



*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. 1000**  
**TUESDAY, DECEMBER 15, 2015**  
**IMMEDIATELY FOLLOWING 7PM ADMIN & FINANCE MEETING**

1. ROLL CALL
2. PLEDGE OF ALLEGIANCE
3. APPROVAL OF AGENDA
4. APPROVAL OF MINUTES
  - A. Special Board Minutes 11/10/2015
  - B. Regular Board Minutes 11/24/2015
  - C. Special Board Minutes 11/25/2015
5. COMMENTS FROM THE AUDIENCE
6. CONSENT AGENDA
  - A. Environmental Scorecard / M15-167
  - B. Brochure Print Bids / M15-177, attached
  - C. Tax Levy Ordinance in final form O15-018/M15-179
  - D. Budget & Appropriation Ordinance in final form O15-019/M15-180
  - E. A&F Detail Reports
    - o Manual checks \$216,389.52
    - o Monthly Invoices \$158,741.79
  - F. Financial Statements
  - G. Acceptance of B&G Minutes 11/3/2015
  - H. Acceptance of Rec Minutes 11/10/2015
  - I. Acceptance of Special A&F Minutes 11/10/2015
  - J. Acceptance of A&F Minutes 11/17/2015
7. ADOPTION OF EXECUTIVE DIRECTOR'S REPORT
8. PRESIDENT'S REPORT
  - Certificate of Achievement For Excellence in Financial Reporting

**REGULAR BOARD MEETING NO. 1000**

**December 15, 2015**

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9. OLD BUSINESS
10. NEW BUSINESS
  - A. Review of closed session minutes/R15-004, M15-176
11. COMMISSIONER COMMENTS
12. EXECUTIVE SESSION
  - A. Minutes, pursuant to Section 2(c)(21) of the Open Meetings Act
    - 11/24/2015
  - B. Appointment, employment, compensation, discipline, performance or dismissal of an employee, pursuant to Section 2(C)(1) of the Open Meetings Act.
13. DISCUSSION AND VOTE ON MATTERS DISCUSSED IN EXECUTIVE SESSION
14. 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  
SPECIAL BOARD MEETING  
November 10, 2015**

**1. Roll Call:**

A Special meeting of the Hoffman Estates Park District Board of Commissioners was held on November 10, 2015 at 8:35 p.m. at the Triphahn Center in Hoffman Estates, IL.

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

Absent: Commissioner Kaplan and Mohan

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

Audience: Mr. 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 Kinnane to approve the agenda as presented. The motion carried by voice vote.

**4. Comments From the Audience:**

None

**5. Old Business:**

None

**6. New Business:**

A. Job description revisions/M15-157:

Commissioner McGinn made a motion, seconded by Commissioner Evans to approve the job description revisions/new as outline in M15-157. The motion carried by voice vote.

B. Tax Levy Ordinance in Tentative Form O15-018/M15-155:

Commissioner Kilbridge made a motion, seconded by Commissioner Kinnane to approve the Tax Levy Ordinance in tentative form O15-018 in the amount of \$8,475,000 and outlined in M15-155.

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

C. B&A Ordinance in Tentative Form O15-019:

Commissioner McGinn made a motion, seconded by Commissioner Kilbridge to approve the B&A Ordinance in tentative form O15-019 and the proposed Salary Range and Organizational Chart as outline in M15-156.

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

**7. Commissioner Comments:**

Commissioner Kinnane noted that it was his first year through the budget process and staff had done a great job making it very easy.

Commissioner Kilbridge echoed the statement as did Commissioner McGinn.

Commissioner Evans agreed and reminded everyone that the following day was Veteran's Day.

President Bickham thanked staff for all their hard work.

**8. Adjournment:**

Commissioner Kinnane made a motion, seconded by Commissioner Evans to adjourn the meeting at 8:40 p.m. The motion carried by voice vote.

Respectfully submitted,

Dean R. Bostrom  
Secretary

Peg Kusmierski  
Recording Secretary



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**MINUTES  
REGULAR BOARD MEETING NO. 999  
November 24, 2015**

**1. Roll Call:**

A regular meeting of the Hoffman Estates Park District Board of Commissioners was held on November 24, 2015 at 7:00 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, Rec/Facilities Director Kies

Audience: Family of Peter M. Smith (see sign in sheet),  
Competitive Skaters from Hoffman Estates Figure Skating Academy, Superintendent Manisco, Skating Manager Dooley

**2. Pledge of Allegiance:**

Everyone present stood for the Pledge of Allegiance.

**3. Approval of Agenda:**

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

**4. Awards & Recognitions:**

President Bickham awarded the BOH to the Competitive Skaters from the Hoffman Estates Figure Skating Academy for qualifying for Regionals. He also recognized Skating Manager Dooley for her dedication to the sport of ice skating.

**5. Minutes:**

Commissioner Kilbridge made a motion, seconded by Commissioner Kinnane to approve the minutes of the October 27, 2015 meeting as presented. The motion carried by voice vote.

**6. Comments From the Audience:**

None

**7. Consent Agenda:**

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

On a Roll Call: Carried 6-0-1

Ayes: 6 Evans, Kaplan, Kilbridge, Kinnane, McGinn, Bickham

Nays: 0

Absent: 1 Mohan

- A. Victoria Park wetland area / M15-149
- B. Playground renovations 2016 / M15-144
- C. Ice arena cooling tower and refrigeration condenser / M15-145
- D. Beverage Contract M15-158
- E. Surplus Ordinance O15-020 / M15-159
- F. Balanced scorecards 3Q / M15-151
- G. Budget Format / M15-148
- H. A&F Detail Reports
  - o Manual checks \$325,556.33
  - o Monthly Invoices \$356,077.36
- I. Financial Statements
- J. Acceptance of B&G Minutes 10/6/2015
- K. Acceptance of Rec Minutes 10/13/2015
- L. Acceptance of A&F Minutes 10/20/2015

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

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

**9. President's Report:**

President Bickham recognized Director Kies for his appointment as the Board Chairman for the Hoffman Estates Chamber effective January 1, 2016. He also commended staff on the *IGuide* and commended

Executive Director Bostrom, Director Buczkowski, Superintendent Manisco for the article with LAPD regarding the park district marquees.

President Bickham wished Commissioner McGinn a happy birthday.

**10. Old Business:**

None

**11. New Business:**

**A. Renaming of Victoria Park/M15-162:**

Executive Director Bostrom reviewed the item noting that Past Commissioner Smith was being honored for his exception contribution to the community. He had an advocate for individuals with physical disabilities before the ADA became law.

Bob Smith, Peter Smith's son, addressed the board noting that he was there with the whole family and wanted to thank the board for considering this honor. He also thanked Executive Director Bostrom for compiling all the detailed information to support this recommendation. He explained that his dad had brought the first plaque for accessibility to the Hoffman Estates Village Hall and that he really cared about people.

Patrick Smith, Peter Smith's son, addressed the board also thanking them for this recommendation.

Executive Director Bostrom explained that the board could make a final vote on January 26, 2016.

Commissioner Kinnane made a motion, seconded by Commissioner McGinn to preliminarily approve the changing of the name of the Victoria North playground to Peter M. Smith Playground.

On a Roll Call: Carried 6-0-1

Ayes: 6 Evans, Kaplan, Kilbridge, Kinnane, McGinn, Bickham

Nays: 0

Absent: 1 Mohan

**B. 2016 Calendar of Board & Committee Meetings/M15-165:**

Executive Director Bostrom explained that there was a change to the calendar to add a B&G Meeting prior to the Recreational Meeting on January 12, 2016.



Commissioner Kilbridge made a motion, seconded by Commissioner McGinn to approve the 2016 Calendar of Board & Committee Meetings as outlined in M15-165 with the change noted at this meeting. The motion carried by voice vote.

**12. Commissioner Comments:**

Commissioner Evans reminded everyone of the Breakfast with Santa and the Winter Carnival. He also noted that Skating Manager Dooley was volunteering with the portable ice rink at the Arboretum and promoting the park district's skating programs. He commended her on her activities.

Commissioner Kaplan noted that his place of worship had the same donation tree as the Foundation's Giving Tree.

Commissioner Kilbridge wished everyone a Happy Thanksgiving.

Commissioner McGinn wished President Bickham a happy birthday and everyone a Happy Thanksgiving.

Commissioner Kinnane noted that he was at the Village last weekend for their event and the fireworks were great.

**13. Executive Session:**

Commissioner Evans made a motion, seconded by Commissioner Kilbridge to move to Executive Session at 7:45 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) (1) of the Open Meetings Act The purchase or lease / sale of real property for the use of the public body pursuant to Section 2(c) (5) of the Open Meetings Act.
- C. The purchase or lease / sale of property owned by the public body pursuant to Section 2 (c) (6) of the Open Meetings Act.
- D. Pending or probably litigation, 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, Bickham

Nays: 0

Absent: 1 Mohan

Commissioner Kaplan made a motion, seconded by Commissioner McGinn to reconvene to regular session at 8:40 pm. The motion carried by voice vote.

**14. Vote from Executive Session:**

None

**13. Adjournment:**

Commissioner Evans made a motion, seconded by Commissioner Kilbridge to adjourn the meeting at 8:41 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  
November 25, 2015**

**1. Roll Call:**

A special meeting of the Hoffman Estates Park District Board of Commissioners was held on November 25, 2015 at 5:30 p.m. at the Triphahn Center in Hoffman Estates, IL.

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

Absent: Commissioner Kaplan, Kilbridge, Mohan

Also Present: Deputy Director/A&F Director Talsma

Audience: None

**2. Pledge of Allegiance:**

Everyone present stood for the Pledge of Allegiance.

**3. Approval of Agenda:**

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

**4. Comments From the Audience:**

None

**5. 2015 Limited Bond Issue, Ordinance O15-021:**

Commissioner Evans made a motion, seconded by Commissioner McGinn to approve the 2015 Limited Bond Issue, Ordinance O15-021 as presented.

On A Roll Call            Carried: 4-0-3  
Ayes:                    4 Evans, Kinnane, McGinn, Bickham  
Nays:                    0  
Absents:                3 Kaplan, Kilbridge, Mohan

**6.     Commissioner Comments:**

None

**7.     Adjournment:**

Commissioner Kinnane made a motion, seconded by Commissioner McGinn to adjourn the meeting at 5:45 p.m. The motion carried by voice vote.

Respectfully submitted,

Dean R. Bostrom  
Secretary

Craig Talsma  
Deputy Director/Director of Administration and Finance

## **INCLUDED AS PART OF CONSENT AGENDA**

### **MEMORANDUM NO. M15-177**

**TO: Board of Commissioners**  
**FROM: Dean R. Bostrom, Executive Director**  
**Mike Kies, Director of Recreation and Facilities**  
**Sandy Manisco, C&M Superintendent**  
**RE: Brochure Bid**  
**DATE: December 9, 2015**

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#### **Background:**

Staff produces and delivers 28,500 program guides seasonally, four times each year. The guide is a 52-64 page booklet printed on recycled paper. Staff bid out the 2016 *IGuide* and opened the bids on Monday, November 30, 2015. Staff received 7 sealed bids for the guide.

#### **Implications:**

The Hoffman Estates Park District is governed by a set of rules that requires us to bid out projects over \$20,000 and to award the project to the lowest qualified bidder. In this instance, EP Graphics is the lowest qualified bidder with a bid amount of \$12,142, however, they use a Web Press system. The park district has had experience with Web Press processes and found it to provide a lower quality product than the district is willing to accept. Photos in particular are diminished through this process. However, that information (no web press product and/or sheet fed processes only) was not specified in the Bid Specifications and, therefore, not an acceptable reason to disqualify this vendor and their bid.

In this instance, the park district had one of two options. The district can approve the low bid of EP Graphics and deal with the undesirable quality of the product produced or reject all bids.

Because of the need to produce the next brochure in a timely fashion, the district can extend the present printing contract with Paulson Press for the next brochure while re-bidding the remainder of the brochures within the next 30 days.

#### **Recommendation:**

The Recreation Committee recommended that the Board vote to reject all bids received for the Brochure Bid on November 30, 2015.

**HOFFMAN ESTATES PARK DISTRICT  
REGULAR BOARD MEETING NO. 1000**

**EXECUTIVE DIRECTOR'S REPORT**

**December 15, 2015**

**PARKS DIVISION**

1. The Thorgard Lightning System was shut down for the season. Batteries are on trickle charge and UPS (uninterrupted power source) cabinets on re-charge. Several components failed final diagnostic tests and need replacement in the spring.
2. All irrigation systems and underground water sources were shut down and blown out for the season. Seascope system has a malfunction of the timer box and will be replaced in the spring.
3. Perimeter and safety mowing in preparation for controlled burns continues, weather permitting. Wetland areas will be mowed as much as possible when the ground finally freezes and machines can navigate safely.
4. Soccer goals are being moved and secured off fields in preparation for covering of goal mouths with greens covers. Covering cannot proceed until daily temperatures average below 50 degrees for full effect. Recent snowfall will not preclude covering. Soil moisture will be up after our anticipated Thanksgiving thaw and this will be a positive for successful winter preparation.
5. Warmer than average temperatures we had in November allowed a later than normal final fertilization for all athletic fields. An 18-0-0 50/50 organic/synthetic application was applied and the fortunate timing of the recent snow is an added benefit to the application.
6. Tree trimming is in full swing with parks that have walking paths being the initial targets. Trees will be trimmed well above head level along the paths.
7. The initial two-day snowfall of November 20-21, 2015 was handled well by staff in spite of the second largest snowfall in the Chicago area in November in recorded weather history. All clean-up has been accomplished as of November 24, 2015.
8. Tree damage from the heavy snow and wind is being addressed by crews and will continue until completed.
9. Truck 523 replaced blower motor resistor and wire harness.
10. New tires installed trailer 913.

11. 821 skid loader repaired radiator.
12. 517 replaced oil cooler lines and belt.
13. Skid loader 820 replaced two hydraulic hoses for accessories.
14. 706 Air compressor replaced compressor oil temperature sensor.
15. Stump grinder replaced hydraulic control valve.
16. Truck 505 replaced rear brake pads.
17. Truck 538 installed new power inverter.
18. Completed maintenance and repairs to all snow plows, salt spreaders and snow blowers.
19. Staff removed all sunshades from shelters and playgrounds.
20. Staff installed all flags and no ice use signs for the winter season.
21. Staff removed fountains from Lakes and Ponds at Fabbrini, South Ridge, Vogeley and Triphahn Center.
22. District had repaired Leaks on roofs at Triphahn and PSSWC.
23. Staff had all leaks repaired on Dectron units at PSSWC.
24. Staff winterized all outdoor drinking fountains, restrooms and irrigation for the season.
25. Staff painted installed flooring, cabinets and countertops for the IT department.
26. Staff is repairing louvers vents on rooftop units at Vogeley and Triphahn Center.

27. Staff had all repairs on light poles completed at Cannon soccer and baseball fields.

## **PLANNING & DEVELOPMENT**

### **1. PSSWC Locker Room wet areas study**

Staff has commissioned DLA Architects to develop a long term plan to address the wet areas of the club locker rooms both men's and women's. These areas are now 15 years old and are beginning to show their age. In addition upkeep and maintenance of these areas continues to increase and place a greater burden on the operational budget of the facility. Once the concepts are completed and, if accepted, the district would begin the process of how and when to implement them. At this time, the project is tentatively scheduled for the summer of 2017.

### **2. Triphahn North End Architectural Study**

Staff has met with the architects on two occasions to flush out recreation programming requirements. Conceptual plans have been drawn to address a more efficient use of space within the 50 + area as it relates to both day and evening programming. Movable wall systems are being proposed to allow for different size groups to be programmed. In addition to the 50+ area, the study is looking at a means for better public control and more efficient use of staff office space. The goal is to create a single office area to house staff whose functions relate primarily to the north side of the building.

### **3. Off Ice Training facility**

Staff and the architects conducted a tour of the entire interior facility in an attempt to identify possible areas that could be developed as an off ice training facility. The goal in doing this is to develop lower cost options compared to building a stand-alone structure or adding on to the current building footprint. All options would be evaluated based on a return on investment approach.

### **4. Victoria North Playground redevelopment**

Staff has identified a design concept for correcting the existing rubber surface issues and installation of new synthetic turf as the wear surface for the playground. Dealing with the surface water has been a concern given the fact that the area is relatively flat. The plan is to modify the existing rubber to allow water to flow thru the membranes. The proposed turf would have a backing that is water permeable.

### **5. 2016 Playground equipment bids**

The 2016 playground equipment bids have been completed and are now available for all interested parties. All the bid information from specification to proposal forms is available in digital format which eliminates the need for printing and coming in via driving to pick up plans. These bids will be presented at the February B&G meeting.



## Recreation and Facilities Division



### UPCOMING EVENTS

- Dec 6 - HE Stars Dance and Toy Drive Delivery to St. Alexis Hospital
- Dec 10 - 50+ Holiday Dinner Party
- Dec 12 - Winter Fest (10AM-1PM)/Breakfast with Santa (9AM-Noon) at Bridges Of Poplar Creek
- Dec 13 - All Aboard! Storytime Train Ride
- Dec 19 - Parents Night Out at PSSWC
- Dec 19 - Winter Dance Showcase at Conant High School
- Dec 20 - Skate with Santa 4:20-6:10 PM at Triphahn Ice Arena
- Dec 20 - Zoo Lights Family Trip
- Jan 16 - Parents Night Out at PSSWC

### Snapshot Summary/Highlights:

- As part of our NRPA Park Champions Initiative [www.nrpa.org/Park-Champions](http://www.nrpa.org/Park-Champions) (which is a year round ambassador program to engage our local elected officials to support Parks & Recreation, specifically HEPD) for the end of this year and 2016. On 11/25 Am Check Katie Berganske-Frank, DEA Nation Jay Mabry, and Hoffman Estates Park District Superintendent of Recreation Nicole Boer Chesak put on a Community Wide Thanksgiving Dinner for families in Hoffman Estates that could use some additional support during this time. This event was sponsored by DEA Nation. Representative Fred Crespo was in attendance and over 154 individuals registered for the free dinner. It was held at the Bridges of Poplar Creek. The night was a huge success with many smiling faces and full bellies! This program will be on-going (contacting our local representatives) and encouraging them to visit events like this one and attend numerous special events, while engaging them in parks and recreation.
- On 11/23 Mike Kies was officially voted in by the Hoffman Estates Chamber of Commerce and Industry board of directors as the next Chairman of the Board. He replaces the outgoing Chairman Jim Norris the Village Manager. Mike was the previous Vice Chairman and is excited to serve in this new role in 2016.
- Staff is currently working with the Chicago Bulls to try to secure the practice site for their new Developmental Team that will be playing at the Sears Centre starting in the fall of 2016. Mike Kies met with their team representative to tour the PSS&WC site and will continue to tour other park district facilities as other options for potential practice sites. As these communications continue to move forward additional information will be brought forward to the committees and the board.

- Girls Feeder basketball will have an 8th grade team and a 7th grade team this season. In 2014 we had zero feeder teams, in 2015 we had 1 feeder team and now for 2016 we will have 2 feeder teams.
- The Preschool and Star programs continue to remain strong, while growing at a nice rate. Preschool is up 15 participants from this time last year and 10 of those new registrations are from ELC. The Star program is also going very well; it is up 50 participants from this time last year, most of that increase can be attributed to the growth in the District 54 numbers. Our two new team members Wendy Stoner and Martha Leliefeld are doing a wonderful job!
- 50+ Spring trip 2016 (Diamond Tours) to Mt Rushmore/S. Dakota sold out in 48 minutes. Staff is currently working on adding a potential second bus if the waitlist gets large enough.
- C&M reported research on 50+ monthly ENewsletter – The newsletter averages a 40% “open rate”, an “open rate” of over 20% is considered “amazing” so the value in this publication is very strong.
- The Wolverine (Girls) team is currently undefeated in their division. They play against all boys’ teams’ one division lower at squirt. A new logo design was put together for this team to give it a face lift.
- The World Hockey Invite was played at the Triphahn Center Nov. 6-8. The event was very successful and staff received a lot of positive comments from many visitors both locally and from outside the area. They commented on how nice the facility and staff were.
- Dru Steinhoff has accepted the full-time job position of Aquatic and Program Manager for PSSWC and Seascope. The job position includes managing the PSSWC group and private swim lessons, indoor climbing wall, PSSWC youth programming, and special events (including the Pumpkin Swim, Trick or Treat Climb Aqua Egg Hunt, Garage Sale) as well as managing Seascope Family Aquatic Center. Dru will be re-located to PSSWC as well as spend a portion of her working hours at Seascope, when in operating season. The transition will take place December 1<sup>st</sup>. A 30 day training plan has been established, with a plan for re-evaluation throughout the process as well as at the 30 day mark within the transition.
- On Monday 11/16, PT Staff employee, Maddy Harford, was recognized and awarded by the Village of Hoffman Estates Fire chief, for her actions and response to the incident on rink 1, back in September.
- From 11/15-11/21, both Triphahn and Willow Recreation, held a Member Appreciation week! Each current Fitness member was greeted daily with games and contests, daily snacks and water bottles! Most, if not all of our guests, won a new STRONG fitness t-shirt, some won a free month of fitness dues, others walked away with a new Fitness Towel! The entire week, both facilities ran a promotion on memberships and at Triphahn, we signed up 13 new members! There were 4 new “likes” on the HEPD website and 3 people checked in at TC fitness center during this week. One person even wrote a nice comment “good hockey rinks, nice workout facility, very clean bathrooms”.

## Volunteers Summary:

- Human Resource processed 7 new and 5 returning volunteers.
- 7 volunteers participated in opportunities for the 50+ group for a total of 6 hours.
- 3 new special events for December were posted on the HEPD Website Volunteer page.



## Youth Athletics

### Youth Baseball

- Indoor practice time - A new addition to the upcoming 2016 spring season is for any player who signs up before February 1st to participate in indoor practice time. This will give players 2 more months of fundamental work before their first game.

### Youth Basketball

- Youth basketball registration is starting to come in. Below are numbers from 2014-15 versus the numbers for 2015-16 season as of October/ November.

Year	½ coed	¾ boys	5/6 boys	7/8 boys	¾ girls	5/6 girls	7/8 girls	Feeder	Total
2014-15	72	76	88	63	20	17	8	8	352
2015-16	80	76	77	44)	34	14	4	14	343

- New for the 2015-16 season, HEPD will host an all-star game for the 3/4, 5/6 and 7/8 levels. We will also create tournament teams at the 5/6 level and 7/8 level to compete in a year end feeder basketball tournament.

### Youth Volleyball

- Currently taking registration for the fall season.
- Registration emails have been sent to past participants along with cross marketing to youth baseball/softball, youth soccer, and youth basketball participants.



## Early Childhood

### Preschool:

	15 TC	13 TC	-2 TC
Threeschool 15-16	11 WRC	13 WRC	-2 WRC
	30 TC	29 TC	-1 TC
2's Playschool 15-16	25 WRC	24 WRC	-1 WRC
Preschool 15-16	118 TC	125 TC	+7 TC

	69 WRC	66 WRC	-3 WRC
Early Learning Center	25	35	+10
<b>Total Preschool:</b>	<b>293</b>	<b>305</b>	<b>+12</b>

## STAR

<b>Program</b>	<b>11/2015</b>	<b>11/2014</b>	<b>Var. +/-</b>
District 54	272	321	+49
District 15	37	36	-1
WRC KSTAR	10	12	+2
<b>Total</b>	<b>319</b>	<b>369</b>	<b>+ 50</b>

- KSTAR is only operating through District 15 at WRC. TC no longer has a need for the program since D54 went to all day kindergarten. We have incorporated kindergartners into our STAR program for families who needed the extended care.



## 50+ Club

### Volunteerism

Volunteers – 7 volunteers – 6 hours total  
(newsletter/birthday mailing/center décor/holiday party prep)

### Classes offered in October

Basic Exercise, Chair Fitness, Gentle Yoga, Line Dancing, Spanish, Tai Chi, Writing

### Athletic opportunities offered in October

Billiards, Pickleball, Ping Pong, Volleyball, Walking

### Upcoming trips

Carole King Tribute: Beautiful, Chi, Christkindlmarket/Supper/Zoo Lights, Chi, High Tea, Long Grove (held all day parts/weekdays, week nights)

### Evening/Special Programs

Health Screenings – 8 stop ins

Pub Quiz Night (3<sup>rd</sup> Thursdays/6:00 pm) – 30 participants - held at BPCCC

Book Club – facilitated by Schaumburg Township District Library staff

### Friday post lunch programs (October)

11/6 Medicare Update/Open Enrollment

11/13 “What’s My Line” activity

11/20 Harvest Luncheon in conjunction with Village of Hoffman Estates Sr Commission

### Organized Activities

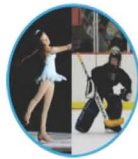
Bingo at Culver’s/monthly

### Other

Promoted Chair Yoga class launch with local VFW Posts

Met on programming ideas with NWSRA

Received donation of \$641.60 from Fancy-Free Holidays (promoted/sold trip to 50+, 9 members registered)  
Met with fellow IPRA Sr Committee member to prep for Conference presentation on the future of Senior Centers



## Ice Operations

### I.C.E Academy

- Skaters from the ICE Academy are volunteering at the South Arboretum outdoor rink to provide small skating exhibitions on weekends. Staff is also working to offer a small informal Ice Exhibition in January at that rink as well.
- Winter skating camps will be offered over holiday break. Six one day options will be available.

### Wolf Pack

- Hockey Clinics for mite players are being planned for Dec. 21-23. Another clinic for all other players is being considered for Dec. 28-30 but games and tournaments may end up causing an issue with these clinics being offered.
- The Wolverine (Girls) team is currently undefeated in their division. They play against all boys' teams one division lower at squirt. A new logo design was put together for this team to give it a face lift.
- The good weather has allowed a number of teams to continue off ice training outside at TC and allowed the use of Pine Park.

### H. Ice Rink Information

Program	11/2014	11/2015	Var. +/-
• Public Skate	515	425	-90*
• Freestyle	110	190	+80
• Drop In/Homeschool	324	330	+6

\*This number fluctuates based on available ice time and the time of year.



## Prairie Stone<sub>tm</sub> Sports & Wellness Center

November Membership Totals	2014	2015	+/-
Sub Total	3036	3067	<b>+31</b>
GE Members	331	436	<b>+105</b>
Total Members	3,367	3,503	<b>+136</b>

### Member Services

- The enrollment promotion for the month of November extended a special discounted enrollment fee of \$49.99 along with free November dues upon mention of our digital ads or our direct mail jumbo postcard. Prorated dues applied to those who enrolled without

mention of the ads, however, the Member Services team was encouraged to use discretion and leverage prorated dues remaining for the month of November in order to secure enrollments for the month. The special enrollment promotion was advertised on a jumbo direct mail postcard that was targeted for distribution to 15K single family homes within a 7 mile radius of the fitness center in selected postal codes. (There were a total of 22 enrollments during the month of November that resulted from direct mail correspondence.) The direct mail postcard also featured a special offer to waive the enrollment fee in its entirety upon purchase of a PT package; this is a special incentive that the Member Services team offers on a regular basis, however, it is typically unadvertised. (There were a total of 5 PT packages sold by the Member Services team in November at the time of enrollment.)

- The Member Services team offered a special BLACK FRIDAY enrollment opportunity that was advertised exclusively through Retention Management, Facebook, and HEPD EBlast. The opportunity included \$0 enrollment and free December dues. The promotion proved successful and resulted in a total of 24 enrollments over the holiday weekend (Friday, Saturday, and Sunday).
- The ongoing Friends in Fitness member referral program continued to be a primary force in generating new memberships; the club cash incentive corresponding with this referral program rewards current members with a \$25.00 club cash reward for referrals who enrolled as members. These promotions have proven to be popular and effective among prospective clients and among the most productive of marketing efforts.
- The ENROLLMENT FEE banner on the north side exterior remained mounted on the building along with the east side banner, both of which continue to attract many prospective clients. This second banner provides visibility/identity of the building for westbound traffic on Route 72 and compliments the signage panels installed in the spring of 2014. Likewise, both internal and e-based targeted marketing were utilized to inspire member referrals as well as to reach all HEPD clients throughout the community. The HEPD bi-monthly eBlast included the enrollment promotion details, and targeted emails through Retention Management continued to be sent throughout the month to promote the club cash incentive for member referrals with additional incentives promoted on Facebook and the HEPD and PSS&WC websites. The PSS&WC enrollment special was also advertised on each of the District's electronic marquis signs throughout the community. The PSS&WC enrollment special was also advertised on the VHE electronic marquis located at the corner of Shoe Factory Road and Beverly on the southwestern edge of Hoffman Estates.
- The number of credit card denials following November billing continued at a manageable pace. Efforts that were implemented within the Member Services and Billing offices to continue to contact members proactively to obtain updated information for billing continued aggressively during the month of November. These efforts include phone calls, emails, form letters, and person-to-person contact upon check in at the Service Desk. With such efforts being taken consistently from month to month, the number of 90-day cancellations continues to decline as the team is becoming increasingly successful at connecting with members in the first 30 to 60 days following billing to reconcile account balances.
- The Member Services team is in the process of securing a potential relationship with a new single family home community in northwest Hoffman Estates managed by M/I

Homes. This new development is located within a community named Bergman Pointe and will consist of 81 single family home sites. As is the case with The Woods community in South Barrington, the intention would be to extend promotional opportunities for steep enrollment discounts for new members residing within this community.

- The Member Services team has been in contact with the IDOT office located in Schaumburg regarding an opportunity for “lunch and learn” visits to that location. These visits would include a Member Services team member and a Fitness team member (perhaps a Registered Dietitian) who would be present onsite at IDOT to meet and speak with employees about PSS&WC membership and program opportunities.

### **Operations and Fitness Departments:**

- The PSS&WC Key Team continued discussions during the month of November to further discuss ideas to extend celebratory club activities through the end of the year to commemorate the club’s 15 year anniversary. A special Member Social was held early November at Pinstripes in the Arboretum that provided a casual forum for member/staff interaction. The special anniversary celebration launched officially in September with popular retention activities like member BINGO (which rewarded special incentive prizes to various winners based on club usage/visits) and Member Appreciation Day (which consisted of special hourly raffles for member incentives). Special anniversary t-shirts have been purchased to be used as special incentive gifts for various member activities scheduled to commemorate the anniversary through the end of FY15.
- The locker room project, with steam room tile and shower stall tile replacement, is in the final phase. Three vendors were requested a quote for the project. There are 2 vendors still pending final quote. The project will be completed within December, once the vendor has been selected.
- We are in the final phase of purchasing a new functional training piece of equipment, Life Fitness SYNRGY 360. Life Fitness pioneered the SYNRGY360 concept to create inspirational fitness experiences for a diverse audience of exercisers. Customizable and nearly limitless training options, built-in storage, optional attachments and dynamic training resources ensure that SYNRGY360 is about more than a routine workout. The concept provides opportunities to offer dynamic and exciting small group training to anyone in our facility.
- PSSWC has an upcoming Nutrition Workshop, Holiday Eating, taught by Kathy Brown which will be held on December 12<sup>th</sup>.
- Metabolism Boosting, taught by Kathy Brown held on November 16<sup>th</sup> had a great turnout, almost reached the maximum with 14 members participating.
- Within the area of group fitness Class participation has remained steady. Highlighted classes include: Zumba 35 Raise the Barre 25 Pump & Abs 25 Gentle Yoga 25

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

- The Climbing Wall Scout Merit Badge program ran with 6 participants on November 22<sup>nd</sup>. Efforts are being made to continue to recruit additional boy scouts to participate within this program to receive their BSA climbing merit badge.

- Parents Night Out (PNO) ran in November with 8 participants. The PSSWC team is working to enhance enrollment for the next PNO by collaborating with the Arboretum to provide additional incentives/coupons for the parents to encourage enrollment for the December Parents Night Out event. Additional efforts will also be made through e-mail blasts and Facebook marketing for the December PNO.
- The second fall session of indoor swim lessons is underway with 203 swimmers. This is compared to 228 participants within the 2014 session.



### *Triphahn Center*

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

<b>Membership</b>	<b>11/2014</b>	<b>11/2015</b>	<b>Var. +/-</b>
<b>Totals:</b>	<b>921</b>	<b>898</b>	<b>-23*</b>

\*The negative variance continues to decrease month to month and year to year. We continue to see previous members returning from the new fitness centers that have opened up in the area over the past 2 years.

#### **General Summary:**

- Room rentals continue to increase monthly. Dance World took place on 11/14; both Church groups continue to repeat their rentals on Sunday mornings, Shah and Patel Volleyball rentals on Sundays and recently added yet another volleyball rental on Sunday afternoons.



### *Willow Recreation Center*

<b>Membership</b>	<b>11/2014</b>	<b>11/2015</b>	<b>Var. +/-</b>
<b>Fitness/Racquetball Totals</b>	<b>353</b>	<b>368</b>	<b>+15</b>

#### **General Summary:**

- **Membership Appreciation Week** was held the week of Nov. 15 – Nov. 21. Healthy snacks and water were available to fitness and racquetball members that were working out. There were also games to play for prizes on certain days & tee shirts given away on different days for wearing a specific color shirt. Free fitness classes were offered and ask the trainer sessions were available as well. A calendar of events was posted and emailed to members so they would be aware of what was happening each day. WRC received 4 new “likes” and 3 people checked in at WRC. The promotion for new members for the week was that the prorated fee for the rest of Nov. and the \$10 processing fee would be waived. There were 15 new members registered during this week.





## Dog Off-Leash Areas

### Bo's Run:

- Breakdown for Bo's Run / Combo passes HE 114, Palatine 40, Barrington 10 Schaumburg 41, Arlington Heights / Mt. Prospect 5, Inverness 22. Additional towns are Rolling Meadows, Elk grove, Hanover Park.
- There were 16 guests to Bo's Run in November compared to November in 2014.

### Freedom Run:

- Breakdown for Freedom Run/ Combo passes Elgin – 156 HE – 55, Streamwood 60. Schaumburg – 13. Additional towns are Huntley, Hanover Park & S. Barrington, Elk Grove, Palatine, Wheeling & others.

Dog Park Passes	11/2014		11/2015
Bo's Run	329	Bo's Run	253
Freedom Run	347	Freedom	294
Combo	72	Combo	77
	748		624*

\*With the opening of the two new parks in Schaumburg and Arlington Heights, along with the dog flu scare over the spring and summer months both parks saw a dip in the enrollment. Staff believes with the new parks in the area the number may never return to the previous levels but the feedback from users and guests has been very positive.



## Communications and Marketing

### PROGRAM PROMOTIONS

**Staff worked with program managers to promote** Winter Guide and Registration, Winter Fest, Fitness Member Appreciation Week, Black Friday sale, Parents Night Out, Prairie Stone memberships, 50+ programs; youth sports.

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

**Doggie Costume Contest** – We ran a social media contest in October to promote dog park memberships. Residents posted pictures of their dogs in costumes on Facebook and Instagram. This contest was promoted via our marketing channels: marquee, web, EBlast, digital signs, Facebook and Instagram. Social media users voted by “liking” the photos. The winner with the most likes and also a winner chosen by C&M staff won a one-year membership to the dog parks, plus a gift basket donated by Bentley's Corner Barkery. The contest ended 10/31 with 15 contestants. Campaign cost: \$0 in true costs; (\$138 in retail value for 2 dog park membership prizes)

**RESULTS:** We had **31 new dog park memberships** between 10/7-11/13/2015, but only **3 new memberships the same period last year**. In addition, social media results include:

- Total Likes Combined Facebook and Instagram: 519
- Total Shares on Facebook: 30
- Number of impressions/People reached on Facebook: 1,917
- Seen and liked on Instagram: 265

**Mobile Friendly EBlast Template** – We adapted a new template that is mobile friendly after statistics indicated that more than half of our recipients were opening our EBlast on mobile devices. The new template combines all columns into one long column when viewed on a mobile device.

**Weather Updates campaign** – To promote the use of our mobile app, we began promoting a feature, the Weather Updates and Weather push notices, to encourage more users of the mobile app. The Weather Updates icon is the page where we post cancellations, late start, early release, etc., when programs are interrupted by the weather. Nov 6 and 18 Facebook posts; Nov 10 EBlast; Nov 6 push notification. In addition, the feature is being promoted to STAR, KinderSTAR and Preschool parents. In November we've added 23 new app users.

### **COMMUNITY EDUCATION**

**“Fall In Love with Our Parks”** – a video produced by C&M to promote the beauty of our parks during the fall. Appeared as our Featured Video on our home page starting Oct. 27, and promoted in social media.

**Weeds or Wildflowers?** – A four-part series of articles published on Schaumburg Can website and in Winter Park Perspectives to educate about why we must control invasive species and the many methods including controlled burns, goats, and volunteer events. Once the printed Park Perspectives is released, the series will run on our website and social media.

### **PUBLIC RELATIONS & ADVERTISING**

**Daily Herald Trade Ads, appearing in Neighbor Section on Sundays 2xs per month:**  
Bridges Holiday party special

### **SPONSORSHIPS & ADVERTISING**

**Burger King/Gill Management** - C&M Is working with Gill Management, the owners of the new Burger King at Higgins and Barrington roads. They have offered to donate to our foundation, a dime for every dollar spent when a customer mentions the Hoffman Estates Park District. We will be participating in their ribbon cutting ceremony. We are creating marketing materials to promote the campaign throughout HEPD and at the restaurant.

**Poplar Creek Crossing** – C&M is working with the marketing firm Pinetree to promote an event on Dec. 11 at the shopping center. Pinetree has agreed to buy ad space in the district's EBlast and internal digital signage.

## MARKETING DASHBOARD



### Mobile App Downloads

The app has been available since April 25, 2014; as of November 30, 2015 we have had 1,379 apps downloaded. In November we promoted the Weather Push Notification feature, so participants can be notified when bad weather interrupts or cancels classes. We have added 23 new app users in November.



### Mobile Access

Results to date are positive, showing more users accessing heparks.org on mobile devices or tablets. We are looking for a greater percentage of page views by mobile devices and fewer via desktop. Benchmark column indicates how users accessed HEparks prior to the app and mobile-friendly website. (Responsive mobile-friendly website launched Oct 28, 2014; app launched April 25, 2014; mobile Webtrac launched in late November 2014.) [We are seeing greater numbers of people reading our bi-weekly email on their mobile phones. See additional reporting below in Email.](#)

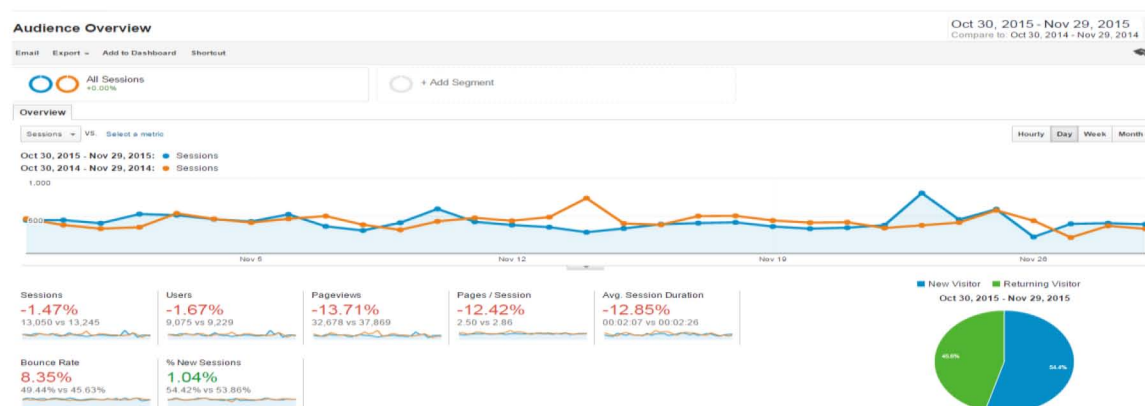
Source:	Benchmark:	Oct 23-Nov30 2014	Oct23-Nov30 2015	Change from last year
Google Analytics	Feb 2013-Feb 2014			
Desktop	63%	56%	51%	-5
Mobile	27%	33%	40%	+7
Tablet	10%	10%	8%	-2*

\*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

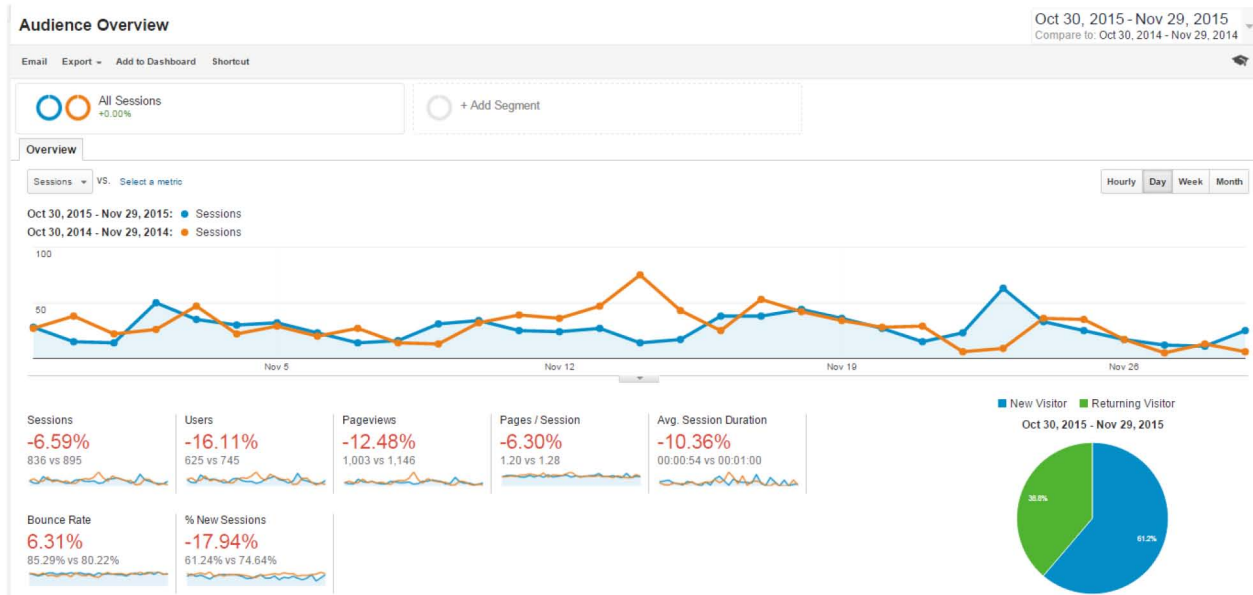
This month hits to the home page are slightly down from last year. The Winter Guide 2016 came out in mid-November and Registration began Nov 23.





## Program Guide Online

Indicates how many times people are viewing the electronic version of our program brochure on our website. It appears that folks are viewing the Program Guide on the weekends, and registering online during the week (see below). In 2014 the Winter Guide was released on Nov. 14, in 2015 registration began on Nov. 23. We are seeing a trend of fewer people accessing the Program Guide online, most likely attributed to more mobile use.



## Webtrac/Online Registration Page Hits

**Google Analytics** – Hits peak mid-week. We still see an increase in hits the week right before sessions begin. The Winter Guide was released on Nov. 14, 2014, Registration began on Nov. 23. Hits are down, likely due to users accessing the mobile version of Webtrac. Future reports will include data on Mobile Webtrac.

## Audience Overview

Oct 30, 2015 - Nov 29, 2015  
Compare to: Oct 30, 2014 - Nov 29, 2014

Email Export Add to Dashboard Shortcut

All Sessions  
+0.00%

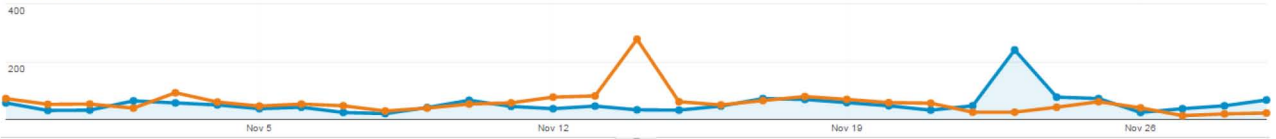
+ Add Segment

### Overview

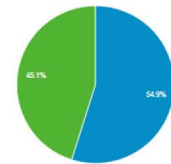
Sessions VS. Select a metric

Hourly Day Week Month

Oct 30, 2015 - Nov 29, 2015: Sessions  
Oct 30, 2014 - Nov 29, 2014: Sessions

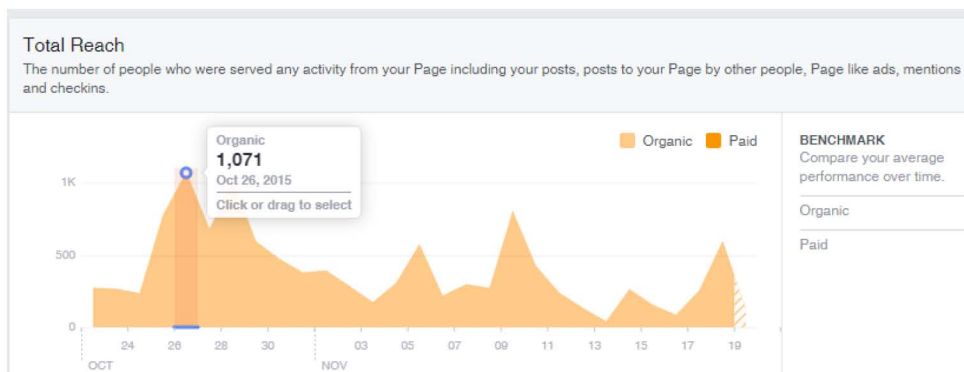


New Visitor Returning Visitor  
Oct 30, 2015 - Nov 29, 2015



## Facebook Reach

Total Likes totaled 2,039 this as of 11/30. 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 November = 27,107. See the chart below for a list of our most successful posts this month, which explains the “peaks”.



## Top 5 Most Successful Posts Nov1-30 (Posts that reached more than 200 people)

Post Message

Type

Posted

Lifetime Post Total Reach

Lifetime: The total number of people your Page post was served to. (Unique Users)

Congratulations to the Hoffman United Girls Thunder! They clinched the IWSL U13 CNW division title yesterday with a 2-2 tie against second place Peak Academy! Coming back twice from losing positions in the game, claiming their title by scoring a goal in the final minutes! We couldn't be prouder, way to go, ladies!	Photo	11/9/15 7:30 AM	661
Thank you to the Village of Hoffman Estates Government for recognizing the heroes that took quick action last month and saved a participant's life at the Triphahn HEPD Ice Arena. Thank you for recognizing the good forces in our community! Read more --> <a href="http://bit.ly/1kEFnbF">http://bit.ly/1kEFnbF</a>	Photo	11/18/15 7:27 AM	608
Thank you Hope Buchholz for these awesome photos from Wolf pack Hockey! Way to go NIHL Squirt #1.	Photo	11/17/15 7:59 PM	359
Today our thoughts are with Paris. We send love and support to the city and to all of those affected by this tragedy. #Paris #united #peace	Photo	11/14/15 9:47 AM	296
Congratulations to the Champions Wolf pack Hockey Squirt#1 Elite! You make HEPD proud!	Photo	11/9/15 5:03 PM	288

### Top 20 Highest Posts since October 2015

Post Message	Type	Posted	Lifetime Post Total Reach
			Lifetime: The total number of people your Page post was served to. (Unique Users)
Congratulations to Alex Ruthe! Alex is a long time Wolf Pack hockey player, on the Midget Major travel team that won the league NIHL Championship, and was recruited by Purdue University to play on the Boilermakers Ice Hockey Team. Way to go Alex!	Photo	10/26/15 12:41 PM	1051
Congratulations to the Hoffman United Girls Thunder! They clinched the IWSL U13 CNW division title yesterday with a 2-2 tie against second place Peak Academy! Coming back twice from losing positions in the game, claiming their title by scoring a goal in the final minutes! We couldn't be prouder, way to go, ladies!	Photo	11/9/15 7:30 AM	660
Congratulations to these two talented tennis players who practice at our very own Prairie Stone Sports & Wellness Center!	Link	10/28/15 4:54 AM	571
Thank you to the Village of Hoffman Estates Government for recognizing the heroes that took quick action last month and saved a participant's life at the Triphahn HEPD Ice Arena. Thank you for recognizing the good forces in our community! Read more --> <a href="http://bit.ly/1kEFnbF">http://bit.ly/1kEFnbF</a>	Photo	11/18/15 7:27 AM	544
It's hard to believe that #Halloween has come and gone and #Thanksgiving is less than three weeks away! Check out these pictures from last weekend's #Halloween Bash. Make sure to tag yourself and your friends!	Photo	10/31/15 8:10 AM	412
#Science on the playground??? It sure was last week at Triphahn Center! Students learned about the praying mantis.	Photo	10/25/15 8:31 AM	409

		AM	
Halloween Bash 2015	Photo	10/31/15 8:39	400
		AM	
Way to go Coyotes! The team played in the Pekin tournament and won 3-2 in a shootout after losing to them earlier in the tournament!	Photo	10/26/15 7:49	352
		AM	
Thank you Hope Buchholz for these awesome photos from Wolfpack Hockey! Way to go NIHL Squirt #1.	Photo	11/17/15 7:59	329
		PM	
Today our thoughts are with Paris. We send love and support to the city and to all of those affected by this tragedy. #paris #united #peace	Photo	11/14/15 9:47	296
		AM	
HEPD Preschoolers came by our Administrative Offices for trick-or-treating today	Photo	10/28/15 8:53	293
		AM	
This gorgeous weather is making it even easier to #FALL in love with one of our 70+ parks! #findyourpark	Video	10/27/15 7:15	291
		AM	
Today our thoughts are with Paris. We send love and support to the city and to all of those affected by this tragedy. #paris #united #peace	Photo	11/14/15 9:47	287
		AM	
Congratulations to the Champions Wolfpack Hockey Squirt#1 Elite! You make HEPD proud!	Photo	11/9/15 5:03	288
		PM	
Today our Communications and Marketing team visited the print shop, Paulson Press in Elk Grove, where our Winter Guide is being printed and assembled. Thanks to Tony Letto and his crew for their great work! Watch for your copy to arrive in the mail between Nov. 18-21, registration starts Nov. 23.	Photo	11/5/15 1:54	270
		PM	
Some cute and healthy treats for Halloween!	Photo	10/20/15 1:36	268
		PM	
Register this week for Halloween Bash on Sat. Oct 31, 10-11:30AM at Triphahn Center. For kids 12 and under! <a href="http://ow.ly/TQOUt">http://ow.ly/TQOUt</a>	Photo	10/26/15 8:31	259
		AM	
Celebrating Halloween during dance classes at Willow.	Photo	10/29/15 8:29	247
		PM	
Pre-schoolers trick or treating today!	Video	10/29/15 8:48	243
		AM	
Congratulations 12U Fall Baseball Champs who took the championship Oct 10! Coached by Jamie Hernandez <a href="http://ow.ly/TDgy">http://ow.ly/TDgy</a>	Link	10/20/15 9:12	241
		AM	
Here are the pages of our Winter Guide 2016 rolling off the press at Paulson Press in Elk Grove. Watch for your copy to arrive in the mail between Nov. 18-21. Registration starts Nov. 23!	Video	11/5/15 1:58	209
		PM	



### Conversion Rate – What percentage registered online?

Derived from a RecTrac Report that indicates the percent of registrations made online vs in person. Responsive/mobile-friendly website launched Oct 28, 2014. Mobile

Webtrac was launched in late November 2014. Mobile-friendly email template began Nov 2015. Progress is being made each year in online registrations:

2011: 21%  
 2012: 26.3%  
 2013: 30.69%  
 2014: 33.54%  
 Jan-Nov 2015: 34.86%



### Email Blast Results, Constant Contact

More people are reading our EBlast on their mobile phones. As a result, our EBlast is now created using a mobile-friendly template, and all links to online registration link to the mobile version of Webtrac.

	Sent/Open	Mobile	Bounces	Click-thru
<b>2015 Sports &amp; Rec industry</b>	<b>---/20%</b>	<b>50+%</b>	<b>8%</b>	<b>7%</b>
Member Appreciation Week	561/36%	64%	1.6%	11%
Hoffman Happenings 11/10	18K/18%	60%	.9%	13%
50+ Newsletter	941/35%	46%	.7%	4%

**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.

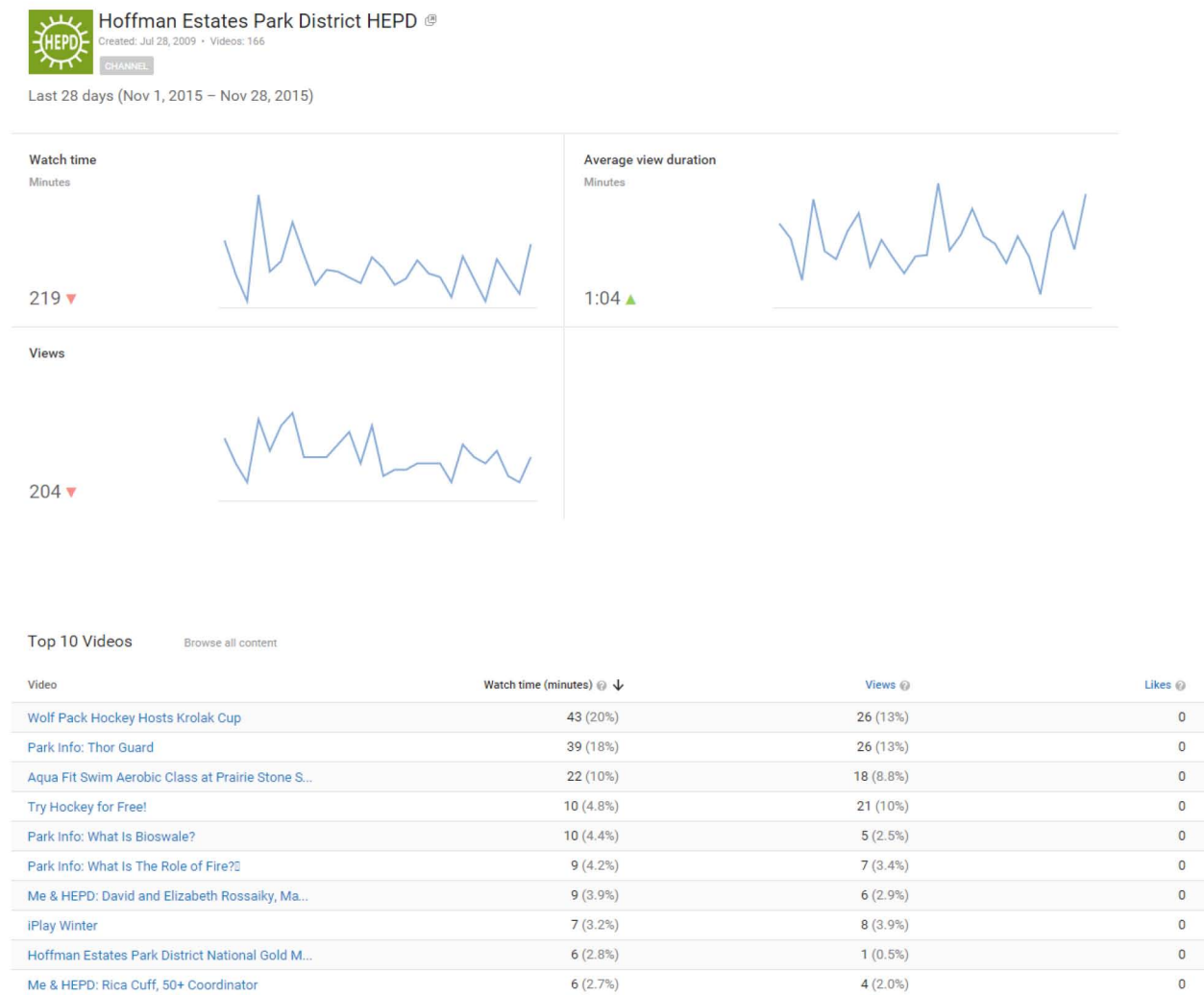


### YouTube Metrics

Below is a list of our Top 10 Videos with the most traffic and minutes watched over the past 30 days. Featured videos on our heparks.org website this month were “Fall In Love with Your Parks” which ran Nov1-Nov19, “iPlay Winter” began running on Nov 23. On November 11 we changed the Featured Video on the homepage so that it now plays in a video player on the home page, rather than linking to the video on our YouTube page, which resulted



in fewer views this month. Analytics will follow in future months.



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

### **General Programs**

- Turkey Shoot was a full field event on November 7<sup>th</sup> with 106 participants. This 2 person event featuring 3 different formats. 6 Holes Scramble, 6 Holes Alternate Shot, and 6 Holes Best Ball. After the round they enjoyed a fantastic buffet put on by our staff. Each participant also received a 10 to 14lb turkey which was always big hit. Congratulations to this year's champions: 20LB Division = Jason Lentz & Steve Schneider (70), 15LB Division = Dan Fournier & Brandon Reichel (77), 10LB Division = Jon Palmer & Ted Palmer (82), 5LB Division = Ruben Flores & Adam Bruhn (88).
- We have begun accepting Make A Wish Come True donations on Saturday, November 21<sup>st</sup> we were able to raise \$340 to date for local area needy families. Families are selected with the help of local school social workers. Staff will be shopping for them the first part of December and all the gifts will be wrapped and delivered before the holidays. Thanks to all those who participating in this fundraising effort.

## Golf Rounds

ROUND TOTALS		
2013	2014	2015
878	452	1,190
YTD ROUND TOTALS		
2013	2014	2015
31,690	29,422	30,041

## Range Information

RANGE BASKET SALES TOTALS		
2013	2014	2015
176	94	332
YTD RANGE BASKET SALES TOTALS		
2013	2014	2015
17,925	18,435	18,480

## Communications & Marketing

### Marketing/Advertising

- We did 6 email blasts for the month advertising; Black Friday Promotions, Annual Passes, Turkey Shoot, Make a Wish Event, Wedding & Banquet Specials and Promotions, and Special HEPD events.

## **Food & Beverage**

### Food & Beverage

For the month of November we had a total of 16 events: (16 Events in 2014)

The breakdown is as follows:

9 breakfast meetings servicing 156 people

1 birthday party servicing 41 people

1 shower servicing 35 people

2 luncheons servicing 99 people

2 dinners servicing 291 people

1 Baptism servicing 72 people

Turkey Shoot for 106 people

We currently have 15 events booked for December: (20 Events in 2014)

6 Breakfast meetings servicing 117 people

1 all-day meeting with lunch and hors d oeuvre reception servicing 65 people

1 wedding reception servicing 188 people

1 lunch meeting servicing 30 people

1 50+ club holiday dinner servicing 100 people

5 holiday parties servicing 370 people

2016 = 15 ceremony and reception, 3 with reception only, 1 ceremony only

2015 = 23 receptions 18 of which are hosting their ceremonies here plus 4 ceremony only

(Wedding for September 19th cancelled their ceremony and reception, were expecting 200 guests)

2014= 29 wedding receptions plus 7 ceremony only events 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.

For 2016 we are offering a free upgrade: chair covers/sashes, premium bar upgrade, sweet table, or late night snack. They get to select one if they meet the minimum.

### **Golf Maintenance Summary**

November was a month that had it all. We saw temps in the upper 60's, which kept the grass growing and required mow mowing then usually, minimal frost delays and then a nine inch snow storm that put an end to the golf season. The maintenance crew, which consist of the Superintendent, Assistant Superintendent and Mechanic (seasonal staff was laid off in October) were busy keeping up with the growing turf and leaf removal for the first two weeks of the month. Between mowing greens, tees, approaches, fairways and leaf cleanup we were able to get the course ready for the upcoming winter by completing the following task:

- Irrigation blowout
- Bathrooms blowout
- Sand applied to greens to protect crown of the plant
- Sand/seed mixture on all par three tee boxes
- Deep tined greens 3,4,7,8,9,12 and 18 to help with drainage for the winter
- Two snow mold application were completed on greens, tees and fairways
- Winter covers laid down on select par three tee boxes and tee boxes on holes 2 and 10
- Winter covers laid down on half of three and four greens following sand/seed applications as well as the entire green on ten.
- Removal of all course supplies

### **ADMINISTRATION & FINANCE**

- Staff is pleased to announce that the District was awarded the Government Finance Officers Association (GFOA) Certificate of Achievement for Excellence in Financial Reporting for the District's 2014 Comprehensive Annual Financial Report (CAFR).
- Staff completed the balanced scorecard for committee and board approval.
- Staff has been working on year-end account verification and preparation for the 2015 audit process.
- Issued annual roll-over bond and processed December 1st bond principal and interest payments.
- Attended IAPD "Legendary Service" workshop of the Ken Blanchard educational series.
- Met with Burger King to establish donations program for purchases at specific store for Friends of HEPARKS.

- The B&A Ordinance and Tax Levy Ordinance will be presented in final form at the December A&F Committee meeting for approval.
- Payroll Cycle Processing
  - 11/20/15      \$266,250.67
  - 12/04/15      \$255,987.62

#### Administrative Registration/EFT Billing

- EFT Billings for:
  - a. TC/WRC/PSSWC Fitness Centers
  - b. ELC (weekly)
  - c. Sponsorship
  - d. STAR
  - e. PreSchool
  - f. Dance Company
  - g. NWHL Hockey
- Administrative Registration for:
  - a. Financial Assistance
  - b. Youth Basketball
  - c. All Aboard Santa Train
  - d. Zoo Lights
- Administrative mailings
- In accordance with Illinois record retention guidelines, aged documents were disposed as approved by the State.

#### Human Resources

- Processed 5 new part-time hires and 12 new volunteers.
- Attended PDRMA webinar re: ACA IRS reporting requirements.
- Attended PDRMA's Risk Management Institute – learned additional information to help limit District liability through appropriate signage and waivers.
- Attended PDRMA's annual property/casualty meeting in place of Deputy Director.
- Completed open enrollment for 2016 – all employee documents completed and submitted to PDRMA. First year all documents processed electronically.
- Coordinated annual AFLAC open enrollment for staff.
- Annual PPACA measurement period concluded November 30th, all PT employees were within threshold guidelines.

#### Technology

- The renovation of the server and IT support rooms has been completed with the installation on new flooring, cabinetry and work benches.
- Managed Print services

- IT & the Business dept. are currently investigating print management services. These services could potentially bring cost savings by optimizing our printing devices.
  - Two companies, Warehouse Direct & Genesis Technologies, are currently evaluating/auditing our printing infrastructure and will provide quotes for their services.
- Completed the disposal of all equipment approved by the board. Awaiting the audit report and COD (Certificate of Destruction) from Chicago Surplus Computers.
- The current Watchguard firewall being utilized at Freedom Run dog park will be replaced with a more robust Cisco firewall to stabilize the connectivity between the dog park and Triphahn Center.



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11/30/2015

NEWS RELEASE

For Information contact:  
Stephen Gauthier (312) 977-9700

(Chicago)--The Certificate of Achievement for Excellence in Financial Reporting has been awarded to **Hoffman Estates Park District** by the Government Finance Officers Association of the United States and Canada (GFOA) for its comprehensive annual financial report (CAFR). The Certificate of Achievement is the highest form of recognition in the area of governmental accounting and financial reporting, and its attainment represents a significant accomplishment by a government and its management.

An Award of Financial Reporting Achievement has been awarded to the individual(s), department or agency designated by the government as primarily responsible for preparing the award-winning CAFR. This has been presented to:

**Craig Talsma, CPA, Deputy Director/Director of Finance & Administration**

The CAFR has been judged by an impartial panel to meet the high standards of the program including demonstrating a constructive "spirit of full disclosure" to clearly communicate its financial story and motivate potential users and user groups to read the CAFR.

The GFOA is a nonprofit professional association serving approximately 17,500 government finance professionals with offices in Chicago, IL, and Washington, D.C.

## MEMORANDUM NO. M15-176

**TO: Board of Commissioners**  
**FROM: Dean R. Bostrom, Executive Director**  
**RE: Review of Closed Session Minutes ~ Resolution R15-004**  
**DATE: December 11, 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 June 2015.

### **Implications**

Resolution R15-004 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. 993	5/26/2015	B1 Victoria Park burn
Board Meeting No. 996	8/25/2015	B2 Bergman property; D2 Victoria Park burn;
Board Meeting No. 997	9/22/2015	B1 Bergman property

### **Recommendations**

It is recommended that Resolution R15-004 “Review of Closed Session Minutes” be approved by the board as presented.



**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:

Meeting	Date	Entire Minutes or Topic & Item No.
Board Meeting No. 993	5/26/2015	B1 Victoria Park burn
Board Meeting No. 996	8/25/2015	B2 Bergman property; D2 Victoria Park burn
Board Meeting No. 997	9/22/2015	B1 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 15<sup>th</sup> day of December 2015.

AYES:

NAYS:

ABSENT:

\_\_\_\_\_  
President

ATTEST:

\_\_\_\_\_  
Secretary