



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. 1033**  
**TUESDAY, SEPTEMBER 18, 2018**  
**7:00p.m.**

1. ROLL CALL
2. PLEDGE OF ALLEGIANCE
3. APPROVAL OF AGENDA
4. AWARDS:
  - A. Grant presentation from Re-Max Suburban for Chino Park Community Garden
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 8/28/2018
  - B. Committee of the Whole/Park Tour Minutes 8/21/2018
9. CONSENT AGENDA ([Click here to access all Board & Committee Packets](#))
  - A. Sale of a portion of Fairview Park to SD54, R18-007/M18-092 (see Sept B&G packet)
  - B. OSLAD Grant Submittal re: South Ridge Park Project/M18-093 (see Sept B&G packet)
  - C. Open and Paid Invoice Register: \$479,062.98 (see Sept A&F packet)
  - D. Revenue and Expenditure Report (see Sept A&F packet)
  - E. Acceptance of B&G Minutes 7/17/2018 (see Sept B&G packet)
  - F. Acceptance of FPC Minutes 7/31/2018 (see Sept FPC packet)
  - G. Acceptance of A&F Minutes 8/28/2018 (see Sept A&F packet)



Regular Board Meeting  
September 18, 2018  
Page 2

10. PRESIDENT'S REPORT
11. ADOPTION OF EXECUTIVE DIRECTOR'S REPORT
12. OLD BUSINESS
13. NEW BUSINESS
  - A. Community Interest and Opinion Survey finalization / M18-096
14. COMMISSIONER COMMENTS
15. 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. 1032  
August 28, 2018**

**1. Roll Call:**

A regular meeting of the Hoffman Estates Park District Board of Commissioners was held on August 28, 2018 at 7:00 p.m. at the Triphahn Center in Hoffman Estates, IL.

Present: Commissioner Bickham, K. Evans, R. Evans, Kilbridge, Kinnane, McGinn. Commissioner Kinnane chaired the meeting. President Kaplan (arrived 7:20 p.m.)

Absent: none

Also Present: Executive Director Talsma, A&F Director Hopkins, Parks, Planning and Maintenance Director Hugen, Golf Director Bechtold

Audience: 50+ Manager Schwartz, Comm Rep Chhatwani

**2. Pledge of Allegiance:**

Everyone present stood for the Pledge of Allegiance.

**3. Approval of Agenda:**

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

**4. Awards:**

A. Best of Hoffman:

Commissioner Kinnane presented Eagle Scout Alexander Blackshear the BOH for his work with the Chino Park Gardens. He noted that Alexander had achieved 21 merit badges.

Commissioner Kinnane presented Coach Matt Schultz the BOH for his volunteer services as the Pinot and Mustang Baseball League Coach.

**5. Comments from the Audience:**

None

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

Commissioner Bickham 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 Bickham made a motion, seconded by Commissioner McGinn to reconvene to the Regular Board Meeting at 8:05 p.m. The motion carried by voice vote.

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

Also Present: Executive Director Talsma, Director of Finance Hopkins, Director of Parks, Planning & Maintenance Hugen, Director of Golf Bechtold

**8. Approval of the Minutes:**

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

**9. Consent Agenda:**

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

On a Roll Call: Carried 7-0-0

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

Nays: 0

Absent: 0

- A. Credit Card Smart Terminals / M18-088 (see Aug A&F packet)
- B. NWSRA Member District Annual Assessment Resolution R18-006/M18-086 (see Aug A&F packet)
- C. Appointment of IMRF Authorized Agent Resolution R18-005/M18-085 (see A&F packet)
- D. Balanced Scorecard / M18-087 (see Aug A&F packet)
- E. Open and Paid Invoice Register: \$533,101.72 (see Aug A&F packet)
- F. Revenue and Expenditure Report (see Aug A&F packet)
- G. Acceptance of A&F Minutes 7/24/2018 (see Aug A&F packet)

**10 President's Report:**

President Kaplan apologized for being late and thanked Commissioner Kinnane for chairing the Board to begin.

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

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

Executive Director Talsma noted that the Executive Director's Report now included copies of the weekly updates to commissioners.

**12. Old Business:**

None

**13. New Business:**

None

**14. Commissioner Comments:**

Commissioner McGinn noted that PIP and the Park Tour were very good.

Commissioners K. Evans and Kilbridge agreed that the Park Tour was very good.

Commissioner R. Evans reminded everyone of the 50+ Open House from 9 – 12 noting that the Foundation would have a table. He also noted that there was information on the Board Member Development Program that could be shared after the board meeting.

Commissioner Bickham noted that it was a good Park Tour and a good PIP. He was especially happy to see the PIP 'green'.

**15. Adjournment:**

Commissioner McGinn made a motion, seconded by Commissioner Kinnane to adjourn the meeting at 8:10 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  
COMMITTEE OF THE WHOLE/PARK TOUR  
August 21, 2018**

**1. Roll Call:**

A regular meeting of the Hoffman Estates Park District Committee of the Whole was held on August 21, 2018 at 6:30 p.m. at the Triphahn Center in Hoffman Estates, IL.

Present: Commissioner Bickham, K. Evans, R. Evans, Kilbridge, McGinn, President Kaplan; Comm Reps Chhatwani, Dekirmenjian, Dressler, Friedman, Henderson, Poeschel, Sernett, Utas, Wilson, Winner, and Wittkamp

Absent: Commissioner Kinnane, Comm Reps Bettencourt, Macdonald, Musial, and Neel

Also Present: Executive Director Talsma, Director of Golf & Facilities Bechtold, Parks Director Hugen, Admin & Finance Director Hopkins, and Alisa Kapusinski

Audience: None

**2. Comments From the Audience:**

None

**3. Park Tour:**

At 6:38 p.m. those present loaded the bus to tour the parks which included:

- MacArthur Park
- Armstrong Park
- Community Park
- Fairview Park
- Birch Park
- Bergman Point Park
- Willow Recreation Center
- South Ridge Park
- Charlemagne Park

**4. Committee Member Comments:**

None

**5. Adjournment:**

Commissioner Evans made a motion, seconded by Commissioner Kilbridge to adjourn the meeting at 8:17 p.m. The motion carried by voice vote.

Respectfully submitted,

Craig Talsma  
Secretary



**HOFFMAN ESTATES PARK DISTRICT  
REGULAR BOARD MEETING NO. 1033**

**EXECUTIVE DIRECTOR'S REPORT**

**September 2018**

**PARKS, PLANNING & MAINTENANCE**

1. Playground Renovations

MacArthur playground was completed and passed all inspections and was open in time for the school year to begin.

2. OSLAD

A conceptual plan for South Ridge enhancements was completed and staff began working with focus groups to fine tune the plan. An employee OSLAD Committee was put together with staff from every department to aid in the application process and leave no ideas untouched. Staff also met with a community focus group to go over the concept plan and gain feedback from residents. Six north side residents volunteered for the focus group which took place on 8/28/2018. Staff has been working on the budget template for this project and completed the rest of the application process.

3. Planning and Development

Schedule for the week of September 17<sup>th</sup> is asphalt repair, crack filling and seal coating at the following parks and facilities: TC, PSSWC, Willow, Fabbri, Victoria, Charlemagne, Olmstead, Cottonwood, and South Ridge (North/South), Huntington, Freedom Run, Cannon Crossings and Seascape.

The new installation of parking lot drainage took place at the TC north entrance parking lot. Two new parking lot drainage structures were installed to provide the ability to take on more water during our heavy rains. Staff is still looking into a shallow long drain in front of the door as well, which would be installed by in-house staff.

4. Aquatics and Building

Seascape Family Aquatic Center was closed for the season on 8/20/18 after having a very successful year. The new filtration system along with the new chlorination system allowed maintenance staff to have better control of chemical inputs and water

temperatures. The pool is currently going through its shut down procedures to prepare for the winter months.

#### 5. Parks and Construction

The construction team was busy in August removing and installing new flooring at Willow Recreation Center and Vogelei Barn. At WRC staff completed removal of old carpet and installation of new carpet tiles along with a new vinyl floor in the preschool rooms, kitchen and bathrooms. Upon completing WRC, staff then started the flooring project at Vogelei Barn. At the Barn, staff started with the stairwell and landing along with all the meeting rooms upstairs just outside the gymnastic rooms. Next on the schedule is laying the new flooring and painting the main floor entrance and teen center which will start the week September 10<sup>th</sup>.

#### 6. Other items that were worked on July at Parks, Planning and Maintenance Department:

- Soccer and Football field setups.
- Playground Safety checks.
- Removal of hazardous willows at Whisper Park.
- Shoreline sapling removals along shorelines.
- Continuous landscape bed maintenance.
- New hot water heater installed at BPC Maintenance.
- Started installation of Green Team's, water bottle filling stations.
- Zamboni Pit had 2,800 gallons of water and 8 inches of sludge removed and all floor drains jetted.
- Removal of Wolves wall stickers and painting the wall to match current sticker colors.
- Ongoing ballfield maintenance and mowing.
- Soccer goal mouths repaired for upcoming season.
- Maintenance repairs to vehicle fleet as well as routine checks.

## **RECREATION DIVISION**

### **Upcoming Events**

- **Sept. 8** Community Garage Sale
- **Sept. 14** Uncorked & Untapped
- **Sept. 15** Doggie Carnival
- **Sept. 22** Hoffman Walks & Wildflower Seed Collecting Event
- **Sept. 29** Disc Golf Clinic
- **Oct 6** ELC Open House
- **Oct 13** Pumpkin Fest
- **Oct 13** Bridges Final Challenge

- **Oct 14** Pro Am Scramble
- **Oct 20** Hoffman Walks
- **Oct 20** PSSWC Fall Fitness Open House
- **Oct 27** Halloween Bash
- **Oct 27** Pumpkin Swim
- **Oct 28** Great Pumpkin Skate
- **Oct 30** Trick or Treat Climb



## Administration

- Friday Fun Days in the Park had its last performance on:
  - August 10<sup>th</sup> –Magic by Randy– Magician - hot day but good attendance – approximately 200
- Summer Sounds on the Green concert series with the Village ended in August with its largest concert of the season.
  - Hi-Infidelity – fun and entertaining band and a perfect night.
- Party in the Park took place on Saturday, August 4<sup>th</sup>. The day was incredibly hot; attendance was low at the start but really picked up as the day went on.
- The Annual 50+ Open House took place on Wednesday, August 29<sup>th</sup> from 9am-12pm. Approximately 150 attendees, including members and non-members, attended the event, which featured a vendor fair, free lunch for the first 100 people, entertainment, and a skin screening sponsored by a local Dermatology practice in Hoffman Estates. A good time was had by all, and we also acquired a few new memberships from it!



## Triphahn Center

### Triphahn Center Fitness and Operations:

Membership	08/31/2017	08/31/2018	01/01/2018	Var. +/-
<b>Total</b>	<b>845</b>	<b>838</b>	<b>854</b>	<b>-16</b>

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

#### Fitness Classes

- Fitness Boot Camp- 7 enrolled
- Women of Steel- 5 enrolled

**Additional new fitness classes to begin in the fall are Yoga, P90X and Zumba.**



## Willow Recreation Center

### Willow Recreation Center Fitness and Operations:

<b>Membership</b>	<b>08/31/2017</b>	<b>08/31/2018</b>	<b>01/01/2018</b>	<b>Var. +/-</b>
<b>Total</b>	<b>338</b>	<b>330</b>	<b>335</b>	<b>(8)</b>

Registration is underway for fall programs including the 2 new classes

- Indian Dance at WRC & TC (NEW)
- Youth Nature and Exploration classes hosted by Wings & Talons at Vogelei
- Yoga class from Harper began the last week in August. The remainder of classes through Harper will begin in Sept.
- The upper level of the flooring project at Vogelei was completed. The main level flooring project will be done in September.



## Dog Off-Leash Areas

- Breakdown for Bo's Run / Combo passes HE 155, Palatine 42, Barrington 24, Schaumburg 25, Streamwood 12
- Breakdown for Freedom Run/ Combo passes Elgin – 158, HE – 111, Streamwood 62. Schaumburg – 13.

<b>Dog Park Passes</b>	<b>08/31/2017</b>	<b>08/31/2018</b>	<b>01/01/2018</b>	<b>Var. +/-</b>
Bo's Run		285	318	(33)
Freedom Run		311	321	(10)
Combo		82	85	(3)
<b>Total</b>	<b>733</b>	<b>678</b>	<b>724</b>	<b>(46)</b>



## General Programs

### Dance Classes

- Fall registration is ongoing for the dance classes. Classes are scheduled to start the week of 9/10 for TC and 9/24 for Willow.

### Gymnastics Classes

- The first session of gymnastics classes begin the week of 9/4, registration is ongoing.

## Martial Arts Classes

- Summer martial arts programs end the last week of August. Shotokan has 179 registered, compared to 198 in 2017; Tae Kwon Do has 64 registered, compared to 62 in 2017.
- Fall classes will begin the week of 9/5 for Shotokan and 9/10 for Tae Kwon Do.



50+ Club

Year to Date Membership	8/2017	8/2018	01/01/2018	+/- Var.
Total Members	216	421	310	+111

## Fee Based Classes offered in August 50+

- Gentle Yoga (Wed/Sat) 20 total enrolled
- Tai Chi Lessons (Tues/PM) 13 total enrolled
- Basic Exercise (Mon/Wed/Fri) 47 total enrolled
- Zumba Gold (Tuesday Nights) 17 total enrolled
- **New 50+ Fee Based class to begin this September is Forever Strong!**

## Athletic opportunities offered in August

- 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 August

- Wii Bowling (approx. 70 this month)
- Mah Jongg- (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 August

- Belly's, Bargains and a Boil- 8/10- We had 22 in attendance. Everyone really enjoyed the entire trip from start to finish and would like to see more trips like these offered in the future.

## 50+ Clubs which met in August

- Pinterest Crafting Club met twice in August and continues to be a very well received club with many hidden talents among those in the group.
- Walking Wonders Club- This group meets every Tuesday morning from 10-11 am 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.
- Book Club met on 8/27 and there were 15 in attendance.

### Evening/Special Programs in August

- Pub Quiz Night (3<sup>rd</sup> Thursdays/5:30 pm) – 24 participants (50+ Center). Prizes were sponsored by Lake Barrington Woods and questions courtesy of Dr. Tom Hoover.
- Afternoon Movie took place on 8/31. The movie shown was Book Club. Everyone enjoyed the movie and despite the holiday weekend, 10 were in attendance.
- S.O. S (Seniors Out Socializing) took place on Sunday, August 19<sup>th</sup>. 20 met at the Hemmens Cultural Center for an afternoon show of Sister Act. After the show 15 of them went to a local restaurant in Elgin for dinner. A great time was had by all members of the group.

### 50+ Lunch Bunch in August

- This group met on Friday, August 17 at Olive Garden. We had 20 in attendance and everyone had a nice time. They mentioned that the food was fantastic and very affordable.

### 50+ Birthday Celebrations/Culver's

- Our bi-monthly Culver's birthday celebration took place on Friday, August 24<sup>th</sup> where members came to celebrate birthdays in May/June. We had 29 in attendance. This program, which was once 12 in attendance, is continuing to grow. Our next celebration is scheduled for October.

### New Opportunities/Highlights for August

- A new 50+ fee based class to begin this fall called Forever Strong. This will focus strictly on light weight training and toning. It's scheduled to begin in September.
- 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.
- There was a 50+ Trip survey which went out through Constant Contact late July, early August. Results are being looked at and compiled now.
- 50+ Annual Open House took place on Wednesday, August 29<sup>th</sup>. We had approx. 150 who attended the vendor fair, over 30 who took advantage of a separate skin screening done by a local Dermatology practice in Hoffman Estates and 100 attend the lunch and entertainment. Attendance at this year's event was higher than in 2017. The 50+ Annual Open House committee is already beginning to plan for 2019 working towards building upon the success from this year.



### Early Childhood

Three-school 18-19	15 TC	14 TC	-1
	12 WRC	8 WRC	-4
2's Playschool 18-19	30 TC	30 TC	0
	22 WRC	24 WRC	+2
Preschool 18-19	130 TC	121 TC	-9
	73 WRC	58 WRC	-15
Early Learning Center	5 day – 15	5 day – 17	+9
	4 day – 3	4 day – 5	

3 day – 2	3 day – 4
2 day – 1	2 day – 4
1 day – 1	1 day – 1
<b>Total - 22</b>	<b>Total - 31</b>

Discovery Camp	49	43	-6
Splashdown Camp	113	121	+8
Adventure Camp	112	126	+14
All Stars Camp	104	112	+8
Teen Camp	55	55	0
Extended Camp*	37	0	-37
<b>Totals</b>	<b>470</b>	<b>457</b>	<b>-13</b>

\*Did not offer Extended Camp due to lack of staffing

Bus Service*	24	0	-24
Early Arrival	187 (3 weeks)	159 (2 weeks)	-28
Late Stay	224 (3 weeks)	185 (2 weeks)	-39
<b>Totals</b>	<b>435</b>	<b>344</b>	<b>-91</b>

\*Based on safety, quality, and need, we eliminated the bus service in 2018.

District 54	350	341	-9
District 15	51	54	+3
KSTAR District 15	14	19	+5
<b>Totals</b>	<b>415</b>	<b>414</b>	<b>-1</b>

District 54 Half Days	0	0	0
District 54 Full Days	0	0	0
District 15 Full Day	0	0	0
<b>Totals</b>	<b>0</b>	<b>0</b>	<b>0</b>

\*No days off programs during the month of August



## Youth Athletics

### Youth Summer Basketball

- Youth summer basketball season played its final game on Saturday, August 25<sup>th</sup>. The last practice of the season players received post-season evaluations from their coaches on the progress of the season, what the player needs to work on for the next season, and their accomplishments of the season. Players were also notified of the upcoming feeder basketball tryouts and winter in-house basketball registration.

Season	1 <sup>st</sup> /2 <sup>nd</sup> Co-Ed	3 <sup>rd</sup> /4 <sup>th</sup> Boys	5 <sup>th</sup> /6 <sup>th</sup> Boys	7 <sup>th</sup> /8 <sup>th</sup> Boys	5 <sup>th</sup> -8 <sup>th</sup> Girls	Total
Summer 2017	0	25	21	14	12	72
Summer 2018	10	20	24	23	11	88

**Youth Winter Basketball Leagues**

- Registration has begun for our youth winter basketball leagues. Families can take advantage of our early bird registration up until October 5<sup>th</sup>.
- Currently HEPD is working with District 54 and District 15 to set up their practice schedules for December, January, February, and March.
- New this season HEPD will team up with HEHS for a coach's clinic. This will be free for all HEPD in-house winter league coaches.

**Hoffman Estates High School Feeder Basketball**

- Feeder basketball tryouts have been set for both boys and girls for the week of October 1<sup>st</sup> and 8<sup>th</sup>. These will take place at the Triphahn Center.
- Players who are trying out are strongly encouraged to sign up for the in-house winter league beforehand. If they make the feeder team they can simply be transferred over and if they do not make the team they're all set with HEPD for in-house league.

**Fall Soccer Leagues**

- Practices began the week of Aug. 20<sup>th</sup> and games will begin the weekend of Sept. 7<sup>th</sup>.
- We have a few new things we have added to the 2018 fall season.
  - Group outing to a Chicago Fire game on Sept. 16<sup>th</sup>
  - Our first All Star night on Oct. 6<sup>th</sup>
  - Volunteer outing in mid-October
  - New Coaches Training was held on Aug. 17<sup>th</sup>. Coaches will be well prepared this season going into games and practices. Also, for select practices for all teams we will have assisted coaching from HUSC's professional trainers.
    - We had a very successful coaches training/meeting. Every coach was able to make it and I think it shows their dedication to the program.
  - We had a very successful preseason scrimmage which allowed the coaches to see what they need to work on during practice and gave the kids a chance to knock some dust off their cleats and have fun.

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
Fall 2017	26	18	40	31	45	12	32	12	204
Fall 2018	15	61(coed)	-	11	24	13	30	14	168
								<b>Total</b>	<b>-36</b>

It is important to note that the Fall 2017 numbers represent the final 2017 numbers, while the current 2018 numbers reflect registrations through the end of August. We are still taking registrations and during this busy time of the year, we tend to get late registrations. Since the previous report soccer enrollments has increased by 30 kids. And we have added two additional teams to the program.

Overall, we have substantially increased marketing for this program and added value with various incentives, enhanced coaches' trainings, and outings. We will continue these initiatives and are confident that participants will see the added value of the program as whole, resulting in increased enrollment in the future.

**4/5 Year old Tee Ball**

- On August 10<sup>th</sup> our 4/5 year old tee ball league had their team outing to a Schaumburg Boomers game. Over 30 families took advantage of the "free player ticket" and wore their HEPD jerseys proudly at the game.



- The season wrapped up on August 25<sup>th</sup>. Each team received awards to hand out to their players. Players' families also received an email with information on how to sign up for Shetland (kindergarten) for the spring time and info on our youth basketball/soccer leagues.
- This season we had 76 total players participate in 4/5 year old tee ball. That is 5 more total players than 2017.

<b>2017</b>	71	-
<b>2018</b>	76	+5

### **In-House Fall Youth Baseball**

- Practices started up this August for our Fall Youth Baseball teams. We had a record number of players this season.

	<b>Pinto</b>	<b>Mustang</b>	<b>Bronco</b>	<b>Pony</b>	<b>Colt</b>	<b>total</b>
<b>2017</b>	<b>13</b>	<b>24</b>	<b>13</b>	<b>13</b>	<b>12</b>	<b>75</b>
<b>2018</b>	<b>13</b>	<b>26</b>	<b>29</b>	<b>26</b>	<b>10</b>	<b>104 (+29)</b>

### **Player Evaluations**

- Our first player post-season evaluations were handed out in our Summer Youth Basketball Leagues. Players received a review on how their season went, specific areas of the game they can work on before the winter season approaches, and areas of the game they excel in. The next set of evaluations will happen with our Fall soccer and baseball leagues.



## *Adult Athletics*

### **Adult Softball**

- Summer league- Our rain-packed summer league finally came to a close on August 27<sup>th</sup> with the conclusion of the recreational level tournament. We had 13 total teams in our summer league this year, same as 2017.
- Fall League- there are 9 teams signed up for our 2018 fall league. This is the same amount as Fall 2017. The season is set to start on September 10<sup>th</sup> at Cannon Crossings.

### **Adult Football**

- The Fall Adult Touch Football League is set to kick off on September 9<sup>th</sup>. This season HEPD will have 6 teams competing. This is 1 less than 2017. Games take place at Canterbury Park on Sunday mornings.

### **Fishing**

- The August Fishing 101 class went off without a hitch and we are looking forward to our final session starting September 6<sup>th</sup> and running every Thursday and Saturday until September 29<sup>th</sup>. we have a total of three kids enrolled. Staff has been getting a lot of great feedback from parents and look forward to the 2019 fishing season.
- Our first Fishing Derby was held on Saturday, August 4<sup>th</sup> at Fabbri Park with 7 participants. Kids fished for approximately three hours, caught a lot of fish, and the kids who caught the top three biggest fish received prizes from Cabela's.

Fishing 101 Enrollment 25    Free Clinic (May) 5    June 3    July 3    August 3    September 3    Total 2018 Fishing Enrollment 21



Seascope Family Aquatic Center

## Seascope Pass Sales Monthly Comparison

	Dec.	Jan.	Feb.	Mar.	April	May	June	July	Aug.
2015	220	319	325	375	656	788	1191	1330	<b>1337</b>
2016	134	240	288	385	739	973	1419	1455	<b>1459</b>
2017	12	135	167	230	578	775	1422	1437	<b>1437</b>
2018		116	129	169	497	986	1269	1300	<b>1302</b>

Total pass sales for the season.

## Seascope Attendance for 2015/2018



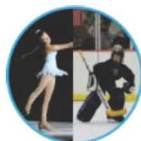
	2015					2016				
	May*	June*	July	August	Totals	May	June	July	August	Totals
Daily	150	3,341	8,775	5,124	17,390	1,188	7,753	7,568	3,502	20,011
Passes	0	2,431	4,866	2,494	9,791	477	4,481	4,407	2,277	11,642
Monthly Total	150	5772	13641	7618	<b>27,181</b>	1665	12234	11975	5779	<b>31,653</b>
Season Total			<b>27,181</b>					<b>31,653</b>		

\*May and June of 2015 Seascope opened late due to a leak.



	2017					2018				
	May*	June*	July	August	Totals	May	June	July	August**	Totals
Daily	0	6,283	7,812	2,292	16,387	590	5,603	7,552	3,035	16,780
Passes	0	4,164	5,007	1,976	11,147	2,918	3,056	3,290	1,191	10,455
Monthly Total	0	10447	12819	4268	<b>27,534</b>	3508	8,659	10,842	4,226	<b>27,235</b>
Season Total			<b>27,534</b>					<b>27,235</b>		

\*May and June of 2017 Seascope opened late due to a leak.



Ice Operations

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

- Wolfpack Registration- Up 3 teams from 2017/2018 season:  
Coyotes- 3 Teams  
Squirts- 2 Teams  
Peewee's- 2/3 teams



Bantam- 2/3 Teams

Midget- 1 Team

Wolverine's Girls- 4 Teams! (2 teams will be playing at NIHL travel level!)

- On September 30<sup>th</sup>, Bar Down of Hoffman Estates, held an autograph signing with ex Chicago Blackhawks Ryan Hartman (currently with Nashville ☺). Ryan's Father Craig, is a partner with the bar and held the event with intentions on donating all donations from the event, towards youth hockey at both the Wolfpack and Timberwolves organization. The event raised \$550 in donations and Craig Hartman matched the donations 100%!
- The Parks Department under Dustin's direction, repaired and repainted the Chicago Wolves wall in Rink 1. GM of the Chicago Wolves, Wendell Young, was very impressed with the work done.
- The Olympic Bronze medalists closed out their visit to our rinks on Labor Day as they head off to Germany to complete their training for the next Olympics.
- A new Hockey registrar was hired, Shannon McGreal, who has been doing a tremendous job with coordinating all teams USA hockey registration and related activities.



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

August Membership Totals	08/31/2017	07/31/2018	01/01/2018	Var. +/-
Totals	3,020	3,091	3,086	-66

### Member Services

- August was a busy and productive month in the membership department, with the team coming in with 35 members over their set goal for the month! (goal:115 actual:150) We will continue to drive the sales in September as there is a bit of ground to make up from previous month's lower numbers. We are pleased to have both of our Member Services Representatives working a full schedule, after a couple months without this.
- The sales team, GM, and director are working to redesign the corporate pricing structure to create better incentives for potential corporate members to join.

### Operations and Fitness Departments:

- Personal Training sales were also great in August. We ran a 10% off special on the package of 10 sessions, (regular price: \$550 sale price: \$495). We sold (25) 10-packs, (9) 3-packs, and (5) single sessions in August.
- The GM and Director of Facilities and Golf held an all-staff meeting to bring the team together to introduce the Director, other new staff, and talk about the direction for the facility. We have received very positive feedback from the staff that attended.



- We started off the month with the pool closures for the pre scheduled bi-annual maintenance. Seascape was an option for members during this time and we received no negative feedback from members regarding the closure.
- The gymnasiums were busy during the month of August with a large basketball tournament the first weekend and a basketball camp the first full week of the month.



## Communications and Marketing

### PROGRAM PROMOTIONS

Staff worked with program managers to promote Fall Guide and programs, youth sports programs, 50+ events, trips and programs; Community Garage Sale, Uncorked & Untapped, Parents Night Out, Hoffman Walks, Wild Flower Seed Collecting, ELC, BPC events, hockey and figure skating.

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

### CHAMBER EBLAST

Hoffman Walks  
Bridges Live Music night

### RETENTION MANAGEMENT EBLASTS TC & WRC FITNESS CENTERS

Hoffman Walks  
Bridges Live Music night

### OTHER

**Hoffman Walks** -We had 7 people at our Hoffman Walks at Fabbrini Park prior to Party In the Park, where a a PSSWC trainer led a stretch before the walk.

**Party in the Park Social Media Engagement** – Digital Media Associate O'Brien used the IPRA's Unplug Illinois inflatable "sofa" at the event. She posted 15 posts that day, including 5 videos. One video was from the top of the climbing wall, to give a "birds eye view" of the event to encourage visitors. In 2017 we had 811 hits to our website that day; in 2018 we had 1,007 hits to the heparks.org website. (A typical Saturday in August with no special events sees 400-500 hits to the website.) The pages with the most hits that day were Party in the Park (33% of all hits) and Seascape hours (19% of all hits).

**Party in the Park Post-Event Survey** – This year C&M Staff conducted a post-event survey after PIP. The survey was promoted at the event on the back of the event schedule handout, in our Tuesday Hoffman Happenings eblast, and on social media after the event. A \$100 HE Parks gift card drawing was used as an incentive. Results from 89 completed surveys revealed (our goal was to get 50):

- The majority of attendees attended between 3-7PM

- The aspects with the highest satisfaction were Inflatables and games, conditions of the grounds, and petting zoo/pony rides.
- Of all the aspects, the three that are most important to guests are the inflatables and games, petting zoo/pony rides, food vendors.
- 92% said PIP is a good value for the price
- 48% had attended for the first time this year, 38% 2-5 times.
- 78% said they will come to the event again next year
- Response was split to a question asking if we should sell the \$10 wristband
- Most recall hearing about the event from heparks.org, the program guide and social media.
- 80% of attendees were from Hoffman, all other towns paled in comparison, including Schaumburg which had the next highest attendance at 9%.

**PSSWC Competitive Analysis** – C&M staff mystery shopped several of PSSWC's competitors this month, and also took tours of three other park district fitness facilities. Staff compiled a report on their findings and made recommendations to GM Tusa and Director Bechtold on ideas that the staff found at these facilities that may work well at PSSWC.

## VIDEO

This month, we featured the video "August Hoffman Happenings" on heparks.org. We also created and distributed a weekly video for NRPA's Parks & Rec Month.

## PRESS RELEASES/PUBLIC RELATIONS

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

Articles and photos submitted (articles that were published this month are at end of Board Report):

- 1) Wildflower Seed Collecting event
- 2) Community Invited to the 50+ Open House
- 3) Community Garage Sale planned
- 4) ELC Open House
- 5) Doggie Carnival
- 6) 50+ Trips Offered This Fall
- 7) Wine Event Fundraiser to Benefit Local Kids

## MARKETING DASHBOARD



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

Hits to the website were 11% higher this month over the same period last year, due to Party in the Park and the warm weather which caused residents to look for info on Seascape.

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.

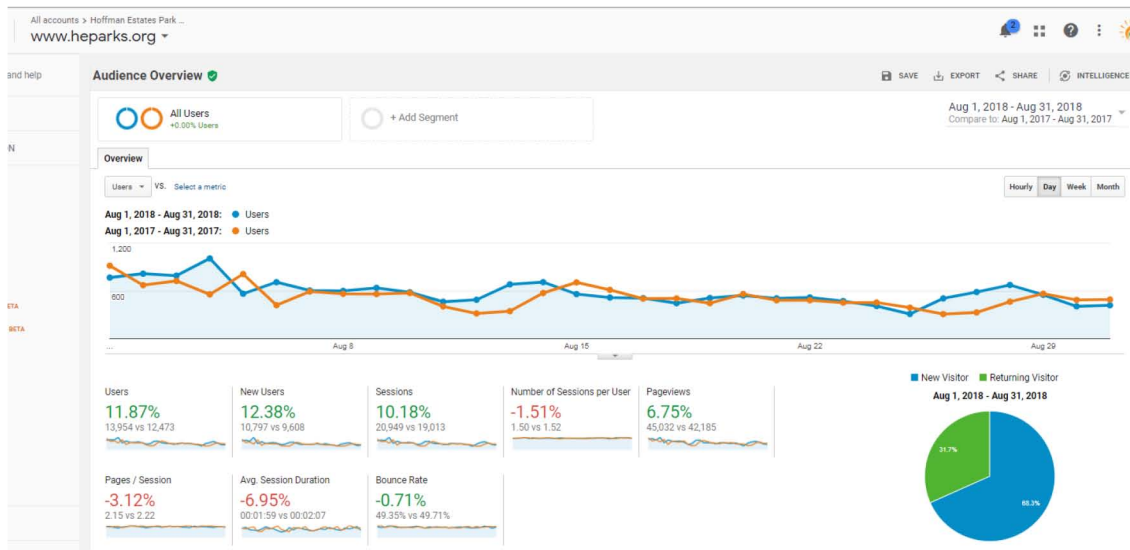
**Number of Sessions** = The number of times a user visits.

**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 there was no interaction with the page. A bounced session has a duration of 0 seconds.



Below is a drill down of the web pages with the most hits this month, as you can see the most popular pages were Seascap, our Guide, ice schedules and Party in the Park:

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
1. /	45,032 (100.00%)	34,417 (100.00%)	00:01:43	20,921 (100.00%)	49.35%	46.46%	\$0.00
2. /parks-facilities/seascap-family-aquatic-center/	3,637 (8.08%)	2,468 (7.17%)	00:01:12	2,259 (10.80%)	27.37%	36.32%	\$0.00
3. /parks-facilities/seascap-family-aquatic-center/hours-rates/	2,268 (5.04%)	2,034 (5.91%)	00:02:17	676 (3.23%)	84.81%	67.72%	\$0.00
4. /program_guide/	1,611 (3.58%)	1,284 (3.73%)	00:02:04	674 (3.22%)	57.50%	56.92%	\$0.00
5. /ice-schedules/	1,273 (2.83%)	901 (2.62%)	00:01:57	312 (1.49%)	18.27%	60.09%	\$0.00
6. /event/party-in-the-park-2/	952 (2.11%)	839 (2.44%)	00:03:51	646 (3.06%)	82.69%	79.20%	\$0.00
7. /ice-arena/	757 (1.68%)	591 (1.72%)	00:01:03	392 (1.87%)	25.45%	28.80%	\$0.00
8. /hockey/	745 (1.65%)	518 (1.51%)	00:01:52	217 (1.04%)	45.62%	46.44%	\$0.00
9. /parks-facilities/triphahn-center/	711 (1.58%)	549 (1.60%)	00:01:08	341 (1.63%)	40.18%	35.58%	\$0.00
10. /programs-sports/swimming/	643 (1.43%)	530 (1.54%)	00:01:18	119 (0.57%)	70.00%	40.12%	\$0.00

**Entrances** = The number of times visitors entered the site through a specified page or set of pages.



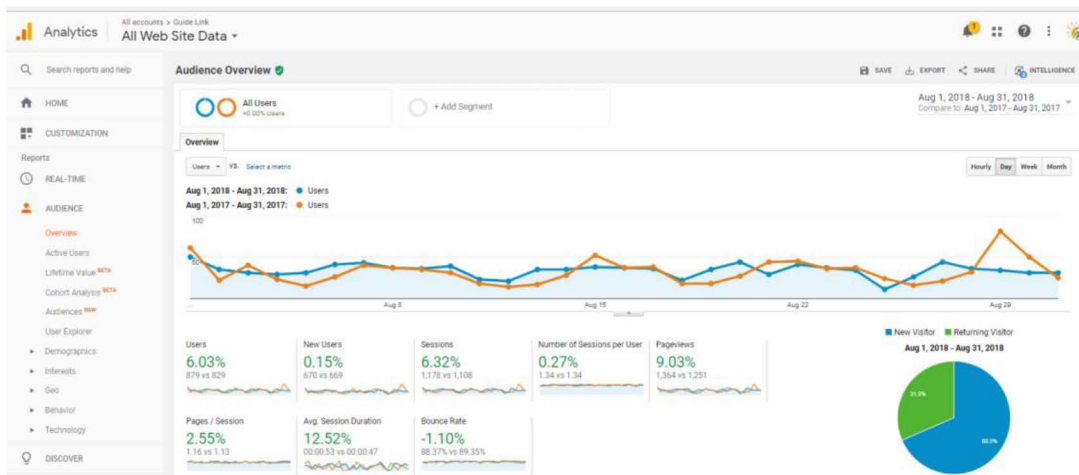
**%Exit** = (number of exits) / (number of pageviews) for the page or set of pages. It indicates how often users exit from that page or set of pages when they view the page(s).

**Page Value** = The average value of this page or set of pages. Page Value is ((Transaction Revenue + Total Goal Value) divided by Unique Pageviews for the page or set of pages)).



### Program Guide Online – Source: Google Analytics

Online program guide hits are up due to more users accessing the Guide with their mobile devices. In addition, the Fall Guide is out and residents were planning for back to school programs.



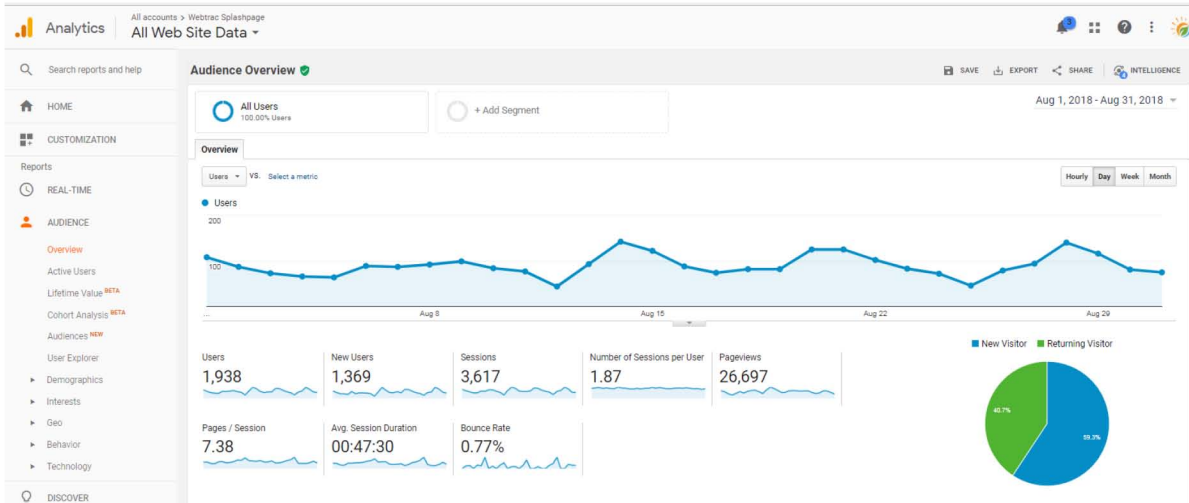
### WebTrac/Online Registration Page Hits – Source: Google Analytics

(In 2017 Vermont Systems made Webtrac mobile-friendly, so the data does not compare to last year, when Webtrac and Mobile Webtrac were two different websites, with separate data.)

On Aug 14, there was an increase because we sent out an eblast that day and 320 clicks resulted, 50% of the clicks were to the Webtrac splashpage; the biggest click rate was to the Garage Sale registration page.

On Aug 21 and 22 we sent eblasts about the Garage Sale, which likely accounts for the spike in hits that day, as 110 people clicked from the email to the Webtrac page during that period. Four people registered as a result of the eblasts, a total .

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



## Facebook Reach

Source: Hootsuite

The chart below shows aggregates result of all HE Parks' 12 Facebook pages, including Prairie Stone and Bridges of Poplar Creek. Total likes on ALL the park district's facebook pages: 8,071 (last month 7,801)

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 our 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

This is the last week Seascapes Family Aquatic Center will be open! Please see our end of season hours: Monday, August 13-Friday, August 17: 4-7:30 PM Saturday, August 18 and Sunday, August 19: 11:45 AM-7:30 PM <https://bit.ly/2w1CJnq>

Party in the Park Facebook challenge! Winning is easy! Just stop at the Park District table in the vendor tent, share the party in the park post with your friends and WIN!

See you tomorrow at Seascapes for the Back to School Bash!

The STAR Before and After School Program is still in need of a few staff for this year! Please contact Martha Houston, [mhouston@heparks.org](mailto:mhouston@heparks.org), if you know of anyone who may be interested! <http://ow.ly/hQa530lp9ya>

Bridges of Poplar Creek Country Club is in need of Banquet Servers! Please call Jennifer at (847) 781-3658!

Type	Posted	Lifetime: Post total reach (Total Count)
Photo	8/13/18 10:20 AM	2512
Photo	8/3/18 12:12 PM	2441
Photo	8/10/18 4:01 AM	2387
Photo	8/14/18 12:15 PM	2276
Photo	8/21/18 10:13 AM	2201





## HE Parks' Twitter account

Source: Twitter – heparcs only

	Aug 17	Sept 17	Oct 17	Nov 17	Dec 17	Jan 18	Feb 18	Mar 18	Apr 18	May 18	June 18	July 18	Aug 18
Followers	805	813	820	821	831	855	856	861	869	884	891	894	893
Impressions	2,947	4,745	6,705	5,607	6,334	4,967	7,554	6,195	5,312	7,144	7,278	8,839	8,446
# of tweets	14	16	34	46	49	22	29	29	23	30	30	34	28

The screenshot shows the Twitter Analytics interface for the account 'HE Parks'. It displays data for August 2018, including a 'Top Tweet' about school supplies, a 'Top mention' from 'Windy City Bulls', and a 'Top Follower' profile for 'Northbrook Parks'. A summary table on the right shows 42 tweets, 160 profile visits, and 11 mentions.

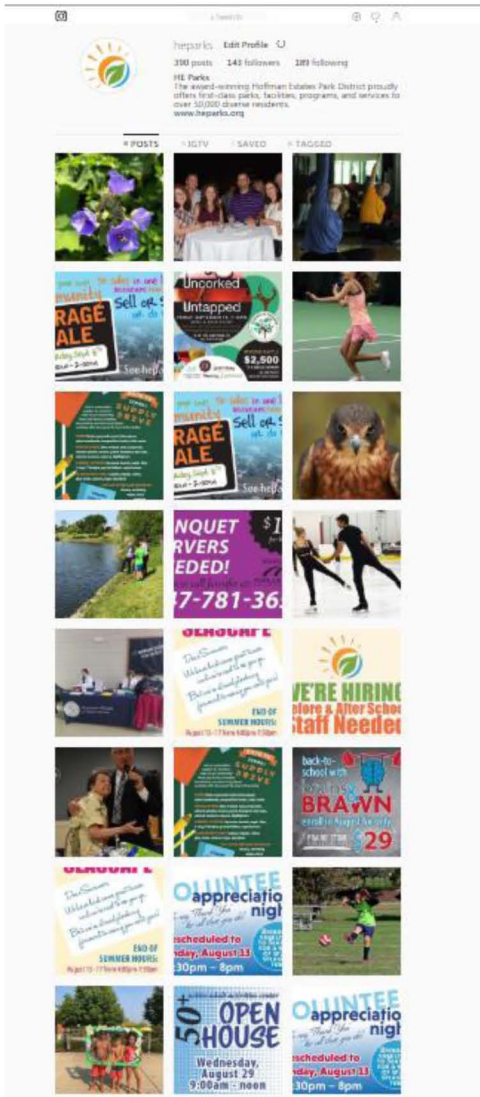


## Instagram Reports

Source: Instagram

@heparcs

	Aug 17	Sept 17	Oct 17	Nov 17	Dec 17	Jan 18	Feb 18	Mar 18	Apr 18	May 18	June 18	July 18	Aug 18
Followers	115	118	117	121	124	124	124	124	125	128	132	142	143
# of posts	5	9	23	15	8	3	12	20	26	24	37	42	40



## 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 August	22K/29.6%	47%	10.1%	1.4%	0.4%
50+ Newsletter August	1040/34.4%	56%	5.1%	1 %	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:	42%



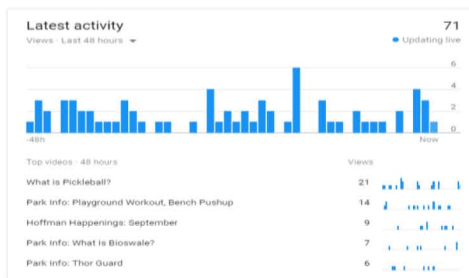
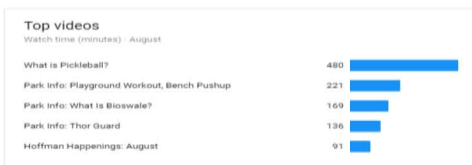
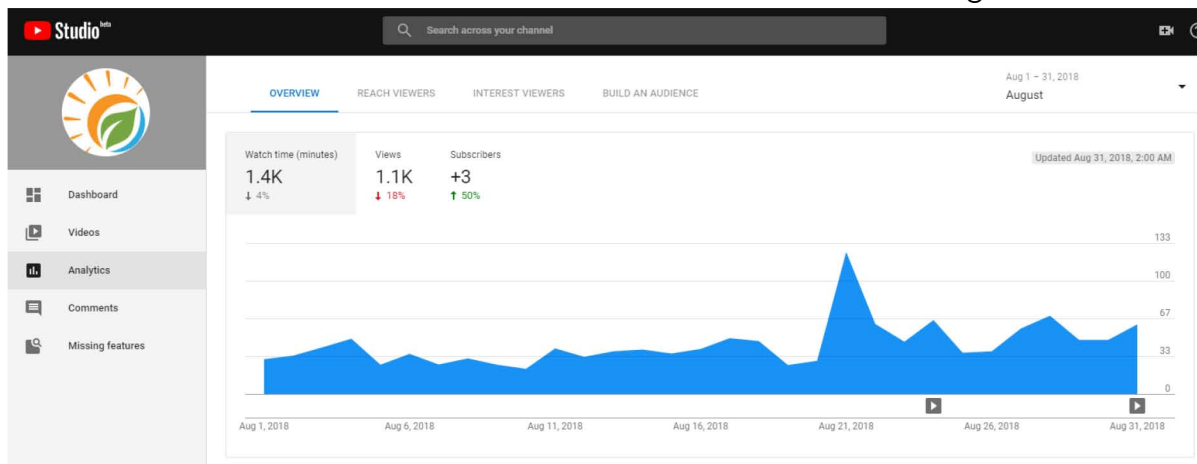
### YouTube Metrics

Below is a list of our Top Videos with the most traffic and minutes watched over the past 30 days. Note, 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



The fall session Jr Golf program is completed. We had 30 students in the two classes. In this session juniors learned the game with use of motor skills, range practice and on course play.

### Golf Rounds

#### ROUND TOTALS.

2014	2015	2016	2017	2018	5 Year Average
5,927	5,519	4,647	5,674	4,433	5,240

#### YTD ROUND TOTALS

2014	2015	2016	2017	2018	5 Year Average
22,822	22,487	22,110	22,735	20,563	22,143

### Range Information

#### RANGE BASKET SALES TOTALS

2014	2015	2016	2017	2018	5 Year Average
3,731	3,795	3,020	3,541	3,164	3,450

#### YTD RANGE BASKET SALES TOTALS

2014	2015	2016	2017	2018	5 Year Average
14,702	14,708	15,104	15,626	13,972	14,822

### Pass Sales

<i>Resident Passes Thru June</i>	2016	2017	2018
Resident Annual	3	4	1
Resident Individual	128	134	92

Resident Junior	1	2	6
Resident Senior	85	75	90
Total Resident Passes Sold YTD	217	215	189

<b><i>Non Resident Passes Thru April</i></b>	<b>2016</b>	<b>2017</b>	<b>2018</b>
Non-Resident Annual	0	1	1
Preferred TT Pass	104	116	80
Non-Res Individual	20	12	13
Non-Res Junior	0	0	3
Non-Res Senior	58	53	54
Total Resident Passes Sold YTD	182	182	151

#### Hole In One Contestant Update

##### HOLE IN ONE MONTHLY SALES TOTALS

<b>2016</b>	<b>2017</b>	<b>2018</b>
<b>0</b>	<b>278</b>	<b>199</b>

##### YTD HOLE IN ONE SALES TOTALS

<b>2016</b>	<b>2017</b>	<b>2018</b>
<b>0</b>	<b>1,793</b>	<b>1,599</b>

#### Communications & Marketing

##### Marketing/Advertising



8 Email blasts went out promoting, Live Music Events, Instructional Programs, Online Specials, Jr Program Signup, Golf Shop Sales and Promotions, and Banquets.

## **Food & Beverage**

For the month of August we had a total of 23 events (30 Events in 2017)

The breakdown is as follows:

5 breakfast meetings servicing 125 guests

5 showers servicing 195 guests

2 birthdays servicing 115 guests

8 golf outings servicing 1111 guests (1 outing cancelled)

1 ceremony/reception servicing 132 guests

1 graduation party servicing 39 guests

1 dinner servicing 103 guests

We currently have 22 events booked for September (22 Events in 2017)

5 Breakfast meetings servicing 100 guests

1 fundraiser servicing 100 guests

4 ceremony/receptions servicing 611 guests, 1 ceremony/reception cancelled

1 reception only servicing 170 guests

3 ceremony only servicing 360 guests

7 golf outings servicing 587 guests (1 outing cancelled)

1 birthdays servicing 45 guests

Wedding Count Update:

2019 = 10 ceremony and reception, 1 reception only, 1 ceremony only

2018 = 16 ceremony and reception and 3 reception only, 2 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 August we averaged 85 degrees (3 degrees above normal values) for the high and 68 degrees (about 5 degrees above average) for the lows. This included a total of 5 days with temps over 90 degrees. For precipitation August was once again a polar opposite of the prior month. We ended up with 7.71" of rain over 12 days, which is about 150% of our normal (4.9") August totals. Here is a quick look at this summer so far compared to 2017 and the averages. It shows that we have really seen either feast or famine situations when it has come to precipitation this year.

	2017	2018	Average
June	3.44	6.54	3.45
July	8.25	1.14	3.7
Aug	2.48	7.71	4.9
Sept	1.72	3.31*	3.21

\*only through 3<sup>rd</sup> day of Sept

August is always a great month for plant health, with daylight growing shorter and high temperatures dropping. This has allowed us to shift gears from survival mode to recovery, I am happy to report that the golf course has responded very well to this. Playing surfaces that started to thin out in July due to stress and heat have bounced back wonderfully. All the rain we got in August was helpful in the process along with a few changes to our chemical programs. We still have a few edges on some greens that look a little rough but they are improving daily.

We also had the opportunity to reshape and level the drop tee on #7. The tee has been seeded with HGT bluegrass which should perform great in that situation. The heavy rains we received late in August did cause some seed washing on this tee though so we will be going back in the beginning of September and touching up areas that are thin.

Below is a small list of some of that tasks we tackled in August:

- Applied multiple preventative chemical applications to greens, tees, and fairways.
- Greens were verticut, topdressed, and vented once during August (more were scheduled but conditions were not conducive).
- Detail work that was done in August: string trimming trees, edging sprinklers/yardage plates, and upkeep on mulch/flower beds.

- Hand watering and syringing greens.
- Mowing and edging bunkers.
- Filling divots on tees.
- Repairing the irrigation system.
- Fixing bunker washouts and cleaning up storm debris
- Flail mowing fescue in preparation for herbicide applications

## **ADMINISTRATION & FINANCE**

- Prepared and entered a base budget based on historical trends in relation to current activity. This budget was distributed to Directors, Superintendents and Managers for their review prior to meetings to discuss goals that will impact future revenues and expenses.
- Reviewed current park drone policy limiting the use of drones in our parks. Conferred with legal counsel that despite new law which stipulated only the state can set laws for drones that we as a park district can still set allowable usage in our parks for any activity that may be legal elsewhere. Have started to examine if our District may have a park site we would like to make into a drone usage park. Currently we direct users to the forest preserve model airplane location.
- Assisted with financial information as well as current policies and procedures for the OSLAD grant requirements.
- The IRS recently conducted an audit on the District's Series 2010A Build America Bonds. This bond was used primarily for the golf course renovation. Staff supplied all requested documentation including; debt service schedule and spend down schedules by project and by date. The District received notification that we met the IRS requirements and the audit has been satisfied and closed.
- Developed shift coding, workday profiles, and reporting structures within FinTrac to create electronic schedules for STAR program. Anticipate rolling out remote electronic time capture for STAR program shortly after the school year begins.
- Creating code to add more hotlinks to the WebTrac registration splash page to enhance the registration experience and capabilities. Currently waiting on C&M for images to begin testing.
- Payroll Cycle Processing
  - 08/13/18      \$348,434.64
  - 08/27/18      \$341,567.51

### **Administrative Registration/EFT Billing**

- EFT Billings for:
  - a. TC/WRC/PSSWC Fitness Centers
  - b. ELC (weekly)
  - c. 50+



- d. Sponsorship/Marquee Signs
- e. Dance Company
- Administrative
  - a. Life Guard Refunds
- Administrative Registration for:
  - a. Financial Assistance
  - b. Park Permits
  - c. Foundation Giving Tree
  - d. Pre School Wait List Enrollments and section transfers
  - e. STAR
  - f. Dance Company
  - g. Hockey

### **Human Resources**

- Processed 24 new part-time hires and 8 new volunteers.
- Advertised for FT Early Childhood Program Manager position.
- Conducted on-site visit with new Risk Management Consultant from PDRMA – Tim Jaskiewicz. Visited District facilities and aquatics areas. Seascope received compliments for cleanliness and safety during final week of operation.
- Hosted/attended NWSRA workshop for ADA Project Compliance Submission training.
- Attended PDRMA focus group meeting regarding revisions to the Loss Control Review program. PDRMA will continue to evaluate through the remainder of the year. HEPD not up for re-accreditation until 2021/2022.

### **Technology**

- Ordered six (6) Samsung Galaxy S8 smart phones for STAR program electronic time swipe capture.
- Security Cameras
  - a. TC
    - Conduit and network cabling is installed, configured, and operational.
    - Loading dock camera is installed and operational.
    - Network cabling is run for both Zamboni Entrances. Awaiting delivery of new cameras for installation.
  - b. PSSWC
    - In the process of obtaining a new Exacqvision camera server to replace existing server.
  - c. SEA
    - Planning with Sterling to add an additional camera on the Maintenance building that will provide coverage to our winter sled hill. SEA Exacqvision server has suffered a hardware failure. We've moved SEA cameras to BPC in order to continue recording. Testing

bandwidth capability with our wireless connection between SEA and BPC.

d. BPC

Utilize existing switch at range building to add additional cameras for Range Servant and West side of parking lot. Upgrade and add additional cameras in front of BPC building to cover the entrance of the parking lot.

In the process of obtaining a new Exacqvision camera server to replace existing server.

### **Newly Acquired Advertising and Sponsorships**

- a. Lutheran Home
  - 50+ Open House
- b. Windy City Bulls
  - Doggie Carnival
- c. Jewelry & Coin Mart
  - 50+ Open House/ Doggie Carnival
- d. Concha Collars
  - Doggie Carnival
- e. Radhika's Kitchen
  - Marquee extension
- f. Golf Rose Animal Hospital
  - Annual Sponsorship renewal
- g. Rosati's
  - Advertising
- h. PetSmart
  - Doggie Carnival

### **RECAP OF WEEKLY UPDATES TO THE BOARD**

**8/31/2018**

#### Upcoming events

- Sat. 9/8 Garage Sale at Seascapes
- Friday 9/14 Uncorked & Untapped at BPC
- Sat. 9/15 Doggie Carnival at Fabbri Park
- Sat. 9/22 Hoffman Walks & Wildflower Seed Collecting at Charlemagne Park

#### Press Releases

- August Best of Hoffman
- Disc Golf Clinic
- Best of Best Partnership Award

**9/7/2018**

IAPD's Best of the Best Gala

HE Parks won the Best Friend of Illinois Parks with Amita Health! We will be presented with the award at The Best of the Best Gala on Friday, October 12th from 6:30pm to 9:30pm at Wheeling Park District's Chevy Chase Country Club. This is a black-tie optional event. Feel free to invite your spouses. Please let me know by 10/5 if you (& spouse) would like to attend this event.

Press Releases

- Bridges 5K and Turkey Shoot
- Park Path Signs
- Big Read program with Palatine Library
- Halloween events all treats, no tricks

**9/14/2018**

Shooting of TV pilot "Puckheads" at TC!

In conjunction with the Chicago Wolves, we are excited to be involved with the shooting of a TV pilot for a hockey based series called "Puckheads" this coming Sunday in our rinks. Feel free to stop by to see the process. The times Sunday are 11am to 4pm for the first of the main ice shots. During that timeframe, the production company may need people as crowd extras!

Legislative Luncheon today

Craig, Ron, Keith and Pat K attended the Chamber's Illinois Legislative Update luncheon today. Senator Laura Murphy, Representatives Fred Crespo, Tom Morrison and Michelle Mussman were in attendance to provide feedback regarding politics in Illinois.

Reminder: Gala

IAPD's Best of the Best Gala Black-tie optional  
Friday 10/12 at Chevy Chase Country Club - 6:30pm to 9:30pm  
(RSVP by 10/5 if you haven't already)

Attached are letters which IAPD sent to Fred Crespo and Senator Cristina Castro regarding the award the park district will be receiving (Best Friend of Illinois Parks with Amita) at the Gala. We have invited them to be our guests at the Gala.

Reminder: Elections

For those seeking re-election as park board commissioner, you may begin circulating petitions on Tuesday 9/18.

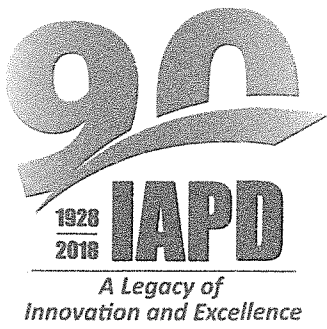
NRPA Conference

Per diem packages will be at next week's A&F/Board meeting.

Upcoming Events

TONIGHT! Friday, Sept. 14 – Uncorked & Untapped 7 pm at BPC

Sat. Sept. 15 – Doggie Carnival at Fabbrini Park 10 am-noon



August 31, 2018

Craig Talsma  
Hoffman Estates Park District  
1685 W Higgins Rd.  
Hoffman Estates, IL 60169

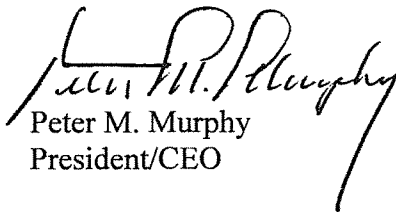
Dear Craig:

Please find enclosed letters that were sent to Representative Fred Crespo and Senator Cristina Castro. We wanted them to know about the outstanding work the Hoffman Estates Park District is doing and the recognition it will be receiving at the *Best of the Best Awards Gala* on October 12<sup>th</sup>.

I encourage you to make Representative Crespo and Senator Castro a part of your agency's *Best of the Best Awards Gala* reservation, so that they can join in the celebration and learn more about your park district's award-winning projects.

Congratulations on the award, Craig. Keep up the great work!

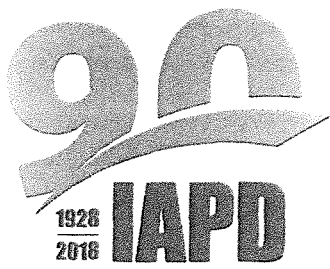
My best personal regards,



Peter M. Murphy  
President/CEO

Enclosures





A Legacy of  
Innovation and Excellence  
August 29, 2018

The Honorable Fred Crespo  
Illinois House of Representatives  
1014 E. Schaumburg Rd.  
Streamwood, IL 60107

Dear Representative Crespo:

I am honored to tell you that the Hoffman Estates Park District will be recognized with a statewide award at the Illinois Association of Park Districts' Best of the Best Awards Gala. This year's Gala will take place the evening of Friday, October 12, 2018, at Wheeling Park Districts' beautiful Traditions at Chevy Chase Country Club.

The Hoffman Estates Park District is receiving a "Best of the Best" statewide award in the best friend of Illinois parks - large business category for its nomination of AMITA Health. The District competed against other park districts, forest preserves, conservation and recreation agencies throughout the state in order to win this prestigious award.

IAPD's Best of the Best Awards Gala provides the perfect setting to shine the light on agencies like the Hoffman Estates Park District as a model for others. The outstanding contributions that park board members, citizen volunteers, businesses and media make each year improve communities throughout Illinois and inspire others to do the same. We are proud of these extraordinary efforts and believe they deserve statewide recognition at a prominent event like the Gala.

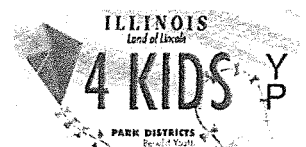
Thank you for your support of the Hoffman Estates Park District and for all you do to help the Illinois Association of Park Districts advance parks, recreation and conservation. Together, we are helping to make Illinois a better place to live, work and play.

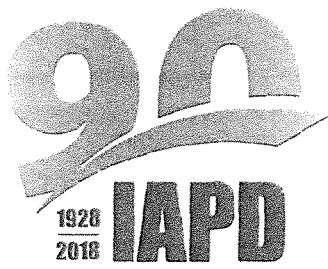
My best personal regards,

A handwritten signature in black ink that reads 'Peter M. Murphy'. The signature is fluid and cursive, with a long, sweeping tail on the 'y'.

Peter M. Murphy  
President/CEO

c: Craig Talsma, Hoffman Estates Park District





A Legacy of  
Innovation and Excellence

August 29, 2018

The Honorable Cristina Castro  
Illinois Senate  
164 Division Street, Suite 102  
Elgin, IL 60120

Dear Senator Castro:

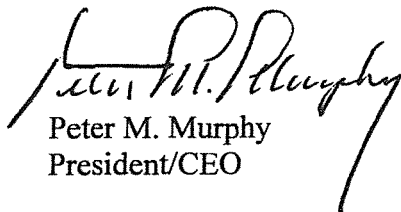
I am honored to tell you that the Hoffman Estates Park District will be recognized with a statewide award at the Illinois Association of Park Districts' Best of the Best Awards Gala. This year's Gala will take place the evening of Friday, October 12, 2018, at Wheeling Park Districts' beautiful Traditions at Chevy Chase Country Club.

The Hoffman Estates Park District is receiving a "Best of the Best" statewide award in the best friend of Illinois parks - large business category for its nomination of AMITA Health. The District competed against other park districts, forest preserves, conservation and recreation agencies throughout the state in order to win this prestigious award.

IAPD's Best of the Best Awards Gala provides the perfect setting to shine the light on agencies like the Hoffman Estates Park District as a model for others. The outstanding contributions that park board members, citizen volunteers, businesses and media make each year improve communities throughout Illinois and inspire others to do the same. We are proud of these extraordinary efforts and believe they deserve statewide recognition at a prominent event like the Gala.

Thank you for your support of the Hoffman Estates Park District and for all you do to help the Illinois Association of Park Districts advance parks, recreation and conservation. Together, we are helping to make Illinois a better place to live, work and play.

My best personal regards,



Peter M. Murphy  
President/CEO

c: Craig Talsma, Hoffman Estates Park District



MEMORANDUM NO. M18-096

**To:** Board of Commissioners  
**From:** Craig Talsma, Executive Director  
**Re:** Community Interest and Opinion Survey  
**Date:** September 14, 2018

---

**Background**

The Community Interest and Opinion Survey was presented to the Forward Planning Committee on 9/11/2018. At that meeting, several changes to the survey were recommended.

**Implications**

Attached is the Community Interest and Opinion Survey which has been updated and re-formatted by ETC Institute. Staff asked ETC about adding a “Prefer Not to Answer” option in the demographics category. ETC felt the demographic information was important and suggested not offering that option knowing that if the individual prefers not to answer, they would simply leave the question blank.

**Recommendation**

Staff recommends that the Board approve the Community Interest & Opinion Survey for finalization by ETC and distribution to residents in early October.





Community Interest and Opinion Survey
Let your voice be heard today!

The Hoffman Estates Park District (HE Parks) would like your input to help determine park and recreation priorities for our community. This survey will take 10-15 minutes to complete. When you are finished, please return your survey in the enclosed postage-paid, return-reply envelope. YOUR RESPONSES TO THIS SURVEY ARE COMPLETELY CONFIDENTIAL.

- 1. Has your household visited any HE Parks' parks during the past 12 months?
1a. How would you rate the overall physical condition of ALL HE Parks' parks you have visited?
1b. How many visits have you or members of your household made to HE Parks' parks during the past 12 months?
2. Has your household participated in or used any HE Parks' programs, activities or facilities during the past 12 months?
2a. How many different programs or activities offered by HE Parks has your household participated in during the past 12 months?
2b. From the following list, please check the THREE primary reasons why your household has chosen to participate in HE Parks' programs or activities.
2c. How would you rate the overall quality of programs or activities in which your household has participated?

3. Please indicate if your household has used any of the facilities listed below during the past 12 months by circling YES or NO next to the facility.

If YES, please indicate how you would rate the condition of the facility by circling the corresponding number to the right of the facility.

	Name of Facility	Do You Use this Facility?		If YES, How Would You Rate the Condition of the Facility?			
		Yes	No	Excellent	Good	Fair	Poor
01.	Bridges of Poplar Creek – Restaurant or Banquet	Yes	No	4	3	2	1
02.	Bridges of Poplar Creek - Golf	Yes	No	4	3	2	1
03.	Freedom Run Dog Park	Yes	No	4	3	2	1
04.	Prairie Stone Sports & Wellness Center	Yes	No	4	3	2	1
05.	Seascape Family Aquatic Center	Yes	No	4	3	2	1
06.	Triphahn Center & Ice	Yes	No	4	3	2	1
07.	Triphahn Center: All other	Yes	No	4	3	2	1
08.	Vogelei Barn Teen Center	Yes	No	4	3	2	1
09.	Willow Recreation Center	Yes	No	4	3	2	1
10.	Willow Recreation Center Bo's Run	Yes	No	4	3	2	1

3a. Please CHECK ALL the reasons why your household does not use HE Parks' parks and facilities more often.

- |  |  |
|--|--|
| <input type="checkbox"/> (01) Use other park districts                   | <input type="checkbox"/> (11) Poor Coaches   |
| <input type="checkbox"/> (02) Facility not offered                       | <input type="checkbox"/> (12) Poor Instructors   |
| <input type="checkbox"/> (03) Facilities do not have the right equipment | <input type="checkbox"/> (13) Too busy   |
| <input type="checkbox"/> (04) Participate with friends elsewhere         | <input type="checkbox"/> (14) Not interested   |
| <input type="checkbox"/> (05) Too far from residence                     | <input type="checkbox"/> (15) Facility operating hours not convenient                              |
| <input type="checkbox"/> (06) Classes full                               | <input type="checkbox"/> (16) Lack of transportation   |
| <input type="checkbox"/> (07) Fees are too high                          | <input type="checkbox"/> (17) Use services of other agencies (list other agencies): _____          |
| <input type="checkbox"/> (08) Program times are not convenient           | <input type="checkbox"/> (18) Household members attend schools outside of Park District boundaries |
| <input type="checkbox"/> (09) Facilities are not well maintained         | <input type="checkbox"/> (19) Other: _____   |
| <input type="checkbox"/> (10) Poor customer service by staff             |  |

4. From the following list, please check ALL other organizations that your household has used for programs, activities or facilities during the past 12 months.

- |  |  |
|--|--|
| <input type="checkbox"/> (01) Neighboring Park Districts (answer 4a-c) | <input type="checkbox"/> (07) Private clubs (tennis, fitness, golf, dance) |
| <input type="checkbox"/> (02) Private Schools                          | <input type="checkbox"/> (08) Homeowners associations/apartment complex    |
| <input type="checkbox"/> (03) Churches                                 | <input type="checkbox"/> (09) Neighboring Township                         |
| <input type="checkbox"/> (04) Youth sports associations                | <input type="checkbox"/> (10) Harper College                               |
| <input type="checkbox"/> (05) YMCA                                     | <input type="checkbox"/> (11) Other: _____                                 |
| <input type="checkbox"/> (06) School sponsored activities              |  |

4a. Which neighboring park districts are you using for indoor and outdoor recreation activities?

\_\_\_\_\_

**4b. For which program or activity are you using neighboring park districts?**

\_\_\_\_\_

**4c. If you indicated you use neighboring park districts for indoor and/or outdoor recreation activities, please indicate the reason why.**

\_\_\_\_\_ (1) HE Parks does not offer the class/program/sport/service.

Which ones: \_\_\_\_\_

\_\_\_\_\_ (2) Price is lower

\_\_\_\_\_ (3) More convenient location

\_\_\_\_\_ (4) More convenient hours

\_\_\_\_\_ (5) Facilities are better maintained

\_\_\_\_\_ (6) Our friends/family go there

\_\_\_\_\_ (7) Household members attend schools outside HE Parks' boundaries

**5. From the following list, please check ALL the ways that your household has learned about HE Parks' programs and activities during the past 12 months.**

\_\_\_ (01) HE Parks brochure

\_\_\_ (02) HE Parks website [www.heparks.org](http://www.heparks.org)

\_\_\_ (03) HE Parks email

\_\_\_ (04) Direct mailings

\_\_\_ (05) Flyers at HE Parks facilities

\_\_\_ (06) Digital facility signs

\_\_\_ (07) Conversations with HE Parks staff

\_\_\_ (08) Internet Searches

\_\_\_ (09) Internet Review Sites: \_\_\_\_\_

\_\_\_ (10) Social Media (circle):

Facebook Twitter Snap Chat Instagram

Other: \_\_\_\_\_

\_\_\_ (11) Newspaper

\_\_\_ (12) From friends and neighbors

\_\_\_ (13) School flyers and newsletters

\_\_\_ (14) Cable Access television

**6. Please rate your satisfaction with the following services provided by HE Parks by circling the corresponding number to the right of each service.**

Services	Very Satisfied	Somewhat Satisfied	Neutral	Somewhat Dissatisfied	Very Dissatisfied	Don't Know
01. Availability of information about programs and facilities	5	4	3	2	1	9
02. Cleanliness of Facilities	5	4	3	2	1	9
03. Customer assistance by staff at facilities	5	4	3	2	1	9
04. Ease of finding information online	5	4	3	2	1	9
05. Ease of registering for programs in person	5	4	3	2	1	9
06. Ease of registering for programs online	5	4	3	2	1	9
07. Fees charged for recreation programs	5	4	3	2	1	9
08. Maintenance of Parks	5	4	3	2	1	9
09. Overall communications with residents	5	4	3	2	1	9
10. Special events (i.e. Party in the Park, Pumpkin Fest)	5	4	3	2	1	9
11. Transparency of the Park District	5	4	3	2	1	9
12. User friendliness of Park District website	5	4	3	2	1	9

**7. Which TWO of the services in Question# 6 do you think HE Parks should emphasize most over the next two years? [Write in your answers below using the numbers from the list in Question 6, or circle "None."]**

1<sup>st</sup>: \_\_\_\_\_ 2<sup>nd</sup>: \_\_\_\_\_ NONE

8. Please indicate if your household has a need for each of the park and recreation facilities listed below by circling YES or NO next to the park/facility.

If YES, please rate how well the park and recreation facilities of this type in Hoffman Estates meet your household's needs. Use a scale of 5 to 1, where 5 means "100% Meets Needs" and 1 means "Does Not Meet Needs".

Type of Facility		Do You Have a Need for this Facility?		If YES, How Well Are Your Needs Being Met?				
		Yes	No	100% Met	75% Met	50% Met	25% Met	0% Met
01.	Climbing Wall	Yes	No	5	4	3	2	1
02.	Disc golf	Yes	No	5	4	3	2	1
03.	Golf	Yes	No	5	4	3	2	1
04.	Golf Driving Range	Yes	No	5	4	3	2	1
05.	Indoor fitness and exercise facilities	Yes	No	5	4	3	2	1
06.	Indoor gymnastics center	Yes	No	5	4	3	2	1
07.	Indoor ice arena	Yes	No	5	4	3	2	1
08.	Indoor pickleball courts	Yes	No	5	4	3	2	1
09.	Indoor running/walking track	Yes	No	5	4	3	2	1
10.	Indoor sports fields (baseball, soccer, etc.)	Yes	No	5	4	3	2	1
11.	Indoor swimming pools/leisure pools	Yes	No	5	4	3	2	1
12.	Indoor tennis courts	Yes	No	5	4	3	2	1
13.	Mountain bike track	Yes	No	5	4	3	2	1
14.	Off-leash dog park	Yes	No	5	4	3	2	1
15.	Open air picnic shelters	Yes	No	5	4	3	2	1
16.	Outdoor baseball/softball fields	Yes	No	5	4	3	2	1
17.	Outdoor basketball courts	Yes	No	5	4	3	2	1
18.	Outdoor cricket fields	Yes	No	5	4	3	2	1
19.	Outdoor fields (soccer/football/lacrosse/ rugby/ field hockey)	Yes	No	5	4	3	2	1
20.	Outdoor fitness equipment	Yes	No	5	4	3	2	1
21.	Outdoor ice skating	Yes	No	5	4	3	2	1
22.	Outdoor inline skating park	Yes	No	5	4	3	2	1
23.	Outdoor lighted athletic fields	Yes	No	5	4	3	2	1
24.	Outdoor pickleball court	Yes	No	5	4	3	2	1
25.	Outdoor splash pad	Yes	No	5	4	3	2	1
26.	Outdoor swimming pools/water parks	Yes	No	5	4	3	2	1
27.	Outdoor tennis courts	Yes	No	5	4	3	2	1
28.	Outdoor winter sledding hill	Yes	No	5	4	3	2	1
29.	Park restroom facilities	Yes	No	5	4	3	2	1
30.	Passive park areas (flower gardens)	Yes	No	5	4	3	2	1
31.	Playgrounds	Yes	No	5	4	3	2	1
32.	Senior center/50+ center	Yes	No	5	4	3	2	1
33.	Skateboarding park	Yes	No	5	4	3	2	1
34.	Walking and biking trails	Yes	No	5	4	3	2	1
35.	Other: _____	Yes	No	5	4	3	2	1

9. Which FOUR types of facilities from the list in Question #8 are most important to your household?  
 [Write in your answers below using the numbers from the list in Question 8, or circle "None."]

1<sup>st</sup>: \_\_\_\_\_ 2<sup>nd</sup>: \_\_\_\_\_ 3<sup>rd</sup>: \_\_\_\_\_ 4<sup>th</sup>: \_\_\_\_\_ NONE

10. Please indicate if your household has a need for each of the sports and recreation programs listed below by circling YES or NO next to the recreation program.

If YES, please rate the following HE Parks recreation program offerings on a scale of 5 to 1, where 5 means "100% Meets Needs" and 1 means "Does Not Meet Needs" of your household.

	Type of Program	Do You Have a Need for this Program?		If YES, How Well Are Your Needs Being Met?				
		Yes	No	100% Met	75% Met	50% Met	25% Met	0% Met
01.	Adult art, dance, performing arts	Yes	No	5	4	3	2	1
02.	Adult figure skating	Yes	No	5	4	3	2	1
03.	Adult fitness and wellness programs	Yes	No	5	4	3	2	1
04.	Adult hockey	Yes	No	5	4	3	2	1
05.	Adult sports programs	Yes	No	5	4	3	2	1
06.	Before and after school programs	Yes	No	5	4	3	2	1
07.	Community special events	Yes	No	5	4	3	2	1
08.	Full Day Pre-School	Yes	No	5	4	3	2	1
9.	Golf lessons and leagues	Yes	No	5	4	3	2	1
10.	Gymnastics and tumbling programs	Yes	No	5	4	3	2	1
11.	Martial arts programs	Yes	No	5	4	3	2	1
12.	Nature programs and exhibits	Yes	No	5	4	3	2	1
13.	Outdoor fitness (running, walking)	Yes	No	5	4	3	2	1
14.	Outdoor mountain bike track	Yes	No	5	4	3	2	1
15.	Outdoor programming (fishing, boating, disc golf)	Yes	No	5	4	3	2	1
16.	Preschool programs/early childhood	Yes	No	5	4	3	2	1
17.	Programs for people with disabilities	Yes	No	5	4	3	2	1
18.	Senior programs 50+	Yes	No	5	4	3	2	1
19.	Senior programs 60+	Yes	No	5	4	3	2	1
20.	Swim programs	Yes	No	5	4	3	2	1
21.	Tennis lessons and leagues	Yes	No	5	4	3	2	1
22.	Trips to special attractions and events	Yes	No	5	4	3	2	1
23.	Water fitness programs	Yes	No	5	4	3	2	1
24.	Youth art, dance, performing arts	Yes	No	5	4	3	2	1
25.	Youth figure skating	Yes	No	5	4	3	2	1
26.	Youth fitness and wellness programs	Yes	No	5	4	3	2	1
27.	Youth hockey	Yes	No	5	4	3	2	1
28.	Youth sports programs	Yes	No	5	4	3	2	1
29.	Youth summer camp programs	Yes	No	5	4	3	2	1
30.	Youth travel sports programs	Yes	No	5	4	3	2	1
31.	Other:	Yes	No	5	4	3	2	1

11. Which FOUR types of programs from the list in Question #10 are most important to your household? [Write in your answers below using the numbers from the list in Question 10, or circle "None."]

1<sup>st</sup>: \_\_\_\_\_ 2<sup>nd</sup>: \_\_\_\_\_ 3<sup>rd</sup>: \_\_\_\_\_ 4<sup>th</sup>: \_\_\_\_\_ NONE

12. The following is a list of actions that HE Parks could take to improve the community. For each potential action, please indicate how supportive you would be of HE Parks taking the action by circling the corresponding number to the right of the action.

Activity/Program	Very Supportive	Supportive	Neutral	Not Supportive	Not at All Supportive
01. Acquire additional land for preservation/future use	5	4	3	2	1
02. Develop a new nature center	5	4	3	2	1
03. Develop an additional dog park in South Hoffman	5	4	3	2	1
04. Develop an outdoor bike park/mountain bike track	5	4	3	2	1
05. Develop certified outdoor arboretum	5	4	3	2	1
06. Develop additional cricket field	5	4	3	2	1
07. Develop new walking/biking trails/connect existing trails	5	4	3	2	1
08. Develop outdoor fitness challenge course	5	4	3	2	1
09. Develop splash pad on north side	5	4	3	2	1
10. Host more special events	5	4	3	2	1
11. Maintain infrastructure of current facilities	5	4	3	2	1
12. Upgrade existing neighborhood and community parks	5	4	3	2	1
13. Other:: _____	5	4	3	2	1

13. Which FOUR actions from the list in Question #12 are most important to your household? [Write in your answers below using the numbers from the list in Question 12, or circle "None."]

1<sup>st</sup>. \_\_\_\_\_ 2<sup>nd</sup>. \_\_\_\_\_ 3<sup>rd</sup>. \_\_\_\_\_ 4<sup>th</sup>. \_\_\_\_\_ NONE

14. Please rate your level of satisfaction with the overall value that your household receives from HE Parks.

(5) Very Satisfied                       (2) Somewhat Dissatisfied  
 (4) Somewhat Satisfied                 (1) Very Dissatisfied  
 (3) Neutral                                     (9) Don't Know

**Demographics**

15. Including yourself, how many people live in your home? \_\_\_\_\_

16. How many people in your household are:

Under age 10 \_\_\_\_\_                      Ages 30-39 \_\_\_\_\_                      Ages 60-69 \_\_\_\_\_  
 Ages 10-19 \_\_\_\_\_                      Ages 40-49 \_\_\_\_\_                      Ages 70+ \_\_\_\_\_  
 Ages 20-29 \_\_\_\_\_                      Ages 50-59 \_\_\_\_\_

17. What is your age? \_\_\_\_\_

18. What is your gender?     (1) Male     (2) Female

19. Which of the following best describes your race/ethnicity? (Check all that apply)

(1) Asian     (5) Native American  
 (2) Black/African American                       (6) Pacific Islander  
 (3) Caucasian     (7) Other: \_\_\_\_\_  
 (4) Hispanic/Latino

**20. Estimate your total annual household income:**

- |                               |                                 |
|-------------------------------|---------------------------------|
| _____ (1) Under \$50,000      | _____ (4) \$100,000 - \$124,999 |
| _____ (2) \$50,000 - \$74,999 | _____ (5) \$125,000 - \$149,999 |
| _____ (3) \$75,000 - \$99,999 | _____ (6) \$150,000 or more     |

**21. How many years have you lived within the HE Park District boundaries?** \_\_\_\_\_ years

**22. What language do you primarily speak at home?** \_\_\_\_\_

**Please share any additional comments that can assist HE Parks in improving parks, trails, open space, recreation programs, services or facilities:**

---

---

---

---

---

**This concludes the survey. Thank you for your time.**

**Please Return Your Completed Survey in the Enclosed Return-Reply Envelope Addressed to:  
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061**

Your response will remain completely confidential.  
The address information on the sticker to the right will  
ONLY be used to help identify areas with special interests.