Costume! Here is how you vote: Vote for your favorite photo with a "thumbs up" emoji and vote for the most creative costume with a "wow face" emoji on the individual photo of your choice in this Facebook album from Wednesday, November 1-Tuesday, November 7. Your pooch could either win Overall Best "Liked" or Most Creative Costume! Winners will be announced via Facebook on November 8, 2017. Good luck!	Photo	11/1/17 10:02 AM	1083
Our youth basketball players had a great time last time for their final HE Parks Free Clinic at the Sears Center. Thanks for the court Windy City Bulls! #WindyCityBulls	Photo	10/26/17 8:31 AM	1317
Did you know, our Tour Edge and TaylorMade custom fitting center will help fit you with a new set of clubs or check your existing equipment for lie angle, loft angle, shaft flex, grip size and length? Visit the Pro Shop for more details:	Photo	10/22/17 12:00 PM	1469
Last call to register for the Halloween Bash tomorrow! Join us at the Triphahn Center for, crafts, snacks, pumpkin painting, and more! Register online by 10 PM tonight! http://ow.ly/QQxt30g9E1t	Photo	10/27/17 5:00 PM	1261

Top 10 Highest Posts Since October 2015

Post Message	Type	Posted	Lifetime: The number of impressions. (Total Count)
Help wanted! STAR Before & After School counselors are needed. \$9.25/hr Mon-Fri on school days. Read more: http://ow.ly/8rF630eV0ju	Photo	9/5/17 5:05 AM	10,648
These are from the dancers at Willow from the Dance Recital!	Photo	5/14/17 10:00 AM	9149
Tomorrow, dine with us at Portillo's! From 5-8 PM, bring the family to Portillo's and 20% of the proceeds will benefit HE Parks Preschool!	Photo	9/4/17 1:01 PM	6877
Congratulations to Coach of the Month Marc Friedman! Over the past 29 years, he has coached boys' & men's baseball and more. Thanks Coach! http://ow.ly/ZfJV30e3907	Photo	7/31/17 11:05 AM	6791
Qualified Kindergarten Enrichment Teachers and Counselors Needed. Please see our careers page for more info: https://goo.gl/X71UZs	Photo	8/15/16 10:29 AM	6715
Sneak peek of Heart of Hoffman Cable TV access show! We are here with Mayor McLeod, Board President Robert Kaplan, and Executive Director Dean Bostrom. Tune in for the July episode which will be featuring the Hoffman Estates Park District!	Photo	6/20/17 3:33 PM	6581
This week through Friday Aug 19 Seascape has short hours, 4-7:30 PM http://ow.ly/TY6l3037o3z	Photo	8/15/16 7:55 AM	6710
Sneak peek of Heart of Hoffman Cable TV access show! We are here with Mayor McLeod, Board President Robert Kaplan, and Executive Director Dean Bostrom. Tune in for the July episode which will be featuring the Hoffman Estates Park District!	Photo	6/20/17 3:33 PM	6602
#Pokémon Trainers comes to Black Bear Park for our Gathering Sat Aug 27 10-11:30 catch 'em all! http://ow.ly/cNs3037nfO	Photo	8/13/16 12:55 PM	6168

Today our Half-Day Preschool is having their own Crazy Hair Day! How cute are they?
 Congrats to figure skater, Tomoki Hiwatashi, who won a Gold Medal at Nationals! <http://ow.ly/Xyalq> Tomoki trains @ Triphahn Ice Arena!

Photo 3/14/16 11:12 AM 6148
 Link 1/26/16 8:00 AM 6119

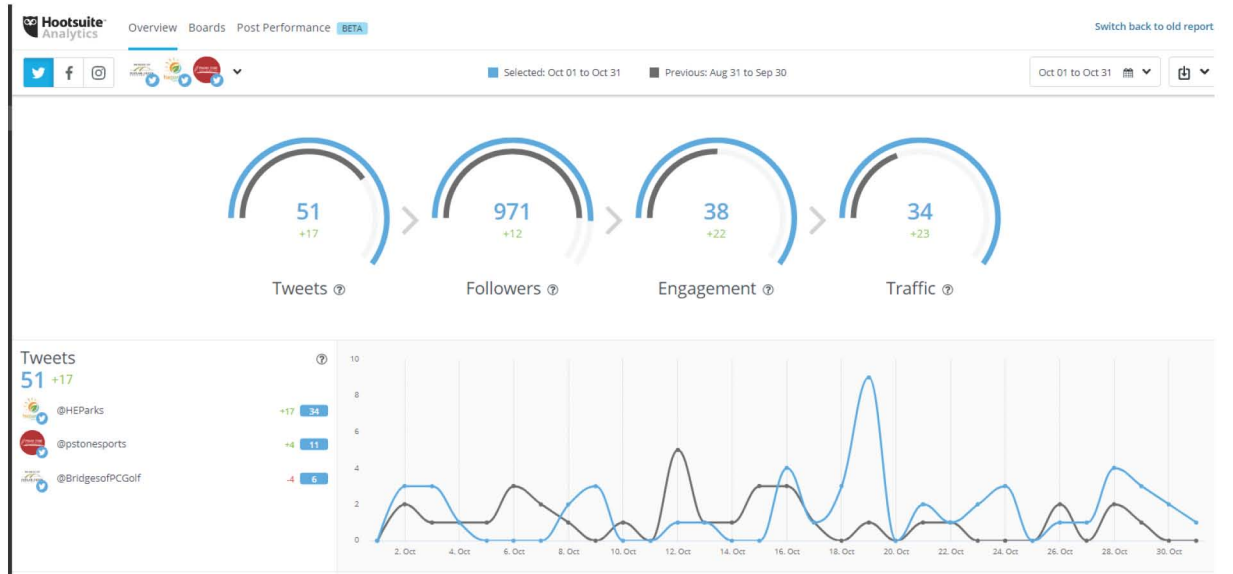


HE Parks' Twitter account
 Source: Hootsuite – HeParks only

	Oct16	Nov16	Dec16	Jan17	Feb17	Mar17	Apr17	May17	June17	July17	Aug17	Sep17	Oct 17
Followers	718	726	730	741	751	761	763	769	770	787 +2%	805	813+9%	820
Impressions	5,973	3,964	3,870	4,882	4,740	4,260	3,965	3,496	3,713	1,736	2,947	4,745 +76.7%	6,705 +41%
# of tweets	32	22	15	31	26	27	21	4	11	1	14	16	34

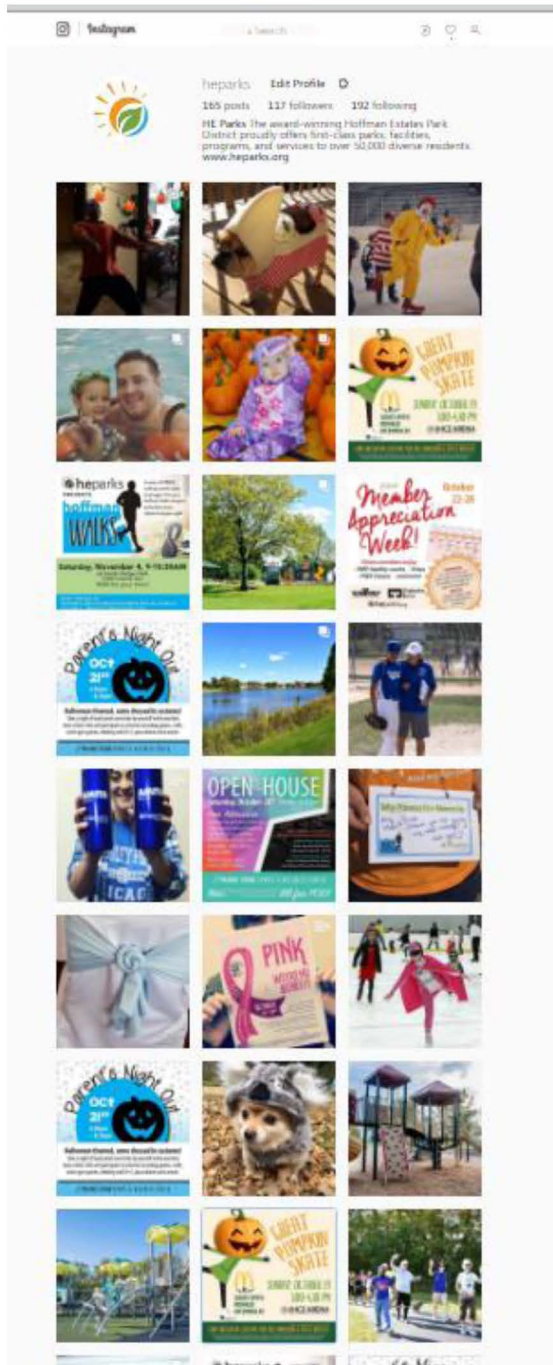
The screenshot shows the Twitter Analytics interface for HE Parks. It includes a navigation bar with 'Analytics', 'Home', 'Tweets', 'Audiences', 'Events', and 'More'. The main content area is divided into several sections:

- Oct 2017 - 31 days**: Overview for the current month.
- Tweet Highlights**:
 - Top Tweet**: "Celebrate Pink at the Rink Weekend Benefit with us at the Triphahn Center Ice Arena!" with a photo of a pink ribbon and a sign. It earned 337 impressions.
 - Top mention**: A tweet from Colleen Heffernan (@JohnMuirSW) thanking HE Parks and @WeAreMuir54 for an event. It earned 123 engagements.
 - Top media Tweet**: A tweet about newly remodeled parks at Victoria Park, featuring a photo of a playground. It earned 300 impressions.
- OCT 2017 SUMMARY**:
 - Tweets: 34
 - Tweet impressions: 6,705
 - Profile visits: 149
 - Mentions: 4
 - New followers: 8
- Top Follower**: Ari (@ansytrn), followed by 283K people. Bio includes "Optimist! Author: Kidney Donor's Journey, Blogger @Huffpost, VIP Therapist, Social Worker, Rabbi, Speaker, @50Minutes @FOX @CBS, Professor, Strategist, PhD Cand".



Instagram Reports
Source: Instagram
@HeParks

	Oct16	Nov16	Dec16	Jan17	Feb17	Mar17	Apr17	May17	June17	July17	Aug17	Sept17	Oct17
Followers	109	107	109	109	111	112	110	109	110	112	115	118	117
# of posts	23	8	6	6	0	0	2	3	3	3	5	9	23



Snapchat Geofilter – A geofilter is a picture “frame” a snapchat user adds to a photo or video that identifies the place or event they are attending. As one of the fastest growing social networks, with over 100 million daily active users, Snapchat is great for engaging younger audiences. We used geofilters for the Halloween events this month. Staff is finding that Snapchat is primarily used by grade school and tween aged kids at our events; with the biggest use at events that draw larger numbers and do not involve activities. For example, looking at the reports below,

the Halloween Bash did better than more active events like Trick or Treat Climb and Pumpkin Skate.

On-Demand Geofilters
Log In

My Geofilters > Halloween Bash
Create



METRICS

Swipes ¹	Uses ¹	Views ¹	Usage ¹
8	5	139	62.5%

All Time v

↓

Halloween Bash

Details

○ Your Geofilter has completed its run.

Start Time
October 28, 2017 10:00 AM CDT

Date Ending
October 28, 2017 12:00 PM CDT


Cost
\$5.00 USD

Area Covered
157,783 Sq Ft

Date Submitted
October 27, 2017 12:37 PM CDT



Order ID
8e6b53c2-aa32-441d-af22-ce41b0c7e426

Invoice

On-Demand Geofilters
Log In


Oops! Your Geofilter didn't get used enough for us to calculate your metrics. Metrics are updated every day at 12PM PT. Please contact us if you have any questions.

Pumpkin Swim

Details

○ Your Geofilter has completed its run.

Start Time
October 28, 2017 1:00 PM CDT

Date Ending
October 28, 2017 3:00 PM CDT

Cost
\$5.00 USD

Area Covered
103,289 Sq Ft

Date Submitted
October 27, 2017 12:41 PM CDT

Order ID
1e6f34e7-a0a6-435e-9545-d76146ebee46

Invoice



My Geofilters > Great Pumpkin Skate

Create

METRICS			
Swipes ⓘ	Uses ⓘ	Views ⓘ	Usage ⓘ
10	1	30	10%

All Time ▾ 

Great Pumpkin Skate

Map data ©2017 Google Terms of Use Report a map error

Details

○ Your Geofilter has completed its run.

Start Time
October 29, 2017 3:00 PM CDT

Date Ending
October 29, 2017 5:00 PM CDT

Cost
\$8.96 USD

Area Covered
144,794 Sq Ft

Date Submitted
October 27, 2017 12:44 PM CDT

Order ID
3d1bd706-90e1-4c6e-84bc-c938bbf08c0f

[Invoice](#)



My Geofilters > Climbing Wall Trick or Treat

Create

METRICS			
Swipes ⓘ	Uses ⓘ	Views ⓘ	Usage ⓘ
4	2	46	50%

All Time ▾ 

Climbing Wall Trick or Treat

Map data ©2017 Google Terms of Use Report a map error

Details

○ Your Geofilter has completed its run.

Start Time
October 30, 2017 6:00 PM CDT

Date Ending
October 30, 2017 8:00 PM CDT

Cost
\$6.53 USD

Area Covered
65,397 Sq Ft

Date Submitted
October 27, 2017 12:48 PM CDT

Order ID
8cd3d34a-6727-402f-94cd-5999ce8b0839

[Invoice](#)



Conversion Rate – What percentage registered online?

More and more people are registering online. Derived from a RecTrac Report that indicates the percent of registrations made online vs in person. Mobile-friendly email template began Nov 2015. Progress is being made each year in online registrations:

2011:	21%
2012:	26%
2013:	30%
2014:	33%
2015:	35%
2016:	37%
2017 as of 10/31	38%



Email Blast Results, Constant Contact

	Sent/Open	Mobile	Bounces	Clicks	Unsubscribes
2016 Fitness, Sports & Rec Benchmark	---/17.7%	50+%	8.8%	8%	0.22%
Hoffman Happenings	20K/18%	63%	1.4%	9.3%	0.2%
50+ Newsletter October	961/36%	58%	.5%	7%	0.2%

Opens = Emails our contacts received and viewed.

Mobile = Percent of emails opened on a mobile device.

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

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



YouTube Metrics

Below is a list of our Top 10 Videos with the most traffic and minutes watched over the past 30 days.



Top 10 Videos Browse all content				
Video	↓ Watch time (minutes)	↓ Views	↓ Likes	↓ Comments
What is Pickleball?	1,352 70%	1,057 63%	0	0
Park Info: Playground Workout, Bench Pushup	108 5.6%	173 10%	0	0
Hoffman Happenings Oct 2017	59 3.0%	32 1.9%	0	0
Park Info: What Is Bioswale?	41 2.1%	28 1.7%	0	0
"Where the Sidewalk Begins", Part 2	38 1.9%	3 0.2%	0	0
Overspeed Stickhandle waiting in line	34 1.8%	35 2.1%	1	0
Park Info: Thor Guard	31 1.6%	30 1.8%	0	0
Hoffman Estates Park District National Gold ...	22 1.1%	4 0.2%	0	0
All For You Renovation 2017: Before and Afte...	20 1.0%	16 0.9%	1	0
Overspeed Training	19 1.0%	33 2.0%	0	0

Earned Press:

Health and fitness calendar

Continued from Page 5

Zumbathon: 12:15-2:15 p.m., Saturday Oct. 14, Glen Ellyn. Workout and help support the Susan G. Komen for the Cure in the fight to end breast cancer. The Zumbathon is free but a \$10 minimum donation

is suggested. business.glenellynchamber.com/events/details/zumbathon-8286.

Free Community Clinic: 9 a.m. to 3 p.m., Saturday Oct. 14, Immanuel Lutheran Church, 300 S. Pathway Court, Crystal Lake. Free. <http://immanu->

elcl.org/missions/the-clinic/.

Hoffman Walks: 10 a.m. to noon, Saturday Oct. 14, Vogel Park, 650 W. Higgins Road, Hoffman Estates. Join us once a month as we gather together to walk, the location and theme will vary each month. Each event is scheduled for one and a half hours. Free. www.heparks.org,

ner (https://Patch.Com/Illinois/Barrington-Il/Around-Town)

McDonald Ice Skates at the Hoffman Estates Park District

ay, October 29th The Hoffman Estates Park District Held a Great Pumpkin Skate
rs (Patch Contributor) (https://patch.com/users/julie-travers) - Updated Nov 1, 2017 12:31 pm ET

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Ronald McDonald Ice Skates at the Hoffman Estates Park D

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Ronald McDonald Makes an Appearance at the Hoffman Estates Park District Great Pumpkin Skate

On Sunday, October 29th The Hoffman Estates Park District Held a Great Pumpkin Skate at the Triphahn Center & Ice Arena. All who came dressed in a Halloween Costume received free admission and skate rental.

Ronald McDonald traded in his Big Red Shoes for a pair of Big Red Ice Skates and joined many families that came out to enjoy this fun and exciting event.

Ronald McDonald made many new friends and took many pictures during this event, among them were Ice Skating Instructor Shanah Ruehmann, who helped keep everyone safe on the ice and Courtney Dahlberg along with her children Rylan and Teagan Brines were so happy to meet Ronald McDonald and have a chance to ice skate with him.

<https://patch.com/illinois/barrington-il/ronald-mcdonald-ice-skates-hoffman-estates-park-district>

1/5

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(8:30 a.m.-5 p.m.): 427-4300; news@dailyherald.com

News tip hotline

(5 p.m.-8:30 a.m. and weekends): 427-4440; news@dailyherald.com

All treats and no tricks during Halloween events at HE Parks

Submitted by Hoffman Estates Park District

Kids of all ages can enjoy the fun of Halloween without being frightened at the many events held by the Hoffman Estates Park District this fall.

"We want everyone to have fun and enjoy the events and not be scared," said Mike Kies, director of recreation and facilities for HE Parks. "There are so many scary aspects that can be really frightening for kids, so we wanted to avoid all that and just provide as many fun, safe activities as we can this season."

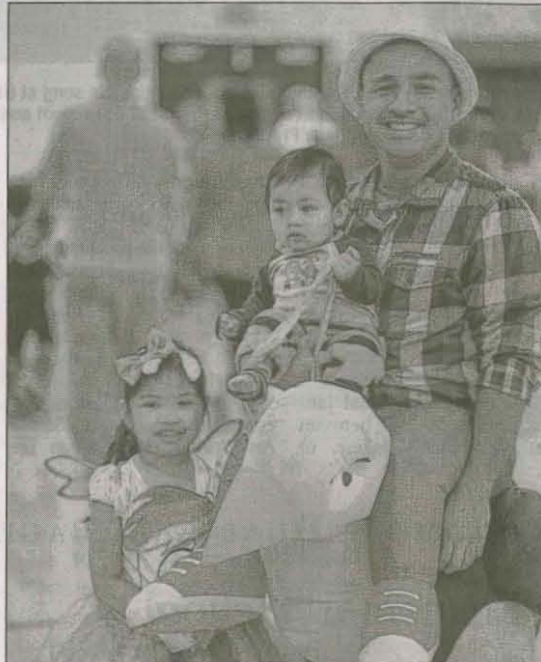
On Saturday, Oct. 14, Pumpkin Fest will be from noon to 2 p.m. at Vogelei Park. Enjoy live music, crafts, climbing wall, games and free pumpkin decorating. Admission is free.

On Saturday, Oct. 28, come to Halloween Bash from 10 to 11:30 a.m. at Triphahn Center. Registration in advance is required and a minimal \$5 or \$6 fee applies for this event, where kids come dressed in their costumes for games, crafts, snacks and pumpkin decorating.

Even four-legged friends can get in on the fun in the Doggie Costume Contest. Dog owners can send photos of their dogs in their costumes for a chance to win a free dog park membership. Runs throughout October; details are available at heparks.org.

In fact, some of the events focus on physical activity and less on the treats as a way for kids to get some exercise but also take part in Halloween fun. These events include:

- Hoffman Walks for



COURTESY OF HOFFMAN ESTATES PARK DISTRICT
Kids can enjoy Halloween in a safe, not scary environment at the Hoffman Estates Park District's many events.

Halloween at Vogelei Park from 10 a.m. to noon Saturday, Oct. 14. Come early before Pumpkin Fest and walk around the park in your costume. Attend five walking events and get a prize. This event is free and there is no registration.

• Pumpkin Swim at Prairie Stone Sports & Wellness Center will be Saturday, Oct. 28. Sessions are available at 1 and 2 p.m. Registration is required and \$15 or \$20 fee applies. Kids will enjoy a half-hour swim in the indoor pool to pick a pumpkin from the pool, then get a chance to decorate it later. See details at heparks.org.


• Monday, Oct. 30, come to Trick or Treat Climb at Prairie Stone Sports & Wellness Center. Sessions available at 6 and 7 p.m. Registration is required and a \$12 or \$15 fee applies. Kids will climb the climbing wall. As they get higher, the treats get bigger and better.


• Saturday, Oct. 29, is the Great Pumpkin Skate at Triphahn Ice Arena from 3-4:30 p.m. Wear your costume to get in for free and get free skate rental. There is no registration.


For more information about these events, visit heparks.org or call (847) 885-7500.


Bridges of Poplar Creek Board Report

General Programs

-  The last Golf Event for the season is Saturday, November 4th. The Turkey shoot has a field of 40 teams already. Each participant will receive a 10 to 12lb Turkey in this festive event.

-  Bridges Final Challenge was on October 7th. We had 28 players compete in this 18 hole stroke play event. This year's winner was Jon Hasman with the score of 78.

-  Pro Am Scramble was on Oct. 8th. We had 26 Teams participate in this highly competitive 4 player scramble. This season's the winning team shot 16 Under. Congratulations to the wining team of Dustin Schwab, Brad Slocum, Nick Nelson, & Ryan Peavey

-  Upcoming F&B Events
Winter Fest & Breakfast with Santa 12/9

Golf Rounds

ROUND TOTALS.					
2013	2014	2015	2016	2017	5 Year Average
2,780	2,499	2,559	3,076	2,810	2,745
YTD ROUND TOTALS					
2013	2014	2015	2016	2017	5 Year Average
30,732	29,366	29,110	29,190	30,297	29,739

Range Information

RANGE BASKET SALES TOTALS					
2013	2014	2015	2016	2017	5 Year Average
1,012	932	944	1,068	1,051	1,001
YTD RANGE BASKET SALES TOTALS					
2013	2014	2015	2016	2017	5 Year Average
18,041	18,352	18,151	18,239	19,108	18,378

Pass Sales

<i>Resident Passes Thru Sept</i>	2016	2017
Resident Annual	3	4
Resident Individual	138	155
Resident Junior	1	2
Resident Senior	91	80
Total Resident Passes Sold YTD	233	241

<i>Non Resident Passes Thru Sept</i>	2016	2017
Non-Resident Annual	0	1
Preferred TT Pass	104	116
Non-Res Individual	20	12
Non-Res Junior	0	0
Non-Res Senior	58	53
Total Resident Passes Sold YTD	182	182

Hole In One Contestant Update

HOLE IN ONE MONTHLY SALES TOTALS

2016	2017
363	270

YTD HOLE IN ONE SALES TOTALS

2016	2017
483	2,356

Communications & Marketing

Marketing/Advertising



6 Email blasts went out promoting, Final Challenge, Pro Am Scramble, Golf Specials and Promotions, and Banquets.



Social Media post included: 28 Facebook Posts, 13 Instagram Posts and 7 Twitter posts marketing all aspects of the facility and highlighting special events as they happened.

Food & Beverage

For the month of October we had a total of 20 events (16 Events in 2016)

The breakdown is as follows:

4 breakfast meetings servicing 100 guests

4 showers servicing 156 guests

3 ceremony and receptions servicing 394 guests

2 reception only servicing 322 guests

1 ceremony only servicing 150 guests

1 birthday party servicing 71 guests

1 golf outing servicing 27 guests

3 luncheons servicing 263 guests

1 memorial servicing 50 guests

We currently have 11 events booked for November (15 Events in 2016)

5 Breakfast meetings servicing 120 guests

1 birthday party servicing 40 guests

1 Foundation Dinner Servicing 20 guests

1 lunch servicing 60 guests

1 dinner servicing 200 guests

1 continental breakfast servicing 60 guests

1 Turkey Shoot servicing 72 guests

We are currently looking at our wedding menus and packages. We will be updating with new menu ideas and promotions to unveil with the new remodel floor. The fresh look will add to the marketing efforts of the renovation of both the room and the menus. These items will both be pushed out in December upon board approval of floor renovation.

Wedding Count Update:

2018= 5 ceremony and reception and 2 reception only

2017 = 14 ceremony and reception, 5 reception only, 5 ceremony only

2016 = 21 ceremony and reception, 4 reception only, 1 ceremony only.

2015 = 18 ceremony and reception, 5 reception only, 4 ceremony only









Golf Maintenance Summary

In October we saw daily highs and lows averaging 66 and 50 degrees, this is about five degrees above normal. We also saw our first frost of the year on the 26th. Precipitation rates in October took a dramatic change from the last few months; just over 7 inches of rain fell in October. That is a little over twice the normal monthly precipitation and we saw 3 more inches of rain in October than we saw in August and September combined.

The lack of rain in August and September resulted in our irrigation system being used quite frequently. Once again this has resulted in many leaks and heads malfunctioning. Countless man hours have been spent during October to make repairs before we winterize the system.

Early October was spent detailing the course once last time as weather was still very nice and the course was busy. As the weather, temperatures, and growth rate of the turf have started to shift we have started to shift our focus to preparations for next year. We have cut down all fescue and tall grass areas in preparation for weed treatments in early November. The crew has also been systematically making their way through the course leveling around drains that have settled. Lastly we were able to give the rough a little attention. First we seeded a new variety of Turf Type Tall Fescue into many of the wear areas, this new variety take traffic extremely well and is very drought tolerant. In addition we were able to fertilize banks and a large amount of rough; this should also help to push turf density next year.

The maintenance staff also worked on some of the following tasks:

-  Hand watering playing surfaces
-  Removed volunteer trees from native areas
-  Installed plants at the Clubhouse
-  Weeded beds
-  Trimmed back plants that have gone dormant
-  Filled divots
-  Prepared for the native burning
-  Chemical applications

Finance/Administration

- VSI RecTrac 3.1
 - Staff has been implementing new fee logic.
 - Staff has completed service desk processing configuration for migration to new software.
 - Recreation has begun entering program information for spring session and summer camp in advance of RecTrac migration.
 - Staff has redesigned general ledger coding to simplify program entry process.
 - Staff has worked with C&M to develop new Type and Sub-Type designations for activities to provide better sorting within system and on web-site.
 - Staff has implemented an automated billing structure for TC/WRC/50+ passes which allows for more efficient processing. Including the ability to scan credit card information into billing at time of sale to reduce credit card fees attached to keyed in transactions.
 - Staff has been cleaning up user profiles, work stations and printers prior to migration.
- Staff completed the 2018 working budget for presentation to the Committee of the Whole on November 14.
- Staff completed the 2018 A&F goals and objectives for the 2018 budget.
- Staff completed the 2017 Tax Levy (for collection in 2018) which is being presented as part of the budget.

- Staff completed the Budget and Appropriation (B&A) Ordinance in tentative form.
- Staff attended the Elk Grove Village Intergovernmental Reception.
- Payroll Cycle Processing
 - 10/20/17 \$314,165.88
 - 11/03/17 \$300,604.07

Administrative Registration/EFT Billing

- EFT Billings for:
 - a. TC/WRC/PSSWC Fitness Centers
 - b. ELC (weekly)
 - c. 50+
 - d. Sponsorship/Marquee Signs
 - e. STAR
 - f. Dance Company
 - g. Preschool
 - h. Hockey
- Administrative
 - a. Administrative mailing
- Administrative Registration for:
 - a. Financial Assistance
 - b. Foundation Giving Tree
 - c. Feeder Basketball
 - d. Hockey

Human Resources

- Processed 10 new part-time hires and 4 volunteers.
- Received preliminary Districtwide score for 2017 PDRMA Loss Control Review of over 99%.
- Attended PDRMA's "HELP" essentials of Human Resources Program at Barrington Park District (requirement for 2017 PDRMA Loss Control Review). Received suggestions on how to tweak appraisal forms for annual FT staff reviews.
- Attended PDRMA's "Your Role as a Safety Coordinator" class at Bolingbrook Park District. Part of the Safety Coordinator curriculum. Received suggestions on how to increase effectiveness of Safety Committee Districtwide.

Technology

- Reviewing vendor service & support agreements for copier and printer services.

- Researched and presented options through the 2018 budget process to upgrade Comcast internet service.
- Seascape parking lot cameras are installed and operational. Planning with Sterling on the installation of cameras at Triphahn.

Newly Acquired Advertising and Sponsorships

- a. Bear Family McDonalds
 - Pumpkin Skate
- b. Anderson Windows
 - Winter Fest
- c. Chiro One
 - Winter Fest
- d. Season 52
 - Skate with Santa
 - Winter Fest
- e. Wholesome Pharmacy
 - PSSWC Open House
- f. Costco
 - PSSWC Open House
- g. Cabela
 - PSSWC Open House
- h. Jersey Mikes
 - Winter Guide
- i. Baeird Dermatology
 - Marquee