



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. 983
TUESDAY, JULY 22, 2014
7:00 p.m.**

1. ROLL CALL
2. PLEDGE OF ALLEGIANCE
3. APPROVAL OF AGENDA
4. AWARDS & RECOGNITION
 - Best of Hoffman Award: Hurricane Girls' Soccer Team
5. APPROVAL OF MINUTES
 - June 24, 2014
6. COMMENTS FROM THE AUDIENCE
7. CONSENT AGENDA
 - A. Marquee sign underground conduits M14-070
 - B. Summit demotion bid M14-075
 - C. Palatine Library lease renewal M14-079
 - D. Policy change – entering or remaining in waters M14-081
 - E. Windsor sign advertising resolution R14-002 / M14-084
 - F. Bradwell property agreement extension M14-082
 - G. A&F Detail Reports
 - Manual checks \$352,856.92
 - Monthly Invoices \$497,420.08
 - H. Financial Statements
 - I. Acceptance of B&G Minutes 6/3/14
 - J. Acceptance of FPC Minutes 6/10/14
 - K. Acceptance of A&F Minutes 6/17/14

REGULAR BOARD MEETING NO. 983

July 22, 2014

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8. ADOPTION OF EXECUTIVE DIRECTOR'S REPORT
9. PRESIDENT'S REPORT
10. OLD BUSINESS
11. NEW BUSINESS
 - Fairway Suites agreement with option / M14-087
12. COMMISSIONER COMMENTS
13. EXECUTIVE SESSION
 - A. Minutes, pursuant to Section 2(c)(21) of the Open Meetings Act.
 - June 24, 2014
 - B. Appointment, employment, compensation, discipline, performance or dismissal of an employee, pursuant to Section 2(c)(1) of the Open Meetings Act.
14. DISCUSSION AND VOTE ON MATTERS DISCUSSED IN EXECUTIVE SESSION
15. ADJOURNMENT

ALL MEETINGS ARE HELD IN THE BOARDROOM OF THE HOFFMAN ESTATES PARK DISTRICT TRIPHAHN CENTER, 1685 W. HIGGINS ROAD, HOFFMAN ESTATES UNLESS OTHERWISE SPECIFIED.

WE INVITE THOSE WHO MAY NEED AN ACCOMMODATION DUE TO A DISABILITY TO CONTACT US 48 HOURS IN ADVANCE. PLEASE CONTACT JANE KACZMAREK, EXECUTIVE ASSISTANT, AT 847-885-7500.



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**MINUTES
REGULAR BOARD MEETING NO. 982
June 24, 2014**

1. Roll Call:

A regular meeting of the Hoffman Estates Park District Board of Commissioners was held on June 24, 2014 at 7:00 p.m. at the Triphahn Center in Hoffman Estates, IL.

Present: Commissioners K. Evans, Greenberg, Kilbridge, McGinn, Mohan, President Bickham

Absent: Commissioner R. Evans

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

Audience: Comm Rep Kinnane, Program Manager Dodson, BOH Fong Family

2. Pledge of Allegiance:

Everyone present stood for the Pledge of Allegiance.

3. Agenda:

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

4. Awards Recognition:

President Bickham presented the Fong Family with the BOH Award for their participation and volunteerism for so many activities and events throughout the year.

5. Minutes:

Commissioner McGinn made a motion, seconded by Commissioner Mohan to approve the minutes of the May 20, 2014 Annual and May 27, 2014 Regular board meetings as presented. The motion carried by voice vote.

6. Comments from the Audience:

None

7. Consent Agenda:

Commissioner Mohan made a motion, seconded by Commissioner Greenberg to approve the consent agenda as presented.

On a roll call vote: Carried 6-0-1

Ayes: 6 K. Evans, Greenberg, Kilbridge, McGinn, Mohan, Bickham

Nays: 0

Absent: 1 R. Evans

- A. Marquee sign fabrication & installation bids / M14-061
- B. Comprehensive Master Plan / M14-069
 - o Demographics
 - o Best Practices
 - o Standards
 - o District Objectives/Balanced Scorecard
- C. Prevailing Wage Ordinance O14-003 / M14-071
- D. Audit Presentation / M14-073
- E. A&F Detail Reports
 - o Manual checks \$274,358.72
 - o Monthly Invoices \$435,201.92
- F. Financial Statements
- G. Acceptance of FPC Minutes 5/1/14
- H. Acceptance of Rec Minutes 5/13/14
- I. Acceptance of A&F Minutes 5/20/14

8. Adoption of Executive Director's Report:

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

9. President's Report:

President Bickham reminded everyone of the SRT Golf Outing Wednesday, June 25, 2014. He also reminded everyone of the 4th of July Parade.

10. Old Business:

None

11. New Business:

A. Review of Executive Session Minutes/M14-074:

Executive Director Bostrom reviewed the item noting that it was mandatory to review the minutes every 6 months. He noted the items for release primarily dealt with the purchase of 31 Summit.

Commissioner K. Evans made a motion, seconded by Commissioner McGinn to approve R14-001/Review of Closed Session Minutes be approved as outline in M14-074.

On a roll call vote: Carried 6-0-1
Ayes: 6 K. Evans, Greenberg, Kilbridge, McGinn, Mohan,
Bickham
Nays: 0
Absent: 1 R. Evans

12. Commissioner Comments:

Commissioner Greenberg said he was looking forward to good weather for the SRT.

Commissioner Mohan asked about the district's budget to purchase tickets for the Chamber of Commerce outings. Executive Director Bostrom explained that they received 1 free 4-some and paid for a second 4-some.

Commissioner McGinn said he was also looking forward to good weather for the weekend. He noted that he had received the push notification on the movie cancellation due to the weather.

Commissioner K. Evans thanked the district for their support at the Fishing Derby.

13. Executive Session:

Commissioner Mohan made a motion, seconded by Commissioner McGinn to move to Executive Session at 7:15 p.m. for the purposes of:

- A. Minutes - Section 2 (C)(21)
- B. The purchase or lease of real property owned by the public body, pursuant to Section 2(C)(6) of the Open Meetings Act.

| | | |
|----------------------|----------|--|
| On a Roll Call Vote: | Carried: | 6-0-1 |
| Ayes: | 6 | K. Evans, Greenberg, Kilbridge, McGinn, Mohan, Bickham |
| Nays: | 0 | |
| Absent: | 1 | R. Evans |

Commissioner Kilbridge made a motion, seconded by Commissioner Greenberg to reconvene to regular session at 7:43 p.m. The motion carried by voice vote.

14. Discussion and Vote from Executive Session:

None

15. Adjournment:

Commissioner Mohan made a motion, seconded by Commissioner McGinn to adjourn the meeting at 7:44 p.m. The motion carried by voice vote.

Respectfully submitted,

Dean R. Bostrom
Secretary

Peggy Kusmierski
Recording Secretary

**HOFFMAN ESTATES PARK DISTRICT
REGULAR BOARD MEETING 983**

EXECUTIVE DIRECTOR'S REPORT

PARKS DIVISION

1. Boom-spraying for dandelions and clover has been completed. Spot spraying will continue for the immediate future.
2. Turf renovation continues on Willow and Locust playgrounds areas. Cottonwood has been completed. Poplar will be renovated when construction is completed.
3. Staff took possession of a new Grounds Master 4100-D mower, this model replacing the Grounds Master 580-D models. New design of mower decks allow for closer trim mowing, and although the width of cut is 3' narrower than the 580, the speed of the mower and mobility more than makes up for the lack of 1 ½' on each side of the mower.
4. Staff is awaiting the delivery of a new mowing trailer to deliver the new 4100-D to mowing sites, cutting back significantly on wear and tear in transport.
5. Mowing continues, weather permitting, and recent periods of heavy rain have allowed the turf to have a new growth spurt. Several areas of parks throughout the district remain extremely wet and not conducive to heavy mowing. Several incidents of mowers being stuck and necessitating turf repair occurred during the month so mowing has been curtailed in those areas.
6. A grant request for \$1248.00 has been submitted to DCEO for exterior lighting retro-fit at PSSWC and we are waiting for approval of the incentive requested.
7. Ash tree removals are underway with a total of 48 trees removed to date:
Highpoint 31,
8. South Ridge 12 and North Ridge 5. The Ash inventory update is 60% complete with work orders created for additional removals.
9. Invasive weed control (Phragmites, Thistle, Teasel & Garlic Mustard) was completed and Poison Ivy and Sweet Clover control has started.
10. Flower and shrub bed 2nd round of weeding was completed.
11. The 3rd Adopt-A-Highway cleanup was done.
12. The controlled burn application process has started for the 2014 – 2015 burn season with 30 in-house burns planned, with the hope that we have more favorable weather this coming season.
13. Replacement shrubs were ordered for Triphahn Center, this plant material will be used on the parade float and then planted after the parade.
14. Power was ran from panel in the basement of the clubhouse at Bridges up to the Bar and Grill for the new gaming machines.
15. More than a dozen emergency lights have been repaired and received new batteries.
16. The whirlpool at PSSWC was drained and thoroughly cleaned and any edge that seemed sharp or jagged was filed smooth and safe so bathers could not be scraped or cut.
17. New bearings and pulley installed on Dectron #1 at PPSWC.

18. Exhaust fan at hallway house for bridges was re-anchored so it was functioning properly and no longer noisy.
19. 2 pool vacuums were taken apart and repaired.
20. We repaired the locking mechanism on the Kids Korner door at PSSWC
21. The splash pad at Vogelei was re-programmed and solenoids adjusted so timing on water features operates as planned.
22. At the Willow Rec Center the dog park had the old post busted out of the concrete and a new metered valve and new post were re-set in concrete to provide the dogs with water at the park
23. Truck 523 replaced driver's side door bushings
24. Vehicle 455 replaced A/C compressor and accumulator
25. Truck 912 replaced broken brake line spark plugs and wires
26. Triphahn Center ice rink welded Zamboni doors on both rinks
27. Installed back up cameras on trucks 522 and 524
28. Truck 507 replaced radiator and upper radiator hose
29. Vehicle 518 replaced rear brake shoes and drums
30. Ball field groomer 896 replaced starter
31. Installed windscreen around South Ridge Park Tennis court, and repaired top cap block wall on north side of lake.
32. Constructed a Cake and Cupcake for the Fourth of July parade.
33. Installed steel roofing at Charlemagne, Huntington and Community Park shelters.
34. Staff installed shade canopies at Willow Tot lot.
35. ADA compliant Countertop installed for Golf Range House.
36. Staff constructed and installed Dog walk and jump agility equipment for Bo's run.
37. Triphahn Center crew removed old carpet and installed new 2x2 carpet tiles in rink 1 & 2 overlook and hallway to fitness workout room.
38. Removed graffiti on playground at Evergreen, Canterbury and Highpoint Parks

PLANNING & DEVELOPMENT

1. Playgrounds

The exceptionally wet spring has extended into early summer causing significant impact on the contractor's ability to complete the playground projects according to the original estimates. This is due to excessive muddy conditions and an inability to remove existing wood fiber fall surface without contaminating it with subsoil. This material has had to be hauled off to land fill instead of the original planned disposal means of free wood chip mulch to the public. In addition to the demolition impact, additional new wood fill will be needed to fill in the void created by the over excavation. The impact at each of the four projects has been approximately \$20,000 total. WRC was completed the first week of June and opened to the public on June 6th. The fence contractor installed the ornamental fencing prior to the opening of this park. The

maintenance department will be completing the landscape restoration within the next few weeks.

Locust playground was completed the second week of June and opened to the public on June 13th. Poplar playground is progressing even though the rain has hampered the pouring of the concrete and some work on the drainage systems. Within the next week concrete should be completed around the basketball surface which will be paved the first week of July. Overall, the four playground projects are still running slightly under budget even with the expenditure of the authorized contingency items.

2. Shoe Factory Bike Trail

A meeting between the consultants and agency members was held on June 19th at the Village to discuss progress to date. Of importance was the wetland delineation which identified certain areas within close proximity of the proposed path. With the knowledge that wetlands are in the area, the next step is to have the Army Corps of Engineers assess the quality of those wetlands and determine the path's potential impact upon those areas. The second item discussed was the conceptual bridge design now in progress by the Illinois Toll way which has included a bench for the proposed bike bath. Attached is a drawing that shows the existing slope to be removed and the proposed 12-foot wide multi use path. The actual paving of the path will be done by the grantees members as part of the bike trail project. In addition, barrier fence will be constructed between the existing railroad tracks and the path. The final issue discussed was that of utilization of existing multi use off street path which runs through the Prairie Stone Office Park. Existing plans call for on-street bike lanes and the possible option of utilizing this off street route to enhance the riding experience and provide additional safety. This option will need to be explored with the Prairie Stone Land Owner's Association.

3. Tennis Courts/Inline Rinks

As was reported last month, all the tennis courts have been crack filled and/or color coated and are now available for summer play. The contractor has completed the crack filling and recolor coating of the Pine and Community inline rinks and the fence was repaired at Community Park. Both of these facilities are now open to the public.

4. Marquee Sign Project

Staff met with representatives from Walton Sign on June 13th to tour each of the sign locations. This was the first time Walton staff had actually seen the sites firsthand. One of the suggestions brought forward by Walton staff was the possible concern for soils at the WRC site. With this in mind, staff has contracted with Illinois Soil Boring to perform 2 test borings. This will prevent any surprises later in the project, at a time when installation of the sign structures is under way. Should modifications to the structural design be necessary, they can be done as

part of the design process. A conference call was conducted on June 24th to discuss specific design requirement and installation timing issues. Based upon previous conversations and this conference call, it now looks like all 4 signs will be installed consecutively as opposed to every other week during the month of September and October. Foundations will all be complete prior to the shipment of signs from San Antonio.

RECREATION DIVISION

July Event Schedule Summary:

- Military Appreciation Weekend: Friday, July 4th through Sunday, July 6th at Seascap. All men and women who serve or have served in the military will enjoy free admission.
- Live Music Night: Wednesday, July 9th and August 6th, from 6:30 pm – 9:30 pm at Bridges of Poplar Creek Country Club Outdoor Event Area – with the band Brock & Abrams..
- Adventure Day: Friday, July 11th at Seascap. Hoffman Estates Cabelas will be on site from 11:30 am to 2:30 pm providing kayaking demonstrations and will have a variety of tents to explore. In addition, the portable climbing wall will be available for rock climbing and Above and Underwater Scuba will be facilitating snorkeling demonstrations.
- Friday Fun in the Park: Friday, July 11th at 10 am at Vogelei every other Friday through the summer, free children's entertainment.
- Splish Splash Family Bash at Seascap: Friday, July 18th at Seascap Family Aquatic Center – (Rain Date: Friday, July 25th) – In addition to swimming at our fabulous waterpark, there will be music and a buffet dinner. Money raised benefits the Friends of HE Parks Foundation. Suggested donation of at least \$5 for kids (under 16) and \$10 for adults (16 and over) – or more, please be generous! Visit heparks.org for more details and to register.
- Pass Holder Appreciation Day: Friday, July 25th at Seascap – Pass holders will enjoy special VIP treatment on this day including an hour of private swimming from 10:30 am to 11:30 am. No outside groups or rentals will be at Seascap so pass holders and guests will have the pool all to themselves. Pass holders will have the chance to win raffle prizes all day.
- Friday Fun in the Park: Friday, July 25th at 10 am – at Vogelei Park every other Friday through the summer, free children's entertainment.

General Summary:

- The PSS&WC facility welcomed visits by the USA and Bulgarian national men's volleyball teams during the month of June. The teams practiced in the gymnasium and utilized fitness equipment during their workouts.
- Sunday, June 8th there was a kick off for the 2014 Fall/2015 Spring registration for soccer by providing soccer registration (on-site) at the Cannon Crossing soccer fields. A \$10 discount was given to anyone registered at the field on that date between the times of 11 am and 3 pm. 148 participants were registered that day.

- The Hoffman Stars Dance Company brought over 500 toys to the Lutheran General Children's Hospital on Saturday, June 21st. They spent an hour there visiting the patients, family and staff who could come to the lobby and they also performed some of the dance routines.
- A Tour de France Spin class challenge at PSS&WC will take place in July coinciding with the July 5th – July 27th event.
- Friday fun in the Park: The summer children's series started on June 13th with Ken Schultz "The Flying Fool". It was a beautiful day with clear skies and 70 degree weather. Over 200 people came out for the show.
- Plans for the Northwest 4th Fest are complete and the committee is ready for another successful event. For volunteering opportunities, please visit <https://2014-15vohe.theregistrationsystem.com>.
- Plans for this year's Party in the Park are coming along nicely. Some great new attractions are being added. The band Exit 147 will be performing from 8:30 to 10:30 pm. Staff is also working on additional marketing initiatives to continue to increase the visibility and awareness of Party in the Park.

Youth Soccer Summary:

Youth In-house Soccer Summary:

- There were 367 participants registered for spring soccer. There is no comparison from last year as this was the first year of doing a separate fall and spring registration.

Youth Baseball / Softball

- Baseball is coming down to its final stretch in the month of June. Regular season play ends at the Mustang, Bronco, and Pony levels the week of June 16th and playoffs started Saturday, June 21st. All Star games are scheduled for the Mustang and Bronco levels on June 28th. This season the youth baseball league will have two teams compete in tournament team play. One at the Mustang level and the other at the Bronco level. A Mustang post season tournament is scheduled to end on June 25th while the Bronco and Pony post season tournament can go all the way to July 12th.
- Fall Baseball – all spring teams will receive information on the upcoming fall baseball league. Fall baseball registration will begin July 7th and teams will be formed on August 4th. The season is scheduled to end on October 11th.
- Baseball Numbers:
 - Shetland (5-6 years) : 42 total participants
 - Pinto (7-8 years): 65 participants
 - Mustang (9-10): 62 participants
 - Bronco (11-12): 52 participants
 - Pony (13-14): 13 participants

- Softball Numbers:
 - 1st and 2nd Grade: 11 participants
 - 3rd and 4th Grade: 12 participants

| Program | 06/2013 | 06/2014 | Var. +/- |
|-----------------------|---------|---------|----------|
| T-ball | 51 | 42 | - 9 |
| Pinto | 76 | 65 | - 11 |
| Mustang | 68 | 62 | - 6 |
| Bronco | 46 | 52 | + 6 |
| Pony | 27 | 13 | - 14 |
| 1st and 2nd Girls S/B | 13 | 11 | - 2 |
| 3rd and 4th Girls S/B | 14 | 12 | - 2 |
| 5th and 6th Girls S/B | 0 | 0 | 0 |
| 7th and 8th Girls S/B | 14 | 0 | - 14 |
| Total | 305 | 257 | - 48 |

- Tee Ball registration for 4-5 reached its deadline on May 25th. To date there are a total of 103 players registered creating an 11 team league. Registration will continue to be taken until each team is full. In 2013 there were a total of 11 teams with 108 players.

Youth Sports Camps:

- The Hoffman Estates Park District has teamed up with Sports Kids Inc. to run early childhood sports classes. Camps that will be offered are soccer, basketball, football and parent/child combo camps. Numbers appear below for the first two sessions of camp.
 - Adult and Tot Sports – 6 participants
 - Mini Soccer – 11 participants
 - Sporting Encounters – 12 participants
 - Mini Soccer B – 12 participants
 - Mini Soccer C – 10 participants
- Hawks Basketball Camp: The Hoffman Estates Hawks Basketball camp that is run by the HEHS varsity coach had a total of 37 players sign up for the one week camp that ran from June 16th to June 19th.

- Hawks Baseball Camp: The HEHS baseball camp started on June 23rd and ends on June 26th. This camp had a total of 22 participants sign up which is 2 more than last year.

Preschool/Early Childhood Summary

| Program | 06/2013 | 06/2014 | Var. +/- |
|-------------------------|----------------|----------------|----------|
| Threeschool – 14-15 | 15 TC, 8 WRC | 15 TC, 4 WRC | - 4 |
| 2's Playschool – 14-15 | 21 TC, 7 WRC | 9 TC, 8 WRC | - 11 |
| Preschool – 14-15 | 119 TC, 46 WRC | 103 TC, 67 WRC | + 5 |
| Early Learning Center | 23 | 24 | + 1 |
| Total Preschool | 239 | 230 | - 9 |
| | | | |
| 2's Camp – Session 1&2 | 24 | 22 | + 2 |
| Preschool Camp | 59 TC, 30 WRC | 59 TC, 36 WRC | + 6 |
| Kinder Camp wk 1-3 | 60 TC, 33 WRC | 30 TC, 24 WRC | - 39 |
| Ready for Kindergarten | N/A | 25 | +25 |
| Healthy Kids Camp S1&2 | 17 | 36 | +19 |
| Safety Town Session 1&2 | 19 | 22 | + 3 |
| Counselor in Training | N/A | 2 | + 2 |
| Total Camp | 242 | 256 | +14 |

Early Childhood Classes Summer

| | | | |
|---------------------------|----|----|-----|
| Child Only | 21 | 27 | + 6 |
| Parent-Tot | 11 | 11 | + 0 |
| Contractual Music | 17 | 21 | + 4 |
| Tots Nature Series (June) | 10 | 13 | + 3 |

| | | | | |
|-------|---------------|-----|-----|-----|
| Total | EC Enrichment | 59 | 72 | +13 |
| TOTAL | | 540 | 558 | +18 |

Preschool

- Preschool ended in May. Staff will work with marketing to push summer registrations.

Early Learning Center

- The ELC summer schedule started on June 9th. The children visit High Point or Vogelei Park (and splash pad) every Monday. They also have swim lessons at Prairie Stone Sports and Wellness Center on Wednesdays.

Summer Camps

- Summer Camps began the week of June 9th. Two new camps were added this summer. Ready for Kindergarten was added after parents requested a more "academic" kindergarten readiness camp. Kinder Camp numbers are down session 1, but the new "academic camp" at Willow Recreation Center has good numbers. In addition, a new Counselor in Training (CIT) program began this year. Tweens work as "helpers" in the preschool and kinder camps at the Triphahn Center. Tweens also learn life and job readiness skills before and after they help in the classroom.

50+ Club Summary:

Classes

- Basic Exercise, Monday / Wednesday 16 participants.
- Gentle Yoga Monday/Wednesday evenings 26 participants; Saturday evening is running with 17.
- Line Dancing (am/evening) registration 10/9 participants.
- Spanish L1 9 participants.

Trips

- Chi Botanic Gardens 19 (mini-15)
- North Shore Tour 26 (mini-15)
- Garfield Park Conservatory 20 (mini-12)
- Donny & Marie 25 (mini-10)

Evening/Special Programs

- Health Screenings – 4 drop-in participants.
- Pub Quiz Night (3rd Thursdays / 6:00 pm) –18 participants – held at Jojo's due to start of Golf season at Bridges of Poplar Creek Country Club, dinner and games.

- Monthly Movie – lunch (The Ice Box) and movie at 50+ Center.
- Friday programs (on-site unless indicated).
 - 06/06 Brown Bag Lunch / Group Hike
 - 06/13 Lunch & Learn, courtesy of First Light Home Care.
 - 06/20 Brown Bag Lunch / No formal program.
 - 06/27 Monthly Member Birthday celebration at Culver's of Schaumburg.

Special Event Summary:

- Village Concerts on the Green: This summer series began on Thursday, June 19th with Peter Oprisko. A storm came through half way through the concert and the remainder was cancelled. .

Ice Arena

Figure Skating

- The ICE Academy summer camp program will begin on June 9th. Parents will once again have 5 day and 4 day options for camp as well as being able to enroll for all 8 weeks at a reduced rate. There will also be an early and late stay option for skaters. At this time there are 11 enrolled for all 8 weeks and 24 enrolled in the 1st week only option. These numbers reflect the ICE Academy and H2O camp combined.
- The lesson program will begin on June 9th. At this time there are 60 skaters enrolled for the summer.
- Planning is underway to offer a year end summer ice show the weekend of August 15th and 16th. This would be a new concept for the Chicagoland area as most shows are held in the spring. Staff is considering this option as it may be enticing to other skaters to join the summer program at HEPD so they can perform in a show. The benefit of offering this would be to impact the 2015 summer program enrollment.

Hockey

- Summer hockey lessons will begin on June 9th. Currently there are 75 registered players.
- The Wolf Pack summer hockey camp program will get underway on June 9th. Currently 17 players are enrolled for the first week.

Facilities

Prairie Stone™ Sports & Wellness Center (PSS&WC)

Member Services:

Marketing:

- The enrollment promotion for the month of June reflected a 50% enrollment fee discount designed to attract new members at a time that is traditionally slow in recruitment. New members who enrolled in June also received June dues free. Although plateauing a bit, new member recruitment continued to rebound from a slower than typical start earlier in the year. This rebound will effectively help to reduce the net member deficit that resulted from slower than average enrollment traffic in the early part Q1. 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 club cash reward for referrals who enrolled as members. During the month of June, the standard club cash reward of \$25 was doubled to \$50. These promotions have proven to be popular and effective among prospective clients and among the most productive of marketing efforts.
- The general GET FIT ... BE HAPPY banner remained on the north side exterior wall to help promote membership recruitment. 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 eblasts 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 Member Services team has continued with the sale of student summer passes in June, with durations of 1, 2, and 3 months available as options to college students. As was the case in previous summer seasons, these passes continue to be popular options for students since membership commitment beyond the desired duration is not required. These passes will remain on sale through June 30th.
- The Member Services team has entered into discussions with the Fitness team regarding the creation of a member loyalty program at PSS&WC that would reward members who have been enrolled for 5 or more consecutive years with special incentives, perks, and discounts. Discussions regarding this program will be ongoing through the second and third quarters of 2014.
- The Member Services team met with executives from the Salvation Army regarding their future relocation to the Prairie Stone business park and their interest in creating a corporate membership agreement for their employees. Discussions will continue in the third quarter of 2014.

Operations Department:

- Progress continues on the development of a new member handbook for PSS&WC. A first design proof of the handbook has been reviewed by the General Manager of Sales & Operations and returned with edit requests to the Communications & Marketing team. This handbook will serve as an informational resource for members and employees of the club to ensure consistent enforcement and accountability of rules and regulations governing membership/usage. Efforts will continue throughout the summer months to further revise and determine the design the handbook with an estimated completion in the third quarter of 2014.
- The Kids Korner introduced a new monthly calendar denoting various daily/weekly activities and special events scheduled during the busy summer months. Events have included a special visit from a DARE officer, a nature hike, a touch a truck event with the fire department, and many arts and crafts. Photos from these events have been posted on the PSS&WC Facebook page for all to enjoy!
- Paper signs throughout the facility have been replaced with decals in order to improve the aesthetics throughout the club.
- The General Manager of Sales & Operations participated in the composition of a benchmarking analysis of best practices among fitness centers and health clubs comparable in size and membership options to PSS&WC. Results were submitted to the Director of Facilities & Recreation and included in the Comprehensive Master Plan for the District.

Programming, Aquatics, and Fitness Departments:

- Included in the PSS&WC Wellness Calendar for the month of June were the following events: 5K Fun Run to celebrate National Running Day and educational sessions such as 30 minute foam roller sessions along with 2 personal training workshops.
- The July Wellness Calendar will be supporting the NRPA's program "Out is In".
- The PSS&WC Prairie Dog Multi-Sport Club currently has 40 paid members.
- Plans are being developed for a Zumbathon on Saturday, July 19th. The event will take place from 11:15 am to 2:15 pm with 3 Zumba instructors leading the session.
- Personal Trainer, Joe Pignone, presented a workout for the Cabela's staff on Friday, June 13th.

Triphahn Center (TC)

General Operations:

- The monthly Dance World rental was held on June 14th.
- The new fitness classes began the first week of June. Currently there are 16 participants in two classes (Women of Steel with 8 participants and Fitness Boot Camp with 8 participants).
- The Triphahn Center Facility Manager is obtaining price quotations for the painting of the fitness center ceiling.

Willow Recreation Center (WRC)

General Operations:

- There were 125 courts sold in June. There were 124 courts sold in June 2013.
- The summer session of Racquetball lessons began the week of June 9th. There are 2 leagues running with 13 participants which is the same as in the summer of 2013.
- The summer session of fitness classes began the week of June 9th. There are 10 classes running with 64 participants and an additional 77 drop-in participants as compared to 78 drop-in participants in June 2013.

Bo's Run Off Leash Area

General Operations:

- There were 29 guests to Bo's Run in June as compared to 14 in June 2013.
- There are currently 340 members (340 Bo's run only members). There were 374 members to Bo's Run at this time in 2013.

Freedom Run

General Operations:

- There are currently 346 members to Freedom Run. There were 344 Freedom Run at this time in 2013.
- There are currently 95 combination members to both dog parks, compared to 87 combo memberships at this time last year.
- Breakdown for Freedom Run / Combo passes Elgin – 175 HE – 102, Streamwood – 69. Additional towns are Schaumburg, Huntley, Hanover Park and South Barrington, Elk Grove, Palatine, Wheeling and others.
- There are a total of 781; there were 718 dog park memberships at this time in 2013.

Vogelei House / Barn

General Operations:

- The Sunderlage Family held their 50th wedding anniversary party at the barn. They enjoyed walking through the house (with permission of the Mohan Group). The people that remember growing up in that house enjoyed telling stories and showing the younger generation around.

Willow Skate Park

General Operations:

- The summer session of Skateboard lessons began the week of June 8th with 5 participants. There were 5 participants in the first summer session of lessons in 2013.

Seascope Family Aquatic Center

General Operations:

- Seascope staffs have been successfully trained and the facility operations are running smoothly.
- Seascope successfully completed their first Starguard audit with achieving 4 out of 5 points, which is very strong. Feedback will be received from Starguard and on-going training will be provided for the lifeguards to ensure all standards exceed expectation.
- The first movie night, featuring Despicable Me 2, was cancelled due to severe weather on June 21st. The "rain date" for the movie was scheduled and advertised for June 28th. The movie event has now been planned for June 28th.
- Adventure Day has been planned and is being marketed for July 11th. Staffs are working with Cabela's for kayaking demonstrations and camping and tent displays. The HEPD portable climbing wall will also be available, along with snorkeling demonstrations provided by Underwater Scuba

Communications and Marketing

Program Promotions

- The Communications and Marketing Superintendent worked with program managers to promote Seascope Season Passes, Summer Camp, Youth soccer, Prairie Stone memberships, special events, 50+ programs, and Public Skate schedule.

Community Education

- HEALTHeKids e-Blast & Blog – The articles are individually promoted through social media and eventually an RSS feed on the park district website.
- 50th Birthday Celebration Planning – 50th anniversary update – the 4th of July Parade float is in progress.
- Vogelei Mural – Work on the mural has begun by a student artist from Olivet University who is volunteering to paint the Vogelei farm on a wall of the Vogelei Barn.
- Schaumburg CAN Grant – Staff applied for a grant to fund educational programs for teens at Vogelei through the Schaumburg CAN organization.

- IPRA's Exceptional Workplace Award Entry – Staff is entering HEPD in this competition.
- Mobile Application and Responsive Web Design Conversion – The website in progress is to be fully converted to a mobile-friendly design, and is on target for completion in the third quarter. The mobile application has been available since April 25th; as of June 23rd there are 77 Apple users and 93 Android users. The mobile application is being marketed to the community via web, e-blast, posters, social media and with mobile application promotional cards distributed to program participants.

Mobile Access - results to date are positive, showing more users accessing heparks.org on mobile devices or tablets. A greater percentage of page views by mobile and tablet are being sought: Change is shown from last year.

| | Feb 2013-Feb 2014 | May 23-June 23, 2013 | May 23 – June 23, 2014 | Change |
|---------|-------------------|----------------------|------------------------|--------|
| Desktop | 63% | 58% | 48% | -10% |
| Mobile | 27% | 29% | 39% | +10% |
| Tablet | 10% | 11% | 12% | +1% |

Public Relations & Advertising

Press Releases submitted to – Daily Herald, Tribune, Business Ledger

- Foundation Receives \$1,000 Award for Anti-Bullying Signs
- HEPD Anniversary / Warren & Marilyn Sunderlage 50th Anniversary at Vogelei

Community Calendar Submissions to: Daily Herald, Trib Local, Kidwinks, Oaklees Guide, Parents' Magazine, Hoffman Estates and Schaumburg Chambers and Hoffman Estates Visitor's Bureau.

Daily Herald: The Daily Herald assigned a freelance reporter to cover the Sunderlage Anniversary Party on Sunday, June 22nd at Vogelei Barn. Marilyn and Warren Sunderlage, descendants of the Sunderlage family, the original settlers of the area and original owners of the Vogelei property, celebrated their 50th wedding anniversary. We worked to tie in the HEPD's 50th anniversary as well.

MARKETING DASHBOARD (SOCIAL MEDIA & WEB STATISTICS)
 May 26, 2014 – June 22, 2014

HEPD Facebook page (May 26, 2014 – June 22, 2014)

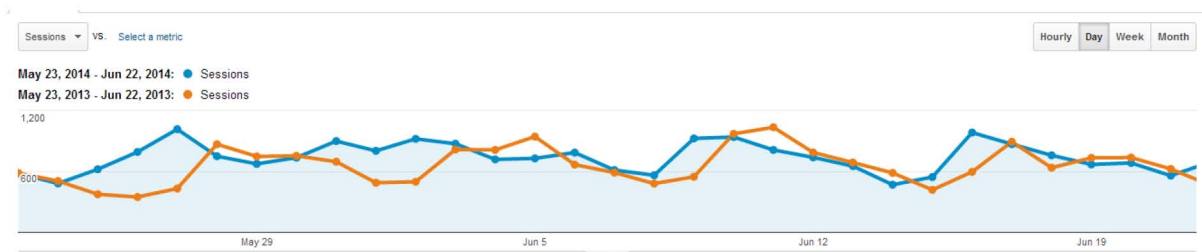
The district had good reach this month, with high activity on Friday May 30th when information was posted about Teen Leadership Camp with good results. The highest reach was on June 4th when notices regarding camp starting, liver music at Bridges of Poplar Creek, and pictures for the Dance Recital were posted.



WEBSITE Heparks.org Google Analytics

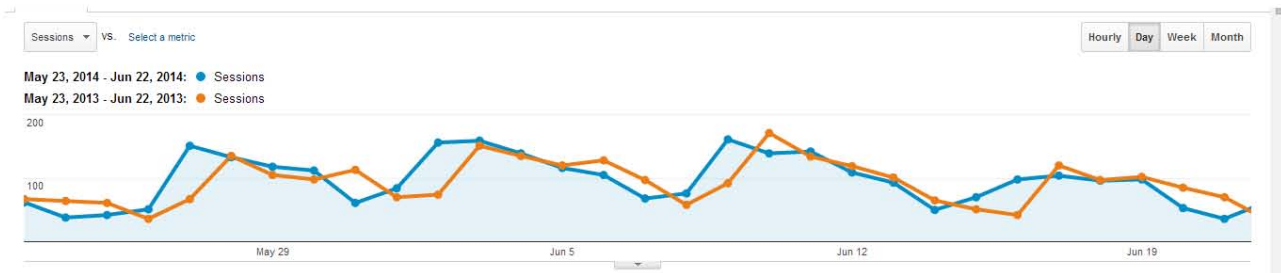
There was good reach this month, with high activity on Tuesday, May 27th due to the e-blast sent out. On Monday, June 16th pictures of Explorer's Camp were posted.

| Heparks.org Google Analytics | 2013 | 2014 | +/- Variance |
|------------------------------|--------|--------|--------------|
| Sessions | 20,226 | 22,798 | + 12.49% |
| Users | 12,931 | 14,975 | + 15.81% |



Webtrac Online Registration Page Hits

Google Analytics – Hits are higher on Tuesdays; a historical trend, with most hits on the weeks right before the sessions begin.



Conversion Rate – Online Program Registrations

RecTrac Report - Percent of registrations made online vs. in person.

Timeframe Percent Online Registration

| | |
|----------------------------|--------|
| 2011: | 21.00% |
| 2012: | 26.30% |
| 2013: | 30.69% |
| January 1 – June 22, 2014: | 34.00% |

Email Blast Results

Constant Contact Open Rate Bounce Rate Click through rate

| | | | |
|--------------------------------------|--------|-------|--------|
| Sports and recreation Industry bench | 19.70% | 9.19% | 11.89% |
| All HEPD email mark | 20.90% | 5.50% | 11.80% |
| HEPD General E-Blast 06/10 (Qty 15k) | 19.00% | 1.50% | 11.00% |
| HEPD General E-Blast 05/27 (Qty 16k) | 24.50% | 1.40% | 11.70% |

HEALTHY KIDS June Newsletter (Qty 391) 22.70% 0.30% 7.10%

Bridges of Poplar Creek Board Report

General Programs

- The Sharks Jr. Program was a success in the month of June. We had 45 participants which is 25 more students than 2013. In this session juniors learned the game with use of motor skills, range practice and 2 on course play sessions. All participants received a Tour Edge golf club.

Golf Rounds

| ROUND TOTALS Thru 6/24 | | |
|------------------------|--------|--------|
| 2012 | 2013 | 2014 |
| 4,646 | 3,924 | 3,922 |
| YTD ROUND TOTALS | | |
| 2012 | 2013 | 2014 |
| 13,902 | 10,386 | 10,024 |

Range Information

| RANGE BASKET SALES TOTALS Thru 6/24 | | |
|-------------------------------------|-------|-------|
| 2012 | 2013 | 2014 |
| 2,883 | 2,474 | 1,951 |
| YTD RANGE BASKET SALES TOTALS | | |
| 2012 | 2013 | 2014 |
| 9,908 | 6,982 | 5,656 |

Communications & Marketing

Marketing/Advertising

- We did 3 email blasts for the month advertising; Demo Day, SRT Golf Outing, Customer Appreciation Open Play SG, ProShop Sales, Wedding & Banquet Specials, Golf Instruction, and Jr. Golf Program.
- Filmed our Golf Scene TV Show spot with Steve Kashul. That will air on Comcast Sports Channel. Will have more details on when we will be featured in July.
- We will be also ran another ValPak piece in June. Which will go to 50k local homes promoting Course and Range Specials. It generated 53 rounds and \$1670 in revenue and 4 range baskets sold generating \$32 in revenue.

Food & Beverage

Food & Beverage

For the month of June we had a total of 45 Events. (42 Events in 2013) The breakdown is as follows:

8 breakfast meetings servicing 218 people

2 Rotary luncheons servicing 107 people (they cancelled June 20th and 27th)

3 showers servicing 156 people

2 graduation parties servicing 100 people

1 birthday party servicing 40 people

1 golf outing with a boxed lunch only servicing 76 people

8 golf outings with plated dinners or buffets servicing 881 people

10 ceremonies servicing 1109 people (on June 21st had 3 in one day)

9 receptions servicing 1024 guests

1 Alexian meeting ordering from bar menu, 13 people

We currently have 36 events booked for the month of July (31 Events in 2013)

10 breakfast meetings servicing 180 people

3 Rotary luncheons servicing 120 people (they cancelled July 4th)

1 Room rental only for Wolfpack Hockey

5 showers servicing 225 people

1 engagement dinner servicing 150 people

4 ceremonies servicing 480 people

6 receptions servicing 780 people

6 golf outings servicing 434 people, all are having dinners except one lunch tickets only

Wedding Booking Update:

2015=6 receptions four of which are hosting their ceremonies here

2014= 29 wedding receptions plus 8 ceremony only booked (one cancelled their wedding since last board report), Of the 29 receptions; 23 are doing their ceremony and receptions here.

Past Wedding #'s

2013 = 32 wedding receptions plus 5 ceremony only weddings. Of the 32 receptions; 25 are doing both their ceremony and reception.

2012 = We hosted 36 wedding receptions plus 3 ceremony only weddings. Of the 36 weddings we hosted, 17 did both the ceremony and reception here.

Maintenance Report

Just as the weather took a turn for the better in May, June has continued to provide good growing conditions. We have been extremely busy working on getting the approaches and fairways back into playable conditions. As stated in last month's board report we are on an aggressive verti-cut schedule on greens to promote the movement of poa annua in the seed bed. With our new top dresser at the facility we have begun aerating fairway spots followed by seed and a layer of sand topdressing. The fairways are bouncing back nicely from these cultural practices. Certain areas that we deemed were completely dead with no chance of recovery we have placed sod. Sections of #8 and #1 fairway were sodded out using sod from the back of #9 and #15 fairways. By using sod from these fairways we saved our selves an estimated \$5000 in sod. The areas that we removed sod from #9 and #15 were sodded using our bluegrass nursery located by the maintenance facility. Approaches on holes 10 and 18 were completed sodded out to allow play on those much quicker. We feel that we would have been able to get those two approaches to come back using seed and cultural practices but not as quickly as sod.

Other work that was completed in June by the Bridges of Poplar Creek Country Maintenance team is follows:

- Fertilizer applications to green surrounds
- Complete bunker edging
- Chipping green and chipping bunker were reshaped based on over use issues
- Dead roses were removed and replaced with mulch until the fall when new plants will be planted
- Lights in the wedding/event area were replaced with LED light bulbs

- Demoed a new rough mower that allowed the maintenance team to mow the entire property in eight hours compared to 24 hours with our current setup.
- Routine Maintenance
- Prep work for new BPCCC sign at Golf and Moon Lake
- Moved an irrigation line for new sign to be installed.
- Irrigation upkeep
- Integrated Pest Management applications

Finance/Administration

- Staff submitted the District member application to Government Finance Officers Association (GFOA) as well as the Comprehensive Annual Financial Report (CAFR) and the accompanying application for Certificate of Achievement for Excellence in Financial Reporting. Staff anticipates hearing results in approximately 8 months.
- Staff filed copies of the CAFR with all required agencies.
- Staff supplied copies of the 2013 CAFR, Treasurers Report, Expenditure Listing and Check Register for publication on the District FOIA page.
- Staff filed the legally required Notice of Availability with the Daily Herald.
- Working with the Wolves to negotiate marketability of having Wolves logo on the marquee sign. Have agreed in concept to \$7,500 for payment from them for logo on sign as originally proposed.
- Finalizing a lease option with ATT for additional antennas on existing pole at Willow Rec Center. A public meeting will be held for community input.
- Completed the video gaming contract with machines that were installed at BPC on June 23rd.
- Staff assisted with the building of the 50th anniversary float.

Administrative Registration/EFT Billing

- EFT Billings for:
 - a. TC/WRC/PSSWC Fitness Centers
 - b. ELC (weekly)
 - c. Sponsorship
- Administrative Registration for:
 - a. Financial Assistance
 - b. Unemployment Package
 - c. Park Permits
 - d. 2014/2015 Soccer Registration
 - e. Bode Pre School Pool Passes

Human Resources

- Posted/began recruitment process for FT Building Technician.
- Processed 55 new part-time hires to staff summer operations at Seascap, BPCC, summer camp staff
- Processed 9 volunteers (all new)
- Completed recruitment process for FT Building Technician – hired Shajprim Ademi
- Attended PDRMA Wellness Ambassador meeting and related information to FT staff re: transition from MyHealth IQ program to “Path” program
- Analyzed usage on Applitrack: total # of applicants / applicants per FT position (see below)
 - TOTAL # of applicants for all vacancies w/in last 6 months: 450
 - # of applicants for recent FT position postings:
 - Program Manager: 50
 - IT Manager: 25
 - Supervisor of Buildings/Aquatics: 26
 - TC Overnight Custodian: 15
 - Building Technician: 10
 - All openings (FT and PT) district-wide are posted/removed by HR. Quarterly fee is a flat \$340.00.

Technology

- Continuing with the server project (Network Infrastructure Upgrades)
 - Switchover of user home drives to new HEPD-DC02 from old HEPD-DC01 was successfully completed on 6/16.
 - A new date of 7/16 has been set to switchover our old terminal server, HEPD-TERM01 to new HEPD-RDS01.
- Continue to discuss and review our current communication infrastructure along with our phone system with Comcast, AT&T, CBeyond, Current Technologies, & ATI Technologies.
 - Comcast – Proposal to an EVPL (Fiber over Coax) solution would provide up to 10Mbps to facilities. This upgrades our T1 connections currently at 1.5Mbps. Pricing based on 3 or 5 year commitment.
 - AT&T – Proposal for a Multi-Protocol Layer System (MPLS) Ethernet network. Confirmed that our T1's are set to expire Dec 2014. Although our T1's are slow, they have been reliable with hardly any downtime. Service Level Agreement (SLA) included.
 - Current Technologies & ATI Technologies – Proposal for an MPLS Ethernet network through FirstComm. Investigating if the same as AT&T.
 - CBeyond – Awaiting formal proposal for solution for voice and/or data. Proposal will be for an MPLS Ethernet network as well. Investigating if the same as AT&T.
- Continue to discuss and review IT support vendors to ensure best competitive market value.

- Excalibur – Informed them with our 30 day notice to be removed from TSS Support. TSS will cease 7/11. Will continue with their services as needed on time and material scheduling.
- Planning on moving our web hosting from Excalibur to Invex Design. CM is currently using Invex Design to redesign our website.
- Deployed 20 of the 25 new HP Win7 computers to replace WinXP computers.

Hoffman Estates Park District – 2014 Goals
Parks Division

Report Date: July 2014

Key: C = Complete / SC = Substantially Complete / IP = In Progress / NB= Not Begun / NA = Not Accomplished

DISTRICT GOAL 1

Enable access to Healthy and Enjoyable Experiences for all people

District Initiative 1: Offer healthy and enjoyable experiences that promote equal access

| No. | Division Objective | Measures | Status | Achievement Level / Comments |
|-----|--|--|--------|---|
| 1 | Purchase and install needed park amenities throughout the district | Purchase 80% by end of 3 rd quarter | IP | Securing competitive pricing. 60% of budget is ordered. |
| 2 | Complete 2014 assigned ADA projects as detailed in the ADA transition plan | Complete by end of 4 th quarter | IP | No projects assigned as of now. One project completed. |

District Initiative 2: Achieve customer satisfaction and loyalty

| No. | Division Objective | Measures | Status | Achievement Level / Comments |
|-----|---|--|--------|---|
| 1 | Replace TC carpet with carpet tiles | Complete by 3 rd quarter to minimize disruption to facility users | IP | Worked with facility staff on the carpet bid. Project has started |
| 2 | Triphahn Center RTU-1 replace compressor | Complete by end of 3 rd quarter | NB | |
| 3 | Triphahn Center RTU-2 replace compressor | Complete by end of 3 rd quarter | NB | |
| 4 | Triphahn Center RTU-3 replace compressor | Complete by end of 3 rd quarter | NB | |
| 5 | Triphahn Center RTU-6 replace compressor | Complete by end of 3 rd quarter | NB | |
| 6 | Triphahn Center RTU-7 replace compressor | Complete by end of 3 rd quarter | NB | |
| 7 | Triphahn Center RTU-8 replace compressor | Complete by end of 3 rd quarter | NB | |
| 8 | Triphahn Center RTU-9 replace compressor | Complete by end of 3 rd quarter | NB | |
| 9 | Triphahn Center RTU-10 replace compressor | Complete by end of 3 rd quarter | NB | |
| 10 | Triphahn Center RTU-11 replace compressor | Complete by end of 3 rd quarter | NB | |
| 11 | Triphahn Center RTU-12 replace compressor | Complete by end of 3 rd quarter | NB | |
| 12 | Triphahn Center RTU-13 replace compressor | Complete by end of 3 rd quarter | NB | |
| 13 | Triphahn Center CU-14 replace compressor | Complete by end of 3 rd quarter | NB | |
| 14 | Triphahn Center CU-IT replace compressor | Complete by end of 3 rd quarter | NB | |
| 15 | PSSWC A/C-1 replace compressor | Complete by end of 3 rd quarter | NB | |
| 16 | Vogelei Barn AH-1 replace unit | Complete by end of 3 rd quarter | NB | |
| 17 | Vogelei Barn AH-2 replace unit | Complete by end of 3 rd quarter | NB | |
| 18 | Vogelei Barn Furnace replace unit | Complete by end of 3 rd quarter | NB | |
| 19 | Vogelei House Furnace -1 replace unit | Complete by end of 3 rd quarter | NB | |
| 20 | Vogelei House Furnace -2 replace unit | Complete by end of 3 rd quarter | NB | |
| 21 | Triphahn Center 50 Ton Carrier unit | Completed by end of 3 rd quarter | IP | Compressor ordered. |

District Initiative 3: Connect and engage our community

| No. | Division Objective | Measures | Status | Achievement Level / Comments |
|-----|--|--|--------|--|
| 1 | Inspect district boundaries looking for encroachments and act upon them in accordance with procedure 1.045 | Inspect Quarterly with completion in the 4 th quarter | IP | The late snow cover has delayed the first round of inspections. 1st round of inspections has started. |
| 2 | Districts memorial programs | Expand By 5 | IP | Working on 1 tree and 1 bench memorial. 1 bench and 1 tree is completed. |
| 3 | Adopt-A-Park program | Expand by 2 sites | IP | Poplar Park has been adopted. |
| 4 | Notify public of and implement the controlled burns of selected natural areas | Complete by end of 1 st quarter | IP | All signage is out and mailings have been sent to adjacent property owners. Spring burn season is complete; will notify for fall burning |

DISTRICT GOAL 2 Deliver Financial Stewardship

District Initiative 1: Achieve annual and long range financial plans

| No. | Division Objective | Measures | Status | Achievement Level / Comments |
|-----|---|--|--------|--|
| 1 | Develop and administrate the Parks Division budget | Meet 100% of the timelines established by the finance division | IP | Monitoring all line items for possible deficiencies |
| 2 | Develop the Park's and Risk Mgt. sections of the 2014 CMP | Complete by the district's adopted schedule | IP | The parks trends and best practices have been presented to committee. The benchmarking surveys have been developed. The parks division is current with all required documentation. |

District Initiative 2: Generate alternative revenue

| No. | Division Objective | Measures | Status | Achievement Level / Comments |
|-----|----------------------------------|--|--------|---|
| 1 | Apply for available DCEO rebates | Complete by end of 4 th quarter | IP | Three rebates have been applied for. Five rebates have been applied for 3 received. |

District Initiative 3: Effective and efficient use of our resources

| No. | Division Objective | Measures | Status | Achievement Level / Comments |
|-----|---------------------------------|--|--------|--|
| 1 | Replace 2008 Expedition | Complete by end of 2 nd quarter | C | Vehicle is ordered Vehicle has arrived. |
| 2 | Replace 1997 Pickup Truck | Complete by end of 2 nd quarter | IP | Vehicle has received committee approval. Vehicle is ordered. |
| 3 | Replace 1999 Large volume mower | Complete by end of 2 nd quarter | C | Mower has received committee approval. |

| | | | | |
|---|----------------------------------|--|-----------|---|
| | | | | Mower has arrived. |
| 4 | Replace 1989 mowing trailer | Complete by end of 2 nd quarter | IP | Evaluating trailer needs. Trailer is ordered. |
| 5 | Replace 1989 mowing trailer | Complete by end of 2 nd quarter | IP | Evaluating trailer needs. Trailer is ordered. |
| 6 | Rebuild Seascape Filtration pump | Complete by end of 1 st quarter | C | Pump is out for rebuild. Pump has been rebuilt. |
| 7 | Rebuild Seascape body slide pump | Complete by end of 1 st quarter | C | Pump is out for rebuild. Pump has been rebuilt. |

DISTRICT GOAL 3
Achieve Operational Excellence and Environmental Awareness

District Initiative 1: Create and sustain quality parks, facilities, programs and services

| No. | Division Objective | Measures | Status | Achievement Level / Comments |
|------------|--|--|---------------|--|
| 1 | Retro fit existing facilities with Green / energy efficient solutions with a primary focus on lighting | Complete by end of 4 th quarter | IP | Vogelei and WRC LED parking lot light are ordered. |
| 2 | Enhance high visibility natural areas by adding additional wild flower seeds | Complete by end of 1 st quarter | C | Seed is in our possession; will put out soon. All lake shores have been over seeded. |
| 3 | Enhance natural areas by controlling invasive plants / weeds | Complete by end of 2 nd quarter by keeping natural areas with no more than 20% weed growth per location | IP | Hand pulling and herbicide applications have started. |
| 4 | Purchase and plant trees, shrubs, and flowers throughout the district | Complete by end of 4 th quarter | IP | Flowers have been planted; trees are being evaluated. |

District Initiative 2: Utilize best practices

| No. | Division Objective | Measures | Status | Achievement Level / Comments |
|------------|--|--|---------------|-------------------------------------|
| 1 | Maintain Parks Division's compliance with IPRA's Environmental Report Card | Complete by end of 4 th quarter | IP | Evaluating criteria. |

District Initiative 3: Advance environmental and safety awareness

| No. | Division Objective | Measures | Status | Achievement Level / Comments |
|------------|--|--|---------------|--|
| 1 | Maintain PDRMA accreditation for the parks division | Accreditation maintained with a division score of at least 95% | IP | Currently scheduling PDRMA's 2014 visits. |
| 2 | Oversee all divisions PDRMA accreditation | Accreditation maintained with an overall district score of at least 95% | IP | Currently scheduling PDRMA's 2014 visits. |
| 3 | Maintain the District's accident reports and review claims | Review 100% of accidents and recommend corrective / preventative actions | IP | District wide accident reports are in my file. |

| | | | | |
|---|---|---|-----------|--|
| 4 | Keep the Parks Division current with new PDRMA requirements | Review all new material and inform all divisions of the changes | IP | Added new and revised programs to the safety manual. |
| 5 | Add playground safety surface to required locations | Complete by end of 3 rd quarter | NB | |

DISTRICT GOAL 4
Promote Quality Leadership and Service

District Initiative 1: Develop leadership that ensures work force readiness

| No. | Division Objective | Measures | Status | Achievement Level / Comments |
|------------|---|-------------------------------|---------------|---|
| 1 | Instruct and train members of the training committee on district wide trainings | Complete by end of March 2014 | C | Communicated expectations to the training team. |

District Initiative 2: Build organization culture based on I-2 Care Values

| No. | Division Objective | Measures | Status | Achievement Level / Comments |
|------------|---|--|---------------|---|
| 1 | Regularly reinforce the I-2 CARE Values | Complete by end of 4 th quarter | IP | Review at January, February and March meetings. Review at April, May and June meetings. |

District Initiative 3: Promote continuous learning and encourage innovative thinking

| No. | Division Objective | Measures | Status | Achievement Level / Comments |
|------------|--|--|---------------|---|
| 1 | Train and document 100% of all staff on job specific and mandatory training with in the Parks Division | Within one week of their employment start date | IP | All full time staff training is complete; Awaiting the arrival of the seasonal staff. |

**Hoffman Estates Park District – 2014 Goals
Planning & Development Division**

Report Date: July 2014

Key: C = Complete / SC = Substantially Complete / IP = In Progress / NB= Not Begun / NA = Not Accomplished

DISTRICT GOAL 1

Enable access to Healthy and Enjoyable Experiences for all people

District Initiative 1: Offer healthy and enjoyable experiences that promote equal access

| No. | Division Objective | Measures | Status | Achievement Level / Comments |
|-----|---|---|-----------|---|
| 1 | Design and implement corrective solutions for ADA issues listed in the District's ADA Assessment Plan | By December 31,2014 | C | Solutions for Poplar, Seascape & Olmstead south walk were completed early this year and will be implemented as part of the construction projects awarded in March. All scheduled items were completed by end of June. |
| 2 | Develop in cooperation with Recreation staff, an activity tracker program to respond to the obesity concerns with the youth of the community. | Pilot program to be run with summer camps 2014 and documented prior to October 1, 2014. | IP | Planning staff has successfully tested a device which can be used to track activity/movement. The platform is designed to be used by children in the age group 8-12 years old. Staff is currently working with recreation staff to find a funding source to Beta test units locally with children. Technology costs to run a three month program would be about \$1,500 for one hundred participants for three months. Staff met with Alexian Bros. to partner with their Verizon grant program. More details will be presented in 3Q. |
| 3 | Construct an accessible swing at Eisenhower Park requiring state funding and coordination with Parks Division staff. | By September 2014 | IP | Materials for the project have been ordered and will be available for maintenance staff to install once classes are out for summer break. Staff is currently awaiting the executed agreement with the State of Illinois. Once that agreement is in hand maintenance personnel will be notified to begin the construction process. |

District Initiative 3: Connect and engage our community

| No. | Division Objective | Measures | Status | Achievement Level / Comments |
|-----|---|--|--------|---|
| 1 | Replace existing Marquee signs at various park locations with modern electronic message board systems. Vogelei, Triphahn, Willow & BPC | By December 1, 2014 | IP | Final design concepts were completed and public input meetings were scheduled in the month of March. Staff will present plans to committees and board in April. Award of a contract for installation of the four signs was approved by the full board at the June park board meeting. The contractor is now completing the final design engineering of the signs to be submitted to the Village code enforcement department for review and permitting. |
| 2 | Evaluate the development and implementation of a Park Portal communication device in coordination with Recreation, C&M and Parks Divisions. | Test devices and technology along with soliciting customer interest through surveys to determine long-term viability and interest of concept as a communication tool for the district prior to November 1, 2014. | C | Staff has completed concept plans and is confident that the technology is available and reliable to make this program work. Fundamentally the district is not in a position to make the commitment to develop and make time sensitive information available. Such information must be refreshed in a timely way if the program is going to be sustainable. |

DISTRICT GOAL 2

Deliver Financial Stewardship

District Initiative 1: Achieve annual and long range financial plans

| No. | Division Objective | Measures | Status | Achievement Level / Comments |
|-----|--|--------------------------------|--------|--|
| 1 | Develop and administer the Planning and Development division budget and meet all time lines established by the Finance division. | By November 1 2014 | IP | The sum total of all projects awarded to date are currently at or below budgeted total amounts. |
| 2 | 2014 Capital Projects at or below budget amounts | End of 4 th Quarter | | |

District Initiative 2: Generate alternative revenue

| No. | Division Objective | Measures | Status | Achievement Level / Comments |
|-----|--|---------------------------------------|--------|--|
| 1 | Coordinate construction of hotel at BPC | Contingent on partnership & agreement | NB | HEPD is still waiting for a potential interested investor to commit to the project. |
| 2 | Work with Admin Department to secure a means to fund the Marquee Project at no or minimal cost | | C | Planning staff along with Admin. Staff has identified Windsor Outdoor as a potential |

| | | | | |
|--|--------------------------------------|--------------------------------|--|---|
| | to existing programs and tax payers. | End of 4 th Quarter | | advertising agent. Staff will be presenting an advertising agreement with Windsor at the April A&F meeting. The board has approved an agreement with Windsor to sell ad space on four of the eight sign faces. |
|--|--------------------------------------|--------------------------------|--|---|

District Initiative 3: Effective and efficient use of our resources

| No. | Division Objective | Measures | Status | Achievement Level / Comments |
|-----|---|--|----------|--|
| 1 | Research, develop and recommend Planning & Development section of the 2014 CMP including recommended CIRP projects, goals and objectives. | By May 2014 | C | Planning has prepared a capital replacement plan for existing amenities to address the districts needs for 2015-2019. That plan will be presented to the board for approval by the end of the year Possible new project are currently being reviewed and of formulated for consideration by the board. Planning staff has completed all research items and prepared recommendations to be considered as part of the 2014-2019 CMP. |
| 2 | Research green alternatives for each of the CMP identified and / or future identified projects. | Research and implement as part of the 2014 budget and bid processes. | C | As part of the playground replacement process planning staff looked into the possibility of recycling the old equipment for third world countries. Unfortunately the company who is involved in the process evaluated our equipment and saw no value in perusing it with HEPD. With this in mind staff made recycling the old obsolete materials a requirement of the installation bid. Metal and plastic will be salved for scape value. New playground equipment used in the replacement program must consist of no less than 5% recycled content. |

DISTRICT GOAL 3
Achieve Operational Excellence and Environmental Awareness

District Initiative 1: Create and sustain quality parks, facilities, programs and services

| No. | Division Objective | Measures | Status | Achievement Level / Comments |
|-----|--|--|--------|---|
| 1 | Develop conceptual plans for the renovation and improvement of Chino Park. | By July 2014 | NB | No program information at this time from recreation department. |
| 2 | Replace Locust Park Playground | By June 2014 | C | Designs completed and bid, Materials ordered and installer identified. Completed May |
| 3 | Replace Willow Recreation Center Playground | By June 2014 | C | Designs completed and bid, Materials ordered and installer identified Completed May |
| 4 | Replace Cottonwood Park Playground | By June 2014 | C | Designs completed and bid, Materials ordered and installer identified Completed May |
| 5 | Replace Poplar Park Playground | By August 2014 | IP | Designs completed and bid, Materials ordered and installer identified |
| 6 | Repair and/or re-coat tennis courts (15 tennis/6 pickleball) Charlemagne & South Ridge total re-coat. All others patch cracks. | By August 2014 | C | Contractor identified and now under contract to complete this work. Completed June |
| 7 | Repair and re-coat the inline rinks at Community and Pine Parks | By August 2014 | C | Contractor identified and now under contract to complete this work Completed June |
| 8 | Repair and/or re-coat the basketball courts at Olmstead, Charlemagne & Victoria Parks | By August 2014 | C | Contractor identified and now under contract to complete this work Completed June |
| 9 | Patch and/or sealcoat parking lots at Olmstead Park, Triphahn Center, Seascape and BPC. | By August 2014 | C | Contractor identified and now under contract to complete this work Completed June |
| 10 | Shoe Factory to Prairie Stone Bike Trail coordinate with Village/ Cook County Forest Preserve/IDOT/Illinois Toll way. | Ongoing , anticipated completion fall 2016 | IP | Engineering design is currently underway. Concepts have been developed by the Toll way engineers for the construction of the bike trail bench under the Toll way as part of the bridge reconstruction. |
| 11 | Work with NIRC to maintain and expand Raptor programs at Vogelei according to plans approved by the Park Board | Fall 2014 | NB | |
| 12 | Design projects utilizing Smart Cad | | C | All 2014 project were designed and estimated utilizing Smart CAD technology. 2014 projects designed with SMART CAD were constructed and tracked utilizing |

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| | | | | quantities driven by drawing data base information. |
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District Initiative 2: Utilize best practices

| No. | Division Objective | Measures | Status | Achievement Level / Comments |
|-----|---|----------------------|--------|------------------------------|
| 1 | Proragis – Coordinate and maintain all district current statistical data as required by Proragis. | By December 31, 2014 | NB | |

DISTRICT GOAL 4

Promote Quality Leadership and Service

District Initiative 3: Promote continuous learning and encourage innovative thinking

| No. | Division Objective | Measures | Status | Achievement Level / Comments |
|-----|------------------------------|--------------------------------|--------|--|
| 1 | CE Courses by Planning Staff | End of 4 th Quarter | IP | Goal is 14. 7 CEU's obtained to date. |

Hoffman Estates Park District – 2014 Goals
Facilities, Rec, Ice, C&M Division

Report Date: July 2014

Key: C = Complete / SC = Substantially Complete / IP = In Progress / NB= Not Begun / NA = Not Accomplished

DISTRICT GOAL 1

Enable access to Healthy and Enjoyable Experiences for all people

District Initiative 1: Offer healthy and enjoyable experiences that promote equal access

| No. | Division Objective | Measures | Status | Achievement Level / Comments |
|-----|---|---|-----------|--|
| 1 | (FAC) Coinciding with the district anti-obesity initiative, host a Kids Triathlon event at Seascape for potential implementation 2014. | Offer 1 special event by end of Q3. | IP | Staff has decided to use 2014 as a research year for the Kids Triathlon. Program & Aquatic Supervisor will attend and evaluate events at surrounding park districts and gain information on implementation to run a Kids Triathlon at HEPD in 2015. Instead in 2014, Seascape will be offering an Adventure Day sponsored by the Hoffman Estates Cabelas. This event will include kayak & product (including tents & camping gear) demos, snorkel demos, and rock climbing. Adventure Day has been planned for July 11th. Final details are being confirmed. Marketing and the promotion of the event is in place. |
| 2 | (FAC) Implement 1 youth fitness classes for home school kids at TC or WRC. | Run 1 class at TC or WRC by Q4. | IP | TC and WRC Facility Managers currently exploring class options, room availability and working to hire an instructor. |
| 3 | (FAC) Increase total district wide fitness membership. | Increase number of district memberships by 1% from 2013 actual. | NA | TC Facility Manager worked with C&M to create a constant contact marketing tool to send out to all guest pass visitors (that leave their email address) with information on how to join the fitness center. Currently the district is tracking below the 1% increase from 2013. The impact of the extreme weather in the first quarter reduced the number of opportunities for new members. Staff saw fewer tours |

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| | | | | during Q1. |
| 4 | (ICE) Develop 1 On-Ice fitness class for off peak hours | Complete class development by 4Q and conduct class. | IP | A Fall Class for preschool parents is being considered. BOOT CAMP on ICE! Staff is currently trying to obtain an instructor for this class. |
| 5 | (ICE) Develop a 50+ club ice program outside of skating(Eisstock) that can be played on off peak day time hours. | Obtain enough participation to offer 1 class in 2014, complete by Q4. | IP | Purchasing of Eisstocks is proving to be a challenge as well as possible storage. Other options may be considered. Eisstock seems like the game to offer on the ice. Staff is working to obtain these items however production all seems to take place in Europe. A number of avenues are being explored to be able to offer this program. |

District Initiative 2: Achieve customer satisfaction and loyalty

| No. | Division Objective | Measures | Status | Achievement Level / Comments |
|-----|--|---|-----------|---|
| 1 | (FAC) Create and offer a SFAC pass holder express check-in program to allow season pass holders the opportunity to enter the outdoor aquatic facility prior to general daily fee users. | Complete prior to end of Q2. | C | Seascape staff is developing a system to make sure that SFAC pass holders are admitted into the facility prior to the general public. A system is in place and is currently being utilized for season pass holders. |
| 2 | (FAC) Offer SFAC pass holder discount program on pool rentals, birthday parties and cabana rentals. | Complete prior to end of Q2. | NB | Staff is evaluating what discount would be appropriate to offer to SFAC pass holders. A discount was not offered during the Q2, staff will monitor parties & rentals to determine if a discount will be offered in Q3. |
| 3 | (REC) Increase participation by offering additional programs. | Increase number of program participation by 2% from 2013, complete by Q4. | IP | Offering more sport classes for 3-9 year olds. RecTrac Trend Analysis Report has participation in 2013 at 7902 and currently in Q1 and Q2 we are reporting 7952. Percentage is increasing (currently at .06%). |
| 4 | (REC) Implement an expanded parent orientation / communication to all programs leading into preschool (2's playschool and Threeschool). | Develop a Pre Preschool parent handbook and orientation process by Q3. | C | Pre Preschool parent orientation & parent handbook will be developed for the start of the school year in August 2014. A parent orientation and a parent handbook will be developed before the start of the school year. |
| 5 | (ICE) Offer a summer public skating membership | Achieve a 50 membership sale, | IP | Using it in conjunction with camp and |

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| | pass | achieve by end of Q3. | | freestyle skaters. |
| 6 | (FAC) Enhance fitness membership customer satisfaction at WRC and TC. | Q1 and Q3 develop and administer membership survey. Q2 & Q4 will review and implement changes. | IP | Survey under development will be administered in Q3. |
| 7 | (REC) Conduct participation group feedback sessions to assess customer satisfaction with youth sports program(s). | Conduct 2 meetings with participation groups to receive feedback on youth baseball and soccer, complete by Q4. | IP | March 2014, met with Fall Outdoor coaches to discuss spring outdoor soccer league. Met with youth basketball coaches in Q2. Will meet with baseball, softball and t-ball at the completion of the season. |
| 8 | (REC) Develop a Climbing Wall Customer Loyalty Program. | Launch Q2. | IP | Retaining previous rental information and will send out our brochure and a loyalty discount for returned rental groups. Letters to previous renters will be sent in July with a \$25 discount coupon. |
| 9 | (C&M) Enhance user online experience with the District. Improve user friendliness of WebTrac and website and increase functionality with improved mobile access. | Baseline 30%/ Increase percentage of online registrations by 5% by year end 2014. Add a district mobile app in 2014. | IP | Mobile rolled out in April. Working to convert heparks.org to mobile friendly "responsive" site. To date, online registration is at 34%. |
| 10 | (C&M) Provide support to promote and grow participation in the HE Parks Foundation. | Baseline: 393 Goal: Increase by 10% by year end 2014 to 432 | IP | Working with Foundation Manager to develop marketing collateral and promote events. Staff saw an increase in participation at the Golf Outing; currently staff is finalizing the totals from this event. The Golf Outing also added a new Silver Friend this year. |
| 11 | (REC) Expand Dance Programs at the Triphahn Center to accommodate waitlist. | Offer new classes to reduce waitlist by 10%. Complete by Q3. | C | Winter/Spring brochure offered 4 additional classes in the senior center. Mirrors were purchased to accommodate the additional classes. All new classes are running. The new added classes have reduced the waitlist; staff was able to accommodate all participants expect one child who enrolled in the next class in Q2. |
| 12 | (ICE) Evaluate current Wolf Pack hockey website and its user friendliness and its capabilities. | Utilize a Survey of current customers to gain feedback on the site along with staff's observations of the program. Increase customer satisfaction of Wolf Pack website rating by 5% complete by Q4. | IP | Having a consistent Web master for the site that represents the 501(c) 3 board is proving challenging. Discussion seems to favor going in a different direction but it is a challenge with a number of different members. The Wolf Pack Board is currently exploring other web site options. |

District Initiative 3: Connect and engage our community

| No. | Division Objective | Measures | Status | Achievement Level / Comments |
|-----|--|---|-----------|---|
| 1 | (FAC) Create 2 new special value added events for SFAC pass holders. | Complete prior to end of Q3. | IP | Seascape will be hosting an Adventure Day sponsored by Cabelas on July 11 th and Pass Holder Appreciation Day on July 25 th . In addition, SFAC pass holders can attend both movie nights at no additional charge. This summer, Seascape will be showing Despicable Me 2 and The Lego Movie. Two value added events have been planned and are currently scheduled for the summer at Seascape Aquatic Center. |
| 2 | (REC) Partner with an event to support our HEALTH initiative (Helping Everyone Achieve a Lifestyle that is Healthy). | Launch by Q3. | IP | HEALTH will have a table at PIP to get the word out. |
| 3 | (REC) Expand on Special Events to accommodate the growing number of participants. | Add 2 vendors and entertainment to each event. | IP | PIP will have a band instead of ending in a movie night; HEALTH will have a booth along with Mathnasium of Barrington |
| 4 | (REC) Conduct planning group with two different ethnic based groups in the community to develop one new program and/or special event. | Offer 1 new program or event by Q4. | IP | 50+ planning committee has been developed; in the fall staff will be meeting with two of the rental groups that currently utilize our facilities for ethnic based events. Staff is also working with Community Resource Center on integrating their soccer program into our in-house league. |
| 5 | (REC) Develop an ELC orientation – pre-enrollment tool to better inform parents of the program. | Implement new format by Q3. | C | A parent checklist / orientation tool has been developed. Program Manager meets with all new parents to review the ELC program before their child begins. All parents are required to attend an orientation before starting preschool. |
| 6 | (FAC) Continue to support district volunteer program, with enhancing opportunity for university internship programs within district. | Add 1 volunteer program opportunity and 1 internship program complete by end of Q3. | IP | The internship procedure and manual have been revised, with the new program being marketed and promoted through the IPRA, as well as additional resources. Interns have been secured for Q1 and Q2. |
| 7 | (REC) Offer volunteer web page to maximize the exposure of HEPD opportunities throughout the year. | Launch in Q2. | C | Collecting all special events and activities that will require volunteers for interested parties to access and sign up for specific jobs. http://www.heparks.org/general-info/volunteering |

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| 8 | (REC) Host mandatory parent, coach and staff trainings on youth concussions, anti-bully policy and sideline etiquette. | Offer 1 training in each area listed, complete by Q3. | IP | Athletic Code of Conduct is being created with a Fall 2014 implementation. |
| 9 | (C&M) Educate the community on special initiatives (Green, HEALTH, and Social Equity). Develop at least one article per quarter on each topic to broadcast on our communication channels: Play Portal, iPlay Hoffman, Guide, website, Park Perspectives and HEALTHeKids news. | Baseline is 12 articles annually. Goal is 20 total articles. | IP | 8 HEALTH articles completed to date. 2 Green articles complete. |
| 10 | (C&M) Create a Feedback Dashboard on the HEPD website to report to consumers on the level of satisfaction via survey results. | New initiative. Goal is to establish 6 Feedback Dashboard postings by end of Q4. | NB | To begin in Q3 |
| 11 | (C&M) Expand Social Media engagement efforts to support data gathered from CMP that indicated a need to expand community education and reach through social media outlets. | Baseline: 1378 Facebook Fans Oct 31, 2013 (20% increase in 2013). Weekly Facebook Reach 241 - GOAL: Increase Facebook Fans by 20% by end of Q4 to 1653 Fans. Maintain Weekly Facebook Post Reach above 250 by end of Q4. Add Social Media channels as needed based on CMP Attitude & Interest Survey results. | IP | Content Calendar is in development, which will feed the Social Media engagement. As of 6/23, Weekly Post Reach =2,300 and 417 fans engaged with 1,588 page likes or “fans”. Hired a Social Media Aide to help in this goal. |

DISTRICT GOAL 2

Deliver Financial Stewardship

District Initiative 1: Achieve annual and long range financial plans

| No. | Division Objective | Measures | Status | Achievement Level / Comments |
|-----|--|---|-----------|--|
| 1 | (FAC) Develop budgetary revenues/expenses and ensure that the annual budget is either meeting or exceeding budgetary aims. | Complete by Q4. | IP | Ongoing |
| 2 | (REC) Achieve budgetary aims that meet or exceed the financial objectives in 2014. | Complete by Q4. | IP | Ongoing evaluation and monitoring. |
| 3 | (ICE) Meet and exceed annual budget projections during the 2014 season. | Complete by Q4. | IP | Ongoing evaluation and monitoring. |
| 4 | (C&M) Ensure that the budget revenue and expenses are being met and/or exceeded in accordance to goals and objectives. | Conduct quarterly analysis to maintain within 5% of budget projections. | IP | Tracking weekly, bi-monthly and quarterly. On target to be under budget at year end. |
| 5 | (FAC) Increase the group reservations and rentals at Seascapes through targeted marketing directed at other park districts and local childcare centers. | Increase group reservations at Seascapes by 3% within 2014. | IP | Program & Aquatic Supervisor is planning on putting an advertisement in the SPRA (Suburban Park & Recreation Association) newsletter to increase group visits to Seascapes to surrounding park districts. A mailing list is also being created to local childcare centers surrounding Hoffman Estates. |
| 6 | (C&M) Maintain HEPD sponsorship commitments and seek out new opportunities. | Baseline: 9 sponsors/partners. Obtain 5 new sponsorship relationships by end of Q4. | IP | Meet monthly with Alexian Brothers. Working with Dick's Sporting Goods. Reaching out to Shotokan Karate, Art Reach. In final renewal negotiations with Alexian Brothers. Dicks Sporting Goods is currently under contract. |
| 7 | (C&M) Evaluate and monitor ROI on marketing expenditures. | Baseline: Email Open Rate/Click Thru Rate: 21.9%/10.8% - GOAL 22%/12% Facebook Fans: 1,363 GOAL: 1500 Website Ave Hits per month 2013: 11,236 GOAL: 12,389 | IP | ROI tracking in place for Summer Camp ad in DH runs 3/16-end of June, currently waiting on final ad to report results. |
| 8 | (REC) Implement a new budget worksheet that will allow all actual revenues and expenses to be entered to assure the departments ROI is consistent with district policy. | Launch in Q4 ; ensure 100% off all programs are meeting the district standards. | IP | Staff is working with the business department to make sure programs are meeting the district standards to assure department ROI is consistent with the |

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| | | | | district policy |
| 9 | (FAC, REC & ICE) Develop and implement business plans to provide clear direction, supporting overall district goals. | Create annual business plans by Q1, implement plans within Q1 and utilize throughout Q1-4. | C | A new format was developed in Q1 for 2014 and the business plans will be implemented in Q2. Completed in Q2. |
| 10 | (ICE) Evaluate an Independent Contractor facilitating Public Skate. | Complete 1 st quarter – implement in Q4. | C | Discussions with other rinks in IL and around the country have yielded not much in the way of info. Staff is continuing to research this concept into the 2 nd Q. Around the country it is very rare for an outside company to operate public skate. The few places that do have such an agreement have it with entertainment companies. Staff contacted a few companies in the area that they have worked with in the past but there was no interest in discussing this business proposition. |

District Initiative 2: Generate alternative revenue

| No. | Division Objective | Measures | Status | Achievement Level / Comments |
|------------|---|---|---------------|--|
| 1 | (C&M) Develop and implement a process for facilitating cross-marketing among programs. | New initiative. Work with program managers to implement one cross-marketing strategy per program by end of Q4: Rec, Ice, Facilities, and BPC. | IP | Staff continues to cross market various programs, special events and promotions. Cross marketing PSSWC & BPC, HEALTH & STAR/Camp; special events are promoted in camp and at Seascape. |

DISTRICT GOAL 3

Achieve Operational Excellence and Environmental Awareness

District Initiative 1: Create and sustain quality parks, facilities, programs and services

| No. | Division Objective | Measures | Status | Achievement Level / Comments |
|------------|--|-----------------------------|---------------|--|
| 1 | (FAC) Resurface hardwood floors at Vogelei. | Project to be completed Q3. | IP | Staff is in the process of obtaining quotes. |
| 2 | (FAC) Paint TC Fitness Center Ceiling | Complete by end of Q3. | IP | Staff is in the process of obtaining quotes |
| 3 | (FAC) Replace TC main entrance grating | Complete by end of Q2. | IP | Within Q1, quotes have been received and vendor has been selected. Once final approval has been received via PO, staff will proceed with project. PO has been received, product specifications are being confirmed, and installation will |

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| | | | | take place within Q3. |
| 4 | (FAC) Replace WRC one man lift | Complete by end of Q2. | IP | Staff is in the process of obtaining quotes. Quotes have been received and PO will be requested by end of June. |
| 5 | (FAC) Refinish TC Gym Floor | Complete by end of Q3. | IP | Gym refinish is scheduled for the week of May12th and the Dance Studio will be refinished the week of May 19 th |
| 6 | (FAC) Purchase and install new fitness equipment for TC and WRC Fitness Centers. | Purchase by Q3. | NB | Equipment to be purchased will be assessed within Q2/3. |
| 7 | (ICE) Purchase new skate sharpener | Purchase by end of Q2. | C | Staff and Jerry's pro shop were able to reach an agreement on a per pair fee that staff feels is a better option for sharpening rental skates than implementing HEPD staff. Pricing was added into the pro shop rental agreement that is being presented at the April board mtg. Board accepted proposal and skates have all been sharpened. |

District Initiative 2: Utilize best practices

| No. | Division Objective | Measures | Status | Achievement Level / Comments |
|-----|--|--|-----------|--|
| 1 | (REC) Research Kindergarten Common Core Standards to compare Kindergarten curriculum goals to HEPD preschool goals. | Administer changes to curriculum for Fall 2014 based on research results by Q4. | C | Program Manager is enrolled in an online training on Common Core. Course was completed in Q2 and the information learned will be implemented into staff trainings each fall (prior to school starting). |
| 2 | (FAC) Update and streamline the Seascope and PSS&WC swim lesson participant report cards to reflect current skills and requirements for each swim level. | Evaluate all current swim level content in Q1. Provide new materials within Q3 and Q4. | IP | Program & Aquatic Supervisor is currently evaluating swim lesson participant report cards. |
| 3 | (FAC) Develop internal secret shopper program for WRC and TC | Complete format by Q2, increase satisfaction rating by 1% of established baseline by Q4. | IP | Staff is currently in the process of developing a new secret shopper checklist to track the satisfaction rating and establish a baseline for customer service/experiences at WRC & TC. |
| 4 | (REC) Research various websites to offer a stronger streamline for program evaluations. Real time feedback and easier access for all parents, participants, referees, coaches and volunteers. | Launch by Q3. | IP | Mobile App will allow us to provide real time feedback and access to our participants and staff. |
| 5 | (ICE) Complete a program fee cost analysis across the Chicago land area the is figure skating | Be in-line with cost, time of day, and instructor fees from | C | Ice Costs for 2013 -2014 is almost complete for area rinks. Program costs for the fall will |

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| | specific | determined baseline, complete by Q4. | | be surveyed starting in May. Ice, Hockey and Skating analysis has all been completed. |
| 6 | (C&M) Measure the public's satisfaction with the district. Using the CMP Needs Assessment survey as a baseline, develop a follow up annual survey with the same questions and answers to gauge progress and initiate feedback on district-wide initiatives. | Develop survey and introduce first one by end of Q1. Measure and track satisfaction and provide a report at the end of each quarter. | IP | Survey incorporated into the mobile app, new responsive website and eBlast; begin reporting Q3. |
| 7 | (ICE) Develop an effective overnight cleaning program at TC. | Implement by Q2. | C | A Full time overnight staff member was hired in Feb. This position is being monitored. |
| 8 | Research, develop and recommend Facilities & Recreation section of the 2014 CMP including recommended CIRP projects, goals and objectives. | By May 2014 | NB | Will begin with the completion of the CMP |
| 9 | (REC) Research In-House program vs. Travel Programs within youth athletics using the SWOT analysis and conduct 1 focus group meeting. | Completed by Q4. | IP | Currently working on a program matrix and evaluation process to monitor the life cycle of programs offered. |

District Initiative 3: Advance environmental and safety awareness

| No. | Division Objective | Measures | Status | Achievement Level / Comments |
|-----|--|---|-----------|--|
| 1 | (ALL) Maintain IPRA's Environmental Report Card | By end of 4 th quarter | IP | Staff continues to review and evaluate this objective. Currently reviewing HVAC and recycling services for the facilities. |
| 2 | (FAC) Purchase energy efficient fitness equipment for facilities. | Purchase within Q3. | NB | Equipment to be purchased will be assessed within Q2/3. |
| 3 | (FAC) Strengthen emergency response training within the district facilities by implementing drill trainings to ensure team readiness. | Implement quarterly drill trainings, 1 per quarter, Q1-4. | IP | Quarterly drills being run. |
| 4 | (FAC) Offer Medic AED/CPR training for district team members to ensure team is CPR/AED certified. | Offer quarterly trainings, Q1-Q4. | IP | Q1 Medic training was held on Feb. 8, 2014. Next class will be held May 3 rd . Schedule for remaining year TBD. Additional classes have been offered within Q2. The remaining 2014 class dates have been announced, and classes will continue to take place within Q3/4. |
| 5 | (REC) Obtain one instructor certified staff member in Medic AED/CPR training. | Complete by Q3. | C | Two full-time team members have been certified as Medic AED/CPR instructors. Q2-Q4 training schedule will include new instructor participation. |

DISTRICT GOAL 4

Promote Quality Leadership and Service

District Initiative 1: Develop leadership that ensures work force readiness

| No. | Division Objective | Measures | Status | Achievement Level / Comments |
|-----|--|--|-----------|---|
| 1 | (FAC) Implement the district CHEER customer service training program for district team members. | Plan and implement a baseline of 4 trainings within 2014, with 1 training per quarter, Q1-Q4. | SC | The initial training for the CHEER customer service program was held on Feb. 19 2014. There are 3 additional dates organized for Q2. Additional trainings will be developed and promoted for Q3-4. To date, a total of 100 HEPD team members have participated within the CHEER training. Trainings have been scheduled, announced and will be offered within Q3/4. A total of 7 training dates have been planned and will be completed within 2014. |
| 2 | (FAC) Facilitate lifeguard recertification, new lifeguard training, and in-services to ensure all aquatic team members meet or exceed program requirements. | Plan team training schedule within Q1 and administer training within Q2-3. Obtain at least a 90% audit rating completed in Q4. | SC | All of the lifeguard instructors have been certified through the new Starguard program. The first recertification is scheduled March 22-March 23 rd for returning Seascope lifeguards. There is a new guard class scheduled in May. The final recertification for returning guards is scheduled for May 17-18. All initial lifeguard training has successfully been completed. On-going in-services for training are being conducted. Seascope scored an exceptional on the first Starguard audit for the season. |
| 3 | (FAC) Encourage district involvement and participation within the IPRA, NRPA, PDRMA, and additional educational conferences and workshops to contribute to district operations. | Increase participation by 3% in external conferences, workshops, and educational session. | IP | Attend IPRA monthly meetings. TC Facility Manager, Superintendent of Facilities and the Senior Program Manager have completed level 2 of the IPRA Leadership Academy. IPRA and PDRMA involvement continued throughout Q2. Additional workshops and participation will be continued throughout Q3/4. |
| 4 | (FAC) Consistent service desk team meetings will be conducted at TC and WRC for training and | Baseline is conducting 1 staff meeting per quarter. | IP | Meeting to be held in April 2014 Meeting held April 23rd TC & WRC |

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| | education purposes. | | | |
| 5 | (REC) Incorporate a yearly training schedule for all full time staff to include, but not limited to, job specific trainings, certifications, educational opportunities and risk management requirements. (Hoffman Estates University Program) | Launch by Q4. Increase participation in training by 3%. | C | CHEER program launched with mandatory attendance in a yearly training. Summer orientation being worked on for June 2014. Hoffman U has held 5 successful trainings in 2014. |
| 6 | (C&M) Provide training and support to C&M staff. | Baseline: 5 educational opportunities Goal: 5 educational opportunities | IP | Completed IPRA Convention (2), Brand Smart Chicago AMA Conference (1) |

District Initiative 2: Build organization culture based on I-2 Care Values

| No. | Division Objective | Measures | Status | Achievement Level / Comments |
|-----|---|--|-----------|--|
| 1 | (C&M) Research and develop an internal communication channel that will be effective in improving communication within departments. | Complete research with Employee Survey to establish baseline for employee satisfaction with internal communications by end of Q1. Roll out 1 new channel by end of Q2 and measure with follow up Employee Survey at end of Q4. Goal is to achieve a 2% increase in overall employee satisfaction with internal communications. | NB | To begin Q3 to research an effective communication method for staff, implement channel in Q4. |
| 2 | (FAC) Work with current partners to provide community educational lectures and experiential workshops pertaining to health, fitness, and recreation. | Provide 1 quarterly community educational opportunity per quarter completed by Q4. | IP | An educational workshop was organized and promoted within Q1. Additional topics will be addressed and workshops will be marketed for Q2. Workshops were provided by AthletiCo within Q2 and will be continued throughout Q3/4. |
| 3 | (FAC) Enhance department staff training opportunities by incorporating the CHEER customer service training philosophy into team meetings. | Conduct 1 meeting per quarter, completed by Q4. | IP | The CHEER customer service training has been presented and offered for all district team members within Q1. On-going effort will be made to enhance recognition of the CHEER customer service training philosophy and continue to offer on-going training opportunities. |

District Initiative 3: Promote continuous learning and encourage innovative thinking

| No. | Division Objective | Measures | Status | Achievement Level / Comments |
|-----|--|--|-----------|---|
| 1 | (ICE) Develop an All Ice Division meeting program. To include Hockey, Skating, Maintenance and Custodial Staff. | Twice a Year by Q2 and the second by Q4. | SC | First meeting to take place Mid May. Hockey completed a meeting 6/7 and Skating 5/31. Due to camps and lessons |

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| | | | | starting the following week, the meetings were held separate. |
| 2 | (REC) Streamline and revamp the HEPD Intern program to be used within all divisions. | Develop relationships with state universities with recreation degree programs. - Revamp HEPD Intern manual. - Develop standardized intern timeline/calendar. - Establish intern “home base” and supervisor. Launch by Q3. | C | State universities have been contacted. HEPD internship is being advertised at all universities offering a recreation degree program. Intern Manual has been revised and approved. Student intern for summer 2014 has been selected. |
| 3 | (REC) Develop at Counselor-in-Training (CIT) program for tweens (12-15 year olds). The CIT program will be a combination of a life skills, leadership, and junior counselor program. | Offer one training by end of Q3; obtain 5 participants in the program. | C | CIT program will be offered in Summer 2014. Registration is open. Currently running this program with 4 participants. Instructor meets Monday – Friday to do a variety of trainings and lessons. We will continue to promote this program for future growth. |

Hoffman Estates Park District – 2014 Goals
PSS&WC

Report Date: July 2014

Key: C = Complete / SC = Substantially Complete / IP = In Progress / NB= Not Begun / NA = Not Accomplished

DISTRICT GOAL 1

Enable access to Healthy and Enjoyable Experiences for all people

District Initiative 1: Offer healthy and enjoyable experiences that promote equal access

| No. | Division Objective | Measures | Status | Achievement Level / Comments |
|-----|---|---|-----------|--|
| 1 | Develop drop-in or league programs (i.e. basketball, volleyball, badminton) in the gymnasium space, particularly during the weekday evenings. | Add day and time slots for services within Q1. Purchase any equipment needed and implement by end of Q2. | IP | Staff has added additional time slots for open play. This objective will continue to be assessed within Q2 to be implemented within Q3/4. Staff is continuing to evaluate resources to implement this objective within Q3/4. |
| 2 | Implement youth programming to coincide with adult classes/programs to support the districts anti-obesity initiative. | Work with the Fitness team to develop 2 fee based programs targeting youth 7-13. Run 1 program in Q1 and one within Q3. | SC | FIT U has been developed, promoted, and is successfully running for the Q1 family/youth fitness program. Program attendance will be monitored and participants evaluated to assess level of interest to continue to offer throughout the year. Additional programs will be developed and offered throughout Q2-4. On-going programming opportunities, including FIT Together, youth and adult running programs have been offered in Q2. |

District Initiative 2: Achieve customer satisfaction and loyalty

| No. | Division Objective | Measures | Status | Achievement Level / Comments |
|-----|---|---|-----------|---|
| 1 | Enhance Elements Spa services at PSSWC by adding additional options to the massage services menu; add 1 additional contractual esthetician to provide increased service choices and appointment availability. | Complete by end of Q2. | SC | Efforts being taken to introduce specialty massage options for seasonal promotion; contact made with local massage school for the recruitment of additional therapists and estheticians. Efforts to continue in Q3 . |
| 2 | Increase PSSWC member retention through development of system and programs that increase opportunities for new member contact. | Develop new program in Q1 and launch of pilot program in Q2 and full program by Q3. | SC | Within the Q1, the Wellness Program/Calendar has been launched and is currently being offered as a retention tool |

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| | | | | for members. Complimentary nutrition, fitness, and general wellness programs and services are being offered. The program has been received positive feedback from customers and programs have been well attended. Additional retention opportunities will continue through year. The Wellness calendar continues to be offered throughout Q2. |
| 3 | Expand fitness and wellness programming to provide greater variety and meet the needs of our customers. | Increase overall participation in program by 3%. Complete by Q4. | IP | The Wellness Calendar features a variety of fitness and wellness programs and events to encourage participation of clientele with diverse interests. The wellness programming, which was developed, featured, and promoted within Q1, will continue throughout Q2-Q4. Efforts to enhance participation and marketing of the wellness calendar events continued throughout 2. |
| 4 | Develop strategy for enhanced member appreciation events throughout the calendar year focusing on nurturing a social component for retention purposes. | Offer 1 event in Q2, Q3, and Q4. | IP | The Wellness Calendar features programs and services which promote a social and community component. This has been successfully launched within Q1 and will continue throughout the year. |
| 5 | Develop new rewards program to recognize/reward charter members (10+ years). | Research in Q1 and Q2 with launch in Q3. | IP | Efforts will begin in Q2 to introduce a complimentary program for our current Member Rewards referral program that will provide special incentives to charter members. Initial meeting held with Member Services and Fitness teams to discuss basic parameters of a charter program to recognize long-standing members as well as a frequent buyer rewards program for Personal Training clients. Discussions will continue in Q3. |
| 6 | Enhance PSSWC member retention by launching a new 60-90 day program that increases member touch points by the fitness department. Work closely with the member services team to encourage enrollment of new members into the program. | Increase participation by 5% over the 2013 FORCE member retention program participation numbers. | IP | The Wellness Calendar was developed in replacement of the FORCE program. Additional structured retention programming opportunities will be explored within Q2, to be potentially implemented within Q3/4. |
| 7 | Provide innovative group fitness classes and retention programs. | Add 1 new class formats and implement 2-3 retention programs. | IP | New innovative group fitness classes have been incorporated into the group fitness |

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| | | Complete by Q4. | | class schedule within Q2. Additional classes will be explored and implemented within Q2-4. |
| 8 | Increase the reach of the PSS&WC social medial and website users through engaging content that coincides with the overall PSS&WC marketing plan. | Increase Facebook “Likes” by 3% within 2014, complete by Q4. | IP | Instructional tutorial completed in Q1 for the Retention Management system, which will result in more electronic/digital “touch point” with members for promotional and retention purposes. Efforts ongoing to promote PSS&WC on Facebook through the use of short vignettes and photos taken at the club. |

District Initiative 3: Connect and engage our community

| No. | Division Objective | Measures | Status | Achievement Level / Comments |
|-----|--|---|-----------|---|
| 1 | Continue the relationship with Edmond’s Acres Farm to continue to offer the Farm Market at PSSWC and explore additional mutually beneficial educational opportunities for the district as a whole. | Meet with Edmond’s Acres within Q1 to develop an agreement and plan for the market and additional district opportunities for FY14. Offer 1 additional service site for educational opportunities, complete by Q4. | NA | Received confirmation from Troy Edmonds of his need to redirect energies to other personal matters; the farm market will not be running in 2014. Consideration and interest is evident for a possible return of the farm market in 2015. |
| 2 | Work with the district volunteer program to establish one new volunteer opportunities at PSS&WC. | Complete by Q2. | IP | The internship procedure and manual have been revised and promoted through the IPRA, as well as additional resources. This will expand volunteer opportunities at PSSWC and throughout the district. PSSWC has secured 2 internships within Q1, which will extend through Q2. |
| 3 | Work with AthletiCo Physical Therapy to offer community outreach educational workshops. | Offer 1 workshop per quarter, completed by Q4. | IP | One workshop has been offered within Q1. On-going workshops will be offered within Q2. Workshops have been offered within Q2 and will continue within Q3/4. |

DISTRICT GOAL 2

Deliver Financial Stewardship

District Initiative 1: Achieve annual and long range financial plans

| No. | Division Objective | Measures | Status | Achievement Level / Comments |
|-----|---|--|-----------|---|
| 1 | Meet and/or exceed revenue and expense expectations for 2014. | Complete by Q4. | IP | Q1 membership totals are pending; increased efforts currently being taken to reduce the inflated number of monthly credit card denials (due to the retail credit card scandal that impacted Target and other retail shoppers in late 2013). |
| 2 | Enhance revenue generating opportunities for the climbing wall by increasing the participation levels of open climb at PSS&WC and by exploring sponsorship opportunities for the climbing wall. | Increase participation of PSS&WC open climb by 3% over 2013 participation levels, complete by Q4 | IP | Climbing wall classes are currently tracking about the same in participation from last year. Staff will continue to promote these classes. Climbing wall sponsorship opportunities will be explored within Q2/3. |
| 3 | Complete analysis of guest services areas, i.e. massage therapy and personal training to make sure a baseline of 30% profit is generated above expenses. | Complete by Q4. | IP | Departments continue to monitor progress to ensure the 30% baseline profit margin is maintained. |

District Initiative 2: Generate alternative revenue

| No. | Division Objective | Measures | Status | Achievement Level / Comments |
|-----|--|---|-----------|---|
| 1 | Research and introduce house charge capabilities within RecTrac system to enhance and facilitate spending capabilities of members. | Research with in Q1 and Q2 with launch in Q3. | NB | Efforts to work with the Business office and IT team to implement this system will be launched in Q2. Preliminary meetings between the Business office and the Member Services team to take place in Q3 in an effort to streamline efficiencies for membership maintenance (i.e. reduce use of paper in favor of electronic means); discussions regarding house charging capabilities for specific services will be discussed. |
| 2 | Increase fee for annual aquatic pass | Complete by Q1. | C | 10% increase on all annual aquatic fees implemented in Q1. |
| 3 | Increase guest fee for daily visit | Complete by Q1. | C | Daily guest fee rate increase to \$15.00/visit implemented in Q1. |
| 4 | Increase Personal Training Fees | Complete by Q3. | IP | Fitness management team members have begun to assess the potential of increasing the personal training fees. On-going |

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| | | | | evaluation processes will continue through Q2. Evaluation continued throughout Q2 and potential increase to occur within Q3/4. |
| 5 | Increase fees for PSS&WC LTS swim lesson program | Complete by Q3. | C | Swim lesson fees have been increased within Q1. |

District Initiative 3: Effective and efficient use of our resources

| No. | Division Objective | Measures | Status | Achievement Level / Comments |
|-----|--|--|-----------|---|
| 1 | Enhance the Wi-Fi services in the PSSWC facility, creating additional “hot spots” to broaden the coverage area for members and guests. | Complete by end of Q1. Provide 60% Wi-Fi coverage in facility. | IP | Reviewed current limitations of the Wi-Fi services at PSS&WC with IT team; consideration being given to replacement of T1 line to improve service. IT Manager working with Business office to obtain pricing for options to enhance Wi-Fi district wide. |

DISTRICT GOAL 3

Achieve Operational Excellence and Environmental Awareness

District Initiative 1: Create and sustain quality parks, facilities, programs and services

| No. | Division Objective | Measures | Status | Achievement Level / Comments |
|-----|---|-----------------------------|-----------|--|
| 1 | Resurface member locker room floor tile. | Completed by the end of Q3. | NB | Project will be evaluated and potentially implemented within Q3. |
| 2 | Re-carpet front rehabilitation hallway, Kids Korner, Member Services offices and service desk area. | Completed by the end of Q2. | NB | Project will be assessed and evaluated within Q2. Project completion planned for Q3/4. |
| 3 | Enhance the cafe space at PSSWC by introducing additional comfortable seating options and a mounted television. | Complete by Q2. | IP | Staff has researched different options, i.e. Installation of TV will take place in Q3 ; additional seating options pending possible reconfiguration of café (i.e. removal of central furniture piece; reconstruction of counter). Decision regarding viability of remodeling effort still pending. |
| 4 | Install exterior lighting for north side wall of building. | Complete by Q3. | IP | Currently awaiting final production and installation of the signage panels. Northside signage panels produced and installed on north side wall in Q2; lighting options currently under review by Parks team. |

District Initiative 2: Utilize best practices

| No. | Division Objective | Measures | Status | Achievement Level / Comments |
|-----|---|--|--------|--|
| 1 | Explore options to relocate check-in desk area within the Kids Korner space with the purpose of creating a larger space for parents/children to prepare for entrance and exit into the play area. | Develop plan within Q1, complete by end of Q2. | IP | Confirmed intentions and design of desired check in area reconfiguration; work order to be entered in Q3. |
| 2 | Enhance the Kids Korner space at PSSWC by repainting and re-carpeting the area. | Complete by end of Q2. | IP | Consideration of projects in Q3. |
| 3 | Purchase Fitness Equipment | Complete by end of Q3. | NB | Assessment of the fitness equipment to be purchased will begin within Q2. Equipment to potentially be purchased within Q3/4. |
| 4 | Create a comprehensive marketing plan to support the promotion of new membership recruitment and more enhanced member retention efforts. | Develop and complete by end of Q1. | IP | Currently working with Member Services team to evaluate Q1 and Q2 progress and formulate strategies for remainder of year focusing on collaborating with Fitness team to drive stronger retention efforts. |

DISTRICT GOAL 4

Promote Quality Leadership and Service

District Initiative 1: Develop leadership that ensures work force readiness

| No. | Division Objective | Measures | Status | Achievement Level / Comments |
|-----|--|---|--------|---|
| 1 | Develop quarterly MOD meeting calendar for all PT/FT participants. | Schedule meetings for Q1, Q2, Q3, and Q4. | IP | Efforts to be taken in Q2 to schedule first of 2 potential MOD team meetings. MOD information to be shared at upcoming Service Desk team meeting in Q3; MOD daily update memos composed and published nightly for reference by the MOD team. |

District Initiative 2: Build organization culture based on I-2 Care Values

| No. | Division Objective | Measures | Status | Achievement Level / Comments |
|-----|---|--------------------|--------|--|
| 1 | Hire and train PT Group Exercise Coordinator to provide support to the 30-60 & 90 day member retention program. | Hire by end of Q1. | C | The PT group fitness coordinator has been selected and will begin work within Q2. Group Exercise Coordinator has been successfully hired and has been contributing to the member retention efforts. |

District Initiative 3: Promote continuous learning and encourage innovative thinking

| No. | Division Objective | Measures | Status | Achievement Level / Comments |
|-----|---|--|-----------|---|
| 1 | Ensure consistency within the Manager on Duty program by clearly communicating expectations upon training and re-training MOD team members. | Train all new MOD's from the updated checklist and expectations laid out in the Manager on Duty binder. (ongoing) Re-train/review updated MOD expectations with current MOD's within Q1. | IP | New MOD training checklist and training binder successfully utilized for 2 new MOD participants; introduced daily MOD UPDATE email to all team participants in Q1 to improve communication. Ongoing training continues for club-specific processes among MOD participants. |
| 2 | Implement quarterly CHEER training to all PT staff. | Offer 1 per quarter and complete by Q4. | SC | The CHEER customer service training has been successfully launched within Q1 and several training opportunities have been offered to staff within Q2. Within 2014, a total of 100 HEPD team members have participated within the trainings offered within Q1/2. Additional trainings have been offered and are planned for Q3/4. |

Hoffman Estates Park District – 2014 Goals
Golf Division

Report Date: July 2014

Key: C = Complete / SC = Substantially Complete / IP = In Progress / NB= Not Begun / NA = Not Accomplished

DISTRICT GOAL 1

Enable access to Healthy and Enjoyable Experiences for all people

District Initiative 1: Offer healthy and enjoyable experiences that promote equal access

| No. | Division Objective | Measures | Status | Achievement Level / Comments |
|-----|--|---|--------|---|
| 1 | Provide 35k rounds in the 2014 Season | 35k rounds in the 2014 Season (30,179 thru 10/29 in 2013) | IP | Course opening in April. 10,024 Rounds Thru June |
| 2 | Provide 3,750 Outing rounds in the 2014 Season | 3,750 Outing Rounds (3,541 Outing rounds in 2013) | IP | Course opening in April 1,049 Rounds Thru June |
| 3 | Provide 35 Preferred Tee Times for the 2014 Season. | 35 Preferred Tee Time Groups (33 Groups in 2013) | C | Course opening in April 39 Groups in 2014 |
| 4 | Provide 3,400 League rounds in the 2014 Season. | Goal is 3,400 League Rounds for the 2014 Season. (3,471 rounds in 2013) | IP | Course opening in April 1,620 Rounds Thru June |
| 5 | Expand & Provide Jr. Program Classes in Spring, Summer & Fall to 175 participants. | Goal is 175 participants. (88 participants in 2013) | IP | Course opening in April 2 Sessions Completed 84 Students. 4 Sessions remaining. |
| 6 | Expand & Provide Group Lessons to include 28 students for all ages in Spring, Summer & Fall. | Goal is 28 students. (21 Students in 2013) | IP | Course opening in April 3 Sessions completed 23 Students, 5 Sessions remaining |
| 7 | Host 5 outside wedding ceremony only events. | Goal is 5 ceremony only events. (5 events in 2013) | IP | 7 Booked 8 Booked |
| 8 | Host 35 Full Wedding Packages. | Goal is 35 Full Wedding Packages | IP | 27 Booked 29 Booked |

District Initiative 2: Achieve customer satisfaction and loyalty

| No. | Division Objective | Measures | Status | Achievement Level / Comments |
|-----|--|--|--------|---|
| 1 | Receive 25% of comment cards of the 35k golfers and evaluate responses and maintain an 85% satisfactory score on 95% of the completed comment cards. (Pace of Play, Course Conditions, Customer Service, Amenities, etc.) | Receive 25% of the 35k cards back and maintain 85% satisfactory score on 95% of the comment cards. | IP | Bar & Grill, Course opening in April Comments are being received and evaluated on a weekly basis. |

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| 2 | Book 5 additional events by follow up calls and email guest from events and gather feedback. Offer 10% Discount on future event to promote repeat business. | Book 5 additional events from repeat clients. | IP | Currently 1 booked by referral Currently booked 4 by referral |
|---|---|---|----|---|

District Initiative 3: Connect and engage our community

| No. | Division Objective | Measures | Status | Achievement Level / Comments |
|-----|--|--|--------|---|
| 1 | Provide 6 Special Golf Events with 360 participants | Goal is 6 Events with 360 participants. (316 in 2013) | IP | All events planned. Cancelled March Madness due to weather. Held 1 event for 35 participants. |
| 2 | Provide 2 Holiday Event Brunches with 675 guests | Goal is 2 Events with 675 Guests. (672 in 2013) | IP | First Event is in April. 261 Guests for Easter |
| 3 | Involve volunteers in course maintenance initiatives. | Schedule 4 ball mark repair days for volunteers to fix ball marks by Q3. After special outing days to ensure course conditions stay at a high level. | NB | Course opening in April Will begin in 3rd QTR |
| 4 | Expand volunteers in facility events by securing scores for the Pro Am Scramble. | Secure a minimum of 25 volunteers to help score Pro Am scramble. | NB | Course opening in April Event is in Oct. |
| 5 | Involve volunteers in Jr. Golf Program. | Recruit and train 2 to 3 High School golfers to help instruct Jr. golf program classes. | IP | Course opening in April Added 4 HS Golfers to JR Program staff. |

DISTRICT GOAL 2

Deliver Financial Stewardship

District Initiative 1: Achieve annual and long range financial plans

| No. | Division Objective | Measures | Status | Achievement Level / Comments |
|-----|---|---------------------------------------|--------|--|
| 1 | Manage and operate the golf department to meet budget expectations. | Meet or exceed Golf Department Budget | IP | Expenses and payroll were monitored very closely during our winter months. Payroll expenses are down \$15,657 to budget due to weather and lack of rounds. |
| 2 | Manage and operate the F&B department to meet budget expectations. | Meet or exceed F&B Department Budget | IP | Expenses and payroll were monitored very closely during our winter months. Payroll expenses are down \$18,270 to budget due to weather and lack of rounds. |

District Initiative 2: Generate alternative revenue

| No. | Division Objective | Measures | Status | Achievement Level / Comments |
|-----|--|--|--------|--|
| 1 | Expand use of golfnow.com to increase golf now rounds by 5% to produce additional revenue during slow periods. | Increase golfnow.com rounds by 5%. | IB | Course opening in April 1,657 Rounds Thru June. |
| 2 | Increase rounds attributed to internet marketing by 5% (Facebook, Twitter, Email blasts). | Increase overall rounds by 5%. | IB | Course opening in April 10,024 Rounds Thru June. |
| 3 | Increase lunch business in bar & grill by 3% over prior year by capturing golfer's on site with daily specials and promotions. | Increase bar and grill sales by 3%. | IP | St. Patrick's Day Lunch was our first promotion which produced over 100 orders. Sales are down 18% thru May due to weather and low round totals. |
| 4 | Increase corporate meetings and parties by 3 events. | Increase corporate group meetings by 3 events for a total of 242 events in 2014. (239 events in 2013). | IP | We have 233 events book for 2014. We currently have 355 events book for 2014. |

District Initiative 3: Effective and efficient use of our resources

| No. | Division Objective | Measures | Status | Achievement Level / Comments |
|-----|--|--------------------------------------|--------|---|
| 1 | Manage payroll to meet or exceed personnel budget to ensure maximize operational efficiency. | Meet or exceed Payroll Budget | IP | Payroll was monitored very closely during our winter months. Payroll expenses are down \$15,657 in golf and down \$18,270 for F&B |
| 2 | Monthly budget monitoring to maintain at or below projected budget expenses. | Not to exceed budget expenses. | IP | Expenses were monitored very closely during our winter months. Expenses are being closely and have been adjusted to necessary items only. |
| 3 | Monthly budget monitoring and proper costing out on menus to maintain a 32% food cost and 28% beverage cost. | 32% food cost and 28% beverage cost. | IP | Food Cost for Jan = 35.82%; Feb = 16.76% Bev. Cost for Jan = 44.86%; Feb = 7.48% Food Cost Thru May = 32.5% Bev. Cost Thru May = 34.4% |
| 4 | Quarterly spot checks on a minimum 4 key items on insure competitive pricing. | 100% of spot checks completed. | IP | Key item price checks were completed in first quarter. Key item price checks were completed in second quarter. |

DISTRICT GOAL 3

Achieve Operational Excellence and Environmental Awareness

District Initiative 1: Create and sustain quality parks, facilities, programs and services

| No. | Division Objective | Measures | Status | Achievement Level / Comments |
|-----|---|--|--------|--|
| 1 | Provide a clean and well maintained clubhouse facility and equipment consistent with district standards. | Complete daily checklist and rectify and identify deficiencies and remedy as necessary. 90% Completion Rate. | IP | Checklists are being completed and are at 100% completion rate during the winter months. Checklists are being completed and are at 100% completion rate during the second quarter. |
| 2 | Provide a well-manicured golf course consistent with adopted 2014 maintenance goals. | Weekly inspection with golf course superintendent, identify deficiencies and remedy as necessary. 90% Completion Rate. | IP | Winter cleanup has begun. Maintenance team is in full swing. They have battled a tough winter and are working on areas that have been identified. |
| 3 | Purchase Green Roller to improve quality of greens | Complete by end of 1st Qtr. | C | Will be purchased in April. Pushed back due to weather. Green roller has been purchased and staff has notice a difference in the greens. |
| 4 | Rebuild Landscape wall on #14 Tee box that has deteriorated. | Complete by 2nd Qtr. | SC | Project start date of April. Project is 95% complete. Minor restoration work will be completed in fall. |
| 5 | Enhance, implement and evaluate marketing plans to promote F&B functions. Especially corporate and group outings. | Implement by 1 st quarter. | IP | 2014 Marketing plan is in place. Will continue to evaluate and adapt as needed. All marketing areas are continued to be documented and we are adjusting based on results. |
| 6 | Update informational brochures to market special events and golf outings. | Update brochures by end of 1 st quarter. | C | Brochures are sent to printing. All brochures have been updated and printed. New items may arise as the year progresses. |
| 7 | Document all marketing efforts. | Evaluate based on ROI | IP | All marketing efforts are being documented in the 2014 Marketing Plan. All marketing areas are continued to be documented and we are adjusting based on results. |

District Initiative 2: Utilize best practices

| No. | Division Objective | Measures | Status | Achievement Level / Comments |
|-----|---|-------------|--------|--|
| 1 | Research, develop and recommend Golf section of the 2014 CMP including recommended CIRP projects, goals and objectives. | By May 2014 | IP | Have developed preliminary recommendations for CIRP. |

District Initiative 3: Advance environmental and safety awareness

| No. | Division Objective | Measures | Status | Achievement Level / Comments |
|-----|---|-----------------------------------|--------|------------------------------|
| 1 | Maintain IPRA's Environmental Report Card | By end of 4 th quarter | NB | |

DISTRICT GOAL 4

Promote Quality Leadership and Service

District Initiative 1: Develop leadership that ensures work force readiness

| No. | Division Objective | Measures | Status | Achievement Level / Comments |
|-----|--|--|--------|---|
| 1 | Train and document 100% of all staff on job specific and mandatory training. | Train 100% F&B Employees by March Train 100% Golf Employees by May Train All new employees with 15 days of hire. | SC | Training has begun. Has been delayed due to late start in the course opening with the weather. All job specific training has been complete. We will continue with review sessions in key areas as the year progresses. |
| 2 | Have key staff attend HEPD AED & CPR training. | Have at least 24 key staff members maintain certification by end of 2 nd Qtr. | IP | We currently have 16 key members certified. We currently have 25 members certified. |
| 3 | Train all F&B employees on service plan | Train 100% F&B Employees by March Train All new employees with 15 days of hire. | IP | Opening training meeting was held. Additional training sessions will begin when the bar & grill opens. All new hires are continued to go thru training. We have also added a few full staff training in customer service for all staff. |
| 4 | Train all Starters and Rangers on proper methods to communicate with golfers using training manuals. | Train 100% Golf Employees by May Train All new employees with 15 days of hire. | IP | Opening training meeting was held. Additional training sessions will begin when the course opens. All new hires are continued to go thru training. We have also added a few full staff training in customer service for all staff. |
| 5 | Successfully provide 5 classes to help promote | 25 participants | IP | Course opening in April |

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| | the game of golf and create future golfers at BPC for 25 participants. | | | 3 Classes have been provided to 23 participants. |
| 6 | Provide monthly training days in concentrated areas. Follow training sessions with manager ride along to ensure training practices were successful. | 12 training days. | IP | We have had 3 training dates in the first quarter. We have had 5 detailed training dates this quarter. |

District Initiative 2: Build organization culture based on I-2 Care Values

| No. | Division Objective | Measures | Status | Achievement Level / Comments |
|------------|--|---------------------------------------|---------------|--|
| 1 | Conduct weekly F&B meetings to discuss operations and special events | 40 weekly meetings on F&B operations. | IP | We are conducting weekly meetings. Weekly meetings are being held to discuss events. |

District Initiative 3: Promote continuous learning and encourage innovative thinking

| No. | Division Objective | Measures | Status | Achievement Level / Comments |
|------------|---|----------------------------|---------------|---|
| 1 | All F&B Employees become BASSET Certified | 100% of all F&B Employees. | IP | All current employees are BASSET Certified. New Employees starting in Spring will be certified within 10 days of start date. All new employees are being trained within 10 days of start date. All current employees have completed the course. |

Hoffman Estates Park District – 2014 Goals
A&F Division

Report Date: July 2014

Key: C = Complete / SC = Substantially Complete / IP = In Progress / NB= Not Begun / NA = Not Accomplished

DISTRICT GOAL 1

Enable access to Healthy and Enjoyable Experiences for all people

District Initiative 1: Offer healthy and enjoyable experiences that promote equal access

| No. | Division Objective | Measures | Status | Achievement Level / Comments |
|-----|---|---|-----------|--|
| 1 | Promote health & wellness with PDRMA's Health Screening Assessment for MyHealth IQ Program. | Achieve annually by November 2014 with a minimum 70% staff participation. | NB | My health IQ has been discontinued by PDRMA; but we are promoting other options for staff incentives offered by PDRMA. |
| 2 | Coordinate Spanish speaking IMRF workshop for Parks seasonal staff. | Achieve by May 2014. | IP | Coordinating with IMRF to set this up for staff. Staff hopes to coordinate with IMRF to achieve this goal by September 2014. |

District Initiative 3: Connect and engage our community

| No. | Division Objective | Measures | Status | Achievement Level / Comments |
|-----|---|--|-----------|---|
| 1 | Purchase and install VSI Mobile WebTrac. | Achieve by September 2014. | NB | Staff will be working on this goal 3 rd QTR. |
| 2 | Advertise volunteer opportunities on web by event | Achieve by September 2014 and maintain throughout year. | IP | Volunteer opportunities for foundation events are promoted and working on options for specific district events |
| 3 | Provide financial/budget overview for Park Perspectives | March 2014 for Spring issue. | C | |
| 4 | Maintain FOIA and transparency aspects of District on web page to Ensure maximize coverage and maintain score of 80%. | Update monthly as reports are finalized and have site audited to achieve score of 80%. | C | Sunshine Award for achieving better than 70% being presented at April Board meeting. 2014 Information updated as available, 2013 CAFR has been placed on FOIA page. |
| 5 | Work with foundation Board to establish giving tree. | Achieve by September 2014. | NB | |

DISTRICT GOAL 2

Deliver Financial Stewardship

District Initiative 1: Achieve annual and long range financial plans

| No. | Division Objective | Measures | Status | Achievement Level / Comments |
|-----|--|------------------------------|--------|--|
| 1 | Research, develop and recommend A&F section of the 2014 CMP including recommended CIRP projects, goals and objectives. | Achieve by Sep 2014 | IP | Working on inventory and asset replacement plan and debt service funding plan. Best practices and goals are being finalized. Completing organizational chart and staff assessment done. Presentations for FPC will be in August covering main A&F items. |
| 2 | Achieve District annual budget to ensure maintaining fiscal year projected fund balance reserves. | Achieve by December 2014. | NB | Workshop planned for August 6. |
| 3 | Refund 2004 Ice Arena bonds to restructure payments | Achieve by December 1, 2014. | NB | |
| 4 | Pay off unfunded IMRF balance and fund future contributions at 100% | Achieve by Sep 2014. | NB | |
| 5 | Prepare CAFR for 2013 | Achieve by June 2014. | C | CAFR has been presented to the board, filed with the appropriate agencies and submitted to GFOA. |

District Initiative 2: Generate alternative revenue

| No. | Division Objective | Measures | Status | Achievement Level / Comments |
|-----|--|---------------------------|--------|--|
| 1 | Implement additional ground lease at WRC for flag pole cell tower. | Achieve by September 2014 | IP | Final contract has been approved by legal counsel and planning August committee meetings and board approval. Also met with ATT and had site visit to go over options at Cannon Crossings and will have July public meeting to discuss concept. |

District Initiative 3: Effective and efficient use of our resources

| No. | Division Objective | Measures | Status | Achievement Level / Comments |
|-----|--|---------------------------|--------|--|
| 1 | Create annual balanced budget. | Achieve by November 2014. | NB | |
| 2 | Conduct budget preparation review session for all staff. | Achieve by August 2014. | IP | Budget review session has been added to the Hoffman U calendar for August 5. |
| 3 | Review/update Policy Manual. | Achieve by August 2014 | IP | Have updated gambling, smoking and weapons sections during 1stQuarter. Updated water crafts in July. |

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| 4 | Review district program/facility fees to ensure minimum 30% margin and determine subsidized programs. | Achieve by September 2014. | NB | |
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DISTRICT GOAL 3
Achieve Operational Excellence & Environmental Awareness

District Initiative 2: Utilize best practices

| No. | Division Objective | Measures | Status | Achievement Level / Comments |
|------------|---|--|---------------|---|
| 1 | Evaluate, modify and develop District procedures to ensure operating at a high level of internal & external customer service. | Review all business, human resource, and IT procedures and revise as deemed appropriate by September 2014. | IP | Have worked on training for RecTrac input and program master input presented as a Hoffman U topic in April. Work order system for IT presented in April. PO processing was presented as a Hoffman U topic. Independent contracts and hiring procedures presented as Hoffman U topics. Budget scheduled in August. |
| 2 | Maintain IPRA's Environmental Report Card | By end of 4 th quarter | NB | |
| 3 | Upgrade MS Exchange Server/Users to 2013 | Achieve by September 2014. | NB | |
| 4 | Purchase and install required (2015) credit card encrypted mag stripe and bar code readers District wide. | Achieve by September 2014. | IP | Receiving quotes for updated mag stripe readers. |
| 5 | Purchase, image and deploy laptops. | Achieve by September 2014. | NB | |
| 6 | Purchase and install District wide new phone system and train all staff. | Achieve by November 2014. | NB | |
| 7 | Purchase and install color copier. | Achieve by June 2014. | IP | Meeting with vendors and obtaining quotes to determine best copier for district needs. Business staff and IT will complete goal during 3 rd QTR. |
| 8 | Purchase new board room chairs. | Achieve by June 2014. | C | Completed 1qtr. |
| 9 | Conduct random monthly cash audits at all facilities at least twice per month. | Conduct audits on various dates and times on all District service desks. | IP | Conducted monthly; currently no issues or problems. |
| 10 | Conduct surprise audits of program personnel and independent contractors to ensure classes are held with properly registered participants meeting minimum numbers. Utilize video as needed. | Conduct monthly program audits seasonally by program. | IP | Conducted monthly. Have instituted new procedures for physical inventories and done on site inventory and updates to all actual pro shop inventories at BPC. |
| 11 | Utilize and update the IPRA salary system for online use for full and part time employees. | Achieve by May 31 2014 | C | Completed 2qtr. |

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|----|---|--|----|---|
| 12 | Monitor IMRF eligible staff and educate managers/supervisors Regarding the 30 hour threshold. | Achieve quarterly to obtain results consistent with budget planning. | IP | Monitoring hours bi-monthly and off-line controls keeping supervisors and Exec Dir notified if staff are averaging more than 30 hours weekly. |
| 13 | Monitor PT employee hours worked regarding the PPACA compliance | Achieve monthly. | IP | See above. |
| 14 | Continue to cross train within division to ensure readiness | Achieve continually. | IP | Evolve/develop staff continually. |
| 15 | Help coordinate uniform dispersal to all employees to expand District image while maintaining cost records. | Achieve by June 30, 2014. | IP | Process developed to maintain cost records. |

District Initiative 3: Advance environmental and safety awareness

| No. | Division Objective | Measures | Status | Achievement Level / Comments |
|-----|--|---------------------------|--------|------------------------------|
| 1 | Attend PDRMA risk management institute | Achieve by November 2014. | NB | |

DISTRICT GOAL 4 Promote Quality Leadership and Service

District Initiative 1: Develop leadership that ensures work force readiness

| No. | Division Objective | Measures | Status | Achievement Level / Comments |
|-----|--|------------------------------|--------|--|
| 1 | Hire new full-time IT Manager to for District and maintain TSS outside support to ensure district wide connectivity, up-time and training while managing future software upgrades. | Achieve by February 28, 2014 | C | John Agudelo |
| 2 | Continue implementing Applitrack for use by hiring managers District wide. | Achieve by March 2014. | C | Fully utilized for hiring. See update in board report under HR. |
| 3 | Attend legislative conference | Achieve by May 2014. | C | Staff attended. |
| 4 | Attend legal symposium | Achieve by November 2014. | NB | |
| 5 | Achieve CPRP and CPRE accreditation. | Achieve by November 2014. | NB | |
| 6 | Attend Year X Director's school. | Achieve by August 2014. | NB | Will be done in 2015. |
| 7 | Help develop division succession plans | Achieve by September 2014. | IP | In process of evaluating all current and future staffing as part of CMP which will better enable implementation of succession planning. Succession policy outline completed. |

District Initiative 2: Build organization culture based on I-2 Care Values

| No. | Division Objective | Measures | Status | Achievement Level / Comments |
|-----|---|--|--------|------------------------------|
| 1 | Conduct PDRMA online training with all full time staff. | Achieve quarterly with 100% staff participation. | IP | |

District Initiative 3: Promote continuous learning and encourage innovative thinking

| No. | Division Objective | Measures | Status | Achievement Level / Comments |
|-----|---|--------------------------|--------|---|
| 1 | Develop & implement an annual district wide IT training program to respond to IT training needs of staff. | Achieve by December 2014 | IP | New IT manager has made terrific strides. Has limited excess Excalibur services and has been responsive internally. Will work on hiring and dismissal process for computer users. Is evaluating emails district wide and log-ins to ensure appropriate effectiveness and structure. |

MEMORANDUM NO. M14-087

To: Board of Commissioners
From: Dean Bostrom, Executive Director
Subject: Fairway Suites Real Estate Purchase Agreement with Option
Date: July 18, 2015

Background

As stated in the July 15th A&F committee meeting, the Real Estate Purchase Agreement with Option was approved by the park board on August 13, 2013 and is set to expire August 13, 2014. While Fairway Suites has not secured a hotel franchisee to date, the owner of Fairway Suites, Joe Ross, has indicated that he is currently negotiating with two very reputable hotel chains interested in the BPC location. Fairway Suites has retained the services of an architect to begin the preliminary due diligence site work and is highly confident that with the additional option year, that he can secure a reputable hotel franchisee.

Implications

The question was raised whether the land was purchased at the Overland Park, Kansas site. Fairway Suites did initially purchase that land.

Recommendation

The Board extends the Real Estate Purchase Agreement with Option through August 13, 2015 contingent upon Fairway Suites paying all outstanding legal fees incurred to date, which currently total \$8,800.