



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

**AGENDA**  
**REGULAR BOARD MEETING NO. 994**  
**TUESDAY, JUNE 23, 2015**  
**7:00 p.m.**

1. ROLL CALL
2. PLEDGE OF ALLEGIANCE
3. APPROVAL OF AGENDA
4. AWARDS:
  - A. Best of Hoffman: Kelly Ridley
  - B. Employee(s) of the 2<sup>nd</sup> Quarter
5. APPROVAL OF MINUTES
  - A. Annual Board Meeting May 19, 2015
  - B. Regular Board Minutes May 26, 2015
  - C. Special Board Minutes June 2, 2015
6. COMMENTS FROM THE AUDIENCE
7. CONSENT AGENDA
  - A. 2014 Audit
  - B. Prevailing Wage Ordinance
  - C. FT holiday pay and benefit hours
  - D. A&F Detail Reports
    - o Manual checks \$267,670.96
    - o Monthly Invoices \$605,600.54
  - E. Financial Statements
  - F. Acceptance of B&G Minutes 5/5/15
  - G. Acceptance of Rec Minutes 5/12/15
  - H. Acceptance of A&F Minutes 5/19/15

**REGULAR BOARD MEETING NO. 994**

**June 23, 2015**

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8. ADOPTION OF EXECUTIVE DIRECTOR'S REPORT
9. PRESIDENT'S REPORT
10. OLD BUSINESS
11. NEW BUSINESS
  - A. Review of Closed Session Minutes Resolution R15-001 / M15-077
12. COMMISSIONER COMMENTS
13. EXECUTIVE SESSION
  - A. Minutes, pursuant to Section 2(c)(21) of the Open Meetings Act
    - 5/26/15
  - B. Appointment, employment, compensation, discipline, performance or dismissal of an employee, pursuant to Section 2(c)(1) of the Open Meetings Act
14. DISCUSSION AND VOTE ON MATTERS DISCUSSED IN EXECUTIVE SESSION
15. ADJOURNMENT

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



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**MINUTES  
ANNUAL BOARD MEETING  
May 19, 2015**

**1. Roll Call:**

An annual meeting of the Hoffman Estates Park District Board of Commissioners was held on May 19, 2015 at 7:25 p.m. at the Triphahn Center in Hoffman Estates, IL.

Present: Commissioners K. Evans, R. Evans, Kilbridge, McGinn,  
President Bickham

Absent: Commissioners Greenberg and Mohan

Also Present: Executive Director Bostrom, Deputy Director/ A&F  
Director Talsma, Rec/Facilities Director Kies,  
Golf Director Bechtold

Audience: Comm Rep Kinnane, Chhatwani, Winner, Utas, Mr.  
Greenberg; Chad Bettencourt 4520 Opal

**2. Pledge of Allegiance:**

Everyone present stood for the Pledge of Allegiance.

**3. 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. Administer Oath to newly Elected Commissioners:**

Secretary Bostrom administered the oath to Commissioner Kinnane.

**6. Election of Officers:**

A. President:

Commissioner Kinnane made a motion, seconded by Commissioner McGinn to open nominations for President. The motion carried by voice vote.

Commissioner McGinn made a motion, seconded by Commissioner Kinnane to nominate Commissioner Bickham for President.

With no other nominees, Commissioner McGinn made a motion, seconded by Commissioner Kilbridge to close the nomination for President. The motion carried by voice vote.

Motion to elect Commissioner Bickham to Board President carried by voice vote.

B. Vice President:

Commissioner Kinnane made a motion, seconded by Commissioner Kilbridge to open nominations for Vice President. The motion carried by voice vote.

Commissioner Bickham made a motion, seconded by Commissioner R. Evans to nominate Commissioner McGinn for Vice President.

With no other nominees, Commissioner Kinnane made a motion, seconded by Commissioner Kilbridge to close the nomination for President. The motion carried by voice vote.

Motion to elect Commissioner McGinn to Board Vice President carried by voice vote.

**7. Appointment of Officers:**

A. Treasurer:

Commissioner Kilbridge made a motion, seconded by Commissioner McGinn to appoint Commissioner Kaplan as Treasurer. The motion carried by voice vote.

B. Assistant Treasurer:

Commissioner Kinnane made a motion, seconded by Commissioner McGinn to appoint Deputy Director Talsma as Assistant Treasurer. The motion carried by voice vote.

C. Secretary:

Commissioner Kinnane made a motion, seconded by Commissioner R. Evans to appoint Executive Director Bostrom as Secretary. The motion carried by voice vote.

D. Assistant Secretary:

Commissioner Kinnane made a motion, seconded by Commissioner McGinn to appoint Commissioner R. Evans as Assistant Secretary. The motion carried by voice vote.

8. **Annual Appointments:**

A. Attorney:

Commissioner R. Evans made a motion, seconded by Commissioner McGinn to appoint Ancel, Glink, Diamond, Bush as Attorneys for the park district. The motion carried by voice vote.

B. NWSRA Member District Rep:

Commissioner Kilbridge made a motion, seconded by Commissioner Kinnane to appoint Executive Director Bostrom as Member District Rep for NWSRA. The motion carried by voice vote.

9. **Committee Appointments:**

A. A&F:

Commissioner Kinnane made a motion, seconded by Commissioner McGinn to appoint Commissioner Kaplan as Chairman of the A&F Committee and Commissioner McGinn as Vice Chairman. The motion carried by voice vote.

Commissioner McGinn made a motion, seconded by Commissioner Kilbridge to appoint Victor Katis, Steven Winner, Kathy Musial, Hosep Utas and Raj Chhatwani as Comm Reps to the A&F Committee. The motion carried by voice vote.

B. B&G Committee:

Commissioner McGinn made a motion, seconded by Commissioner Kinnane to appoint Commissioner Kilbridge as Chairman of the B&G Committee and Commissioner Mohan as Vice Chairman. The motion carried by voice vote.

Commissioner McGinn made a motion, seconded by Commissioner Kilbridge to appoint Raffi Dekirmenjian, Mark Friedman, Sue Triphahn, Paul Snyder and Chad Bettencourt as Comm Reps to the B&G Committee. The motion carried by voice vote.

C. Recreation Committee:

Commissioner Kilbridge made a motion, seconded by Commissioner McGinn to appoint Commissioner Kinnane as Chairman of the Recreation Committee and Commissioner R. Evans as Vice Chairman. The motion carried by voice vote.

Commissioner McGinn made a motion, seconded by Commissioner Kilbridge to appoint Hap Wittkamp, Scott Koltz, Susan Neel, Linda Dressler & Pearl Henderson as Comm Reps to the Recreation Committee. The motion carried by voice vote.

D. Senior Liaison:

Commissioner Kinnane made a motion, seconded by Commissioner McGinn to appoint Commissioner R. Evans as the Liaison for the Senior Commission. The motion carried by voice vote.

E. Village Bike Path Committee Liaison:

Commissioner R. Evans made a motion, seconded by Commissioner McGinn to appoint Mr. Keith Evans as the Liaison for the Village Bike Path Committee. The motion carried by voice vote.

F. Executive Director Review Committee Chairman:

Commissioner R. Evans made a motion, seconded by Commissioner Kilbridge to appoint Commissioner Bickham as the Executive Director Review Committee Chairman. The motion carried by voice vote.

**10. Commissioner Comments:**

Commissioner R. Evans said he was looking for a good year and will miss Commissioners Keith Evans and Greenberg but would want to welcome Commissioners Kinnane and Kaplan. He noted that the district had some great events over the weekend.

Commissioner Kilbridge asked who received copies of the questions and it was noted that the committee members and all board members received the questions and answers.

Commissioner McGinn congratulated the newly elected commissioners and thanked Commissioners Keith Evans and Greenberg for all their service.

Commissioner Kinnane thanked Commissioner Keith Evans for having gotten him started as a Comm Rep and Commissioner Greenberg for mentoring him.

President Bickham said it had been a good year and congratulated the elected commissioners and thanked the past commissioners for their guidance.

**13. Adjournment:**

Commissioner R. Evans made a motion, seconded by Commissioner McGinn to adjourn the meeting at 7:40 p.m. The motion carried by voice vote.

Respectfully submitted,

Dean R. Bostrom  
Secretary

Peggy Kusmierski  
Recording Secretary



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**MINUTES**  
**REGULAR BOARD MEETING NO. 993**  
**May 26, 2015**

**1. Roll Call:**

A regular meeting of the Hoffman Estates Park District Board of Commissioners was held on May 26, 2015 at 7:00 p.m. at the Triphahn Center in Hoffman Estates, IL.

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

Absent: None

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

Audience: Program Manager Miller; Supt. of Facilities Basile, Keith Evans, Jim Blasky Huntley Park District, Andres Sreskal of 1272 Caribou, Matt, Phil, Jenny, Bill Buessing (BOH) & family

**2. Pledge of Allegiance:**

Everyone present stood for the Pledge of Allegiance.

**3. Administer oath to Newly Elected Commissioner:**

Board Secretary Bostrom administered the Oath to Commissioner Kaplan.

**4. Agenda:**

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



5. **Best of Hoffman Award:**

President Bickham awarded Coach William (Bill) Buesing for his outstanding work as a coach for the park district.

6. **Minutes:**

Commissioner Mohan made a motion, seconded by Commissioner Kilbridge to approve the minutes of the April 28, 2015 meeting as presented. The motion carried by voice vote.

7. **Comments from the Audience:**

None

8. **Consent Agenda:**

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

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

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

Nays: 0

Absent: 0

- A. DCFS / M15-044
- B. Balanced Scorecards / M15-055
- C. NIRC Agreement **as amended at Rec meeting** / M15-056
- D. Concessions at PSSWC / M15-058
- E. A&F Detail Reports
  - o Manual checks \$357,601.91
  - o Monthly Invoices \$581,692.41
- F. Financial Statements
- G. Acceptance of B&G Minutes 4/7/15
- H. Acceptance of Rec Minutes 4/14/15
- I. Acceptance of A&F Minutes 4/21/15

9. **Adoption of Executive Director's Report:**

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

**10     President's Report:**

President Bickham congratulated Program Manager Miller and Superintendent of Facilities Basile on the Aquatic Safety Award for 2014.

**11.    Old Business:**

None

**12.    New Business:**

A. Encroachment Issue, Treehouse/M15-064:

Executive Director Bostrom reviewed the item noting that it had gone to the B&G Committee on May 5<sup>th</sup> who had voted to leave the tree house with conditions provided by PDRMA. He noted that the base of the tree house was only 12 inches on the district's property, although the house itself extended into the park. He also explained that the district had accepted the property with the tree house on it; however, the district had not realized the property lines at that time.

Commissioner Mohan asked how many years the tree house would remain and Mr. Sreskal said probably another 6 as his son was 10 years old now.

Commissioner Kaplan asked where the situation was currently at and Executive Director Bostrom explained that the property was insured the same as any other area of the park, however, PDRMA was looking for additional insurance coverage because of the additional liability the tree house created. Commissioner Kaplan noted that even with additional insurance on the homeowner's part, the park district would still be named in a law suit.

Commissioner Kinnane asked if there were provisions that the district would be covered and it was noted that there were. Commissioner Kinnane asked if there were other encroachments the district had accepted and Executive Director Bostrom noted that there were none in the last 18 years, however, the tree house was constructed on the property prior to the district owning that property.

President Bickham asked about the insurance requirements PDRMA was asking for and Mr. Sreskal explained that he had forwarded the request on to his insurance company for the cost.

Commissioner Kaplan asked if the district did not approve, what date would be needed to remove the treehouse and Executive Director

Bostrom noted that they would work with the resident, however, the sooner the better given the liability issue.

President Bickham asked about a lesser amount of insurance or lesser amount of time to give the resident more options.

Director Giacalone noted that they would have to put up warning signs and remove the access ladder immediately.

Mr. K. Evans asked if the district would remove the house and Director Giacalone noted that usually the homeowner removes the encroachment, but that was also usually for a flower bed. He offered to assist the homeowner with the removal of the house. Mr. K. Evans noted that as a resident the district history of not allowing people to use the district property was a good one.

Mr. Sreskal noted that he would be happy to accept the park district's assistance in removing the tree house.

Commissioner Kilbridge noted that it was ironic that the park district would have to remove a tree house and that it would be a difficult decision for all parties.

Commissioner Kilbridge made a motion, seconded by Commissioner Evans to instruct district staff to work with the homeowner to remove the tree house by Monday, June 1<sup>st</sup>.

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

B. Video Gaming Advertising/ M15-065:

Executive Director Bostrom reviewed the item noting that President Bickham had questioned if the non-invasive ads advertising live gaming would be on all the marquee signs. It was noted that the ads could be isolated to just BPC Marquee.

Commissioner Kaplan noted that if they were cross advertising they should do it for all 4 signs.

Commissioner McGinn and Kinnane agreed. Commissioner Mohan suggested starting the BPC sign and if they did not see any negative feedback, expanding it to other signs,

President Bickham noted that he was not in favor. Commissioner Evans was in favor of all 4 signs.

Mr. K. Evans asked if the decision had been made about renewing the video gaming license and Executive Director Bostrom explained that the board would need to make that decision as well as the decision on how to advertise the gaming. Mr. K. Evans said he felt that if they were going to keep the gaming they should advertise on all signs and accept advertising from places such as Arlington Park.

Commissioner McGinn made a motion, seconded by Commissioner Kinnane to extend the agreement with Gold Rush for another 2 years and to use the non-invasive advertising on all 4 marquee signs.

On a Roll Call Vote:	Carried 6-1-0
Ayes:	6 Evans, Kaplan, Kilbridge, Kinnane, McGinn, Mohan
Nays:	1 Bickham
Absent:	0

C. Annexation Ordinance – Bradwell/O15-005/M15-006:

Executive Director Bostrom reviewed the issue.

Commissioner Mohan made a motion, second by Commissioner Kaplan to approve O15-005 an Ordinance annexing property to the park district as outlined in M15-006.

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

**13. Commissioner Comments:**

Commissioner Kilbridge welcomed the new commissioners.

Commissioner Evans noted that the 9 and Stein was great and asked about the district's participation in the 4<sup>th</sup> of July. Executive Director Bostrom explained that they had already budgeted to participate and more information would be forthcoming.

Commissioner Kaplan noted that it was nice to be a board commissioner.

Commissioner Mohan noted that it had been a busy time for the district.

Commissioner McGinn welcomed the new commissioners.

Commissioner Kinnane commended staff on the dedications noting that it was good to see the family's reactions. He also wanted to acknowledge Dick at the range shack for excellent service.

President Bickham welcomed the new board members and Executive Director Bostrom introduced Mr. Jim Blasky a commissioner from the Huntley Park District.

**14. Executive Session:**

Commissioner Mohan made a motion, seconded by Commissioner Kinnane to move to Executive Session for the purposes of:

- A. Minutes - Section 2 (C)(21)
- B. Pending or probably litigation, pursuant to Section 2(C)(11) of the Open Meetings Act.

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

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

Nays: 0

Absent: 0

Commissioner Mohan made a motion, seconded by Commissioner Kilbridge to reconvene to regular session at 8:25 p.m. The motion carried by voice vote.

**15. Discussion and Vote from Executive Session:**

None

**16. Adjournment:**

Commissioner Evans made a motion, seconded by Commissioner McGinn to adjourn the meeting at 8:26 p.m. The motion carried by voice vote.

Respectfully submitted,

Dean R. Bostrom, Secretary  
Peggy Kusmierski, Recording Secretary



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**MINUTES  
SPECIAL BOARD MEETING  
June 2, 2015**

**1. Roll Call:**

A special meeting of the Hoffman Estates Park District Board of Commissioners was held on June 3, 2015 at 8:20 p.m. at the Triphahn Center in Hoffman Estates, IL.

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

Absent: None

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

Audience: Comm Rep Bettencourt, Mr. K. Evans, Dr. Steinberg

**2. Pledge of Allegiance:**

Everyone present stood for the Pledge of Allegiance.

**3. Agenda:**

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

**4. Comments from the Audience:**

None

**5. Repair of PSSWC Dectron Units 1 and 2/ M15-070A:**

Mr. K. Evans noted that he had not been aware that it would take 6 months to order the new Dectron units and that the district would have to do something to keep them operational until new ones were onsite but he would still recommend getting new as soon as possible.

Commissioner McGinn made a motion, seconded by Commissioner Kinnane to award the contract to Trane to repair both Dectron units at a cost not to exceed \$27,215 with a 10% contingency. Additionally, they recommend that staff follow through on adding a 12 month service agreement with the exact cost for that to be presented at the next meeting.

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

**6. Commissioner Comments:**

Commissioner Kaplan said that he hoped they would get ahead of the curve on the Dectron units.

Commissioner Kilbridge said she would be interested to see what changes might have taken place in the past 15 years.

Commissioner Mohan noted that he accepted Director Giacalone's judgment on this issue with regard to repair/replace.

Commissioner McGinn reminded everyone of the intergovernmental meeting Wednesday.

**7. Adjournment:**

Commissioner Kaplan made a motion, seconded by Commissioner McGinn to adjourn the meeting at 8:25 p.m. The motion carried by voice vote.

Respectfully submitted,  
Dean R. Bostrom  
Secretary

Peggy Kusmierski  
Recording Secretary

**HOFFMAN ESTATES PARK DISTRICT  
REGULAR BOARD MEETING 994**

**EXECUTIVE DIRECTOR'S REPORT**

**June 2015**

**PARKS DIVISION**

1. Replacement tree planting is in progress to replace ash trees that were removed at several parks throughout the district.
2. Second round of bed weeding and weed control is underway.
3. Weed control of the turf areas has been impeded by inclement weather for most of the month. All athletic areas and major public areas have been finished.
4. Back filling of the parking lot curb areas at Triphahn Center and Willow is in progress.
5. Mowing schedule has been hampered by the wet weather we have experienced. All areas that were dry enough to hold mowers were completed. All athletic fields were mowed on schedule except Birch Park, which retains water on the north side.
6. Goal mouths were repaired at Cannon Crossings' western soccer field, north side, Victoria Park, Cottonwood Park and the Cannon Crossings' east field.
7. New tires installed on bus 534.
8. Ball field groomer 890 replaced gasket on crank case cover.
9. 515 replaced passenger side window.
10. Daily maintenance and repairs to mowers and equipment.
11. Miscellaneous repairs to ball field equipment and other equipment.
12. Staff installed all playground and shelter canopies for the summer season.
13. Staff installed post and bar code sign at Vogeley, South Ridge, Black Bear, Evergreen and Cannon Parks.
14. Staff is working at Seascape cleaning, painting, and setting up chairs and tent.
15. Staff repaired rubber surface on play area at Seascape.
16. Staff set-up and striped soccer field at Lincoln and Cannon Park.
17. Staff set-up tent and fencing and cleaned park for dedication of Fabbrini Park.
18. Staff installed ceiling and floor trim, painted floors and installed handles at Fabbrini Park bathroom project.
19. Staff removed old drinking fountain and repaired wall on backside of restroom at Fabbrini Park.
20. Staff created flat spot on rocks and installed dedication rocks at Cannon and Fabbrini Park.
21. Staff repaired block wall on playground at Canterbury.
22. Multiple repairs were made to RTU's across the park district.
23. Water was turned on at Freedom Run dog park as well as a faucet fixed.



24. A water leak was repaired at north shop.
25. All the preparations were made to open Seascape Aquatic Center which included painting all slides, painting the bottom of the pool above the blue and by the tube and body slide, painted all the blue pads and edges of the pool, installed LED lights in the pool, brought out all the chairs, cleaned and stocked the bathrooms, got the chemical pumps ready, repaired and caulked pool deck drains, put all umbrellas up, hung all banners, painted the floor of the manager's office, installed new cabanas and put up the 20X40 pole tent.

## **PLANNING & DEVELOPMENT**

### 1. Concrete Projects

2015 concrete projects were completed on May 27<sup>th</sup> at TC, WRC, and Fabbri Parks. This work primarily addresses many of the ADA issues that have occurred as a result of weather and settlement issues. The additional cross walks at TC have added customer convenience as well as a more presentable landscape appearance. Overall the budget amounts including contingencies have covered the cost of this work with minimal surplus available for other projects.

### 2. Asphalt Work:

Asphalt work was completed at TC and WRC on Friday, May 22<sup>nd</sup>. Striping was completed over the holiday weekend and the signs are now scheduled to be installed by the maintenance department as soon as time and materials present themselves. The asphalt contractor has begun grinding and excavation of the paths at Fabbri Park in preparation of the leveling process that will occur within the next two weeks at that park. The goal is to have the asphalt paths repaved by the middle of June, weather permitting.

### 3. Marquee Signs

The perennial plant material has arrived and park district crews will install that within the next week. These plantings will complete the Marquee Project that was started last summer. As a matter of note, the marquee signs (all 8 faces) have functioned without any mechanical interrupt since they were installed in late October 2014.

### 4. Playgrounds

Maple Playground was completed on May 8<sup>th</sup>, but remains closed due to a missing part which the manufacturer is in the process of producing. In addition, the ornamental fence is not scheduled to arrive at the contractor's yard until the week of June 1<sup>st</sup>. Because of the playground's proximity to Illinois Avenue, the playground will remain closed until the fence has been installed for the purposes of protecting the patrons from the busy thoroughfare.

Valley Playground has been a struggle due to all the rainy weather and exceptionally wet and poor ground conditions. During the removal of the existing mulch surface, it was determined that the quality of the mulch was not of any value to the general public and that material was taken to the Summit property to be spread as organic supplement. Due to poor drainage, the mulch over the years turned into a material that resembled organic sludge. In addition, the contractor ended up removing another 8 – 10 inches of subgrade material which was laden with the sludgy material resulting in an over-excavated foundation for the new playground. To compensate for the poor soils and the lower subgrade, the contractor was authorized to dig deeper footing holes and install Sonatube forms to bring the top of the footings to the appropriate subgrade levels. This work will add cost to the project and will be covered by the contingency previously authorized by the board. Additional efforts are being made to provide better drainage so that in the future the loose fill wood fiber will last longer and, hopefully, be in a better condition when time comes to replace the playground down the road. Even with these weather and construction setbacks, staff is anticipating the Valley Playground to be completed by the end of the first week of June.

Evergreen Playground equipment is now being stored in the maintenance yard and is awaiting the start of construction which is scheduled for the Monday after the last day of classes, which is now June 12<sup>th</sup> (District 54).

## REC/FACILITIES

### *Recreation and Facilities Division*



### UPCOMING EVENTS

- **July 4: Independence Parade** – Lineup will be between 7:45-8:15 AM, the parade kicks off at 9 AM on Illinois Blvd. We will have the pickup truck and treats to hand out.
- **JULY 3-5: Military Appreciation** Weekend at Seascapes Family Aquatic Center –All men and women who serve or have served in the military will enjoy free admission.
- **JULY 8: Live Music** – 6:30-9:30 PM in the Gazebo at Bridges of Poplar Creek Country Club
- **JULY 10: Friday Fun in the Park** –“JG's Reptile Road Show” 10 AM at Vogelei Park
- **JULY 10: Adventure Day** at Seascapes –at Seascapes Family Aquatic Center - a full day of adventure activities.
- **JULY 17: Splish Splash Family Bash** 6-9 PM at Seascapes Family Aquatic Center to benefit the Friends of HE Parks. Swimming, music and a buffet dinner.
- **JULY 24: Friday Fun in the Park** – “RC Juggle” 10 AM at Vogelei Park

- **SAVE THE DATE: August 8,** Party in the Park 4-10 PM at Fabbrini Park.

### **Snapshot Summary/Highlights:**

- The spring Wolf Pack program has 330 participants compared to 276 participants this time last year. The previous enrollment over the past 4 years; 2015 – 345, 2014 – 276, 2013 – 285, 2012 – 206, 2011 – 179.
- Director of Recreation & Facilities attended Parks Day down at the capital in Springfield IL to continue to highlight/advocate for the importance of the various local/state wide Park and Recreation initiatives. He also helped to develop the attitude and interest survey for the HE Chamber of Commerce first phase of their strategic plan.
- Sponsorship Coordinator (Jen Hayward) started on May 4: a new agreement was established with Pinstripes of South Barrington for \$3,000. Currently she is working on her 120 day on boarding plan which includes price evaluations, developing a peer group of other sponsorship coordinators at nearby park districts; developing marketing collateral and a strategy for effective and efficient networking, etc.
- On May 16<sup>th</sup> HEPD offered a Free Rugby Clinic at Cannon Crossing from 3 to 5pm. 28 kids between 1<sup>st</sup> and 8<sup>th</sup> grade show up for the clinic! This is a great start to our youth rugby program. We will run a paid 2 week camp this summer to continue building our program.
- Staff met to continue to work specific CMP objectives/plans that the community provided feedback on as far as direction over the next 1, 3 to 5 years.
- Staff is partnering up with South Barrington Park District to offer Adult Badminton. S.B.P.D. currently has 4 courts and is looking to expand their program. This initiative is a goal constructed from the CMP of reaching out to the changing demographics within our community.
- The dedications of Cannon Crossings and Fabbrini Park took place in May; both were well attended and well received from both families.
- Plant Your Parks Day took place on Saturday, May 16<sup>th</sup>, in conjunction with the dedication of Fabbrini Park. The 26 trees were planted with the help of United. People took the time to rake the playground, plant a flower, climb the wall and visit the vendors on site. This event was in conjunction with the village to promote and maximize both municipalities' services as they relate to environmental stewardship.
- The Dance recitals will be held on Saturday, June 6<sup>th</sup> times 12:15, 3:15 and 6:15 for TC and Sunday, June 7<sup>th</sup> at 1:00pm for Willow - at the Schaumburg High School.
- The ELC and Star programs continue to do very well with strong numbers in both programs.
- The CHEER customer service training and Safety in the Workplace were presented on May 20<sup>th</sup>, as part of an orientation and training session for new part-time team members in the area of recreation, Seascope, ice, and general facilities area. There were 97 team members in attendance.
- Preschool and Early Childhood participation numbers continue to show positive growth, i.e. +34 from this time last year, as does the STAR program with a +21 participation increase from last year.

- The PSS&WC Member Services team is currently working on cross promotional/marketing opportunities with Bridges of Poplar Creek to help promote membership as well as golf and banquet operations. Efforts are ongoing to introduce digital promotional membership ads on the golf cart GPS screens, and programs such as "bridal boot camp" and personal training for golfers are being considered for development.
- PSS&WC, WRC and TC all had a very strong net sales membership month, each exceeding their goals. Currently PSS&WC is carrying a positive net 48 above projections and TC made a great turnaround going from a negative net membership total of (55) to only being down 10 memberships from this time last year. This is very positive despite the increase in competition over the previous year within its demographic boundaries.
- On May 13<sup>th</sup> the PSS&WC aquatic team received an unannounced facility review performed by Starfish Aquatics Institute. The review went very well and the PSSW&C received a facility overall 5-star score (out of 5).



## Dance

### Recital Dance

- The Hoffman Stars Dance Company competed in the Talent on Parade Dance competition in Aurora on May 1-3<sup>rd</sup>. The results; Company 1 – 2<sup>nd</sup> overall for Lyrical, 1<sup>st</sup> overall for Jazz. Company 2 – 5<sup>th</sup> overall for Jazz. Company 3 – 10<sup>th</sup> overall for jazz. It was a great ending to the competition season.
- Stefani LiPetri – 6<sup>th</sup> overall
- Julie Chen – 7<sup>th</sup> overall
- Malorie Anderson – 2<sup>nd</sup> overall

The dance company will also be performing at the Schaumburg Boomers Baseball game on Saturday, May 30<sup>th</sup>.

### Gymnastics Programs Summary:

Program/Month/Year/Variance +/-	4/2014	4/2015	+/-
Spring	180	200	+20



## Youth Athletics

The Youth Athletic area is excited to report the development of some new and exciting programs for the spring and fall of 2015. The following is a list of these new active programs.

- This fall the Hoffman Estates Park District will be running flag football for grades 1-8th. The season will start at the end of August and conclude in October.
- Starting this spring Hoffman Estates Park District will be starting the first youth rugby program. This program will start with two free camps in April and May and a weeklong camp in July. With this new base of players the district will try and run a league the following summer between July and August.
- The youth athletic area will be working with the Wolf pack program to create a "boxed lacrosse league" during the summer; the camp will run during the off season of Wolf pack hockey.
- This spring the youth soccer program is offering a pre-kinder soccer league for those players entering Kindergarten in the fall. The main goal is to get to these players early and introduce them the basic skills before they start playing in the Fall Soccer League.

### Youth Soccer Summary:

Program/Month/Year/Variance +/-	3/2014	3/2015	Var. +/-
In-house soccer	367	520	+153*

\*Please note: last year, participants registered for fall and spring seasons separate so we had a total of 367 registrants in spring only. This year parents had the option to register fall & spring, fall only, or spring only. The 520 total is a combination of players that registered for fall & spring and spring only as that is the total number of players playing in the spring season. This is including the pre-kinder program.

- Soccer registration for the Fall 2015 & Spring 2016 season will be kicked off on Sunday June 7 at Cannon Crossing Soccer Fields. Registration will take place from 11am-4pm.
- Pre-Kinder soccer registration is currently at 43 participants. 6 teams have been formed and teams will play 4 v 4 to give participants as many touches with the ball as possible. Practice started and the first game is scheduled on May 30.

### Hoffman United Travel Soccer Summary:

- Go to [www.hoffmanunited.org](http://www.hoffmanunited.org) for the full schedule of dates and times.
- Next meeting for HUSC is Wednesday, June 24, 8:30pm TC Board Room.
- Season is ongoing.

### Youth Baseball and Softball Season

- Registration for baseball and softball is currently going on. Our early bird deadline ended on February 20<sup>th</sup>. Please see below for league numbers.

Year	Shetland	Pinto	Mustang	Bronco	Pony	Travel	8u softball	10u softball	Total
2014	48	72	48	44	14	0	10	11	247
2015	50	62	29	27	28	+26	14	15	251
Difference	+2	-10	-19	-17	+14	+26	+4	+4	+4

- Travel baseball teams- This year under HEPD we will have two travel baseball teams. They will compete in the MSBL and travel to several tournaments on the weekends. We will have one team at the 11u level and one at the 13u level. Each team has 13 players and is reflected in the number above.
- July 26-27<sup>th</sup> will be our second annual Alzheimer's tournament.
- Tournament team try-outs were hosted on May 10<sup>th</sup>. We will have a HEPD tournament team at the Bronco (5-6<sup>th</sup> level) and the Pony (7-8<sup>th</sup> grade level). These teams will compete in local all-star tournaments in July.
- All-star game is scheduled for Sunday June 14<sup>th</sup> at Cannon Crossing.
- Fall baseball league information will be given out to all coaches and players the first week of June.

### **Adult Athletics Summary:**

#### **Adult Basketball**

Winter season is complete and we are currently taking registration for the spring/summer leagues. Season is scheduled to start May 18.

#### **Men's Touch Football**

Season started Wednesday, April 22. We currently have 6 teams same as 2014 season.

#### **Adult Softball**

Season started on April 27<sup>th</sup>. We are now a few weeks into the season. Fall softball information will be handed out the first week of June to all teams at the field. The season is scheduled to end on July 20<sup>th</sup> (pending rainouts).

#### **Adult Badminton**

Our goal is to build up a clientele to promote leagues in the fall. Badminton times for the summer (at South Barrington):

**Monday** nights from **7:30-9** and/or

**Thursday** nights from **7:30-9**

**South Barrington Park District**

The first session will begin on Mon, June 1<sup>st</sup> and go to July 13  
Thurs will start on June 4<sup>th</sup> and go to July 16



## Early Childhood

### Preschool / Early Childhood Summary

#### Preschool:

	15 TC	2 TC	
Threeschool 15-16	4 WRC	7 WRC	-10
	8 TC	17 TC	
2's Playschool 15-16	6 WRC	14 WRC	+17
	105 TC	120 TC	
Preschool 15-16	67 WRC	60 WRC	+8
Early Learning Center	31	32	+1

#### Early Childhood Classes:

Child only	127	127	0
Parent-Tot	31	49	+18
<b>Total</b>	<b>394</b>	<b>428</b>	<b>+34</b>

- Preschool

2014-2015 Preschool ended the week of May 18. Some classes had to make up snow days the week of May 26. The 4's classes were held "end of year celebrations" (graduations) during their final class day. The 3's classes all had end of year picnics to celebrate the end of the year.

- Threeschool & 2's Playschool

2014-2015 ended the week of May 18.

- Early Learning Center

There are 32 children enrolled this month compared to 31 last year. The ELC held their graduation on May 27.

- Part Day Summer Camps

Preschool Camp, Kinder Camp, Healthy Kids Camp and Safety Town will all begin the week of June 8.

### STAR Before and After School Program Summary

Armstrong	36	42	+6
Fairview	68	69	+1
Lakeview	39	38	-1
Lincoln Prairie	37	48	+11
MacArthur	41	41	+0
Muir	25	28	+3
TJ	13	15	+2
Whiteley	21	20	-1
<b>Totals</b>	<b>280</b>	<b>301</b>	<b>+21</b>





5/29 Picnic/Walk, Spring Valley Nature Center

### **Organized Activities**

Monthly Movie discontinued

Wii Bowl group at Clare Oaks Retirement facility, Bartlett, for Wii, lunch, tour

Bingo at Culver's

### **Other**

Discussions continue regarding future of senior centers and collaboration with Village of Hoffman Estates and Hoffman Estates business community; had conversation with American Society on Aging rep

Daily Herald-driven inquiries about 50+ from prospective members up



*Ice Operations*

### **I.C.E Academy**

- The spring skating lesson program started on April 7. 236 skaters are enrolled for the spring session. In 2014 there were 239 skaters.
- Staff is in the planning stage a June ice show.

### **Wolf Pack**

- Below are the Jr. Wolf Pack participation numbers
  - Beginning Skating – 72
  - Skills Development 2 day program – 74
  - Game Day Training 3 on 3 – 15

Total of 161 skaters are enrolled for the spring. In 2014 there were 180 participants.

- Spring Wolf Pack enrollments for each division.
  - 42 Mites
  - 82 Squirts
  - 79 Pee Wee
  - 80 Bantam
  - 42 Midgets
  - 20 Silver Mite

That is a total of 345 players for spring. The previous enrollments over the past 4 years; 2014 - 276, 2013 – 285, 2012 - 206, 2011 - 179.

## Ice Rink Information

Program	4/2014	4/2015	Var. +/-
• Public Skate	237	123	-114
• Freestyle	262	154	-108
• Drop In/Homeschool	331	345	+14

*\*In the spring of 2014 public skate was offered on Friday nights and there was freestyle on Saturday mornings. These options are not available in 2015 thus the drop in daily usage.*

*There was also no public skate on Sunday April, 5<sup>th</sup> due to the holiday.*



*Prairie Stone<sub>™</sub> Sports & Wellness Center*

May Membership Totals	2014	2015	+/-
	3558	3558	0

## Member Services

- The enrollment promotion for the month of May extended a discounted enrollment fee of \$15.00. This promotion, which worked well during Q1, was reintroduced in May following the special PT enrollment promotion that was offered during the month of April. New members who enrolled in May also received May dues free upon mention of the HEPD and/or PSS&WC website ads.
- 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, however, during the month of May, this club cash reward was increased/doubled to \$50.00. 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 new 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 May billing continued at a manageable pace as compared to those logged in Q1. 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 May. These efforts include phone calls, emails, form letters, and person-to-person contact upon check in at the Service Desk.

- The General Manager of Sales & Operations has begun preliminary discussions regarding the potential renewal of the corporate membership agreement with GE-CDF. The current agreement expires on June 30<sup>th</sup>, and supports membership for all GE-CDF employees at the Prairie Stone Business Park location. To date, there are a total of 350 GE-CDF employees enrolled at PSS&WC through this agreement, which generates a total of \$55K in membership revenue annually.
- PSS&WC celebrated a milestone achievement in health for member, Lois Reed, who earned the overall winner status for the national weight loss challenge program sponsored by GE-CDF. Lois finished first above nearly 3000 competitors/participant nationwide!
- Efforts are continuing with regard to the composition of a new member survey that will be administered in Q3. Results from the survey will be used in conjunction with a facility SWOT analysis to guide budgetary efforts in 2016.
- The General Manager of Sales & Operations participated in two fitness webinars during the month of May, one that examined industry specific SWOT analysis techniques and formats and the other, that examined the science behind meta programs and the influence they have on successful sales programs.

#### **Operations Department:**

- Efforts are underway to prepare for the new facility hours of operation that take effect on June 1<sup>st</sup>. The facility will close 1 hour earlier each night of the week while Kids Korner will close 1 hour earlier on Saturday and Sunday. Temporary signage has been posted in the club to inform members accordingly.
- PSS&WC is currently working with Planning & Development at HEPD on obtaining price quotes for tennis court resurfacing of all 3 indoor courts. The USTA has offered grant money to reimburse the costs relative to adding blended lines on all three courts, which are used for senior and youth (10 and under) tennis programming.
- PSS&WC hosted the Chicago Classic youth basketball tournament in the gymnasiums during the month of May.
- Efforts are ongoing with regard to the transition of juice bar/café services to the Flores Rosales Family Corporation effective July 1<sup>st</sup>. Details pertaining to menu items, catering options (for rentals, parties, and tournaments), hours of operation, and vending are currently being discussed and confirmed.
- The Operations Manager is currently in the process of recruiting new massage team members to replace a recently departed therapist. Postings of the opportunity will be placed on the AMTA, and Cortiva websites as well as on local community college job boards.

#### **PSS&WC Fitness, Personal Training & Group Fitness**

- The KC Fitness Services annual agreement, which is the agreement for the preventative maintenance services for the district fitness centers (PSSWC, TC,

and WRC), was completed within the month of May. In addition, the BRAVO boot camp agreement was also completed. BRAVO is a fitness program/class offered at PSS&WC, 3- 5 days per week throughout the week.

- New strength circuits have been developed and posted for members. We will be arranging the equipment to follow the order of the circuits. 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. Professional signage is in process of being developed for the circuit training series.
- The new PSSWC Health Coaching services have been steadily growing. Currently, there are three Health Coaching clients.
- There is one upcoming nutrition workshop planned at PSSWC in June (*Eat to Compete* on June 6).
- Within the area of group fitness, the return of Aquatic Tabata has been with great excitement from the members. Class is averaging around 12 participants.
- Class participation has remained steady. Highlighted classes include:  
Zumba 40-50    Yoga and Pilates 25-30    Pump & Abs 20-25

### **PSS&WC Programs and PSSWC Swim Lessons**

- The May session of Parent's Night Out ran this month with 13 participants. Kids played active games in the gym, climbed the rock wall, ate a pizza dinner and watched a movie. The next PNO event is scheduled on June 13th.
- The indoor summer swim lessons begin the first week of June. Currently there are 259 participants compared to 284 in the same session in 2014. With a week remaining of registration that number should increase.
- In the area of private swim lessons there has been 262 lessons sold so far in 2015 compared to 229 at this time in 2014.
- PSS&WC's youth climbing classes finished up in spring with 14 participants. The summer youth climbing classes will begin this week.

### **Seascape Season Pass Sales & Marketing (Seascape)**

- The lifeguard team at Seascape is all set for summer. The Managers are all returning for the 2015 season. All returning lifeguards attended a recertification course and required meetings. Seascape trained 18 new lifeguards for the 2015 season. The managers are considering adding one more lifeguard class in early June to bring on about 10-15 additional lifeguards. The team is looking forward to warm weather so we can welcome swimmers at Seascape.
- In 2015 Seascape added a couple new amenities and conveniences that the pass holders and guests should really enjoy. Seascape season passes are now available to purchase online. In addition Seascape guests will enjoy free WIFI access at the facility. And lastly customers will be able to use credit cards at the SeaFare concession stand. Seascape is excited to be able to offer these conveniences and hope that it will enhance the customer experience.

- Currently, 779 Seascape season passes have been sold (an update with the pass holder number is still pending) compared to 1030 passes at this time in 2014. Unfortunately, due to the pool leak, Seascape was closed throughout the Memorial Day weekend. Also the cool weather during the month of May was a major factor to the slight reduction in pass sales. Once the weather warms up and the facility is open on a consistent basis these pass sales will increase. This operation is very weather dependent.



### *Triphahn Center*

#### **Triphahn Center Fitness and Operations:**

<b>Membership Totals</b>	<b>05/2014</b>	<b>05/2015</b>	<b>Var. +/-</b>
	965	955	-10

#### **General Summary:**

- Gary Fong, the new facility supervisor at The Triphahn Center started on May 4<sup>th</sup>. He has spent the first few weeks meeting with the various departments and familiarizing himself with the facility and operations. Currently he is working on his 90 day on boarding plan, which includes various goals, objectives and aims to allow him to integrate himself into the operations of the department, division and district as a whole.
- Dance World was successfully held on May 9<sup>th</sup>.
- Spring fitness classes ended the week of May 18<sup>th</sup>. Registration is underway for the summer sessions.



### *Willow Recreation Center*

<b>Membership Fitness/Racquetball Totals</b>	<b>05/2014</b>	<b>05/2015</b>	<b>Var. +/-</b>
	365	414	+ 49

#### **Fitness Classes:**

- Spring fitness classes ended the week of May 18<sup>th</sup>. Registration is underway for the summer sessions.
- There were 199 racquetball courts sold compared to 182 in 2014



## Dog Off-Leash Areas

### Bo's Run:

- There are currently 310 members to Bo's Run / Combo passes (246 Bo's Run only plus 64 combo members). There were 426 members to Bo's Run at this time in 2014 (338 & 88)
- Breakdown for Bo's Run / Combo passes HE 149, Palatine 36, Barrington 24, Schaumburg 48, Arlington Heights / Mt. Prospect 4, Inverness 23. Additional towns are Rolling Meadows, Elk grove, Hanover Park,

### Freedom Run:

- There are currently 386 members to Freedom Run (322 Freedom Run only plus 64 combo members). There were 431 Freedom Run (342 & 89) in 2014
- Breakdown for Freedom Run/ Combo passes Elgin – 178 HE – 91, Streamwood 74. Additional towns are Schaumburg - 23 Huntley, Hanover Park & S. Barrington, Elk Grove, Palatine, Wheeling & others.

### Dog Park Passes

#### 05/2014

#### 05/2015

Bo's Run	338	Bo's Run	246
Freedom Run	339	Freedom	322
Combo	88	Combo	64
	765		632

Staff feels the drop in membership could be partially due to the canine influenza in addition to the addition of the Schaumburg dog park opening.



## Communications and Marketing

### PROGRAM PROMOTIONS

**Staff worked with program managers to promote** Summer Camp, Community Garage Sale, Cannon Crossings Dedication, Plant Your Park, Mothers' Day Skate, Hook an Adult on Golf; Seascape Passes and Opening weekend, Parents Night Out, 9& Stein, Gardening classes, Prairie Stone memberships, 50+ programs; youth sports, SRT Golf Outing, 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

**HEALTHY Kids Blog** –The articles are individually promoted through social media and a feed on our website.

**Social Equity - NWSRA Ability Awareness Event** – NWSRA came to our Preschool to create awareness with students about disabilities. We shared photos and video of the event on Facebook; NWSRA did the same. Feedback was very positive.

## PUBLIC RELATIONS & ADVERTISING

**Summer Camp Promo** –We placed an ad in the Daily Herald's Summer Camp Guide (Sun. March 15), plus there will be 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. To measure the response, 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: 235 hits to the splash page; 3 campers registered

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

## MARKETING DASHBOARD



### Mobile App Downloads

The app has been available since April 25, 2014; as of May 26, 2015 we have had 1,535 apps downloaded. The mobile app is being marketed to the community via web, eBlast, posters, social media and with mobile app promotional cards distributed to program participants.



### 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 and tablet. New responsive/mobile-friendly website launched Oct 28, 2014:

	<b>Benchmark: Feb 2013-Feb 2014</b>	<b>April 25-May25 2014</b>	<b>April25-May25, 2015</b>	<b>Change from last year</b>
Desktop	63%	55%	51%	-4
Mobile	27%	31%	39%	+8
Tablet	10%	12%	9%	-3*

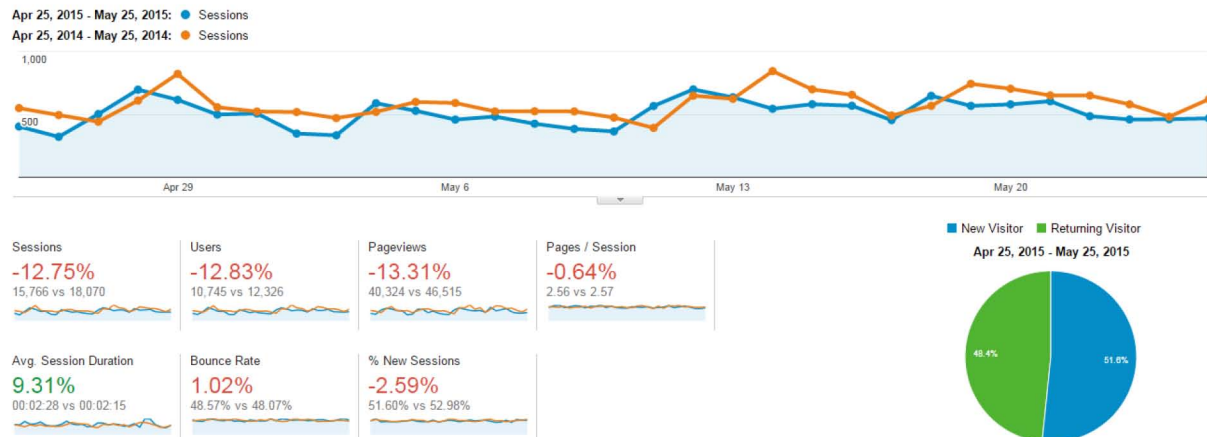
\*A decrease in tablet views is speculated to be a result of more mobile phone use as mobile phone screens are increasingly larger. Tablet sales have leveled off. It is more

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



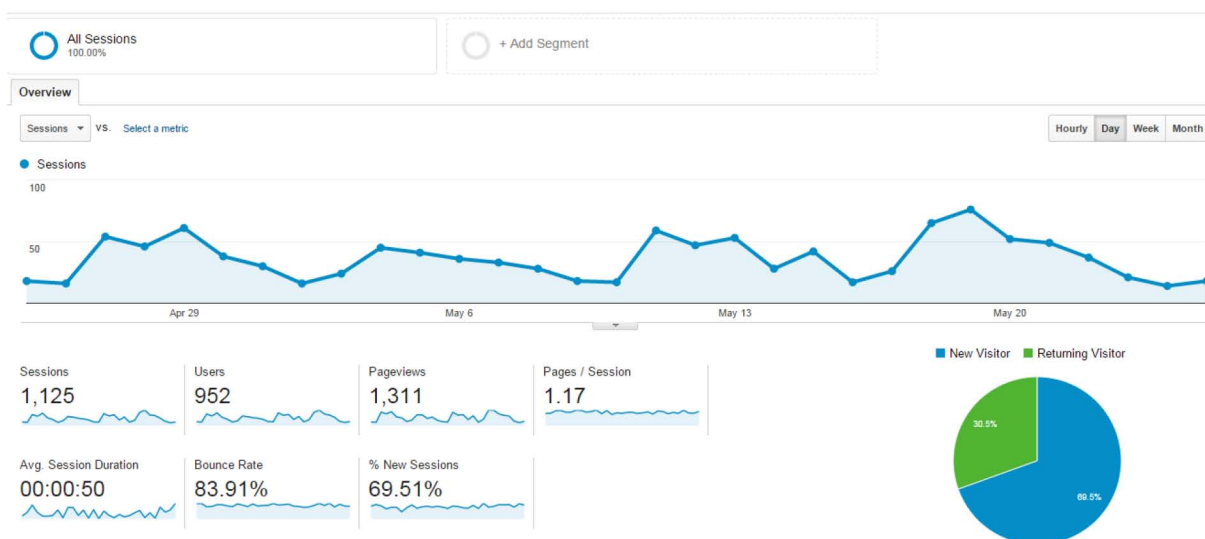
## Website HEParks.org Google Analytics

Hits to the home page are steady, slight increases are noted, but the average duration is up.



## 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.

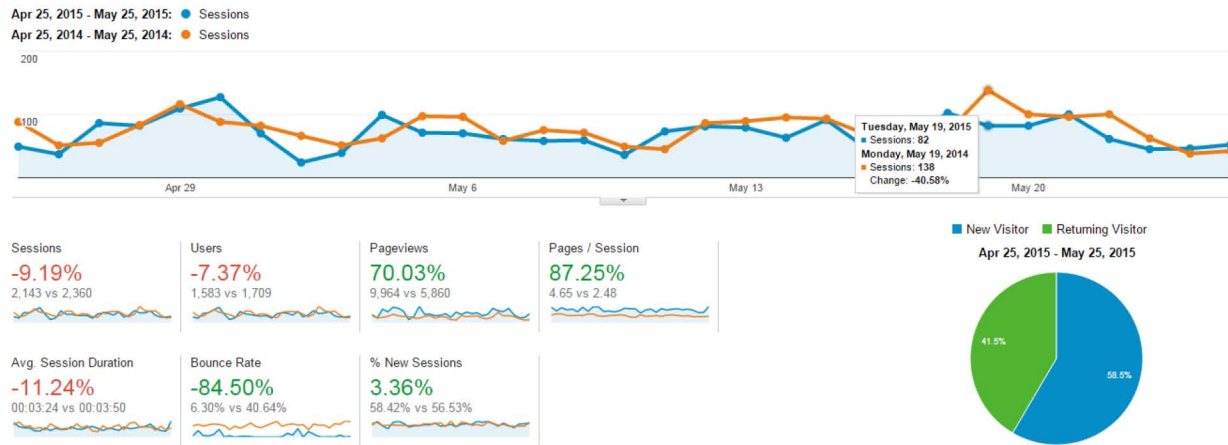






## WebTrac/Online Registration Page Hits

**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 – 1,849. 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 May = 10,002.

### Total Reach

The number of people who were served any activity from your Page including your posts, posts to your Page by other people, Page like ads, mentions and checkins.



## 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-May 2015:	35%



#### Email Blast Results, Constant Contact

	Open Rate	Bounce Rate	Click-thru rate
<b>2014 Sports and Recreation industry</b>	<b>20.20%</b>	<b>8.82%</b>	<b>7.49%</b>
HEPD General EBlast, May 12	19%	1.4%	10%
50+ Club April	36%	1.2%	5%

**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. Me & HEPD: Patty Mathews and Hap & Jan Wittkamp were the featured videos for 2 weeks each in May.

## Performance



VIEWS  
489 ▼



ESTIMATED MINUTES WATCHED  
449 ▼



AVERAGE VIEW DURATION  
0:55 ▼

## Engagement



LIKES  
2 ▲



DISLIKES  
0 ●



COMMENTS  
7 ▼



SHARES  
1 ●



VIDEOS IN PLAYLISTS  
1 ▲



SUBSCRIBERS  
2 ▲

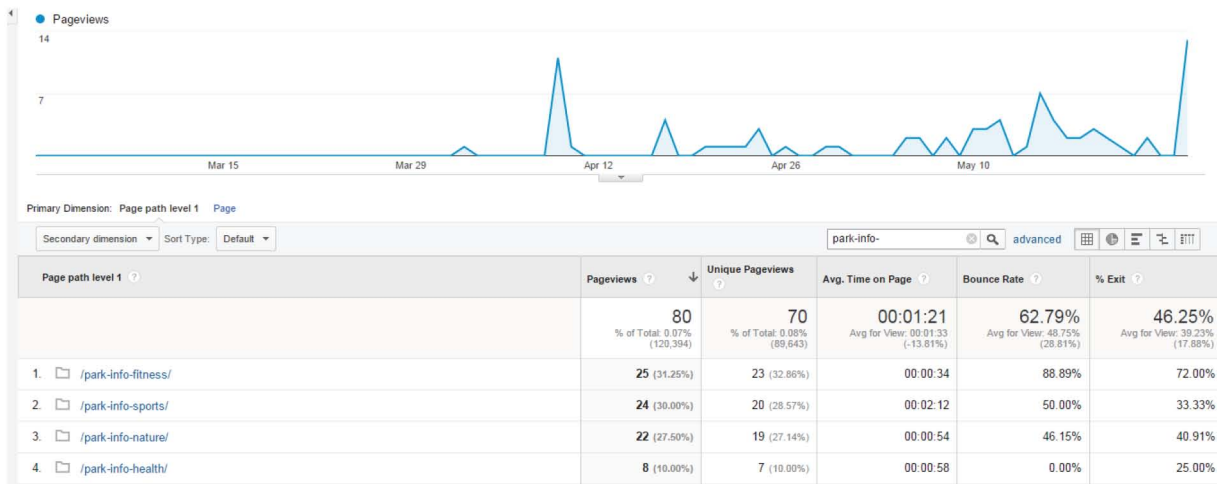
## Top 10 Videos

[Browse all content](#)

Video	Views ? ▼	Estimated minutes watched ?	Likes ?
<a href="#">Park Info: Thor Guard</a>	73 (15%)	113 (25%)	0
<a href="#">Me + HEPD: Patty Matthews</a>	23 (4.7%)	32 (7.1%)	0
<a href="#">Wolf Pack Hockey Hosts Krolak Cup</a>	22 (4.5%)	62 (14%)	0
<a href="#">Aqua Fit Swim Aerobic Class at Prairie Stone ...</a>	20 (4.1%)	22 (4.8%)	0
<a href="#">Park Info: Playground Workout, Bench Pushup</a>	19 (3.9%)	15 (3.4%)	0
<a href="#">Jim Fabbrini on Joseph Fabbrini</a>	17 (3.5%)	24 (5.3%)	0
<a href="#">Me + HEPD: Hap &amp; Jan Wittkamp</a>	15 (3.1%)	15 (3.4%)	0
<a href="#">Spin &amp; Core - PSS&amp;WC Group Fitness Series</a>	12 (2.5%)	1 (0.3%)	0
<a href="#">Park Info: What Is Bioswale?</a>	11 (2.2%)	23 (5.1%)	0
<a href="#">Me + HEPD: Family Fun Center</a>	10 (2.0%)	6 (1.3%)	0

## Park Info

Through a cooperative project with the Director of Planning and the Parks Maintenance department, this Spring 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.



## Get tips about Fitness

Visit [HEParks.org/fitness](https://HEParks.org/fitness)

HOFFMAN ESTATES PARK DISTRICT

## Learn more about Sports

Visit [HEParks.org/youth-sports](https://HEParks.org/youth-sports)

HOFFMAN ESTATES PARK DISTRICT

## Get info about Nature

Visit [HEParks.org/nature](https://HEParks.org/nature)

HOFFMAN ESTATES PARK DISTRICT

## Get tips for Healthy Kids

Visit [HEParks.org/healthy-kids](https://HEParks.org/healthy-kids)

HOFFMAN ESTATES PARK DISTRICT

## *Bridges of Poplar Creek Board Report* *May 2015*

### General Programs

- Golden Bears was our first Jr Golf class of the season. We had 21 students. The Tigers program will start first week of June and currently has 27 students enrolled.
- We held our first annual Cleveland Wedge clinic. All students participated in a 90 min clinic on the short game and received a free Cleveland Wedge. The program was a huge success and we had 29 students. We will be offering another clinic June 15<sup>th</sup>.
- Off the success of the Cleveland Wedge clinic we will also be offering a putting clinic with Odyssey Golf. This will be offered in July. Further details and date to be announced shortly.

### Golf Rounds

ROUND TOTALS		
2013	2014	2015
4,154	4,010	4,034
YTD ROUND TOTALS		
2013	2014	2015
6,514	6,130	7,045

### Range Information

RANGE BASKET SALES TOTALS		
2013	2014	2015
2,772	2,609	2,558
YTD RANGE BASKET SALES TOTALS		
2013	2014	2015
4,711	4,138	4,710

## **Communications & Marketing**

### Marketing/Advertising

- We did 4 email blasts for the month advertising; 9& Stein, Cleveland Wedge Clinic, Shop Specials, Wedding & Banquet Specials, Jr golf instruction, group instruction, and Special HEPD events. Email blasts have been adjusted to having 1 or 2 items on each blast. We have seen it to be more affected in getting information out to our customers.

## **Food & Beverage**

For the month of May we had a total of 31 events: 30 Events in 2014

The breakdown is as follows:

11 breakfast meetings servicing 176

4 Rotary luncheons servicing 220

1 ABBHH meetings with continental breakfasts servicing 152 people

1 showers servicing 33 people

2 First Communions servicing 78 people

1 retirement hors d oeuvres reception servicing 75 people

1 YMCA appreciation hors d oeuvre reception servicing 100 people

2 luncheons servicing 110 people

1 bar package only servicing 124 people

3 weddings with both ceremony and reception here servicing 347 people

3 weddings with the reception only here servicing 310 people

1 fundraiser dinner servicing 120 people

We currently have 28 events booked for June. We had 35 events in 2014.

7 breakfast meetings servicing 122 people

3 Rotary Lunches servicing 120 people

1 Quinceañera celebration servicing 85 people  
2 Showers servicing 50 people  
1 First birthday party servicing 33 people  
4 weddings with both ceremony and reception here servicing 610 people  
1 wedding with the reception only here servicing 79 people.  
1 HEPD Foundation Golf outing servicing 165 people.  
8 golf outings servicing 800 people.  
1 Music night servicing 500 people

2016=3 ceremony and reception

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 5<sup>th</sup> open and the Saturdays in October.

### **Golf Maintenance Summary**

The weather this past month has not been ideal for golfers but the cool and wet May was perfect for growing in all the new grass on our Hole 10 & 11 renovation project. Both holes were completely open for play on May 16<sup>th</sup>. All the areas of the project that didn't receive sod have been seeded and are coming along nicely as well.

May has always been flower and perennial plants month and this year was no different. This year our annuals consisted of Wax Begonia's, Vinca and Sun Patiens which were planted around the clubhouse, in the event area and at landscape beds by the 7<sup>th</sup> and 10<sup>th</sup> tee. By the first weekend in June the event area will have six new trees planted to block views of the driving range, the ponds completely cleaned and restocked with koi.

As many may have noticed we have issues again with the 10<sup>th</sup> green. This has been an ongoing issue the last three years as we have had to seed it each year and sod certain areas. The soil from this green was sent to the University of Wisconsin soil diagnostic lab. They found what we had

expected that the green has an organic matter layer (black layer) present about 1-2 inches below the soil surface. This layer will greatly impact root development by holding onto excessive water in the black layer and on the opposite side cause the top 1-2 inches above the black layer to dry out quickly. The lab also found that due to the black layer holding water the green has developed Pythium root rot which will cause the plants root to be affected and start killing the plant from roots upward. We are currently in the process of combating the fungus through chemical practices, but since the disease likes all weather patterns we have to stay on a constant schedule of applications. Also to combat the issue we are venting this green with needle tines on a regular basis followed by seeding. All of the practices we are currently doing are not a long term fix, but should allow us to get through the year. The black layer needs to be removed from this green in order to fix the problem permanently.

### *Finance/Administration*

- Staff will present the District's 2014 CAFR (Comprehensive Annual Financial Report) in draft form for approval.
  - Staff is working with the Friends of HE Parks golf committee in preparation for the annual SRT Golf outing which will be held on June 17 at BPC.
  - Deputy Director Talsma presented topics on park district finances at all five IAPD Boot Camps throughout the state.
  - Payroll Cycle Processing
    - 05/22/15      \$306,445.78
    - 06/05/15      \$303,950.35
- A. Administrative Registration/EFT Billing**
- EFT Billings for:
    - a. TC/WRC/PSSWC Fitness Centers
    - b. ELC (weekly)
    - c. Sponsorship
  - Administrative Registration for:
    - a. Financial Assistance
    - b. Employee Summer Camp registration
    - c. Soccer Spring Travel registration
    - d. Park Permits
    - e. Schaumburg Township Scholarships registration
    - f. Schaumburg PTO Scholarship registration
    - g. Foundation Event registration
  - Completing scanning project of prior year's registration reports to increase accessibility and reduce storage requirements.
- B. Human Resources**
- Processed 45 new part-time hires and 4 new volunteers.



- Reactivated PT staff members to get summer camps and Seascope fully operational.
- Concluded interview process for BPCC: FT Banquet & Bar Service Manager – Joseph Walsh selected.
- Participated in interviews for FT Parks positions vacated by Matt McKee and Steve Edwards.
- Met with Georgeanna Mehr from Hoffman Estates Community Bank to finalize new HEPD Debit Card program – scheduled Georgeanna to speak at next FT Staff meeting.
- Updated policy for benefit time off to reflect hours instead of days.
- Revised procedures for purchasing and non-compliance, drafted new procedure for PT employee schedules.

### **C. Technology**

- Part time IT support staff
  - Andy Chai has accepted the part time IT Associate position and will start on 6/15. Andy is a junior at Elgin High School with a big interest in computer technology.
- EZlinks at BPC.
  - Assisted EZlinks staff to install two (2) computers. The Comcast BCI connection is being used to segregate EZlinks from our production network. Currently BPC staff is evaluating the application.
- TC server room UPS battery backup
  - UPS battery backup was damaged by the ComEd power outage in March. Currently utilizing alternative battery backups for essential equipment.
  - Received quote from Pinnacle systems for a comparable replacement in the amount of \$20,000.
  - A claim was filed to PDRMA and an insurance adjustor came out to survey the device.
  - A second adjustor came out and awaiting a reply back.
- Barracuda Spam Filter and Email Archiver
  - Purchased our own in-house spam filtering device from Barracuda. Device is installed but has yet to be implemented.
  - Barracuda Email Archiver will relieve disk space from our email server as well as help with any FOIA requests. Device was purchased and installed but has yet to be implemented.
- Shoretel Telephone system
  - A Hoffman U training session on the Shoretel system including the Communicator software is being planned.
- Cisco Firewall
  - Cisco AnyConnect VPN has been configured and is complete. In the process of creating documentation.

- Web Site access control has been implemented. Front Desk staff access is restricted as well as Facebook & streaming audio. General website categories were implemented for all staff. Will continue to monitor and adjust access control as needed.
- Point to Point (PTP) Wireless SEA to BPC
  - Speed between the two wireless points is more than adequate at ~500mbps (much faster than the previous T1 line). Connection is stable even in stormy weather.
  - Monitoring connection as traffic increases due to better weather.
  - Comcast BCI at BPC was upgraded to 100mbps to ensure we have adequate bandwidth. Seascope WIFI, Ezlinks, & GPS applications are all utilizing this connection.
- WIFI (Public & Private) upgrade throughout the District
  - TC's public WIFI was upgraded with Comcast extenders. Upgraded existing Engenius WAPs with Unifi Long Range WAPs. Currently, WIFI (Public or Private) is available throughout TC.
  - Currently planning the installation of new Unifi Long Range WAPs throughout the district to bring Private and expand Public WIFI.
  - Unifi Long Range WAPs were setup at Seascope (SEAFARE) to provide private & public WIFI for the concession stand as well as customers. Spoke with vendor for our concession stand and credit card processing has been working well.
- Replace any existing old WinXP computers with Win7.
  - Two computers (Main Bar and Fairway) at BPC are in the process of being upgraded.
    - Main Bar completed, awaiting deployment of Fairway computer.

## MEMORANDUM NO. M15-077

**TO: Board of Commissioners**  
**FROM: Dean R. Bostrom, Executive Director**  
**RE: Review of Closed Session Minutes ~ Resolution R15-001**  
**DATE: June 16, 2015**

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### **Background**

The park district is required by law to review closed session minutes semi-annually. The last review was conducted in December 2014.

### **Implications**

Resolution R15-001 proposes to release the following portions from Executive Session minutes that pertain to the review of Executive Director goals, land acquisition/lease of property, and discussion of personnel approved in open session. All other Executive Session minutes which have been determined to be confidential shall, if not released by the terms of this Resolution, remain confidential.

<u>Meeting</u>	<u>Date</u>	<u>Entire Minutes or Topic &amp; Item No.</u>
Board Meeting No. 984	9/23/14	C1. Bergman property
Board Meeting No. 987	11/25/14	B1. Bergman property
Board Meeting No. 989	1/27/15	B1. Sponsorship Coordinator
Board Meeting No. 991	3/24/15	B. Bergman property

### **Recommendations**

It is recommended that Resolution R15-001 "Review of Closed Session Minutes" be approved by the board as presented.

**RESOLUTION NO. R15-001 (6/23/2015)**

**REVIEW OF CLOSED SESSION MINUTES**

**WHEREAS**, an amendment to the Open Meeting Acts requiring a review of the district's minutes of closed sessions became effective June 1, 1989, and

**WHEREAS**, the Board of Commissioners of the Hoffman Estates Park District has kept Executive Session minutes since January 1, 1982, and

**WHEREAS**, the Board of Commissioners has reviewed the minutes of Executive Session,

**BE IT FURTHER RESOLVED**, by the Board of Commissioners of the Hoffman Estates Park District that the following minutes or portions thereof from Executive Session no longer require confidential treatment:

<b>Meeting</b>	<b>Date</b>	<b>Entire Minutes or Topic &amp; Item No.</b>
Board Meeting No. 984	9/23/14	C1. Bergman Farmhouse
Board Meeting No. 987	11/25/14	B1. Bergman property
Board Meeting No. 989	1/27/15	B1. Sponsorship Coordinator
Board Meeting No. 991	3/24/15	B. Bergman property

**BE IT FURTHER RESOLVED** by the Board of Commissioners of the Hoffman Estates Park District that all other Executive Session minutes which have been determined to be confidential shall, if not released by the terms of this Resolution, remain confidential.

**Passed and Approved** by the Board of Commissioners of the Hoffman Estates Park District, Cook County, Illinois, on the 23<sup>rd</sup> day of June 2015.

AYES:

NAYS:

ABSENT:

\_\_\_\_\_  
President

ATTEST:

\_\_\_\_\_  
Secretary