



1685 West Higgins Road
Hoffman Estates, Illinois 60169

heparks.org t (847) 885-7500 f (847) 885-7523



**AGENDA
REGULAR BOARD MEETING NO. 1017
TUESDAY, MAY 23, 2017
7:00p.m.**

1. ROLL CALL
2. PLEDGE OF ALLEGIANCE
3. APPROVAL OF AGENDA
4. AWARDS: BEST OF HOFFMAN (Gail Bronswick)
5. APPROVAL OF MINUTES
 - A. Regular Board Minutes 4/18/2017
 - B. Special Board Minutes 4/4/2017
 - C. Special Board Minutes 4/11/2017
6. COMMENTS FROM THE AUDIENCE
7. CONSENT AGENDA (Click each item to view)
 - A. Crack fill and seal coating M17-046
 - B. Maintenance facility fuel pumps M17-056
 - C. Hoffman United Soccer Club M17-048
 - D. Wings and Talons License Agreement M17-059
 - E. AthletiCo Agreement extension M17-060
 - F. Surplus Ordinance O17-003 M17-058
 - G. Fitness Equipment Bid Revision M17-062
 - H. Balanced Scorecard 1Q M17-063
 - I. Open and Paid Invoice Register \$873,735.49
 - J. Revenue and Expenditure Report
 - K. Acceptance of B&G Minutes 4/4/2017
 - L. Acceptance of Rec Minutes 4/11/2017
 - M. Acceptance of A&F Minutes 4/18/2017
8. PRESIDENT'S REPORT
9. ADOPTION OF EXECUTIVE DIRECTOR'S REPORT



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10. OLD BUSINESS
11. NEW BUSINESS
12. COMMISSIONER COMMENTS
13. ADJOURNMENT

ALL MEETINGS ARE HELD IN THE BOARDROOM OF THE SCOTT R. TRIPHAHN COMMUNITY CENTER & ICE ARENA AT 1685 W. HIGGINS ROAD IN HOFFMAN ESTATES UNLESS OTHERWISE SPECIFIED. IF AN ACCOMMODATION OR MODIFICATION IS REQUIRED TO ATTEND THESE PUBLIC MEETINGS PLEASE CONTACT JANE KACZMAREK AT JKACZMAREK@HEPARKS.ORG OR (847) 885-8500 WITH AT LEAST 48 HOURS' NOTICE.



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**MINUTES
REGULAR BOARD MEETING NO. 1016
April 18, 2017**

1. Roll Call:

A regular meeting of the Hoffman Estates Park District Board of Commissioners was held on April 18, 2017 at 8:15 p.m. at the Triphahn Center in Hoffman Estates, IL.

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

Absent: Mohan

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

Audience: Mr. K. Evans

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. Minutes:

Commissioner Kaplan made a motion, seconded by Commissioner Kinnane to approve the minutes of the March 28, 2017 meeting as presented. The motion carried by voice vote.

5. Comments from the Audience:

None

6. Consent Agenda:

Commissioner Kaplan made a motion, seconded by Commissioner McGinn to approve the Consent Agenda contingent on receiving approval of the Surplus Ordinance on the PSSWC Fitness Equipment.

- A. Playground Installation Victoria, Colony and SFAC / M17-041
- B. Seascape Parking Request / M17-042
- C. Concession Agreement / M17-047
- D. Supply and Installation of Fitness Equipment at PSSWC / M17-050
- E. Open and Paid Invoice Register \$986,799.09
- F. Revenue and Expenditure Report
- G. Acceptance of B&G Minutes 3/7/2017
- H. Acceptance of Rec Minutes 3/14/2017
- I. Acceptance of A&F Minutes 3/21/2017

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

7. President's Report:

President Bickham noted that he had attended several Easter Egg Hunts and as always, staff did an excellent job. He also noted that Easter Brunch had also been excellent.

8. Adoption of Executive Director's Report:

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

9. Old Business:

None

10. New Business:

None

11. Commissioner Comments:

Commissioner McGinn commented on the good weather for Easter weekend.

Commissioner R. Evans forwarded a comment from Comm Rep Snyder that he saw 3 rakes in each sand trap.

Commissioner Kaplan asked if the district had any information on the Obama storage facility. Executive Director Bostrom noted that the district had not received any correspondence on the facility. It was noted that the district's property backed up to the facility and it was not encouraged that any golfer enter that space to retrieve golf balls.

12. Executive Session:

Commissioner McGinn made a motion, seconded by Commissioner Kaplan to move to Executive Session at 8:20 pm for the purpose of:

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

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

Commissioner R. Evans made a motion, seconded by Commissioner Kaplan to reconvene to regular session at 8:55 pm. The motion carried by voice vote.

13. Discussion and Vote from Executive Session:

None

14. Adjournment:

Commissioner R. Evans made a motion, seconded by Commissioner McGinn to adjourn the meeting at 8:55 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
April 4, 2017**

1. Roll Call:

A special meeting of the Hoffman Estates Park District Board of Commissioners was held on April 4, 2017 at 8:12 p.m. at the Triphahn Center in Hoffman Estates, IL.

Present: Commissioner R. Evans, Kilbridge, Kinnane, McGinn, Bickham

Absent: Commissioner Kaplan & Mohan

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

Audience: Mr. K. Evans

2. Pledge of Allegiance:

Everyone present stood for the Pledge of Allegiance.

3. Approval of Agenda:

Commissioner Kinnane 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. Playground Installation /M17-041:

Mr. K. Evans noted that it was good to have the watch dog groups watching out for park district projects. He also noted that Director Buczkowski had done his

due diligence in recommending Innovation Landscapes and he felt confident in the project moving forward for those reasons.

President Bickham agreed.

Commissioner McGinn made a motion, seconded by Commissioner R. Evans to approve a contract with Innovation Landscapes for the installation of playground equipment at Victoria, Colony and Seascapes Parks, concrete work at Evergreen Park and Hassell Road Maintenance, and restoration work at Westbury and Evergreen Parks for the low bid price of \$166,650.42. In addition, staff recommends the B&G Committee recommend the board approve a contingency of 7% (\$11,665.50) be made available for extras deemed necessary by staff to complete each of the projects.

On a Roll Call Vote: Carried 5-0-2
Ayes: 5 R. Evans, Kilbridge, Kinnane, McGinn, Bickham
Nays: 0
Absent: 2 Kaplan, Mohan

6. Commissioner Comments:

Commissioner R. Evans said he was very happy with the progress on the north side. Commissioner Kilbridge and McGinn agreed.

Commissioner Kinnane noted that his son had been taken to ER from the same park as his daughter over the past weekend.

President Bickham congratulated Superintendent Hugen on his promotion to Director of Parks and unofficially congratulated Mr. K. Evans on his election to Park Board Commissioner.

7. Adjournment:

Commissioner R. Evans made a motion, seconded by Commissioner Kinnane to adjourn the meeting at 8:20 p.m. The motion carried by voice vote.

Respectfully submitted,

Craig Talsma
Deputy Director

Peg Kusmierski
Recording Secretary



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**MINUTES
SPECIAL BOARD MEETING
April 11, 2017**

1. Roll Call:

A special meeting of the Hoffman Estates Park District Board of Commissioners was held on April 11, 2017 at 8:45 p.m. at the Triphahn Center in Hoffman Estates, IL.

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

Absent: Commissioner Mohan

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

Audience: Mr. K. Evans

2. Pledge of Allegiance:

Everyone present stood for the Pledge of Allegiance.

3. Approval of Agenda:

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

4. Comments from the Audience:

None

5. Potential Plum Farm Development discussion:

Executive Director Bostrom reviewed the issue explaining that in 2004 the Village had ventured into a development agreement with property at the corner of 59 and Higgins Road for approximately 1500 homes that started as a TIF project. He

noted that currently, the park district had 2 parcels of that property that were within the park district boundaries; 16 and 24 acres. He also explained that school districts 220 and 300 split the property.

He explained that the park district had voted yes to the TIF and felt that the development would be good for the district. He explained that the Village had 145 acres of the property within Village boundaries and shared that acreage with the Barrington Hills Park District. He continued to say that the Village would like to see the Hoffman Estates Park District annex the property and maintain the storm water management as they have throughout Hoffman Estates. It was noted that the HEPD would not take on the storm water management without appropriate funding (taxes) to cover the maintenance of the properties. He noted that at this time, the park district was keeping a low profile prior to the April 17th vote.

6. Commissioner Comments:

None

7. Adjournment:

Commissioner Kinnane made a motion, seconded by Commissioner R. Evans to adjourn the meeting at 9:25 p.m. The motion carried by voice vote.

Respectfully submitted,

Dean R. Bostrom
Secretary

Peg Kusmierski
Recording Secretary

**HOFFMAN ESTATES PARK DISTRICT
REGULAR BOARD MEETING NO. 1017**

EXECUTIVE DIRECTOR'S REPORT

May 2017

PARKS DIVISION

1. First cycle of park's mowing completed. Inclement weather has slowed the process the last few days and more rain is predicted for several days at the end of April.
2. Mowing crews have spent rain days cleaning and preventative maintenance of machines and equipment.
3. First cycle of bed maintenance complete and second round beginning first of May.
4. All irrigation systems have been charged and ready for use. Heavy rains have precluded any irrigation usage.
5. Thorgard Lightning Prediction System online. All system checks have been successful.
6. Sears employees voluntarily planted 100 bare root trees at Black Bear Park.
7. Soccer goal areas have been repaired but heavy precipitation makes it an ongoing process as play continues through the weather.
8. Fire suppression system at Seascape has been completed and awaits Fire Marshall's inspection.
9. TV's were hung in the 55+ area at Triphahn Center.
10. Carpeting was laid at the 55+ area at Triphahn Center.
11. The bottom of the pool at Seascape has been re-painted.
12. All lake fountains have been installed.
13. All RPZs and water meters have been installed for irrigation and restroom use.
14. Both dog parks' water systems have been activated.
15. All drinking fountains and restroom facilities ready for use.
16. Two heat exchangers on RTU2 have been installed at PSSWC.

17. Seascope pump #2 has been rebuilt and installed.
18. #515 – Rebuilt differential from scrap yard axle.
19. A limited slip differential was converted to a conventional differential.
20. #534 – Installed a new oil cooler. EGR cooler was cleaned.
21. #511 – Water tank and pump was installed for bed watering.
22. #506 – Installed new belts and an idler pulley.
23. #493 – New brake drums and shoes were installed in the rear end.
24. #564 – New D-rings and weed whip holders were welded onto machine.

PLANNING & DEVELOPMENT

1. Playground Renovation:

The Contractor has removed all the playground equipment and fall surface at Victoria South. The new playground equipment arrived Friday, April 21st and the playground installer began installing the equipment on the 23rd. Weather permitting the playground equipment should be installed by the end of the first week of May.

Seascope FAC playground was removed and readied for the new equipment which will arrive on April 24th. The new water line service to the water play equipment was completed on April 20th and will be connected once the playground equipment is in place.

2. Concrete

The playground installer removed and replaced concrete around the catch basins at Hassell Road maintenance and the BPC parking lot. In addition, the concrete to be replaced at Seascope FAC was removed and replaced the week of April 17th. Removal of concrete and excavation of the pathway at Victoria South was completed on April 21st.

3. Asphalt Projects:

Staff has met with paving contractor to discuss the 4 projects slated for later this spring. Once the asphalt patch plants open up, it is anticipated that this work on the pathways and parking lot will take approximately 1 ½ weeks to complete, weather permitting.

4. Roof:

Roof inspections are underway now that the weather has turned for the better. So far, inspections have been done at Hassel Main, WRC and PSSWC. Upon Completion of the TC, the consultant will finalize his report and submit to staff for

utilization in preparing capital replacements. In addition to the projected replacement time frame, the consultant had identified roof failures locations that have been communicated to the maintenance staff for interim repairs.

5. GIS

The Asset Predictor is up and running and allows staff to begin to anticipate replacement costs far out into the future. At this point, an accuracy of 70 -75% is a realistic number which will be improved upon as asset identification reliability is confirmed. Staff (Recreation, Parks and Golf Course) are confirming the initial asset list along with fine tuning replacement costs. The current goal is to have 99% accuracy for assets greater than \$5,000 by September 1, 2017.

RECREATION DIVISION

UPCOMING EVENTS

- **May 5** – Cinco De Mayo lunch at BPC
- **May 6** – ELC Open House at TC
- **May 6** – Hoffman Walks for Mother's Day at Fabbrini Park
- **May 7** – Paint Your Board event at BPC
- **May 13** – Parents' Night Out at PSSWC
- **May 13** – TC Dance Recital
- **May 14** – WRC Dance Recital
- **May 14** – Mother's Day Skate at TC
- **May 20** – Community Garage Sale at Seascape
- **May 27** – Seascape opening day
- **June 8** – Live music at BPC
- **June 9** – Friday Fun in the Park at Vogelei
- **June 9** – Flashback Movie Night at Seascape
- **June 10** – Parents' Night Out at PSSWC
- **June 14** – SRT Celebri-Tee Golf Outing at BPC
- **June 15** – Summer Sounds at Village Green
- **June 17** – Hoffman Walks for Father's Day
- **June 18** – Father's Day Pool Party at Seascape
- **June 18** – Free Ice Skating at TC
- **June 22** – Summer Sounds at Village Green
- **June 23** – Friday Fun in the Park at Vogelei
- **June 24** – Grand Re-Opening Party for TC & free ice skating

Administration Updates:

- The Illinois Park and Recreation Association will be hosting a member focus group on Professional Education at Willow Recreation Center on Friday, May 5th from 2:00-4:00pm. Superintendent of Recreation, Colleen Palmer, has been selected to participate in this focus group. IPRA will also be hosting an Awards Committee meeting at WRC on Wednesday, April 19th from 1:00-3:00pm.

- Director of Recreation & Facilities Kies taught 2 Illinois Park and Recreation Association (IPRA) Skills Development Webinar (continuing education unit - CEU's) sessions to 28 different individuals/organizations on Leadership and Organizational Behavior during the month of April.
- The General Manager of Sales & Operations at PSS&WC hosted a comprehensive benchmarking/best practice facility visit/tour with a large contingent of executives, commissioners and staff members from the Urbana Park District during the month of April. The Urbana Park District considered PSS&WC among the best of regional facilities that were included in this tour for the areas of construction, design, and operational and membership management, seeking to apply some of these concepts towards the new facility that will be constructed within their district.
- Staff interviewed and hired the new Digital Media Associate for the C&M department; Haley O'Brien will start the second week of June, once she graduates from Loras College in Iowa, with a bachelor's degree in Public Relations. She has a strong background in the digital and social media industry. Staff believes she will also be a nice fit with the rest of the district team.
- The Athletic department has secured two additional summer teams this year as compared to last year for the adult softball league (playing on Monday nights) with a total of 12 teams.
- In April staff met held a focus group meeting with the 50+ Ambassadors group to discuss the membership fee structure and updates to the north side project. The 50+ Ambassadors provided insight and feedback to the staff during that time.
- The second quarter 2017 Medic AED, CPR, and First Aid classes were offered on April 18th & 19th. There was a total of 22 staff members certified for the April class. The medic classes are open to all HEPD team members, with a capacity of 24 participants. The Spanish version will be offered to all Spanish speaking staff members on May 17th. Currently, twenty three staff members are registered for the Spanish/English medic class.
- The NEW preschool skate program that will take place on the sports performance shelf is being moved to June. The artificial ice is still being manufactured in Minnesota.

Volunteers Summary:

- Human Resources processed 3 new volunteers.
- C&M had 27 volunteers to plant Red Oak saplings at Essex Park for Earth Day.
- PSSWC had 1 volunteer for 13.75 hours in plant care.



Youth Athletics

Youth Baseball/Softball

- The Hoffman Estates Youth Baseball Season has begun. Bronco and Pony teams competed in their first games on Saturday, April 22nd and all other teams will open up play on Saturday, April 29th.

- 9/10u tournament team: This year there are two tournament teams at the 9u and 10u level. This past weekend (April 29 & 30) our 10u Hoffman Knights team competed in the Dream Big Athletics Tournament at Cannon Crossings.
- Below are number comparisons for April 2016 vs March 2017.

	Shet.	Pinto	Mustang	Bronco	Pony	1/2G	3/4G	5/6G	Total
2016	51	56	32	12	31	4	14	13	213
2017	63	47	49	13	14	11	12	13	222

Baseball Field Rentals

- It will be a busy spring/summer season at Cannon this year for rentals! Baseball fields at Cannon Crossings are booked every weekend from April 7, 2017 to July 8, 2017. The Hoffman Stars are back for another season and renting our fields again for 3 different age levels.

4/5 Year old Tee Ball

- Registration opened up on Wednesday, April 26th. The season begins on June 26th with practice and games starting July 15th.

Youth Basketball

- Staff will be implementing a NEW abbreviated 6-week summer league for kids in 1st-8th grade. Players will practice once a week and play games on Sundays in July and August.

Adult Sports

- Spring Training Softball league: Staff had 4 teams play in our new Spring Training league! The league ran in the month of April and all 4 teams decided to play in our summer league, which achieved the goal of offering the Spring Training league.
- Adult Basketball – the season came to an end on April 24th with our post season tournament.

Youth Spring Soccer

- The spring inter-village season kicked off on Saturday, April 15th and our in-house program started Sunday, April 23rd. There are a total of 22 teams ranging in ages from Kindergarten through 8th grade.
- Fall soccer registration opened up on Wednesday, April 26th.

Gymnastics

- Spring session of gymnastics started the week of 4/3; there are 179 students registered for the spring compared to 205 last springs.

Dance

- Dance recital ticket and t-shirt information have gone out to all classes. Tickets will go on sale at the front desks of TC and WRC on Monday, May 1st. Parents do

not have a limit on ticket purchases. T-shirts have been ordered and pictures are set for May 8th & 9th for both sites.

- Hoffman Stars Dance Company had 2 competitions in April - Hall of Fame Dance Challenge in Schaumburg and Rainbow Dance Competition in Waukegan. The dancers performed well at both competitions and are now working on the final touches for the recital.



Early Childhood

	13 TC	15 TC	+2 TC
3's Playschool	13 WRC	12 WRC	-1 WRC
	30 TC	27 TC	-3 TC
2's Playschool	24 WRC	17 WRC	-7 WRC
	125 TC	121 TC	-4 TC
Preschool	68 WRC	67 WRC	-1 WRC
Early Learning Center – Full Day	39	41	+2
EC Enrichment	103	121	+ 18
Parent Tot Classes	50	54	+ 4
Total Preschool & ELC Participation YTD	465	475	+ 10

- Summer Camp Registration is currently open.
- Preschool registration for 2017-2018 remains open. All AM preschool classes are full with waitlists. There are 8 afternoon 3 year old spots and 14 afternoon 4 year spots remaining.

District 54	329	367	+38
District 15	47	62	+15
WRC KSTAR	12	17	+5
School Age Totals	390	446	+58

District 54	0*	27 (1)	+27
District 15	0*	12 (1)	+12
Total School Age Part. YTD	0	39	+39

*There was not a day off program run in April 2016.

- Staff has finalized summer camp field trips. They're available for the public to view on the summer camp website.
- STAR registration for 2017/2018 school year is open to current STAR participants. Registration will open to the public on Monday, May 1st.
- Summer Camp registration is currently open and ongoing.



50+ Club

Membership	4/16	4/17	+/- Var.
Total	533	642	+ 109

Classes offered in April

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

Athletic opportunities offered in April

- Balloon Volleyball (Weekly), Billiards (Poplar Creek Bowl), Pickleball, Ping Pong, Volleyball and Walking Path/Track

Trips

- Silent Sky (Oak Brook, 4/6); TheMART (Chi, 4/28)
- Spring trip to Niagara Falls (4/30-5/6) had 50 registrants – full

Evening/Special Programs in April

- Pub Quiz Night (3rd Thursdays/5:30 pm) – 28 participants (Los Fernandez Restaurant), prizes sponsored by Lake Barrington Woods retirement community, questions courtesy of Family Dentistry, HE
- Bi-monthly member birthday lunch - Culver's Hoffman Estates
- Bingo at Culver's Schaumburg

Friday lunch programs (April)

- 4/7: Tour of Barrington Horizon (affordable living retirement community/lunch at Chessie's (15 participants)
- 4/21: Culver's HE for member birthday lunch
- 4/28: No formal program due to scheduled trip

Other

- Free Adult Health Clinic – 3 drop-ins
- Book Club met – 18 attendees (in partnership with the Schaumburg Township District Library)
- The HEPD Advertising & Sponsorship Manager collected goody bags for spring trip
- Prep for Grand Re-Opening of 50+ Center took place during the month of April
- 24 (50+ members) came in the last two Sundays, monthly, to play Bridge
- Meeting with PSSWC's Katie Basile regarding bolstering exercise/wellness with seniors



Ice Operations

I.C.E Academy

- The spring lessons program began on Monday April 3. Classes are being offered 4 days a week. 218 Skaters are enrolled in the spring program. 244 skaters participated in 2016.
- Freestyle numbers for the first quarter: 797 skaters along with 64 unlimited freestyle registrations.

Wolf Pack

- A new 3 x 3 summer league has been developed by staff. It will be called the Moosejaw League for players Mite – Bantam. Play will begin in June and run during the weeknights and conclude the end of August.
- Off ice programming development is underway as coaches are attending clinics on effective off ice training techniques. Chad Lindstrom of PSSWC is working with the staff to put together a Class A training program.
- Spring hockey lesson started on April 3. 128 hockey players are taking part in the lesson program. In 2016 there were 152 players.

Ice Rink Information

- Staff have planned 3 summer FREE public skates. One during each summer month.
- First quarter public skate attendance - 1204
- First quarter drop in hockey attendance – 569



Prairie Stone_™ Sports & Wellness Center

April Membership Totals	2016	2017	Var. +/-
	3,206	3,044	(162)

SOCIAL MEDIA PROMOTIONS/POSTS

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

- Click on the links below to see the social media video engagements during the month of April.

<https://www.facebook.com/PSSWC/videos/10155024751669003/>
 (Chad Lindstrom, Fitness Supervisor, announces winner of the 30-day squat challenge)

<https://www.facebook.com/fitwithstephani/videos/768498866657893/>
 (Zumba instructor, Stephani, provides class demonstration)

Digital marketing initiatives via Retention Management/Constant Contact during the month of April:

Time Sent	Campaign Name	Total Sent	Open Rate	Total Unique Opens	Mobile Open Rate	Desktop Open Rate	Click Through Rate
Wed, Apr 26, 2017 1:13 PM	April guest visit follow up email	66	34.5 %	20	53.10%	46.90%	5.00%
Thu, Apr 13, 2017 10:29 AM	One Week Pass Follow Up Email	13	62.5 %	5	50.00%	50.00%	0.00%

Fri, Mar 31, 2017 11:12 AM	April Fools email to all guest visits (Jan-Mar 17)	80	27.7 %	18	51.70%	48.30%	11.10%
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Member Services

- The enrollment special for April included a \$39 enrollment fee opportunity with prorated dues collected at the time of enrollment. Corporate enrollments were offered a discounted enrollment fee of \$29 with prorated April dues.
- A special April Fool's Day \$0 enrollment weekend special was advertised digitally via Facebook and HEPD/PSS&WC websites/marquees; a total of 18 new members enrolled during this limited weekend special (4/1, 4/2, 4/3).
- A limited time \$15 1-week pass opportunity promotional piece was circulated manually among existing and prospective businesses in the PS Business Park and Arboretum shopping mall and via email to neighboring school districts (D54, U-46, D300, D220 and D211). A total of 13 of these 1-week pass coupons that were advertised on the March direct mail postcard were redeemed through 4/15 by prospective clients; a targeted email was sent via RM/Constant Contact on 4/13 to these clients to promote the option to enroll through 4/30.
- The ongoing Friends in Fitness member referral program continued to be a force in generating new memberships in April. There were a total of 4 new member referrals in April (thru 4/25).
- 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 (total of 3 targeted email campaigns sent via RM/Constant Contact)
 - 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 number of credit card denials following April billing continued at a consistent pace in comparison to the previous recent months. The Member Services team resumed efforts to contact members proactively to obtain updated information for billing continued via mail and email during the month of March. These efforts also included phone calls and person-to-person contact upon check in at the Service Desk. While the Member Services team successfully managed the 90-day collection effort, significant collections were also achieved at the 60-day and current month levels, which translate to fewer potential 90-day cancellations after the New Year. This collaborative intensive collection effort resulted in another month of reduced 90-day cancellations, which significantly reduced the number of total cancellations than projected for the month of April.

- The Member Services team continues to work with representatives and administrators at local school districts (U-46, D54, D211, D220, & D300) to promote the corporate membership opportunity along with a discounted one-week pass to teachers and district staff. An email was sent out through Retention management to all of the active members from these school districts to help us spread the word. The Membership team will continue to promote this opportunity to teachers through April & May.
- The Member Services team coordinated a month full of special events in April for members to inspire continued usage interest (see image below). Events included several special fitness group classes and workshops along with a number of fun activities, all of which help to bolster 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 in the New Year and throughout. These 'motivational Monday' quotes are also printed and placed strategically throughout the club for members to discover during their workouts.

The PSS&WC enrollment promotion was included on the April Chamber of Commerce newsletter (see above).

Operations and Fitness Departments:

- PSS&WC hosted a variety of athletic rentals including large youth basketball and volleyball tournaments during the month of April, as well as several party rentals and overnight scout lock-ins. Though birthday parties and scout lock-ins are still offered at PSS&WC, efforts have been taken to transition to larger multi-court athletic rentals that reduce labor intensity while generating steadier revenue streams.
- A banner ad promoting Seascapes Family Aquatic Center season passes was added to automated motivational letters that are sent weekly to all current PSS&WC members via Retention Management.
- Preliminary efforts are underway to determine timelines and project details regarding the upcoming café and tennis court renovations. The tennis court renovation is scheduled to take place during the month of August and will include the addition of 'blended lines' on the courts to support additional youth and senior programming.
- The Operations Manager has worked with a representative from the USTA on securing a grant reimbursement to cover the cost of the blended line application.
- The PSS&WC member club locker room renovation project has been scheduled for July 10-September 29. The vendor has been selected through the bid process. Meetings will continue to confirm project details and to prepare the project.
- The Superintendent of Facilities, along with all PSS&WC and Seascapes Aquatic Center supervisory/management staff, is providing support with the preparation for the HEPD PDRMA accreditation process. Safety Committee meetings have been attended and PDRMA preparation meetings have been established. All

key team members will be involved to create a successful outcome for this year's accreditation process. Site visits will take place throughout Q2/3.

- The Higgins Educational Center outreach program provided by HEPD began April 6th. The dance fusion class will be sponsored by Amita, therefore being able to be provided to the outreach program participants free of charge. The Superintendent of Facilities has coordinated a group fitness instructor from PSS&WC to teach the Thursday evening dance fusion classes throughout the spring season.
- On May 16th, Kathy Brown, PSS&WC registered dietitian, will be presenting a fitness and wellness lecture for Hoffman U called "Gardening for Health". Hoffman U lectures are educational sessions that are open to all FTE HEPD team members.
- PSS&WC has an upcoming Nutrition Workshop, Spring Cleaning, on 5/11, taught by Kathy Brown. The seminar has been added to the monthly wellness calendar and marketed through the guide.
- Throughout May the personal training department will promote a 3 pack promo for new members through membership for new members.
- Within the area of group fitness class participation has again increased across the board! Highlighted classes include:
 - All Zumba Classes 40 Friday Spin 25(MAX) Tuesday Pilates 20
 - Fitness department has announced the awarding of the bids to the public on 4/19 and will be finalizing the order process of the new fitness equipment, as budgeted within the 2017 operating capital fund for PSS&WC.

PSS&WC Aquatics

- Aquatics Staff received an overall score of 96.3% on their first Starguard Audit that was performed on Saturday, April 1st.

Swim Lesson Participants	2016	2017
Winter Session 1	150	137
Winter Session 2	168	206
Spring Session	298	274
Total Swimmer	616	617

- The spring session of swim lessons has 274 participants.
- Aqua Egg Hunt was held on April 15. We ran 2 full sessions with 35 participants in each.

Climbing Wall

- Climbing wall annual inspection is scheduled for May 18.

Early Childhood Programming

- Kid's First Sports basketball program has 18 participants. We are continuing to work with the C&M department to find ways to attract interest.



Seascope

- Seascope opening day is Saturday, May 27.
- New Lifeguard Class is May 7-May 13.
- Community Garage Sale is Saturday, May 20.
- Summer Staff orientation is Wednesday, May 24, from 6pm-8pm.



Triphahn Center

Triphahn Center Fitness and Operations:

Membership	04/2016	04/2017	Var.
+/-			
Fitness	950	895	(55)

General Summary:

- Dance World was held on 04/8.
- The demo of the New App Audio equipment was successful so staff is moving forward with ordering the additional parts needed. Staff has been working with IT and C&M to be sure the promotional material and wiring is ready.
- Staff continues to work with all departments on the north side project and preparing for a soft opening on May 15th.



Willow Recreation Center

Membership Fitness Totals	04/2016	04/2017	Var.
+/-			
Fitness	320	319	(1)
Racquetball	58	55	(3)

General Summary:

- TC & WRC ran an April 1st membership special where the \$10 processing fee was waived. There were 3 memberships sold at WRC and 13 at TC.
- Harper college programs continue to be successful at WRC. Staff has been working with Harper to continue with summer and fall programming.



Dog Off-Leash Areas

The Doggie Eggstravaganza was held on Sat. April 8th at both Freedom Run and Bo's Run.

There were 28 participants at Bo's Run (22 in 2016) and 34 at Freedom Run (24 in 2016).

Petco donated all of the treats to fill the eggs. Bentley's Corner Barkery donated 2 baskets to be raffled off and had a table at the event where they gave away goodie bags to all of the participants and free samples. There were also baskets donated by Northern Hoffman Veterinary and Biscuits and Bows.

Bo's Run:

- Breakdown for Bo's Run / Combo passes HE 135, Palatine 38, Barrington 27, Schaumburg 31, Arlington Heights / Mt. Prospect 9, Inverness 39. Additional towns are Rolling Meadows, Elk grove, Hanover Park & Streamwood.

Freedom Run:

- Breakdown for Freedom Run/ Combo passes Elgin – 185, HE – 84, Streamwood 85. Schaumburg – 20. Additional towns are Huntley, Hanover Park & S. Barrington, Elk Grove, Palatine, Wheeling & others.

Dog Park Passes	04/2016	04/2017	+/- Var.
Bo's Run	294	283	-11
Freedom Run	310	335	+25
Combo	83	72	-11
Total:	687	690	+3



Communications and Marketing

PROGRAM PROMOTIONS

Staff worked with program managers to promote Summer Guide and Registration, youth sports programs, 50+ events, trips and programs; Easter events, Hoffman Walks, Summer Camps, Garage Sale, Mother's Day Skate, Days off School Field Trips, Parent's Night Out, Giving Tree, Seascape Pass Sale, Hockey and Figure Skating, BPC weddings.

Community Calendar Submissions to: Daily Herald, Chicago Tribune, Hoffman Estates and Schaumburg Chambers and Hoffman Estates Visitor's Bureau.

Volunteer Earth Day Event - The C&M Supt. worked with Parks staff, Sears Holdings and the Village Public Works staff to coordinate an Earth Day volunteering event for Sears's associates. Approx. 20 Sears's employees helped plant 100 red oak tree saplings at Essex Park on April 21.

VIDEO

This month, we featured the video "Summer Camp".

PRESS RELEASES/PUBLIC RELATIONS

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

- Sears Holdings Volunteers Plan Earth Day Projects with Park District and Village
- Community Garage Sale Planned for Hoffman Estates

Photos submitted:

- Dogs at Freedom Run Dog Park
- Spring Blooms at Seascape Family Aquatic Center

The following are press releases that were sent to the newspapers, but have not yet been picked up for print:

- Hoffman Estates Summer Program Registration Begins April 26
- Friday Fun in the Park Children's Entertainment Announced

HE CHAMBER ENEWSLETTER

- Seascape pass sale 10% off
- Community Garage Sale

MARKETING DASHBOARD



Mobile App Downloads – Source: Apple iTunes & Google Play reports

The app has been available since April 25, 2014. C&M continues to promote various features of the app to increase usage. Below is a chart showing progress over the previous 10 months. As of April 2017, 450 mobile app users had Push Notifications turned on.

April 2016	May 2016	June 2016	July 2016	August 2016	Sept 2016	Oct 2016	Nov 2016	Dec 2016	Jan 2017	Feb 2017	March 2017	April 2017
1,421	1,429	1,525	1,560	1,602	1,547	1,530	1,461	1,478	1,493	1,501	1,538	1,497



Mobile Access – Source: Google Analytics

Desktop numbers have increased slightly for the first time in many years, instead of declined. This may indicate that we've hit at saturation point – there will always be a certain number of visitors that will visit via desktop. For example, during December with many people on vacation, it may have been easier to access the site via desktop. (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.)

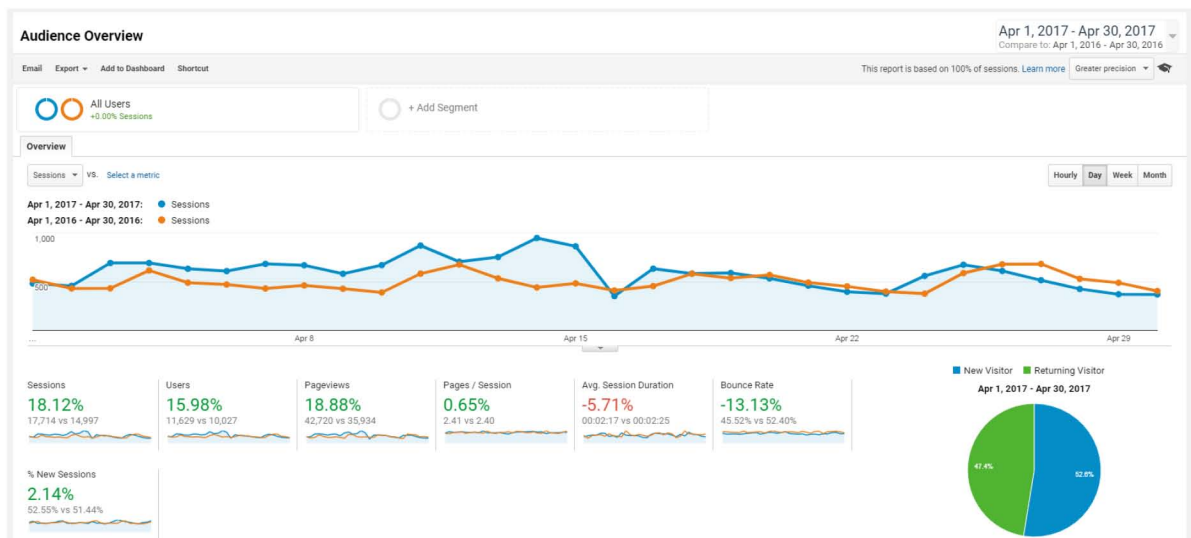
Source:	Prior to App & responsive web: Feb 2013-Feb 2014	Apr 1-30, 2016	Apr 1-30, 2017	Change from last year
Google Analytics				
Desktop	63%	52%	45%	-7
Mobile	27%	40%	48%	+8
Tablet	10%	7%	6%	-1

*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 this month are way up, probably because registration started April 26.

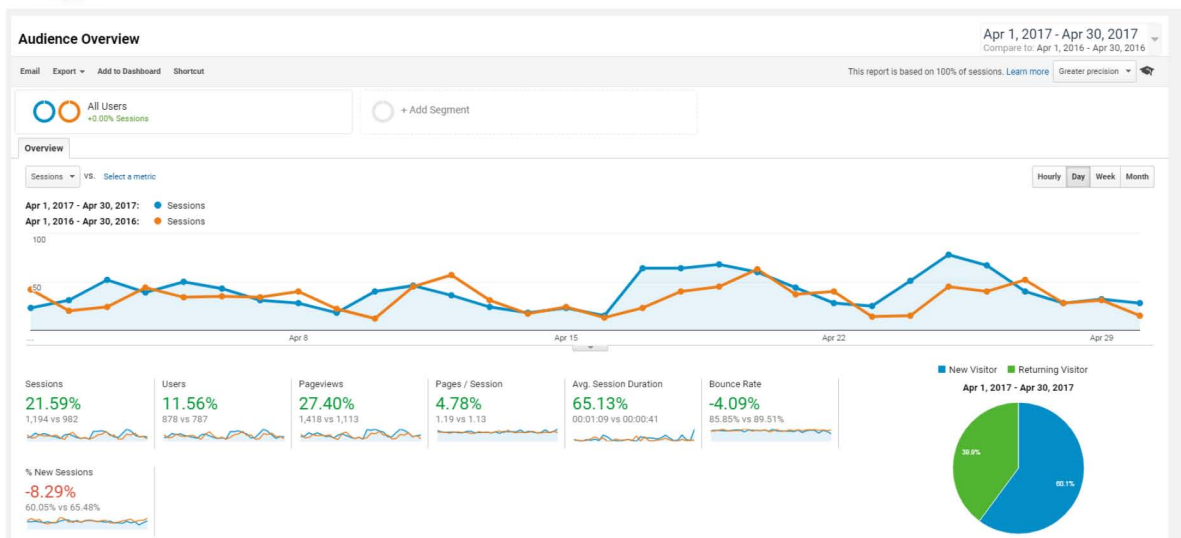


Top Visited pages at heparks.org last month:

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	42,720 % of Total: 100.00% (42,720)	30,910 % of Total: 100.00% (30,910)	00:01:37 Avg for View: 00:01:37 (0.00%)	17,679 % of Total: 100.00% (17,679)	45.52% Avg for View: 45.52% (0.00%)	41.38% Avg for View: 41.38% (0.00%)	\$0.00 % of Total: 0.00% (\$0.00)
1. /	11,991 (28.07%)	8,626 (27.91%)	00:01:59	8,176 (46.25%)	32.99%	40.14%	\$0.00 (0.00%)
2. /event/egg-hunt-easter-bunny/	2,757 (6.45%)	1,907 (6.17%)	00:02:02	1,055 (5.97%)	73.67%	55.86%	\$0.00 (0.00%)
3. /program_guide/	2,006 (4.70%)	1,528 (4.94%)	00:01:57	627 (3.55%)	18.44%	52.19%	\$0.00 (0.00%)
4. /ice-schedules/	1,111 (2.60%)	745 (2.41%)	00:01:31	179 (1.01%)	69.27%	49.59%	\$0.00 (0.00%)
5. /programs-sports/dogs/	1,013 (2.37%)	691 (2.24%)	00:02:41	611 (3.46%)	67.27%	61.50%	\$0.00 (0.00%)
6. /child-care/summer-camp/	914 (2.14%)	471 (1.52%)	00:02:16	218 (1.23%)	38.07%	33.15%	\$0.00 (0.00%)
7. /parks-facilities/seascape-family-aquatic-center/	875 (2.05%)	607 (1.96%)	00:01:10	439 (2.48%)	33.56%	32.11%	\$0.00 (0.00%)
8. /ice-arena/	872 (2.04%)	672 (2.17%)	00:00:55	448 (2.53%)	38.62%	34.98%	\$0.00 (0.00%)
9. /events/category/special-events/list/	831 (1.95%)	668 (2.16%)	00:01:16	183 (1.04%)	49.73%	35.74%	\$0.00 (0.00%)
10. /parks-facilities/triphahn-center/	701 (1.64%)	567 (1.83%)	00:01:24	336 (1.90%)	47.62%	43.37%	\$0.00 (0.00%)

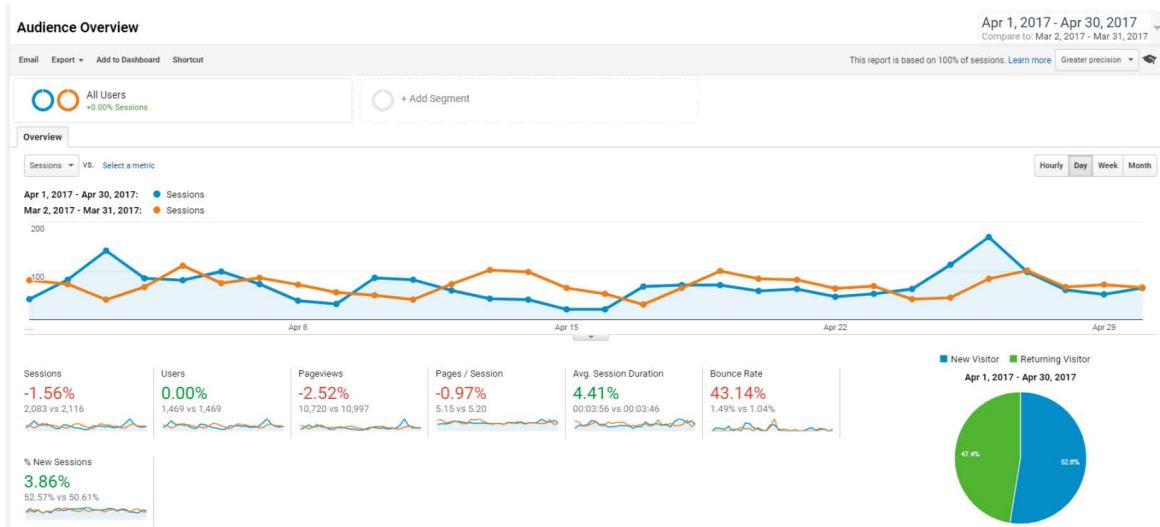


Program Guide Online – Source: Google Analytics



WebTrac/Online Registration Page Hits – Source: Google Analytics

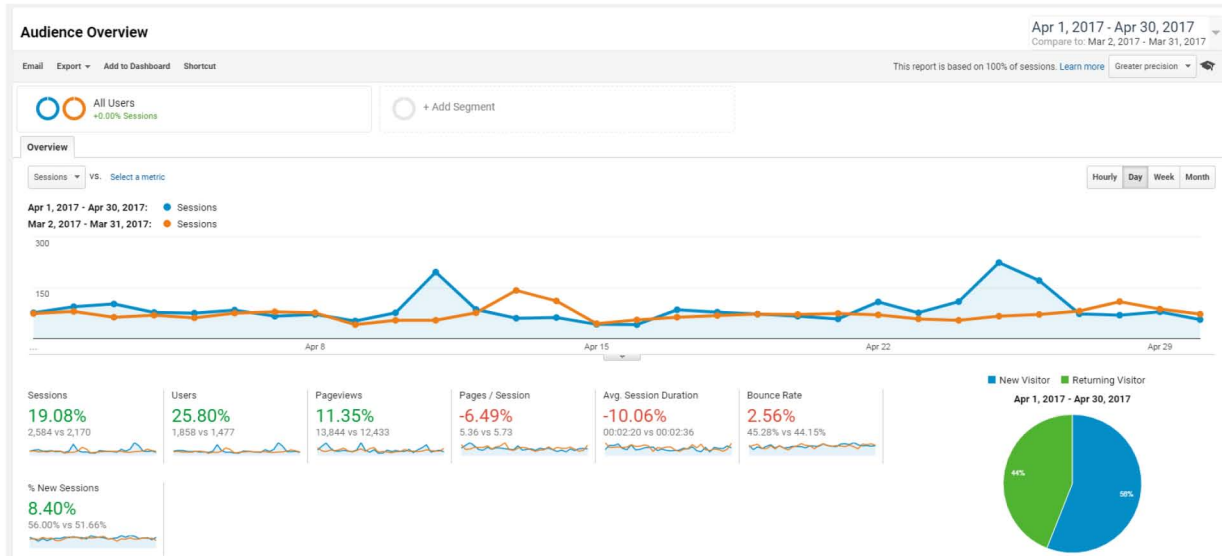
Hits to online registration have dropped this month as we have been driving more users to the mobile WebTrac page, with the increased use of mobile devices for web browsing. In electronic marketing, links go primarily directly to Mobile WebTrac pages.



Mobile WebTrac – Google Analytics

The number of people accessing Mobile WebTrac from their mobile devices is up significantly as compared to last year, and up significantly higher than those browsing WebTrac with a PC. A strategy we use that is having a great impact is that when we post links on web, email and

social media we typically link directly to mobile online registration pages. Unfortunately, we have found that the program details are harder to view on the Mobile WebTrac, so programs that we think are important to view the details are directed to another source, such as PDF of the program guide or regular WebTrac.



Facebook Reach

Facebook fans will now be reported as a total of all Facebook pages throughout the district, including:

- Bo's Run & Freedom Run Off L...
- Bridges of Poplar Creek Count...
- HE Parks 50+ Active Adults Club
- HE Parks Preschool
- HEPD Ice Arena
- HEPD Youth Theater
- Hoffman Estates Park District
- Prairie Stone Sports & Wellnes...
- Seascape Family Aquatic Center
- Triphahn Center
- Triphahn Fitness Center
- Vogelei Park
- Willow Recreation Center

Total fans for all pages as of April 30, 2017: 6,667

Top Most Engaging Posts this Month:

Top 5 Most Successful Posts last month for the main Hoffman Estates Park District page:

Post Message	Type	Posted	Lifetime: The number of impressions (Total Count)
More pics from the Egg Hunt! Thanks to Mayor Bill McLeod and our Village of Hoffman Estates Government Trustees for coming by to hunt for eggs with us!	Photo	4/15/17 10:00 AM	4250
Did you get your Summer Guide in the mail yet, Hoffman residents? Check it out online here: https://www.heparks.org/program_guide/	Photo	4/17/17 2:25 PM	2699
Garage Sale spots are going fast - sell your stuff on May 20 at Seascap. More than 50 sellers in one spot. http://ow.ly/ZJrd30aPXQ2	Photo	4/19/17 2:15 PM	2210
Try a new hobby w/your child: Archery! Kids 8+ & parents can take lessons together. May 4 Willow Recreation Center https://tinyurl.com/laa6o8g	Photo	4/24/17 2:15 PM	1780
Thank you to volunteers from Sears Holdings Corp who came out to Essex Park today to plant 100 red oak trees as part of their Earth Day celebration! #earthday2017 #volunteersrock	Photo	4/21/17 8:31 AM	1647

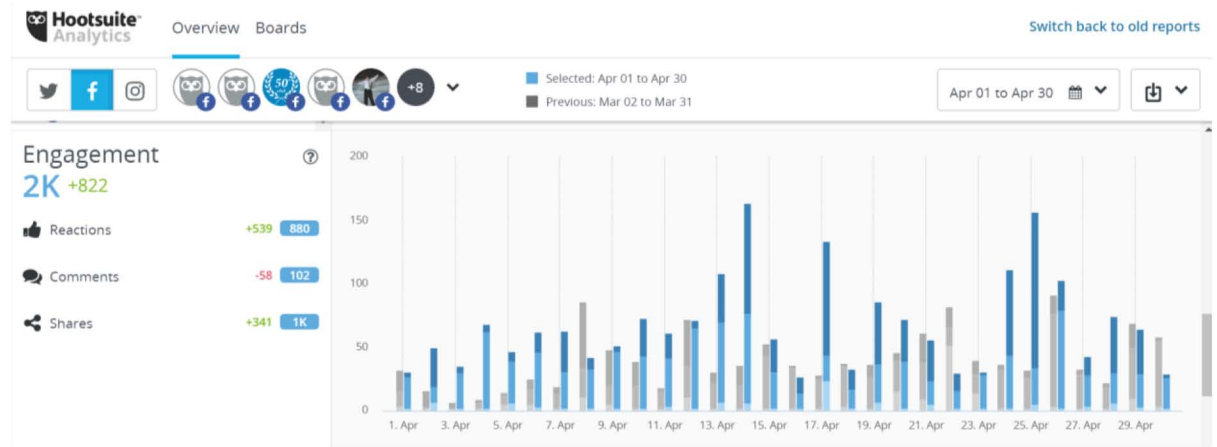
Top 10 Highest Posts since October 2015

Post Message	Type	Posted	Lifetime: The number of impressions. (Total Count)
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
This week through Friday Aug 19 Seascap has short hours, 4-7:30 PM http://ow.ly/TY6l3037o3z	Photo	8/15/16 7:55 AM	6710
#Pokémon Trainers comes to Black Bear Pk for our Gathering Sat Aug 27 10-11:30 catch 'em all! http://ow.ly/cCns3037nfO	Photo	8/13/16 12:55 PM	6168
Today our Half-Day Preschool is having their own Crazy Hair Day! How cute are they?	Photo	3/14/16 11:12 AM	6148
Congrats to figure skater, Tomoki Hiwatashi, who won a Gold Medal at Nationals! http://ow.ly/Xyalq Tomoki trains @ Triphahn Ice Arena!	Link	1/26/16 8:00 AM	6119
#Pokémon Trainers come to Black Bear Pk for our Gathering Sat Aug 27 10-11:30 catch 'em all! http://ow.ly/cCns3037nfO	Photo	8/10/16 12:56 PM	5506
Due to weather conditions, we will be postponing our Pokemon Go event that was scheduled for today. Keep a look out for a new date and time on our HEParks social media pages!	Photo	8/27/16 7:30 AM	5285
Tomorrow! Come to the Open House for 50+ Active Adults! 9-11 AM Wed 8/17 at Triphahn Center http://ow.ly/soW53036YZb	Photo	8/16/16 9:45 AM	5221
Wine lovers get your tickets for Uncorked & Untapped event at Bridges of Poplar Creek 9/23. http://ow.ly/Hj2x303fEtf	Photo	8/22/16 12:55 PM	5164
Congrats to August Best of Hoffman Chip Mahr who helped create a Monarch habitat in Hoffman. http://ow.ly/AS69303xt8r	Photo	8/24/16 7:00 AM	5130



Engagement Report for All HE Parks' Facebook Pages

Source: Hootsuite



Twitter Analytics

Source: Hootsuite

@HEParks & @BridgesofPCGolf Twitter



HE Parks' Twitter account

Source: Twitter

@heparks

	Aug16	Sept16	Oct16	Nov16	Dec16	Jan17	Feb17	Mar17	Apr17	May17	June17
Followers	707	713	718	726	730	741	751	761	763		
Impressions	7,146	5,599	5,973	3,964	3,870	4,882	4,740	4,260	3,965		
# of tweets	41	20	32	22	15	31	26	27	21		



Instagram Reports

Source: Instagram

@heparks

	Aug16	Sept16	Oct16	Nov16	Dec16	Jan17	Feb17	Mar17	Apr17	May17	June17
Followers	86	91	109	107	109	109	111	112	110		
# of posts	10	9	23	8	6	6	0	0	2		



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 4/25:	38.03%



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 4/11	21.9K/21.2%	63%	2.9%	11.3%	0.2%
50+ Newsletter April	1057/41%	58%	3.2%	4.8%	0%

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.



Hoffman Estates Park District HE Parks

Created: Jul 28, 2009 · Videos: 197

CHANNEL

This month (Apr 1, 2017 – Apr 23, 2017)

Watch time

Minutes



950 ▲

Average view duration

Minutes



1:12 ▼

Views



781 ▲

Top 10 Videos

Browse all content

Video	↓ Watch time (minutes)	↓ Views
What is Pickleball?	479 50%	339 43%
Park Info: Playground Workout, Bench Pushup	108 11%	128 16%
Park Info: Thor Guard	69 7.2%	63 8.1%
Park Info: What is Bioswale?	57 6.0%	28 3.6%
Wolf Pack Hockey Hosts Krolak Cup	33 3.5%	12 1.5%
Park Info: Natural Areas and Landscapes	30 3.1%	18 2.3%
Summer Campers 2016	24 2.5%	19 2.4%
Park Info: Bees & Butterflies In Danger	16 1.6%	6 0.8%
HE Parks Summer Camp	15 1.6%	22 2.8%
50+ Wings Benefit Fashion Show 2012	12 1.3%	1 0.1%

Earned Press this month:

April 20 in Daily Herald:

Northwest suburbs in 60 seconds

Smaller park upgrade:

Rolling Meadows will spend \$14,000 to upgrade electrical service and landscaping at a park that serves as a main entrance to the city — far less than a larger park improvement project aldermen previously rejected. Aldermen agreed Tuesday to have city crews make the improvements at Gateway Park, on the northwest corner of Kirchoff and Wilke roads. They voted against spending up to \$27,500 on a new message sign. Last month, they scrapped plans for adding memorial benches, a bike rack and other upgrades after bids came in higher than \$150,000.

Earth Day for Sears workers:

A team of more than 40 volunteers is planning projects for the village of Hoffman Estates Public Works Department and the Hoffman Estates Park District at two parks from 9 a.m. to noon Friday, April 21. Associates from Sears Holdings Corp. have volunteered to plant trees and perform tree maintenance in Hoffman Estates as part of the company's annual Earth Day activities. Volunteers will help the park district plant 100 saplings at Essex Park. The

24-inch saplings, provided by the park district, include varieties of red oaks. The public works department will lead other volunteers to provide spring care for trees at Arbor Day Park.

Gun found by boys goes off:

No one was hurt when a gun was accidentally discharged last week, Mount Prospect police said. Two boys found a loaded 9 mm firearm around 5 p.m. April 15 in bushes on the 1700 block of West Mansard Lane, according to the report. The gun discharged when one of the boys picked it up. Police found a witness who saw a masked man toss the gun into the bushes days earlier.

'Big Fish' at Schaumburg High:

Schaumburg High School's spring musical, "Big Fish," is at 7 p.m. today through Saturday in the school auditorium. Prices are \$10, \$8 for students or senior citizens. For details or reservations, call (224) 653-4404 or email SHSBoxOffice@students.d211.org.

ECC to host Latino film fest:

Elgin Community College hosts the Latino Film Festival

Elgin Friday to Sunday. It kicks off at 6:30 p.m. Friday with the screening of the Argentine romantic comedy, "Una Noche de Amor," in the Building G Spartan Auditorium, 1700 Spartan Drive, Elgin. Doors will open at 5:30 p.m. A reception will follow the film in the Building E dining room. Tickets to the film and reception are \$30, \$20 for students and seniors. Tickets to see the film only are \$15, \$12 for students and seniors. All films are in Spanish with English subtitles. The remaining films will be shown at Marcus Theaters, 111 S. Randall Road, Elgin. Tickets can be purchased at the door, by phone at (800) 416-1623, or at latinofilmfestival.elgin.com.

Vandals strike in Streamwood:

Streamwood police are searching for vandals who appear to have shot about 20 vehicles with a BB gun. The damaged vehicles spanned several neighborhoods on the western edge of the village. The vandalism occurred Monday evening through early Tuesday morning and appears to be random. Anyone with information should call (630) 736-3700 or give anonymous tips at (630) 736-3719.

April 6 in Daily Herald:

Doggie Eggstravaganza: 9:30 a.m. Saturday, April 8, Bo's Run, 3600 Lexington Drive, Hoffman Estates. Dogs hunt for prizes and treats hidden in colorful eggs throughout the dog park. Dogs must be leashed. Separate events for dogs more than 25 pounds. Special registration form and proof of vaccinations required. Visit a park district facility to register, or come before 8:45 a.m. Spectators welcome. \$5. For information, visit heparks.org.

Bridges of Poplar Creek Board Report **General Programs**



Easter Brunch was a huge success. We had 346 guests. The event received some great reviews and comments. And of course the Bunny was a big hit!

Golf Rounds

ROUND TOTALS.

2013	2014	2015	2016	2017	5 Year Average
2,108	2,120	2,364	1,940	2,584	2,223

YTD ROUND TOTALS

2013	2014	2015	2016	2017	5 Year Average
2,444	2,120	3,017	3,826	3,877	3,057

Range Information

RANGE BASKET SALES TOTALS

2013	2014	2015	2016	2017	5 Year Average
1,651	1,419	1,733	1,476	1,858	1,627

YTD RANGE BASKET SALES TOTALS

2013	2014	2015	2016	2017	5 Year Average
1,939	1,531	2,152	2,427	2,752	2,160

Pass Sales

<i>Resident Passes Thru April</i>	2016	2017
Resident Annual	3	3
Resident Individual	65	76
Resident Junior	1	2
Resident Senior	48	47
Total Resident Passes Sold YTD	117	128

<i>Non Resident Passes Thru April</i>	2016	2017
Non-Resident Annual	0	1
Preferred TT Pass	103	116
Non-Res Individual	12	11
Non-Res Junior	0	0
Non-Res Senior	44	47
Total Resident Passes Sold YTD	159	175

Communications & Marketing

Marketing/Advertising



10 Email blasts went out promoting, Fish Fry, Weekend Golf Specials, Discount Pass Sales, Instructional Programs, Golf Shop Sales and Promotions, Easter Brunch and Banquets.

Food & Beverage

For the month of April we had a total of 20 events: (23 Events in 2016)

The breakdown is as follows:

- 4 breakfast meetings servicing 108 guests
- 8 showers servicing 350 guests
- 1 ceremony and reception (hors d oeuvres only) servicing 110 guests
- 3 continental breakfast servicing 119 guests
- 1 all day meeting servicing 89 guests
- 1 birthday dinner servicing 54 guests
- 1 memorial servicing 50 guests
- 1 room rental only servicing 50 guests

We currently have 20 events booked for May (22 Events in 2016)

- 8 Breakfast meetings servicing 200 guests
- 3 luncheons servicing 206 guests
- 1 1st communion servicing 66 guests
- 1 Christening servicing 70 guests
- 2 showers servicing 80 guests
- 1 golf outing servicing 60 guests
- 1 anniversary dinner servicing 70 guests
- 1 ceremony and reception servicing 80 guests (count down)
- 1 ceremony only servicing 50 guests
- 1 hors d oeuvre reception servicing 50 guests

Wedding Count Update:

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

We are currently offering variety of promotions based on time of season and date.

2018= 2 ceremony and reception

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

Bunkers were a key theme last month in March and again in April. All bunkers on the golf course have been opened for play. The bunkers will now be monitored all season long for appropriate depth and compaction. With new sand being placed in the bunkers, the sand can have a tendency to become fluffy. The sand will be compacted three more times this season with a plate compactor and then have sand added to get to our goal depth of six inches in the middle and four inches on the edges.

The maintenance department completed aerification to the greens and approaches on the golf course. Both playing surfaces were completed using a 3/4 inch solid tine at a depth of five inches. This is the largest solid tine hole that has been completed on the greens in at least nine years. The large aerification hole was due to early season play that left the greens with lots of ball marks and foot prints. The maintenance department completed nine holes a day as the opposite nine was open for play. Following the aerification sand was applied to cover the greens to be drug into the holes, this process aids in root development and allows our greens to hold up to summer stresses. Once the sand was drug into the canopy the greens were rolled several times to get the greens smooth again. The larges holes and sand allow the maintenance department to even out the greens and make the playable as though it is the beginning of the year.

With bunkers and aerification taking up the majority of the time, the maintenance team was able to accomplish the following task as well:

-  Mowing all areas of the golf course
-  Opening the driving range tee and chipping area
-  IPM management of greens and rough
-  Perennial landscape bed cleanup
-  Clubhouse grounds
-  Equipment maintenance

Finance/Administration

- Auditors are still compiling the year end 2016 information; the Comprehensive Annual Financial Report (CAFR) will be presented in draft form at the June 27th meeting for approval.
- S&P rating meeting to receive our Bond Rating for the refunding of the 2006 Bonds went very well. After meeting with S&P and answering all questions regarding the District operations, financial projections and utilization of fund reserves we received a favorable evaluation. This reaffirmed the District AA+ bond rating from S&P. Staff will now work on finalization of the 2006 refunding.
- Staff worked with the Recreation Division to prepare and finalize licensing agreements for Hoffman United Soccer Club and Wings and Talons as well as the rental agreement addendum with Athletico.
- Staff attended the PDRMA board of directors meeting.
- Staff presented a Hoffman-U covering RecTrac registration software including program input.
- Plum Farms was annexed by the Village of Hoffman Estates. There will be much more input moving forward prior to final plans being approved by the Village. Part of the approval also ascertained that the developer cannot request another TIF unless both School District 220 and 300 are in approval.
- Points earned through VISA card payments were surrendered to realize a \$700 statement credit to be applied to future purchases.
- Staff updated and prepared the 1st quarter balanced scorecard for committee review.
- Staff attended the multi chamber luncheon event with speaker Governor Rauner.
- Staff attended the HE Chamber Bon Appetite event.
- Payroll Cycle Processing
 - 04/21/17 \$306,403.64
 - 05/05/17 \$316,321.40

Administrative Registration/EFT Billing

- EFT Billings for:
 - a. TC/WRC/PSSWC Fitness Centers
 - b. ELC (weekly)
 - c. Sponsorship/Marquee Signs
 - d. STAR
 - e. Spring Hockey
- Administrative
 - a. Summer Guide Review
 - b. Travel Soccer Fee Adjustments
- Administrative Registration for:
 - a. Financial Assistance
 - b. Foundation Giving Tree
 - c. Park Permits
 - d. Summer Hockey
 - e. Harper Spring Programs

Human Resources

- Processed 27 new part-time hires and 3 new volunteers.
- Attended PDRMA's Aquatics Risk Management day at Fox Valley Park District with Aquatics Manager.
- Held annual PDRMA on-site health screening with 57% of FT employees participating.
- Participated in interviews for FT Golf Course Superintendent and the C&M Digital Media Associate.

Technology

- Disaster Recovery Plan & Redundancy
 - a. Planning with Sterling on the VM Host and SAN upgrade. Obtaining quotes on hardware.
- TC North side renovation
 - a. Epson Projector was purchased and mounting kit is on the way. Planning for Audio speakers and projector screen with Gary F.
 - b. All security cameras, WIFI access points, wall mounted phones, & card readers have been installed and are operational.
 - c. All computer hardware (i.e. AIO Timeclock, printers, faxes, and computers) have been installed and are operational including North front desk.
- Evaluating new remote control software to replace LogMeIn
 - a. Successfully transitioned to Splashtop from LogMeIn – Completed.
- Working with TC & WRC Facility Managers to implement AppAudio. AppAudio is a service and device that will enable patrons to listen to the audio of the televisions we have in our fitness centers through their smartphone via an app.
 - a. Gary F. ordered AppAudio devices for each TV in the Fitness areas of TC and WRC.
- Our email archiver has been setup to replicate and sync continuously to Barracuda's cloud service. This ensures that our archived emails are in multiple locations in the event of a disaster or hardware failure.
- Preparing for the installation of Seascope hardware (i.e. computers, UPS battery, WIFI access points, etc.) for the season.

Advertising and Sponsorships

- Newly acquired sponsors:
 - a. Culver's extension thru June
 - Marquee
 - b. Liberty Mutual
 - Donation
 - c. Linda Dressler ReMax
 - Donation
 - d. The Lucky Monk

- Zamboni Sponsor
- e. Flores Group
 - Food Vendor PIP
- f. Garibaldi's
 - Food Vendor PIP
- g. Fire House Subs
 - Food Vendor PIP
- h. Costco
 - Water Vendor PIP