



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. 1030**  
**TUESDAY, JUNE 26, 2018**  
**7:00p.m.**

1. ROLL CALL
2. PLEDGE OF ALLEGIANCE
3. APPROVAL OF AGENDA
4. AWARDS ~ BEST OF HOFFMAN:
  - A. Linda Dressler & ReMax Suburban
  - B. Larry Stone and George Bedell
5. COMMENTS FROM THE AUDIENCE
6. RECESS FOR A&F COMMITTEE MEETING
7. RECONVENE FOLLOWING A&F COMMITTEE MEETING
8. APPROVAL OF MINUTES (attached)
  - A. Regular Board Minutes May 22, 2018
  - B. Annual Meeting Minutes May 22, 2018
9. CONSENT AGENDA ([Click here to access all Board & Committee Packets](#))
  - A. Air Handler Units at BPC (see June B&G packet)
  - B. TC north end flooding (see June B&G packet)
  - C. Painting/Caulking Bids PSSWC (see June B&G packet)
  - D. OSLAD Grant Program: So Ridge Community Park (see June B&G packet)
  - E. Twinbrook Encroachments (see June B&G packet)
  - F. CMP Process: Forward Planning Committee (see June FPC packet)
  - G. CMP Process: Needs Assessment (see June FPC packet)
  - H. Audit (see June A&F packet)
  - I. Prevailing Wage Ordinance (see June A&F packet)
  - J. Surplus Ordinance (see June A&F packet)
  - K. Open and Paid Invoice Register: \$687,650.23 (see June A&F packet)
  - L. Revenue and Expenditure Report (see June A&F packet)

Regular Board Meeting

June 26, 2018

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- M. Acceptance of B&G Minutes 5/15/2018 (see June B&G packet)
  - N. Acceptance of Rec Minutes 5/15/2018 (see June Rec packet)
  - O. Acceptance of A&F Minutes 5/22/2018 (see June A&F packet)
- 10. PRESIDENT'S REPORT
    - A. National Play Ball Proclamation
  - 11. ADOPTION OF EXECUTIVE DIRECTOR'S REPORT
  - 12. OLD BUSINESS
  - 13. NEW BUSINESS
    - A. Review/Release of Executive Session Minutes Resolution R18-004 / M18-070
  - 14. COMMISSIONER COMMENTS
  - 15. EXECUTIVE SESSION
    - A. Minutes, pursuant to Section 2(c)(21) of the Open Meetings Act
      - o May 22, 2018
    - B. Appointment, employment, compensation, discipline, performance or dismissal of an employee, pursuant to Section 2(c)(1) of the Open Meetings Act.
  - 16. Potential discussion and possible vote on matters regarding the appointment, employment, compensation, discipline, performance or dismissal of an employee, pursuant to Section 2(c)(1) of the Open Meetings Act.
  - 17. ADJOURNMENT

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



1685 West Higgins Road, Hoffman Estates, Illinois 60169  
heparks.org t (847) 885-7500 f (847) 885-7523



**MINUTES  
REGULAR BOARD MEETING NO. 1029  
May 22, 2018**

**1. Roll Call:**

A regular meeting of the Hoffman Estates Park District Board of Commissioners was held on May 22, 2018 at 7:00 p.m. at the Triphahn Center in Hoffman Estates, IL.

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

Absent: None

Also Present: Executive Director Talsma, Rec/Facilities Director Kies, Parks Director Hugen, Golf Director Bechtold

Audience: Comm Reps Utas, Katis, Chhatwani, & Sernett, Mr. Veronico, Program Manager Dodson, Facility Manager Fong, BOH and their parents

**2. Pledge of Allegiance:**

Everyone present stood for the Pledge of Allegiance.

**3. Approval of Agenda:**

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

**4. Awards:**

President Kaplan awarded the Hoffman Stars Dance Company who has received high awards in all their competitions this year. Tee shirts and passes to Seascape were given to all the girls and their coaches.

**5. Comments from the Audience:**

None

**6. Recess for A&F Committee Meeting:**

Commissioner Kinnane made a motion, seconded by Commissioner McGinn to recess the Board Meeting at 7:10 p.m. for the purpose of convening the A&F Committee meeting. The motion carried by voice vote.

**7. Reconvene Following A&F Committee Meeting:**

Commissioner Kilbridge made a motion, seconded by Commissioner McGinn to reconvene to the Regular Board Meeting at 8:15 p.m. The motion carried by voice vote.

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

Also Present: Executive Director Talsma, Rec/Facilities Kies, Parks Director Hugen, Golf Director Bechtold

Audience: Comm Rep Sernett, Mr. Veronico

**8. Approval of the Minutes:**

Commissioner K. Evans made a motion, seconded by Commissioner R. Evans to approve the minutes of the April 24, 2018 Regular Board meeting as presented. The motion carried by voice vote.

Commissioner Kilbridge made a motion seconded by Commissioner McGinn to approve the minutes of the April 17, 2018 Special Board meeting as presented. The motion carried by voice vote.

Commissioner Kinnane made a motion, seconded by Commissioner R. Evans to approve the minutes of the April 2, 2018 Special Board meeting as presented. The motion carried by voice vote.

**9. Consent Agenda:**

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

On a Roll Call: Carried

Ayes: 7 Bickham, K. Evans, R. Evans, Kilbridge, Kinnane, McGinn, Kaplan

Nays: 0

Absent: 0

- A. Agreement with Community Consolidated SD15, R18-003/M18-049 (see May Rec packet)
- B. Balanced Scorecard / M18-050 (See May packets)
- C. Aquatic Technician / M18-056 (See May A&F packet)
- D. Policy authorization for check signing / M18-057 (See May A&F packet)
- E. Open and Paid Invoice Register: \$687.650.23 (see May A&F packet)
- F. Revenue and Expenditure Report (see May A&F packet)
- G. Acceptance of B&G Minutes 4/17/2018 (see May B&G packet)
- H. Acceptance of Rec Minutes 4/17/2018 (see May Rec packet)
- I. Acceptance of A&F Minutes 4/24/2018 (see May A&F packet)

**10. President's Report:**

President Kaplan noted the thank you note from past Executive Director Bostrom thanking all for the golf clubs and the opportunity to work with each one.

He also noted the Kids to Parks Day proclamation the district had received.

He thanked staff, Comm Reps and Commissioners for all their support in his first year as Board President and noted that they wanted to establish a meeting with the Commissioners for the Board CP's.

**11. Executive Director's Report:**

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

**12. Old Business:**

None

**13. New Business:**

None

**14. Commissioner Comments:**

Commissioner K. Evans noted that the event at Black Bear went very well and he was impressed with how involved the Rec Staff was with the community.

Commissioner Kilbridge said that on her recent vacation she saw many state and county facilities and they were disappointing compared to what they had in Illinois.

Commissioner R. Evans said the garage sale went well and reminded everyone of the coming SRT Golf Outing.

Commissioner Bickham noted that staff was terrific at the Kids to Parks Day; the Garage Sale was well attended and congratulated Executive Director Talsma on his appointment to the position.

**15. Executive Session:**

Commissioner McGinn made a motion, seconded by Commissioner Bickham to move to Executive Session at 8:25 pm for the purpose of:

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

On A Roll Call: Carried 7-0-0

Ayes: 7 Bickham, K. Evans, R. Evans, Kilbridge, Kinnane, McGinn, Kaplan

Nays: 0

Absent: 0

Rec/Facilities Kies, Parks Director Hugen, Golf Director Bechtold, Comm Rep Sernett, Mr. Veronico left.

Commissioner Bickham made a motion, seconded by Commissioner R. Evans to reconvene to regular session at 9:05 pm. The motion carried by voice vote.

**16. Vote from Executive Session:**

None

**17. Adjournment:**

Commissioner Kilbridge made a motion, seconded by Commissioner Kinnane to adjourn the meeting at 9:07 p.m. The motion carried by voice vote.

Respectfully submitted,

Craig Talsma  
Secretary

Peg Kusmierski  
Recording Secretary



1685 West Higgins Road, Hoffman Estates, Illinois 60169  
heparks.org t (847) 885-7500 f (847) 885-7523



**MINUTES  
ANNUAL BOARD MEETING  
May 22, 2018**

**1. Roll Call:**

The annual meeting of the Hoffman Estates Park District Board of Commissioners was held on May 22, 2018 at 9:10 p.m. at the Triphahn Center in Hoffman Estates, IL.

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

Absent: None

Also Present: Executive Director Talsma

Audience: None

**2. Pledge of Allegiance:**

Everyone present stood for the Pledge of Allegiance.

**3. Approval of Agenda:**

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

Executive Director Talsma noted that the district would have an Ad Hoc Forward Planning Committee to assist with the preparation of the new Comprehensive Master Plan. He explained that the committee would meet on the third Tuesday of the month, replacing either the B&G Committee or Recreation Committee meetings depending on their agenda items so as not to require additional meetings on additional days if at all possible.

Commissioner K. Evans asked about the Park Tour and Executive Director Talsma noted that it was scheduled for August.

**4. Comments from the Audience:**

None

**5. Election of Officers:**

A. President:

Commissioner Kinnane made a motion, seconded by Commissioner Kilbridge to open the nominations for president. Motion carried by voice vote.

Commissioner Kinnane made a motion, seconded by Commissioner R. Evans to nominate Robert Kaplan for President.

Commissioner K. Evans made a motion, seconded by Commissioner Kilbridge to close the nominations for president. The motion carried by voice vote.

Commissioner Kilbridge made a motion, seconded by Commissioner Kinnane to approve Robert Kaplan for president. The motion carried by voice vote.

B. Vice President:

Commissioner Bickham made a motion, seconded by Commissioner Kinnane to open the nominations for vice-president. Motion carried by voice vote.

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

Commissioner K. Evans made a motion, seconded by Commissioner Kilbridge to close the nominations for vice-president. The motion carried by voice vote.

Commissioner Bickham made a motion, seconded by Commissioner R. Evans to approve Pat Kinnane for vice-president. The motion carried by voice vote.

**6. Appointment of Officers:**

A. Treasurer:

Commissioner Kilbridge made a motion, seconded by Commissioner Kinnane to appoint Commissioner K. Evans as Treasurer. The motion carried by voice vote.



B. Assistant Treasurer:

Commissioner Kilbridge made a motion, seconded by Commissioner Bickham to appoint Director of Finance and Admin Nicole Hopkins as Assistant Treasurer. The motion carried by voice vote.

C. Secretary:

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

D. Assistant Secretary:

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

**7. Annual Appointments:**

A. Attorney:

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

B. NWSRA Member District Representative:

Commissioner Kinnane made a motion, seconded by Commissioner R. Evans to appoint Executive Director Talsma as NWSRA Member District Representative. The motion carried by voice vote.

C. NWSRA Member District Alternate Representative:

Commissioner Kilbridge made a motion, seconded by Commissioner K. Evans to appoint Superintendent of HR/Risk Management Leninger as NWSRA Member District Alternate Representative. The motion carried by voice vote.

**8. Committee Appointments:**

A. Administration & Finance Committee:

Commissioner R. Evans made a motion, seconded by Commissioner Bickham to appoint Commissioner Kilbridge as Chairman of the Administration & Finance Committee. The motion carried by voice vote.

Commissioner Kinnane made a motion, seconded by Commissioner McGinn to appoint Commissioner Bickham as Vice Chairman of the Administration & Finance Committee. The motion carried by voice vote.

Commissioner Kilbridge made a motion, seconded by Commissioner R. Evans to appoint Steve Winner, Kathy Musial, Hosep Utas, Raj Chhatwani and Denise Wilson as Community Representatives to the Administration & Finance Committee. The motion carried by voice vote.

B. Building and Grounds:

Commissioner Kinnane made a motion, seconded by Commissioner Kilbridge to appoint Commissioner McGinn as Chairman of the Building & Grounds Committee. The motion carried by voice vote.

Commissioner McGinn made a motion, seconded by Commissioner R. Evans to appoint Commissioner K. Evans as Vice Chairman of the Building & Grounds Committee. The motion carried by voice vote.

Commissioner McGinn made a motion, seconded by Commissioner Kilbridge to appoint Raffi Dekirmenjian, Marc Friedman, Chad Bettencourt, Lauren Sernett and Suzanne Poeschel as Community Representatives to the Building & Grounds Committee. The motion carried by voice vote.

C. Recreation Committee:

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

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

Commissioner Kilbridge made a motion, seconded by Commissioner R. Evans to appoint Hap Wittkamp, Susan Neel, Linda Dressler, Pearl Henderson and Ian Macdonald as Community Representatives to the Recreation Committee. The motion carried by voice vote.

D. Ad Hoc Committee: Forward Planning Committee:

Commissioner McGinn made a motion, seconded by Commissioner Kinnane to appoint Commissioner Bickham as Chairman and Commissioner Kilbridge as Vice Chair of the Ad Hoc Forward Planning Committee. The motion carried by voice vote.

Commissioner Kilbridge made a motion, seconded by Commissioner R. Evans to appoint Joe Veronico, Patricio Aguilar, Kathy Musial, Lauren Sernett, and a TBD rep from the Recreation Committee as Community Representatives to the Ad Hoc Forward Planning Committee. The motion carried by voice vote.

E. Senior Liaison:

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

F. Village Bike Pedestrian Committee Liaison:

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

G. Executive Director Review Committee Chairman:

Commissioner Kinnane made a motion, seconded by Commissioner Kilbridge to appoint President Kaplan as Chairman of the Executive Director Review Committee. The motion carried by voice vote.

9. **Commissioner Comments:**

None

10. **Adjournment:**

Commissioner Kilbridge made a motion, seconded by Commissioner Bickham to adjourn the meeting at 9:32 p.m. The motion carried by voice vote.

Respectfully submitted,

Craig Talsma  
Secretary

Peg Kusmierski  
Recording Secretary

**HOFFMAN ESTATES PARK DISTRICT  
REGULAR BOARD MEETING NO. 1030**

**EXECUTIVE DIRECTOR'S REPORT**

**June 2018**

**PARKS DIVISION**

1. Removed all wood mulch and rubber matting from play area at Black Bear Park.
2. Sanded and stained office desk for TC.
3. Removed and installed new gym doors at TC.
4. Painted and patched holes in offices at TC.
5. Constructed and installed home run fence distance signs for Cannon Ballfield #1.
6. Removed damage slide and installed new slide at Hoffman Park Playground.
7. Repaired fishing pier at South Ridge Park.
8. Installed all canopies on playgrounds for the season.
9. Fountain at South Ridge was sent in for upgrades and then installed upon its return.
10. Installed bearing housing assembly at BPC hot water supply.
11. Converted the T-8 bulbs to LED bulbs in the dance room at TC.
12. Repaired 3 basketball hoops cables at PSSWC.
13. Seascape Family Aquatic Center filtration system renovation was completed and the facility was opened on time this year. Facility walk through was completed and punch list was written for contractor to complete.
14. Boiler for the bathhouse at Seascape was having issues keeping up with the demand for hot water. Repairs were completed and boiler has been working properly.
15. Hoffman Park playground landscape cleanup and bed adjustments were completed.
16. Black Bear Park landscape cleaned up and bed maintenance was completed. Disc Golf paths were re-mulched.
17. Mowing is underway with a considerable amount of difficulty this year due to the extremely wet conditions.
18. Bed maintenance (weeding, cleanup, trim and edge) is ongoing throughout the district.
19. All beds at Seascape were weeded and re-mulched with new mulch.
20. Spraying to control invasive plants (Phragmites) in the natural areas has started as weather permits.
21. Aquatic weed control was completed on the lakes at South Ridge, North Ridge, Yorkshire Woods, Princeton Pond & Black Bear Parks.
22. Spring fish stocking was done at Chestnut, South Ridge & Westbury lakes, Largemouth Bass and Bluegill. Channel Catfish and Northern Pike will be stocked this fall, Sept. /Oct.
23. All Park ID signs were edged, weeded and had new mulch applied.
24. All facilities had all landscape bed weeded, old mulch removed and new mulch applied.

25. Perennial plants throughout the district were cut back to allow for new growth this season.
26. Mowing all parks and ball fields was difficult with the amount of rain days in May, but staff raised mowing heights and was able to keep mowing under reasonable control. Glad to report that mowing was all caught up as of 6/8/18.
27. Truck 505 had the fuel pump replaced.
28. Truck 511 the distributor cap, rotor, pick up coil and two oxygen sensors were replaced.
29. Vehicle 499 had the right control arm with ball joint replaced and alignment completed.
30. Vehicle 518 the blower motor resistor was replaced.
31. Bus 510 replaced left front brake line.
32. Vehicle 821 the radiator was repaired.
33. Vehicle 453 recharged the air conditioner.
34. Daily maintenance and repairs to mowers is ongoing.

Key staff from the Parks Department will be at the B&G meeting to introduce themselves to the new community reps. Attached is the Park Division Organizational Chart.

## **PLANNING & DEVELOPMENT**

### **1. Playground Renovations**

The contractor began these projects Monday June 4, 2018 by removing the existing equipment and the existing wood fiber fall surface material. Wood fiber material has been relocated to various locations within the district for use by the community in their gardens. Because of excessive amounts of rain, this process has been slowed and has resulted in an additional amount of material that cannot be given away to the public due to the subgrade mud that is now part of the end product. With drier weather forecasted, the contractor anticipates pg equipment to begin to be installed the latter part of the week of June 18<sup>th</sup>.

### **2. Survey Work:**

Survey work was completed at Princeton and Pine parks. This work was done to establish base information for planning purposes related to replacement of playground equipment and splash pad at Princeton and upgrading and refurbishment of the path system at Pine Park. Both of these projects are slated for re-development in either 2019 or 2020.

### **3. Parking Lots:**

Staff has met with the contractor in preparation for the work which will begin in roughly 3 hours assuming you are reading this at the B&G meeting. In an effort to

minimize the impact on our patrons, grinding work at PSSWC will begin at 11 pm with the paving crew to follow. The goal is to have the patching project not including stall painting completed by noon on Wednesday, June 20<sup>th</sup>. Stall painting will occur at 11 pm on Wednesday night after the facility closes.

## Upcoming Events

- **June 21-** Seascape Beach Party
- **June 21 -** Summer Sounds on the Village Green
- **June 29 -** Friday Fun in the Park
- **June 29 -** Seascape Flashback Movie Night
- **June 30 -** Adult Golf Clinic
- **July 4 -** Military Appreciation Day
- **July 12 -** Live Music at BPC
- **July 12 -** Summer Sounds at Village Green
- **July 13 -** Friday Fundays at Vogelei
- **July 14 -** Hoffman Walks
- **July 15 -** Bucket Cup Challenge
- **July 19 -** Summer Sounds at Village Green
- **July 20 -** Movie Night at Seascape
- **July 21 -** Parents Night Out
- **July 22 -** Free Ice Skating
- **July 23 -** Youth Basketball All Star Game at Cannon Crossing
- **July 25 -** Fall Registration Begins
- **July 26 -** Summer Sounds at the Village Green
- **July 27 -** Friday Fundays at Vogelei



## Administration

- A new GM of Ice Operations was hired and will start on 7/9/18. Stan Dubicki, who is also the Assistant Head coach for the goalies for the Chicago Wolves. Stan currently is also the assistant Ice operations Manager for the Niles Park District.
- In the early month of June our General Manager of Sales and Operations at PSS&WC Cathy Burnham accepted a job at the Geneva Park District as the Manager of Fitness and Sunset Community center. We thank her for her wonderful 10 years at HEPD, she will be missed.
- Kyle Goddard, Athletic Coordinator, and Carina Massani, Advertising and Sponsorship Manager, worked together to get roses donated for our soccer moms on Mother's Day. Over the weekend of May 12<sup>th</sup> & 13<sup>th</sup>, Kyle distributed over 200 roses to soccer moms in our program.
- On Saturday, May 19<sup>th</sup>, the park district hosted a new event - Kids to Parks Day! This event, along with the rescheduled Learn to Fish program, was held at Black Bear Park and included a nature scavenger hunt, crafts, make your own trail mix, sidewalk chalk, a disc golf demo and much more. A great time was had by all, and Kyle did a fantastic job working with 32 kids and their parents on the basics of fishing. Overall, the event brought in about 100 participants who enjoyed various activities.

- On Tuesday, May 22<sup>nd</sup>, the Park District participated in a Touch a Truck event sponsored by Muir Literacy Academy. Parks brought out their backhoe for the event.
- Various seasonal staff trainings were held in May to prepare for the upcoming summer season. On Wednesday, May 23<sup>rd</sup> we brought in a guest speaker to open with an enthusiastic presentation to camp and aquatic staff on customer service, teamwork, and communication. Other trainings included site coordinator meetings, full staff training and planning, a parent meet 'n' greet, and site set-up.
- NWSRA came out to a Recreation staff meeting on Wednesday, May 23<sup>rd</sup> to present their annual Programming Inclusion Together workshop. They discussed disability trends, including those specific to HEPD, as well as current ADA issues, in an effort to continue to provide the best services to our residents with special needs and foster the positive cooperation between our two agencies.



### Triphahn Center Fitness and Operations:

Membership	05/31/2017	05/31/2018	01/01/2018	Var.
+/ Total	887	884	854	+30

- Fitness Center Operations and Programming are now under the direction of the Recreation Department.



### Willow Recreation Center Fitness and Operations:

Membership	05/31/2017	05/31/2018	01/01/2018	Var.
+/ Total	381	347	335	+ 12

- The Eagle Scouts have completed the Butterfly Garden at Willow Recreation Center.
- We also had our first visitor.





## Dog Off-Leash Areas

- Breakdown for Bo's Run / Combo passes HE 154, Palatine 49, Barrington 24, Schaumburg 32, Streamwood 12
- Breakdown for Freedom Run/ Combo passes Elgin – 164, HE – 108, Streamwood 60. Schaumburg – 13.

Dog Park Passes +/-	5/31/2017	5/31/2018	01/01/2018	Var.
Bo's Run	298	312	313	+14
Freedom Run	348	308	323	-40
Combo	75	81	89	+6
<b>Total</b>	<b>721</b>	<b>701</b>	<b>725</b>	<b>(24)</b>



## General Programs

### Dance Classes

- The annual dance recital was held on Saturday, May 26<sup>th</sup> at Hoffman Estates High School. There were 3 shows in total, TC 10:00 – sold out show, WRC – 3:30 and Stars Dance Company 6:00pm. All 3 shows ran very smoothly and everyone had a great performance.

### Gymnastics Classes

- The spring session of gymnastics ended the week of May 14<sup>th</sup>. Total registration for the spring was 131 students, down 54 from 2017. Registration is ongoing for summer, due to start on May 21<sup>st</sup>.



## 50+ Club

Year to Date Membership Var.	5/2017	5/2018	01/01/2018	+/-
<b>Total Members</b>	<b>535</b>	<b>416</b>	<b>310</b>	<b>+106</b>

- We celebrated the one year anniversary of the opening of our 50+ Center with an Ice Cream Social on Friday, May 18<sup>th</sup>. Ice cream donated by Culver's and donated cake from Costco. There were several raffle prizes and open play activities such as: Bunco, Baggo, Mexican Train, Volleyball and Pickleball. Over 35 members attended this fun filled day celebrating the re-opening of our 50+ doors last May.



### **Athletic opportunities offered in May**

- Billiards (Daily) (approx. 120 this month)
- Pickleball (approx. 216 this month)
- Ping Pong (now offered daily) (20-25 this month)
- Volleyball (approx. 84 this month)
- Baggo (15 this month)

### **Drop In Activities in May**

- Wii Bowling (approx. 70 this month)
- Mah Jongh- (approx. 20 this month).
- Cards (approx. 32 this month)
- Games (approx. 25 this month)
- Meet and Mingle- varies
- Bunco (approx. 14 this month)
- Mexican Train (approx. 40 this month)

*\*All -drop in activities (including Wii) have been growing in numbers weekly.*

### **Trips in May**

- We had three trips scheduled for May. One was cancelled due to weather conditions and will be offered again this fall season.
- Anderson Japanese Gardens Tour- 5/23- We had 17 in attendance. The weather was perfect and everyone enjoyed themselves.
- Progressive Ethnic Tour, Milwaukee Wisc. - 5/30. We had 19 in attendance. Everyone who attended is still talking about how wonderful the trip was from beginning to end.

### **50+ Clubs which met in May**

- Pinterest Crafting Club met in May to create various centerpieces, which turned out very nicely. This social and talented group is continuing to grow. They obtained new members in the month of May and continue to meet every 1<sup>st</sup> and 3<sup>rd</sup> Monday of the month. We currently have 15-20 active members in this group.
- Walking Wonders Club- This group meets every Tuesday morning from 10-11am to walk the indoor track and socialize. We've continued to see the same returning 10, plus a few new faces each week. Many of these walkers are new to walking but they enjoy the socialization and exercise.

### **Evening/Special Programs in May**

- Pub Quiz Night (3<sup>rd</sup> Thursdays/5:30 pm) – 43 participants (Moretti's). Prizes were sponsored by Bruce Mancherian and questions courtesy of Dr. Tom Hoover. Attendance was up by 3 with some of our regulars not in attendance from April.
- May's Lunch and Learn program/topic was Hip/Knee injuries sponsored by Athletico. We had 20 in attendance (5 less than in April) and everyone indicated how informative the presentation was and how they thought it was a great topic. Some even asked if we could have Athletico back to present.
- Afternoon Movie took place on 5/21. The movie was The Greatest Showman. We had 6 in attendance. This was down from the previous month but also not offered on the usual Friday.

### **50+ Lunch Bunch in May**

- This newly created social group meets once a month and they dine at a local restaurant in Hoffman Estates or Schaumburg. This gives members an opportunity to get out of the

50+Center and their homes to dine with others. In May the group dined at Moretti's restaurant in Hoffman Estates. We had 25 in attendance and everyone had a nice time. They mentioned that the food was fantastic and very affordable.

**50+ Ice Cream Social Anniversary Party**

- This special event party took place on Friday, May 18<sup>th</sup> where members came to the 50+ Center to enjoy ice cream donated by Culver's and donated cake from Costco. There were several raffle prizes and open play activities such as: Bunco, Baggo, Mexican Train, Volleyball and Pickleball. Over 35+ attended this fun filled day celebrating the re-opening of our 50+ doors last May.

**New Opportunities/Highlights for June**

- Our new social group, SOS (Seniors Out Socializing) was put together in May and will begin meeting monthly in the evenings to do social activities together (local). Activities could be, dinners, shows, festivals or anything that lends itself to social interaction for those who live alone. We have 15-20 members who have expressed interest in this group and attended the first planning meeting. Their first dinner out together is scheduled for Tuesday, June 26<sup>th</sup>.
- Offering a new fee-based program for our 50+ members to begin in July- Zumba Gold.
- Looking to hire an instructor to teach private piano lessons for our 50+ group.
- A fourth Pickleball drop-in day was implemented and is now held on Tuesday mornings from 9:00am-11:00 am. Our numbers seem to be expanding. We currently have 8-10 who play on this new day.
- Working with several other agencies in the Hoffman Estates area to provide our members with helpful topics to learn through our Lunch and Learn program as well as a new program soon to come monthly, Coffee Talk.
- Planning our Annual 50+ Open House with some new opportunities, demo's and entertainment.



*Early Childhood*

Three-school 17-18	15 TC 12 WRC	15 TC (full) 12 WRC (full)	0 0
2's Playschool 17-18	27 TC 17 WRC	29 TC 24 WRC (full)	+2 +7
Preschool 17-18	121 TC 67 WRC	121 TC 73 WRC	0 +6
Early Learning Center	5 day – 25 4 day – 3 3 day – 5 2 day – 5 1 day – 1 Total 39	5 day – 28 4 day – 5 3 day – 3 2 day – 5 1 day – 1 Total - 42	+3
<b>Preschool/ELC Totals:</b>	<b>300</b>	<b>315</b>	<b>+18</b>

District 54	359	354	-5
District 15	61	57	-4
WRC KSTAR	17	13	-4
<b>Totals</b>	<b>437</b>	<b>424</b>	<b>-18</b>

District 54	78	54*	-24
District 15	42	50	+8
<b>Totals</b>	<b>120</b>	<b>104</b>	<b>-16</b>

\*Less students due to school schedules during this time.

- During the week of May 14<sup>th</sup>, our Preschool and ELC classes celebrated the end of the year with graduations and parties that included singing, dancing, cake, and refreshments. All were a huge success; teachers, parents and kids alike were excited to get the summer started!



## Youth Athletics

### USA Basketball Open Court

- On May 13<sup>th</sup> USA Basketball sent a special guest to our program: Chris Keller, Head of USA Basketball open court, Assistant Men's Coach of the U18 USA Basketball Team and former Division 1 player. He spoke to each group about enjoying the game and how to make the most of your time on the court. Open Court's last session is on June 24<sup>th</sup>. The average attendance throughout the first 8 sessions has been 46 players!

### USA Basketball Youth Leagues Clinic

- On May 23<sup>rd</sup>, Kyle Thomas attended the USA Basketball Youth Leagues Clinic. The clinic covered topics that included "how much is too much basketball", "proper growth of fundamental skills", "practicing planning for each level" and an hour seminar with DePaul Women's Coach Doug Bruno on the state of our youth game. The content of this clinic will not only be utilized to continue to improve the quality of our program, but it will also be passed along to our coaches at the start of this year's season to supplement their training.

### Spring Soccer Leagues

Season	KG CoEd	1/2 Girls	1/2 Boys	3/4 Girls	3/4 Boys	5/6 Girls	5/6 Boys	7/8 CoEd	Total
Spring 2017	39	12	47	40	43	23	24	12	240
Spring 2018	34	65 (coed)	-	34	45	14	33	17	242
							<b>Total</b>	<b>+2</b>	

### In-House Youth Baseball

- Youth Baseball started game play on May 5<sup>th</sup> with an Opening Day event at Cannon Crossing. All teams participated in games on all four fields throughout the day. New Executive Director, Craig Talsma threw out the first pitch, Country Line Donuts had a

stand to pass out free samples, and the Boomers mascot showed up to take pictures with the players/families.

	<b>Shet.</b>	<b>Pinto</b>	<b>Mustang</b>	<b>Bronco</b>	<b>Pony</b>	<b>Palomino</b>	<b>Total</b>
<b>2017</b>	<b>55</b>	<b>48</b>	<b>46</b>	<b>13</b>	<b>14</b>	<b>12</b>	<b>188</b>
<b>2018</b>	<b>59</b>	<b>45</b>	<b>60</b>	<b>35</b>	<b>12</b>	<b>12</b>	<b>223</b>
						<b>Total</b>	<b>+35</b>

- Palomino baseball, 18 and over, started practices the last week of May. They will compete again teams from Lake Zurich, Barrington, Schaumburg, Rolling Meadows, and Palatine.
- 12U tournament team: Our 12U boys' team competed in a wooden bat tournament in Wisconsin over Memorial Day weekend. They played 3 travel teams and went 1-2. This was very impressive for a group of all-star in-house players.
- The All Star Game is set to take place at Cannon Crossing on Saturday, June 23<sup>rd</sup>. The original date of June 16<sup>th</sup> was pushed back due to all rain out make ups that must occur before the All-Star game. Games will start at 5pm.



## *Adult Athletics*

### **Adult Softball**

- Summer league play started on May 7<sup>th</sup> at Cannon Crossings. Currently there are 13 teams signed up for our Monday night league. In 2017 at this time there were 13 teams as well.

### **4/5 Year old Tee Ball**

- Registration is taking place; the season is set to start on July 9<sup>th</sup>.

### **Summer Youth Basketball Leagues**

- Registration is taking place; the season is set to start on July 9<sup>th</sup>.

### **Fishing**

- A special event to bring interest to our new Fishing 101 class was scheduled to take place on Saturday, May 12<sup>th</sup>; however, it was cancelled due to severe weather. We were able to make it up Saturday, May 19<sup>th</sup> at Black Bear Park as part of the Kids to Parks Day event. There were a total of 27 participants. Cabela's provided fishing poles for every participant. Another free clinic will be offered in the summer, the event will take place on July 28<sup>th</sup> at South Ridge.
- Staff has added a NEW class Fishing 101 - a new program that teaches kids from the ages of 6-14 how to fish. The classes began on June 7<sup>th</sup> with 5 kids, and continue every Thursday and Saturday until June 30<sup>th</sup>. In addition we will have a July, August and September class and will be hosting a Fishing Derby on Saturday, August 4<sup>th</sup>.



## Seascape Family Aquatic Center

### Aquatics and Programming Departments:

	Dec.	Jan.	Feb.	Mar.	April	May
2015	220	319	325	375	656	788
2016	134	240	288	385	739	973
2017	12	135	167	230	578	775
2018	0	116	129	169	497	<b>986</b>

- During the month of May 2018 SFAC saw over \$20,000 in daily pass sales as compared to \$6,000 in May of 2017.



## Ice Operations

### Wolf Pack/I.C.E. Academy

- Summer camps have begun for both hockey and figure skating. So far, our camp numbers look great for Hockey (13 per week) and we had 9 enroll for the first session of H2O figure skating camp.
- Moose Jaw currently has 31 teams at the squirt through Midget level and 4 mite teams.
- The week of 6/25-6/29 we will be the host rink for the Great Lakes Academy rental which is run by an ex NHL player as well as current Chicago wolves players. Currently, the summer camp is sold out at 55 participants.
- 6 new summer programs were created to focus on over speed, defense and offensive players. In addition, we have created ice slots for stick & puck for all levels of players.
- A new GM of Ice Operations was hired and will start on 7/9/18. Stan Dubicki, who is also the Assistant Head coach for the goalies for the Chicago Wolves. Stand currently is also the assistant Ice operations Manager for the Niles Park District. We are VERY excited to have Stan join our team at HEPD!



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

May Membership Totals	05/31/2017	05/31/2018	01/01/2018	Var.
+/-				
Totals	3,042	3,097	3,086	+11

## Member Services

- The Member Services team finished the month of May having exceeded the monthly net member goal by 14 members. The team worked to continue with new membership promotional and recruitment efforts in May that included a special discounted enrollment fee of \$29 as well as a \$0 enrollment option (with purchase of new member 3 pack of Personal Training). A special limited time opportunity that waived May dues in their entirety was also offered via digital promotion (website, Retention Management eblast, Facebook page, digital marquees) from May 1<sup>st</sup> through May 15<sup>th</sup>, which attracted a total of 9 new members.
- The General Manager of Sales & Operations together with the Member Services team worked with key executives from Leopardo (located in the Prairie Stone Business Park) on a new corporate membership agreement that includes a partial monthly subsidy paid by Leopardo for each employee enrolled as part of an intensive employee wellness initiative launched by the company. The agreement, which will be formally executed as of June 1<sup>st</sup>, is expected to inspire strong interest from among Leopardo employees, which number over 50 at the business park location. Current Leopardo members (approximately 11 active) will be included in this opportunity with the rate adjustment taking place as of June 1<sup>st</sup>.
- The Member Services team coordinated a month full of special events in May for members to inspire continued usage interest. Events included the promotion of special fitness activities along with recognition of special member 'fun' days that promote retention. The Member Services team also continued with a new annual series of online motivational videos that are loaded weekly on Tuesdays on social media (Facebook and Instagram) to help motivate members to pursue fitness goals. Entitled 'Tuesday Tips with Trainers', these inspiring and educational videos are designed to motivate members to try new workout options within the facility during workouts and are effectively expanding the digital 'reach' of the facility.
- Efforts continue with the C&M team to complete a redesign of the current website, which will include transitioning to a new modern platform using Squarespace. The new modern platform will present the facility in a more contemporary manner incorporating rich and vibrant images while retaining relevant informative text to better position the club among close competitors.
- The Operations Manager met with Garibaldi's during an onsite visit at PSS&WC to review concession space for upcoming tournaments.



## Communications and Marketing

**June  
2018**

### **PROGRAM PROMOTIONS**

Staff worked with program managers to promote Summer Guides and summer camp registration, youth sports programs, 50+ events, trips and programs; Hoffman Walks, ELC, BPC events, Parent's Night Out, SRT Celebri-Tee Golf Outing, hockey and figure skating, Open court basketball, Summer Camp.

Press release and community calendar submissions to: Daily Herald, Chicago Tribune, Facebook, North West Herald, and Barrington Patch.

## **CHAMBER EBLAST**

SRT Celebri-tee Golf Outing  
Summer Registration

## **RETENTION MANAGEMENT EBLASTS TC & WRC FITNESS CENTERS**

Summer Registration  
SRT Celebri-Tee Golf Outing

## **OTHER**

**Hoffman Walks** -We had 10 people at our Hoffman Walks at Black Bear Park in May, where Parks staff led a nature walk.

## **VIDEO**

This month, we featured the video "April/May Hoffman Happenings" on [heparks.org](http://heparks.org).

## **PRESS RELEASES/PUBLIC RELATIONS**

Articles and photos submitted:

1. Families Invited to Bring Kids to Parks at Free Nature Event
2. Realtors help Park District Complete Chino Park Garden Plots
3. Park District Now offering Garden Plots for Ren
4. Golf with a Celebrity at HE Parks Foundation Golf Outing
5. Summer Program Registration Begins April 26
6. HE Parks Offers Perks for Moms on Mother's Day
7. Seascape Family Aquatic Center Opens for 2018 Season
8. Girls Can Give Hockey A Shot For Free
9. Kids Can Learn To Fish at Hoffman Parks
10. Hoffman Teens to Mentor Youth in I Compete Program
11. Figure Skaters Display Their Talent in Exhibition
12. Students Can Get Fit, Stay Fit Over Summer
13. 50+ Club Celebrates One Year Anniversary
14. Friday Fun in the Park for Children

## MARKETING DASHBOARD



### Website HEParks.org – Source: Google Analytics

Hits to the website are up significantly; the Memorial Day weekend had beautiful weather so hits to the Seascape page were most popular. Below are some definitions of what is documented in the chart:

**Users** = Visitors who have initiated at least one visit to the website

**New Users** = The number of first time users during the time period.

**Sessions** = The period of time that a user is actively engaged in the website.

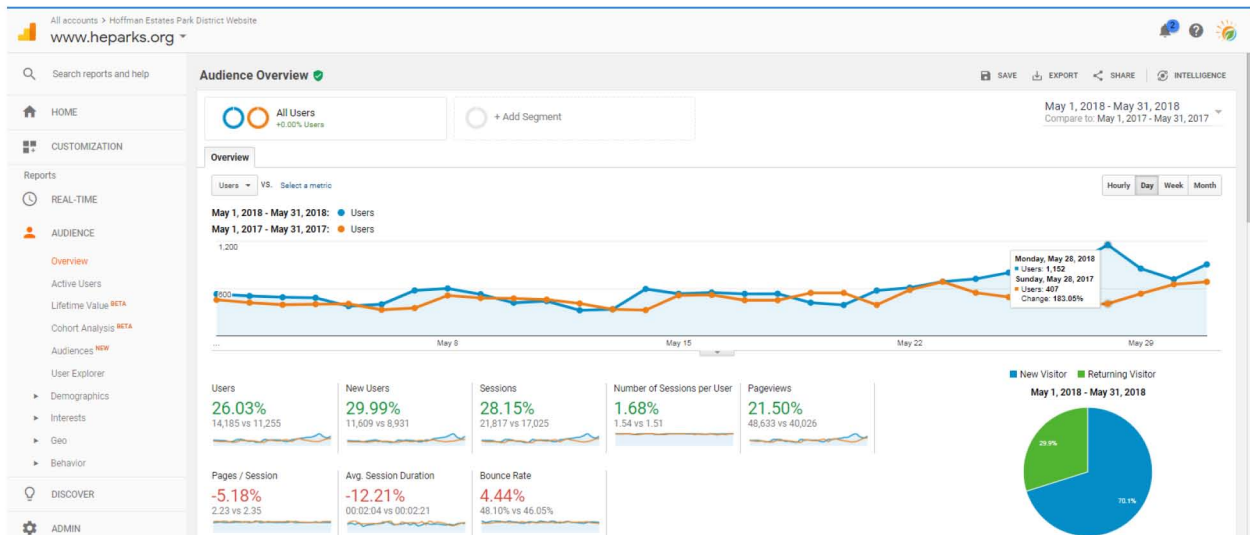
**Number of Sessions** = The number of times a user visits.

**Pageviews** = The total number of pages viewed. Repeated views of a single page are counted.

**Pages per Session** = The number of pages a user visits within a session.

**Average session duration** = The length of time a user spends on a page.

**Bounce Rate** = The percentage of single-page sessions in which the session lasted 0 seconds.



The chart below shows that the Seascape web page had the highest number of hits during the month of May, with the greatest number of hits during Memorial Day weekend when the weather was perfect conditions for the pool.

Below are some definitions of what is documented in the chart:

**Users** = Visitors who have initiated at least one visit to the website

**New Users** = The number of first time users during the time period.

**Sessions** = The period of time that a user is actively engaged in the website.

**Number of Sessions** = The number of times a user visits.

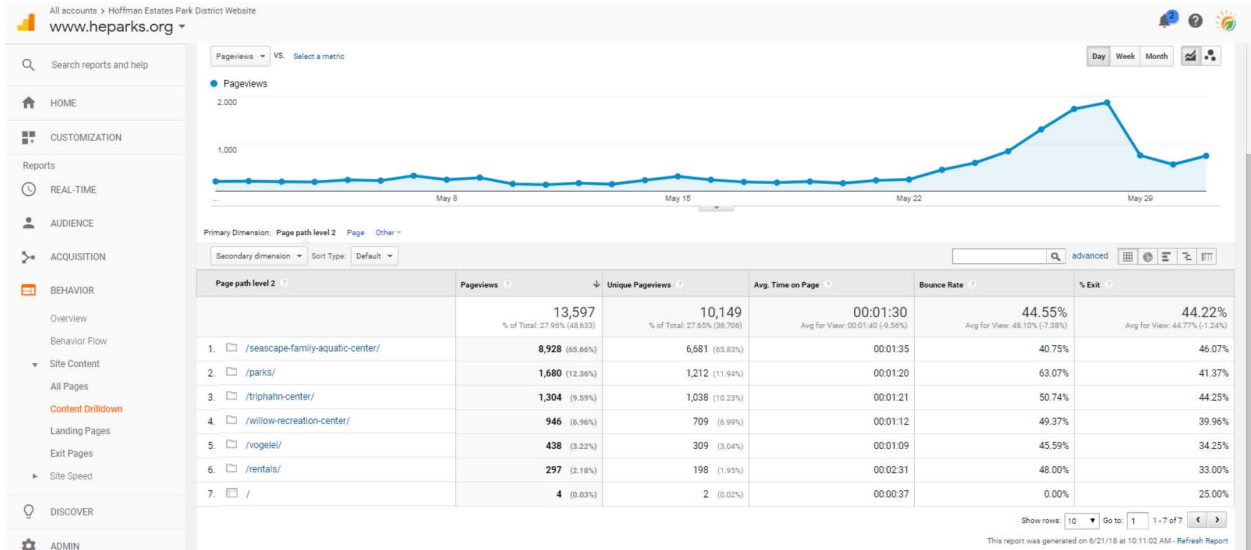
**Pageviews** = The total number of pages viewed. Repeated views of a single page are counted.

**Pages per Session** = The number of pages a user visits within a session.

**Average session duration** = The length of time a user spends on a page.



**Bounce Rate** = The percentage of single-page sessions in which the session lasted 0 seconds.



## Program Guide Online – Source: Google Analytics

Online program guide hits are up; attributable to several reasons –the increase use of mobile devices and the mobile-friendly design of the online brochure. Below are some definitions of what is documented in the chart:

**Users** = Visitors who have initiated at least one visit to the website

**New Users** = The number of first time users during the time period.

**Sessions** = The period of time that a user is actively engaged in the website.

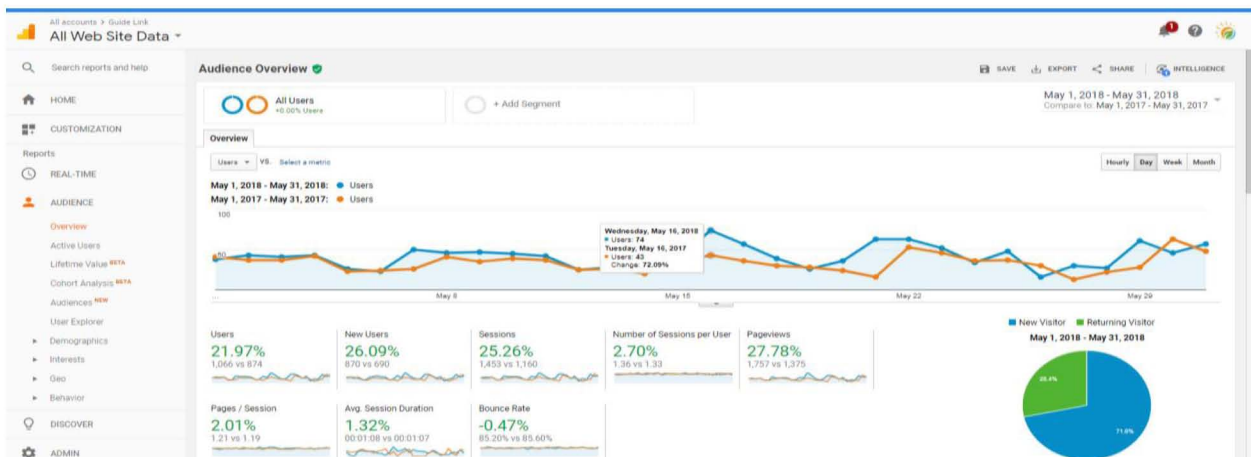
**Number of Sessions** = The number of times a user visits.

**Pageviews** = The total number of pages viewed. Repeated views of a single page are counted.

**Pages per Session** = The number of pages a user visits within a session.

**Average session duration** = The length of time a user spends on a page.

**Bounce Rate** = The percentage of single-page sessions in which the session lasted 0 seconds.





## WebTrac/Online Registration Page Hits – Source: Google Analytics

The increase this month are attributed to the combination of mobile Webtrac and the main Webtrac/online registration page, when compared to the same month last year when Webtrac and mobile Webtrac were two separate websites. Below are some definitions of what is documented in the chart:

**Users** = Visitors who have initiated at least one visit to the website

**New Users** = The number of first time users during the time period.

**Sessions** = The period of time that a user is actively engaged in the website.

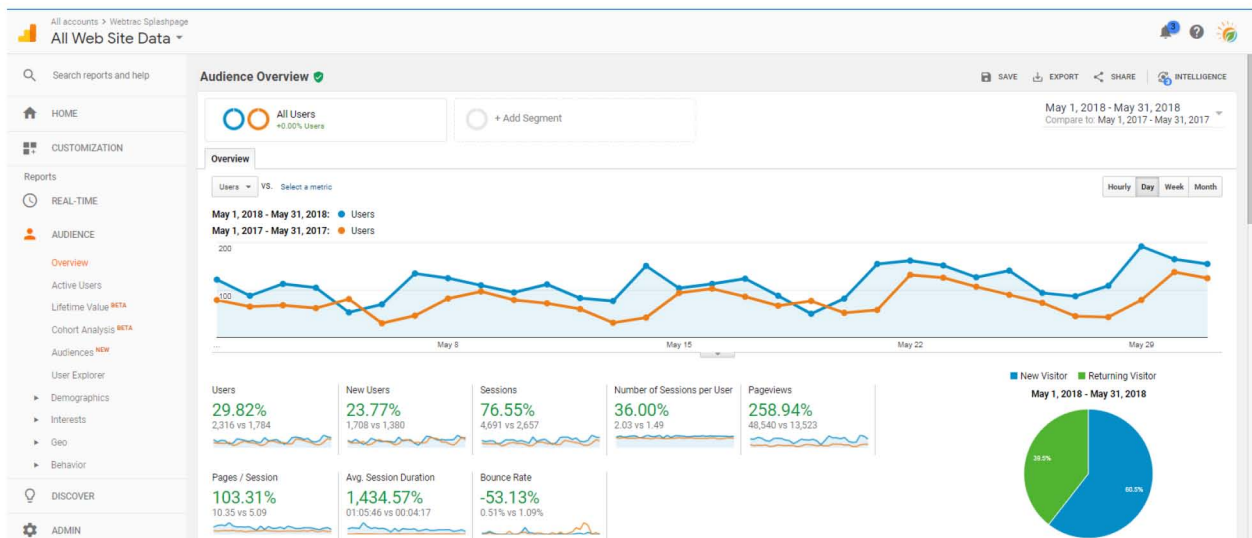
**Number of Sessions** = The number of times a user visits.

**Pageviews** = The total number of pages viewed. Repeated views of a single page are counted.

**Pages per Session** = The number of pages a user visits within a session.

**Average session duration** = The length of time a user spends on a page.

**Bounce Rate** = The percentage of single-page sessions in which the session lasted 0 seconds.



## Facebook Reach

Source: Hootsuite

The chart below shows aggregates result of all HE Parks' Facebook pages, including Prairie Stone and Bridges of Poplar Creek. Total likes on ALL the park district's facebook pages: 7,778 (last month 7,676)

Posts = The total number of posts that have been published on all our Pages

Fans = The total number of fans (people who liked the Page) for your Pages

Engagement = The total of reactions, comments and shares received by content on Pages

Traffic = Total clicks on all the links we posted



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

Source: Facebook Insights

Post Message	Type	Posted	Lifetime: Post total reach (Total Count)
Check out what's happening in Hoffman this June!	Video	5/24/18 8:48 AM	1575
The Teen Center at the Vogelei Barn is open every Tuesday from 6:30-8:30 pm for students age 9-18. Admission is free! Enjoy the pool table, ping pong, computers and video games. Operated cooperatively with the Village of Hoffman Estates. <a href="http://ow.ly/XFb130jTEDd">http://ow.ly/XFb130jTEDd</a>	Photo	5/21/18 8:01 AM	1539
Seascape opens this Saturday, May 26 at 11:30 am! Check our hours, list of special events and rates for one-day admission and season passes: <a href="http://ow.ly/X1i830jQuCT">http://ow.ly/X1i830jQuCT</a>	Photo	5/23/18 7:01 AM	1386
Don't forget to stop by the Community Garage Sale at Seascape Family Aquatic Center today! We will be here until 1 PM!	Photo	5/19/18 9:48 AM	1038
To keep you safe, our staff stays up to date on how to properly perform CPR! Here is a snapshot of our most recent CPR Training session! S/O to our awesome staff instructors; we are so lucky to have you!	Photo	5/1/18 8:41 AM	1085

### Top 10 Highest Posts Since October 2015

Post Message	Type	Posted	Lifetime: The number of impressions. (Total Count)
Doggie Costume Contest * UPDATE: Winners will be announced tomorrow afternoon, 11/08. *PLEASE READ* We ask that people vote for their favorite photo by using the "thumbs up" emoji and vote for the most creative costume using the "wow face" emoji. We are making this announcement on the post so that people can change their vote if they accidentally used the "heart" or "love" emoji instead of the "thumbs up" or "wow face" emoji. Votes that use emojis other than "thumbs up" or "wow face" will not be counted towards the total. Thank you! It's voting time! Thank you to all who submitted a picture of your furry friend in their Halloween Costume! Here is how you vote: Vote for your favorite photo with a "thumbs up" emoji and vote for the most creative costume with a "wow face" emoji on the individual photo of your choice in this Facebook album from Wednesday, November 1-Tuesday, November 7. Your pooch could either win Overall Best "Liked" or Most Creative Costume! Winners will be announced via Facebook on November 8, 2017. Good luck! Be sure to check	Photo	11/1/17 10:02 AM	18,767

out the Bo's Run & Freedom Run Off Leash Parks page to hear more about our dog parks!

Help wanted! STAR Before & After School counselors are needed. \$9.25/hr Mon-Fri on school days. Read more: <http://ow.ly/8rF630eV0ju>

These are from the dancers at Willow from the Dance Recital!

Tomorrow, dine with us at Portillo's! From 5-8 PM, bring the family to Portillo's and 20% of the proceeds will benefit HE Parks Preschool!

Congratulations to Coach of the Month Marc Friedman! Over the past 29 years, he has coached boys' & men's baseball and more. Thanks Coach!

<http://ow.ly/ZfJV30e3907>

Qualified Kindergarten Enrichment Teachers and Counselors Needed. Please see our careers page for more info: <https://goo.gl/X71UZs>

Sneak peek of Heart of Hoffman Cable TV access show! We are here with Mayor McLeod, Board President Robert Kaplan, and Executive Director Dean Bostrom. Tune in for the July episode which will be featuring the Hoffman Estates Park District!

This week through Friday Aug 19 Seascape has short hours, 4-7:30 PM

<http://ow.ly/TY6I3037o3z>

Sneak peek of Heart of Hoffman Cable TV access show! We are here with Mayor McLeod, Board President Robert Kaplan, and Executive Director Dean Bostrom. Tune in for the July episode which will be featuring the Hoffman Estates Park District!

#Pokémon Trainers comes to Black Bear Pk for our Gathering Sat Aug 27 10-11:30 catch 'em all! <http://ow.ly/cCns3037nf0>



## HE Parks' Twitter account

Source: Twitter – heparks only

	May 17	June 17	July 17	Aug 17	Sept 17	Oct 17	Nov 17	Dec 17	Jan 18	Feb 18	Mar 18	Apr 18	May 18
Followers	769	770	787	805	813	820	821	831	855	856	861	869	884
Impressions	3,496	3,713	1,736	2,947	4,745	6,705	5,607	6,334	4,967	7,554	6,195	5,312	7,144
# of tweets	4	11	1	14	16	34	46	49	22	29	29	23	30

**Analytics** Home Tweets Audiences Events More

HEParks Sign up for Twitter Ads

View Tweet activity View all Tweet activity

**May 2018 - 31 days**

**TWEET HIGHLIGHTS**

**Top Tweet** earned 335 impressions  
Come and watch the talented skaters of the HE Parks Figure Skating Academy as they display their talent in the Spring Figure Skating Exhibition today! The event goes until 6 PM and spectators are welcome! <pic.twitter.com/5f1q1dk4IEI>

**Top mention** earned 42 engagements  
**HEParksAthletics** @HEParksAthletic May 5  
Executive director of @HEParks throws out the first pitch on opening day! #hepdbaseball #openingday <pic.twitter.com/CUrOxpvcvS>

**Top Follower** followed by 481 people  
**ScorpioSue** @ScorpioSue1102 FOLLOW@YOU  
Just me. Hardcore suburban girl. What can I say? I have a few strong opinions. #resist #TrumpRussia Americans need patriots, not politicians. <View profile> <View followers dashboard>

**Top media Tweet** earned 332 impressions  
Kick off your summer with an afternoon of "Color Your Summer" themed Luncheon at the 50+ Center on Friday, June 1 at noon! <pic.twitter.com/5qrZ2GAViO>

**MAY 2018 SUMMARY**

Tweets	30	Tweet impressions	7,144
Public visits	95	Mentions	4
New followers	15		

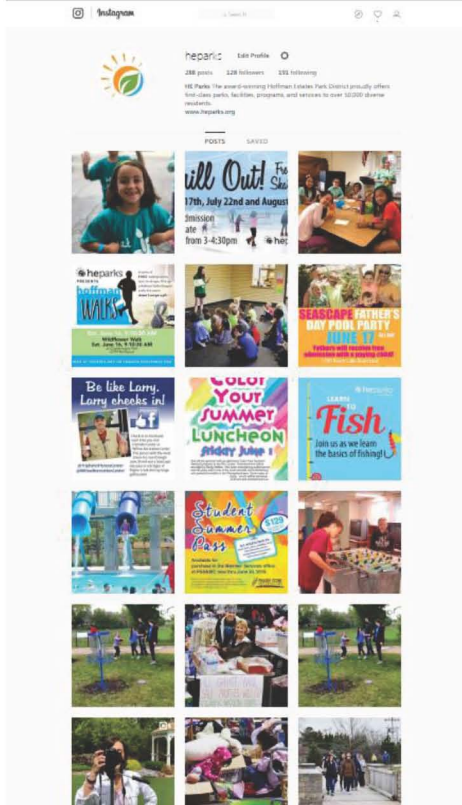
View Tweet activity View all Tweet activity



## Instagram Reports

Source: Instagram  
@heparks

	May17	June17	July17	Aug17	Sept17	Oct17	Nov17	Dec17	Jan18	Feb18	Mar18	Apr18	May18
Followers	109	110	112	115	118	117	121	124	124	124	124	125	128
# of posts	3	3	3	5	9	23	15	8	3	12	20	26	24



## Email Blast Results, Constant Contact

	Sent/Open	Mobile	Clicks	Bounces	Unsubscribes
2018 Fitness, Sports & Rec Benchmark	---/17.70%	72%	7.04%	10.2%	0.01%
Hoffman Happenings May 22	20K/22%	47%	10.7%	2.7%	0.2%
50+ Newsletter May	1080/33%	56%	9.3%	3.6%	0%

Opens = Emails our contacts received and viewed.

Mobile = Percent of emails opened on a mobile device.

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

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

## Conversion Rate – Online Registration vs. Walk-in

The percentage of registrations that came via the web verses in lobby.

2011:	21%
2012:	26%
2013:	30%
2014:	33%
2015:	35%
2016:	37%
2017:	38%
2018 YTD:	41%



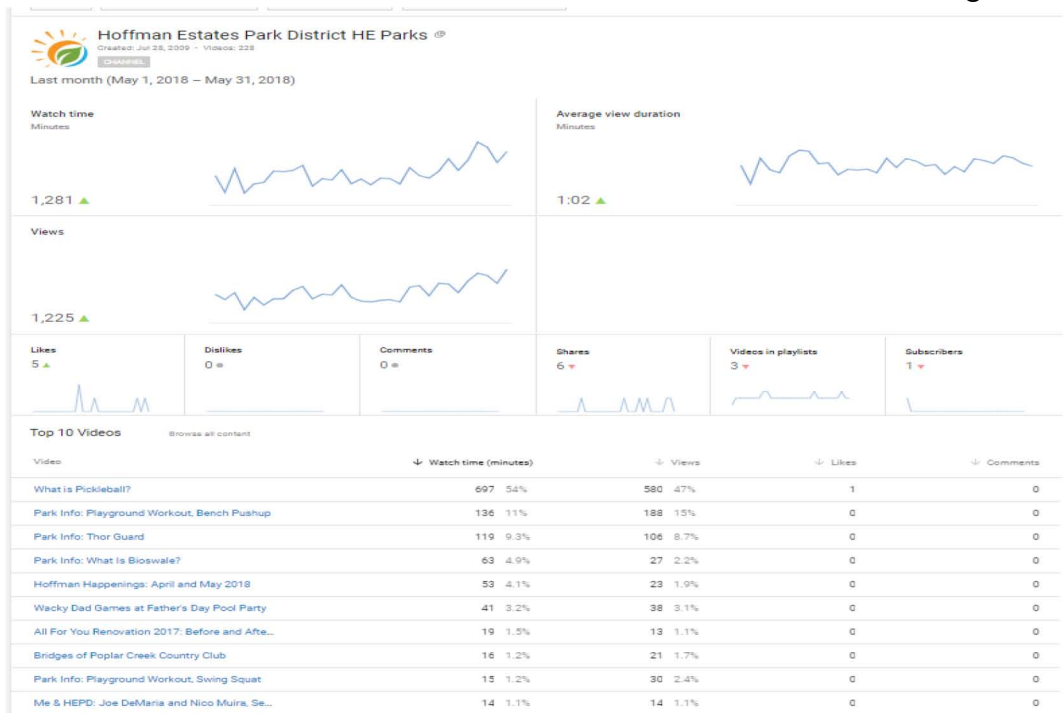
### YouTube Metrics

Below is a list of our Top 10 Videos with the most traffic and minutes watched over the past 30 days. Note: the amount of Watch time minutes are the total for the month, they do not add up to the chart below because the Top 10 video list only represents the Top 10 videos, not ALL the videos. Also, the number of “likes” is only the number of likes on youtube, it doesn't represent the total engagement that we had on Facebook.

**Watch time** = The number of total minutes viewers watched our videos on youtube. Watchtime is increasing.

**Average View Duration** = The average length of time viewers watched. (Over 1 minute is excellent.)

**Views** – The total number of times viewers watched our videos during the month.



# Bridges of Poplar Creek Board Report

## General Programs



Mark your calendars for our Upcoming Events.  
 June 7<sup>th</sup> – Felix and Fingers Dueling Pianos Music Night  
  
 July 12<sup>th</sup> – Messengers Music Night  
  
 August 9<sup>th</sup> – TBD Music Night



Golden Bears started off our Jr Program for the season. The class had 16 participants. Each student receives general fundamental instruction on the golf swing as we introduce them to the game. They also receive an iron & putter for participating.



We are in our second year with the PGA Jr Golf League. Our roster is set with 12 PGA Junior League Members. Practices and meets will start in June. This program will be headed up by our Assistant Golf Professional Rob Michalak. This season we had a tryout using the format of the National Event for Drive, Putt & Chip competition. We had over 35 juniors try out and top 8 point winners qualified for the team and then 4 captains' picks were selected based on their performance and past participating in our Jr Development Series.



Demo Day was held on May 26<sup>th</sup>. We had multiple vendors attend which provided our customers the chance to demo the latest golf clubs on the range.

## Golf Rounds

### ROUND TOTALS

2014	2015	2016	2017	2018	5 Year Average
4,010	4,034	4,044	3,688	3,913	3,938

### YTD ROUND TOTALS

2014	2015	2016	2017	2018	5 Year Average
6,130	7,051	7,870	7,565	6,718	7,067

## Range Information

### RANGE BASKET SALES TOTALS

2014	2015	2016	2017	2018	5 Year Average
2,609	2,558	2,954	2,496	2,674	2,658



YTD RANGE BASKET SALES TOTALS					
2014	2015	2016	2017	2018	5 Year Average
4,140	4,710	5,381	5,248	4,542	4,804

**Pass Sales**

<i>Resident Passes Thru May</i>	2017	2018
Resident Annual	4	0
Resident Individual	102	59
Resident Junior	2	4
Resident Senior	61	73
Total Resident Passes Sold YTD	169	136
<i>Non Resident Passes Thru May</i>	2017	2018
Non-Resident Annual	1	1
Preferred TT Pass	116	80
Non-Res Individual	11	11
Non-Res Junior	0	0
Non-Res Senior	48	48
Total Resident Passes Sold YTD	176	140

**Hole In One Contestant Update**

HOLE IN ONE MONTHLY SALES TOTALS		
2016	2017	2018
0	254	249
YTD HOLE IN ONE SALES TOTALS		
2016	2017	2018
0	537	475



## **Communications & Marketing**

### **Marketing/Advertising**



Staff sent out 16 email blasts with the new email marketing system. The system allows us to preset emails and auto send them out at a time and date we specify. It also allows us to have detailed tracking of the emails with open rates and click through.

### **Food & Beverage**

For the month of May we had a total of 22 events (21 Events in 2017)

The breakdown is as follows:

- 6 breakfast meetings servicing 153 guests
- 1 memorial servicing 100 guests (light appetizers)
- 4 showers servicing 163 guests
- 1 hors d'oeuvres reception servicing 75 guests
- 1 first communion party servicing 45 guests
- 1 all-day meeting servicing 48 guests
- 1 Hoffman dance company banquet servicing 40 guests
- 1 engagement party servicing 55 guests
- 2 graduation parties servicing 217 guests
- 2 dinners servicing 91 guests
- 1 golf outing servicing 47 guests
- 1 ceremony/reception cancelled

We currently have 23 events booked for June (28 Events in 2017)

- 4 Breakfast meetings servicing 100 guests
- 2 showers servicing 60 guests
- 1 memorial servicing 90 guests

- 1 dinner servicing 9 guests
- 2 ceremony/receptions servicing 305 guests (1 cer/rec cancelled)
- 11 golf outings servicing 1110 guests
- 1 engagement party servicing 40 guests
- 1 Wedding cancelled for May

Wedding Count Update:

- 2019 = 6 ceremony and reception
- 2018 = 16 ceremony and reception and 3 reception only, 1 ceremony only (2 weddings have cancelled this season, would have made it 18 ceremony/reception)
- 2017 = 14 ceremony and reception, 5 reception only, 5 ceremony only
- 2016 = 21 ceremony and reception, 4 reception only, 1 ceremony only.
- 2015 = 18 ceremony and reception, 5 reception only, 4 ceremony only

**Golf Maintenance Summary**

In May we ended above average for our daily highs and lows. We averaged 80 degrees (about 15 degrees above average) for the high and 55 degrees (about 5 degrees above average) for the lows. May was a record month for precipitation; it has been one of the wettest Mays in recorded history for our area. We ended up with 9.6” of rain this month, which is about 250% of our normal (3.75”) May totals.

Since the warm weather finally decided to show up in May we have been very busy trying to keep up with turf growth, general maintenance, preventative chemical applications, and fertilizing playing surfaces.

Below is a small list of the tasks we have completed in May when the weather was cooperative:

- Applied fertilizer applications to greens, tees, and rough.
- Applied multiple preventative chemical applications to greens, tees, fairways, rough, and fescue areas.
- Greens were topdressed twice and verticut once during May.
- Greens were vented twice during May.
- Got back into the routine of cutting all playing surface every day or two.
- Started focusing on many detail items; trimming sprinkler heads, trimming yardage plates, string trimming trees, weeding flower beds, applying mulch.

- We edged bunkers twice in May and spent a day fixing washouts after 3.23" at the end of the month.

## **Finance/Administration**

- Auditors will be presenting the 2017 annual Comprehensive Financial Report (CAFR) in draft form at the June 26<sup>th</sup> meeting. Once approved, the CAFR will be submitted to the GFOA and filed with all governmental and financial institutions as required.
- Staff facilitated VSI RecTrac training the week of June 4<sup>th</sup>. The trainer on site was extremely knowledgeable and the training sessions were very informative. Over the next several weeks staff will be customizing user menus and screens to allow for more streamlined access based on facility or area of responsibility. Not including business department staff general functionality training sessions attendance were:
  - BPC Training                    2 FT staff  
   4 PT staff
  - Report Training                12 FT staff
  - Program Mgr Trng            12 FT staff  
   2 PT staff
  - Service Desk Trng            5 FT staff  
   8 PT staff
  - Super Grid Trng                5 FT staff  
   5 PT staff
- Payroll Cycle Processing
  - 05/18/18                    \$322,254.28
  - 06/01/18                    \$313,740.94

## **Administrative Registration/EFT Billing**

- EFT Billings for:
  - TC/WRC/PSSWC Fitness Centers
  - ELC (weekly)
  - 50+
  - Sponsorship/Marquee Signs
- Administrative
  - 2018 Summer Guide Review
- Administrative Registration for:
  - Financial Assistance
  - Foundation Giving Tree
  - PTA scholarship
  - District 54 scholarship
  - Spring Harper Participants

## Human Resources

- Processed 59 new part-time hires and 2 new volunteers.
- Attended IPRA Park Pursuit.
- Conducted interviews for FT Director of Finance and FT GM of Ice Operations.
- Attended HE Chamber planning meetings for annual fishing derby. Ensured application, permit, and insurance certificates all on file.

## Technology

- Cabling has been squared away around and behind the TVs at the TC Fitness Center. IT performs morning checks to ensure AppAudio device is operating properly.
- New computers with Windows 10 Pro as part of our annual desktop replacement have been ordered from CDWG. There is no longer an option to downgrade to Windows 7 direct from the manufacturer.
- Seascope setup was completed and all aspects of the network as well as computers were tested. Installed Card ID printer for front desk staff in order to provide them the ability to print ID cards when selling pass memberships to new patrons.
- Provided dedicated network cabling to Garibaldi's, the District's concessionaire, credit card devices at both TC and SEA. Worked with CallOne to establish and run new analog phone lines as requested. The analog lines are for backup purposes in the event our network goes down.
- Security Cameras
  - a. Completed the placement of six (6) new outdoor parking lot cameras at Triphahn.
  - b. Working with Pinnacle Services to install a 2<sup>nd</sup> IDF (Intermediate Distribution Frame) downstairs in the hockey area. This will enable us to branch out and install more security cameras towards the West end of Triphahn which includes the Zamboni entrances as well as the loading dock.

## Newly Acquired Advertising and Sponsorships

- a. Denny's Diner
  - Marquee
- b. Schaumburg Boomers
  - Marquee
- c. Radika's Kitchen
  - Marquee
- d. Alden Poplar Creek
  - 50+ Open House
- e. Comfort Keepers
  - 50+ Open House
- f. Morizzo Funeral Home
  - 50+ Open House
- g. Costco

- 50+ Open House
- h. Vistex
  - Friends of HE Parks – Bronze Friend
- i. Links Technology
  - Friends of HE Parks Silver Friend
- j. PRP Wine International
  - SRT Hole Sponsor
- k. Ala Carte Entertainment
  - SRT Hole Sponsor
- l. Seasons 52
  - SRT Hole Sponsor

**MEMORANDUM NO. M18-070**

**TO: Board of Commissioners**  
**FROM: Craig Talsma, Executive Director**  
**RE: Review of Closed Session Minutes ~ Resolution R18-004**  
**DATE: June 26, 2018**

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**Background**

The park district is required by law to review closed session minutes semi-annually. The last review was conducted in December 2017.

**Implications**

Resolution R18-004 proposes to release the following portions from Executive Session minutes that pertain to the review of Executive Director goals, land acquisition/lease of property, and discussion of personnel approved in open session. All other Executive Session minutes which have been determined to be confidential shall, if not released by the terms of this Resolution, remain confidential.

<u>Meeting</u>	<u>Date</u>	<u>Entire Minutes or Topic &amp; Item No.</u>
Special Board meeting	10/17/2017	Entire Minutes re: Com Rep survey Re: Exec Dir search

**Recommendations**

It is recommended that Resolution R18-004 “Review of Closed Session Minutes” be approved by the board as presented.

**REVIEW OF CLOSED SESSION MINUTES**

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

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

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

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

<b>Meeting</b>	<b>Date</b>	<b>Entire Minutes or Topic &amp; Item No.</b>
Special Board	10/17/2017	Entire Minutes re: Com Rep survey re: Exec Dir search

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

**Passed and Approved** by the Board of Commissioners of the Hoffman Estates Park District, Cook County, Illinois, on the 26<sup>th</sup> day of June 2018.

AYES:

NAYS:

ABSENT:

\_\_\_\_\_  
President

ATTEST:

\_\_\_\_\_  
Secretary