



1685 West Higgins Road, Hoffman Estates, Illinois 60169  
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The mission of the Hoffman Estates Park District is to offer healthy and enjoyable experiences for our residents and guests by providing first class parks, facilities, programs and services in an environmentally and fiscally responsible manner.

**AGENDA  
RECREATION COMMITTEE MEETING  
TUESDAY, MARCH 19, 2019  
7:20p.m.**

1. ROLL CALL
2. APPROVAL OF AGENDA
3. APPROVAL OF COMMITTEE MINUTES
  - February 19, 2019
4. COMMENTS FROM THE AUDIENCE
5. OLD BUSINESS
6. NEW BUSINESS
  - A. Beverage Contract / M19-036
  - B. Recreation Report / M19-030
  - C. Golf & Facilities Report / M19-037
7. COMMITTEE MEMBER COMMENTS
8. 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.



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**MINUTES  
RECREATION COMMITTEE MEETING  
February 19, 2019**

**1. Roll Call:**

A regular meeting of the Hoffman Estates Park District Recreation Committee was held on February 19, 2019 at 8:30 p.m. at the Triphahn Center in Hoffman Estates, IL.

Present: Chairman Kinnane, President Kaplan, Commissioner R. Evans, Comm Rep Neel

Absent: Comm Reps Dressler, Henderson, Macdonald, Wittkamp

Also Present: Executive Director Talsma, Director of Finance and Administration Hopkins, Director of Recreation Kapusinski, Director of Parks, Planning and Maintenance Huguen, Director of Golf and Facilities Bechtold

Audience: Commissioner K. Evans, Bickham, Kilbridge, McGinn; Comm Reps Aguilar, Wilson, Sernett, Poeschel, Musial

**2. Approval of Agenda:**

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

**3. Approval of the Minutes:**

Commissioner R. Evans made a motion, seconded by Comm Rep Neel to approve the minutes of the December 11, 2018 meeting as presented. The motion carried by voice vote.

**4. Comments from the Audience:**

None

5. **Old Business:**

None

6. **New Business:**

A. Vogelei House/M19-023:

Executive Director Talsma reviewed the item noting that the Mohan Group had vacated the area and staff wanted to explore opportunities to partner with other organizations i.e. NWSRA, Harper College; and/or create a Nature Center versus just renting to a tenant.

Comm Rep Neel asked if the house had historical significance and it was noted that it did as did the Barn which housed the teen center and the gymnastics program.

Commissioner K. Evans asked if that partner would pay rent and it was noted that they would.

Information only, no vote required.

B. Revised 2019 Budget Goals & Objectives /M19-020:

Commissioner K. Evans asked if staff could provide a list of the changes.

Executive Director Talsma noted that initially C&M had a set of goals but they had been integrated into the Recreation goals, Facility and Golf goals as they supported those departments.

Commissioner Kilbridge asked about the accelerated program and Director Kapusinski noted that it was State Certification above DCFS Standards.

Commissioner Bickham asked about the home schooling and Director Kapusinski explained that they were looking to have those home schooled to take advantage of skating or gym time during our down times.

President Kaplan asked about targeting earlier afternoon hours for ice hockey and Director Kapusinski noted that staff was working on that.

Comm Rep Neel made a motion, seconded by President Kaplan to recommend the board approve the revised 2019 Budget Goals & Objectives for the Recreation, Golf and Recreation Division as outlined in M19-020. The motion carried by voice vote.

C. Balanced Scorecard/M19-013:

Executive Director Talsma reviewed the item noting it was the last quarter of 2018 and a snapshot of the district.

Commissioner R. Evans made a motion, seconded by President Kaplan to recommend the board approve the 4<sup>th</sup> Quarter 2018 Balanced Scorecard as outlined in M19-013. The motion carried by voice vote.

D. Recreation Report/M19-014:

Director Kapusinski reviewed the item noting that the new Guide was out and thinner than in the past. She also explained that this season's cost was \$10,000 versus last year at \$17,000. She explained that the new C&M Managers had been hired and would be present next month at the Recreation Committee meeting.

Director Kapusinski noted that the center had remained open during the severe cold as a warming shelter and that they had been the only district to provide open child care for those days serving between 20 and 30 families each day.

She also noted that the district was starting floor ball or hockey without ice to help kids learn to play. President Kaplan asked if older participants were welcome and it was noted that they were.

Comm Rep Musial asked about the difference between Floor Hockey and Field Hockey and it was noted that Floor Hockey was indoor with a larger ball. She also questioned scaling back the brochure since the Community Survey had shown it to be on the top of the list for residents. Executive Director Talsma explained that all the information was still contained in the brochure, however, expanded information was offered on the website.

President Kaplan asked about the other park districts that advertised in our Guide and Executive Director Talsma explained that the district was in agreement with several park districts and they reciprocated by allowing us advertising in their Guides.

Commissioner Bickham asked about the membership numbers and Executive Director Talsma explained that they should be January 1 to current. It was noted that there was a typo for TC and the YTD Var should be +24.

Comm Rep Neel made a motion, seconded by Commissioner R. Evans to send the Recreation Report M19-014 to the board as presented. The motion carried by voice vote.

E. Facilities & Golf Report/M19-018:

Director Bechtold reviewed the report noting that the name change and advertising of The Club at Prairie Stone was going well and that the Fish Fry would start March 8<sup>th</sup>.

President Kaplan made a motion, seconded by Commissioner R. Evans to send the Facilities & Golf Report M19-018 to the board as presented. The motion carried by voice vote.

7. **Committee Member Comments:**

Comm Rep Neel noted that staff had been doing an excellent job on the balance score card.

Commissioner R. Evans noted that staff did a great job on the brochure, that the new board room chairs were nice, conference had offered some great sessions and not to forget about the Foundation's GNO next week.

Chairman Kinnane congratulated staff on receiving the grants.

8. **Adjournment:**

Commissioner R. Evans made a motion, seconded by Comm Rep Neel to adjourn the meeting at 9:00 p.m. The motion carried by voice vote.

Respectfully submitted,

Craig Talsma  
Secretary

Peg Kusmierski  
Recording Secretary

## HOFFMAN ESTATES PARK DISTRICT MEMORANDUM # M19-036

To: Recreation Committee  
From: Craig Talsma, Executive Director  
Brian Bechtold, Director of Golf & Facilities  
Date: March 15, 2019  
Re: Beverage Contract

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### **Background**

Hoffman Estates Park District beverage contract & sponsorship is due for renewal. For the last eight years we have been with Pepsi. Staff has contacted both Pepsi and Coke to provide a proposal for supplying the district with beverage product & machines along with sponsorship and advertising opportunities. Similar to 2015, Coke did not want to submit a proposal due to the expense of providing replacement equipment to our facilities outweighs the potential sales associated with the contract.

### **Implications**

With Coke not submitting a proposal, staff worked with Pepsi and negotiated the following terms:

- 3 year agreement term valid thru 12/31/2021
- Volume benchmark at 2250 units
- 4% cap on increase pricing
- Sponsorship agreement of \$2,000 per year for a total of \$6,000
- Additional rebates of \$2.00/case on all Pepsi branded items.
- 40% commission rate on Pepsi vending machines located at Bridges & The Club.
- Continue to provide all current equipment at Bridges & The Club.

Based on the above overall pricing and sponsorship donations for the District, Pepsi is providing a similar value as in years based with a lower benchmark.

The proposal has intentionally not been constructed as an entirely exclusive beverage agreement to allow for the purchase of additional items such as energy drinks or even water from other vendors should the need arise. The contract would utilize Pepsi for the majority of items purchased.

Triphahn Center & Willow Rec Center will not be extending their Pepsi contract for 2019. A new agreement with Absolute Vending Service is in place for 2019. Absolute Vending has been the provider for both facilities snack vending for many years. For 2019, TC & WRC have extended their agreement to include beverages. The coffee machine outside the gym at TC was removed for 2019 since the total profit made was \$30 for the year; patrons are able to get coffee from Garibaldi's and/or seniors receive free coffee with their membership. Absolute Vending will provide both Coke and Pepsi products and responds to service in a timelier manner. HE Parks will receive 20% commission from net for sales exceeding \$500. The contract with Absolute Vending has no impact on the contract with Pepsi and it is only an annual agreement which does not need Board approval.

### **Recommendations**

That the Recreation Committee recommend to the full Board to enter into an annual contract for 2019 with Pepsi to provide the District's beverage service with two additional one-year renewal options.

BEVERAGE SALES AGREEMENT  
**Hoffman Estates Poplar Creek Golf**  
**3 YEARS**

This sets forth the agreement (“**Agreement**”) between Bottling Group, LLC, a Delaware limited liability company, and its affiliates and/or respective subsidiaries collectively comprising Pepsi Beverages Company with an office located at 1500 Touhy Ave, Elk Grove ,IL 60007 (“**Pepsi**”) and Hoffman Estates Poplar Creek Golf, a State of Illinois corporation, with its principal place of business at 1400 Poplar Creek Rd, Hoffman Estates, Il 60189 (the “**Customer**”) relating to (i) the purchase by the Customer from Pepsi of the Products and (ii) the sale by Pepsi of Products through full service vending machines. The support described below is in lieu of any other discounts, allowances or rebates to which the Customer might otherwise be entitled from time to time.

Definitions

As used in this Agreement, the following capitalized terms shall have the respective meanings assigned thereto below.

“**Beverage**” or “**Beverages**” means all carbonated and non-carbonated, non-alcoholic drinks, however dispensed, including but not limited to, (i) colas and other flavored carbonated drinks; (ii) fruit juice, fruit juice containing and fruit flavored drinks; (iii) chilled coffee drinks; (iv) chilled tea products; (v) hypertonic, isotonic and hypotonic drinks (sports drinks and fluid replacements); (vi) energy drinks, (vii) packaged carbonated or still water (including spring, mineral or purified), (viii) liquid concentrate teas (“**LCT**”), (ix) frozen carbonated and non-carbonated beverages (“**FB**”), and (x) any future categories of nonalcoholic beverage products that may be distributed by Pepsi.

“**Cases**” shall mean the number of cases of Packaged Products purchased by the Customer from Pepsi, initially delivered in quantities of 24, 15, and 12 bottle/can units, and thereafter in such other size, quantity and type of containers as determined by Pepsi, from time to time.

“**Equipment**” means all types of equipment owned and/or operated by Pepsi and used to sell or dispense the Products, including: full service vending machines (“**Vending Machines**”), coolers, fountain dispensing equipment and retail single-serve food service equipment.

“**Facilities**” shall mean the entire premises of every facility owned, leased, occupied, operated, now or in the future, by the Customer or its Food Service Provider and includes all city building locations affiliated with the Customer; including all buildings, the grounds, parking lots, dining/cafeteria facilities, snack bars, food carts, retail locations, the grounds, unbranded and branded food service outlets, parking lots and all vending areas located at or around the Facilities. A current list of the Facilities is set forth in attached Exhibit A.

“*Food Service Provider*” shall mean [insert name of food service company] or any food service provider which may serve at the Facilities at any point during the Term. The Customer acknowledges and agrees that this Agreement, including the pricing, funding and other consideration provided for herein is based on the Customer’s current operating model/use of third party Food Service Providers. Thus, in the event that: (i) if the Customer is currently self-operated, the Customer switches to a Food Service Provider, or (ii) if the Customer currently uses a Food Service Provider to operate its concessions, such agreement between the Customer and the current Food Service Provider expires or is terminated, and the Customer enters into a new arrangement with a Food Service Provider; then any such new or subsequent agreement between the Customer and any Food Service Provider (pursuant to either (i) or (ii) above) shall require such Food Service provider to abide by the applicable pricing and other terms set forth in this Agreement to the exclusion of all other benefits, and shall specifically require such Food Service Provider to affirm that it will not be entitled or seek to receive any funding or other benefits/consideration in connection with any agreement such Food Service Provider may separately have with Pepsi or Pepsi’s affiliates. In the event that the Customer fails to adhere to this requirement (or the Food Service Provider refuses to abide accordingly), then Customer hereby authorizes Pepsi, and Pepsi shall be entitled to adjust its pricing, funding or other consideration provided to the Customer by an amount equal to the incremental costs incurred by Pepsi as a result of the Customer’s change in Food Service Providers.

“*Gallons*” shall mean the number of gallons of the Postmix Products purchased by the Customer from Pepsi.

“*Packaged Products*” shall mean Beverages that are sold and/or distributed by Pepsi in pre-packaged form (*e.g.*, bottles and cans). A current list of Pepsi’s Packaged Products is listed in attached Exhibit B which may be amended by Pepsi from time to time.

“*Postmix Products*” shall mean Beverages sold and/or distributed by Pepsi and used to create and dispense fountain beverages and/or frozen carbonated and non-carbonated beverages. A current list of Pepsi’s Postmix Products is listed in attached Exhibit B which may be amended by Pepsi from time to time.

“*Products*” shall mean Postmix Products, Packaged Products and LCT manufactured, bottled, sold and/or distributed by Pepsi.

“*Year*” shall mean each 12-month period during the Term commencing on the first day of the Term or an anniversary thereof.

## 1. Term

**The term of this Agreement shall commence on January 1<sup>st</sup>, 2019 and expire upon the later of December 31<sup>st</sup> 2021 or at such time as Customer’s collective purchases of Products meets or exceeds a volume threshold (the “*Volume Threshold*”) of 2250 Gallons and Cases (the “*Term*”).** For the purposes of measuring the Volume Threshold only, 1 Case of Packaged Product shall be deemed equal to 1 Gallon of Postmix Product. Thus, in the event the Volume Threshold is not met on or before the date indicated above, then the Term shall automatically extend for the period of time necessary until the Volume Threshold has been met (the



“*Automatic Extension*”). Except for applicable Marketing Support Funds and Commissions, which may be earned during the Automatic Extension, Pepsi shall not provide any other consideration to Customer. When fully executed, this Agreement will constitute a binding obligation of both parties until expiration or termination.

## 2. Scope

### (A) **Exclusive Pouring Rights**

During the Term of this Agreement Pepsi shall have the exclusive right to make all Beverages (including Fountain Products and Packaged Products, including Packaged Products sold through vending machines) available for sale and distribution within the Customer’s Facilities, including at all locations located within the Facilities where Beverages are sold and catering operations for Customer or its Facilities. Accordingly, the Products shall be the only Beverages of their respective type sold, dispensed or served anywhere at the Facilities, and Customer will cause the purchasing representative for each of the Facilities to purchase all its respective requirements for such Products directly and exclusively from Pepsi.

### (B) **Ancillary Products**

During the Term, Customer will cause the purchasing representative for each of the Facilities to purchase all its respective requirements for carbon dioxide and branded disposable cups (“*Ancillary Products*”) exclusively from Pepsi.

### (C) **Advertising Rights**

Pepsi may advertise and promote its Products in and with respect to the Customer and its Facilities upon mutually agreed to terms and conditions.

## 3. Performance

This Agreement, including all of Pepsi’s support to the Customer as described below, is contingent upon the Customer complying with all of the following performance criteria:

(A) **Exclusivity.** The Products shall be the exclusive Beverage of their respective types sold, dispensed or otherwise made available, or in any way advertised, displayed, represented or promoted at or in connection with the Facilities by any method or through any medium whatsoever (including without limitation print, broadcast, direct mail, coupons, handbills, displays and signage), whether public or private. In no event shall there be served, dispensed or otherwise made available, or in any way advertised, displayed, represented or promoted, beverage products licensed by, or produced by bottlers licensed by, The Coca-Cola Company or any affiliate thereof, or any other supplier of competitive nonalcoholic Beverages.

(B) **Product Mix.** The Customer represents that it shall purchase and shall cause its Facilities and its Food Service Provider to purchase Products exclusively from Pepsi and that it shall use reasonable efforts to maintain a mix of both Postmix Products and Packaged Products at each of the Facilities throughout the Term.

(C) **Fountain Products.** The Customer shall only use the Postmix Products for use in preparing the fountain beverage products (the “*Fountain Products*”): (i) in accordance with the standards established by Pepsi; and (ii) only for immediate or imminent consumption and shall not resell the Postmix Products either to nonaffiliated facilities or to consumers in any form other than the Fountain Products.

(D) **Brand ID.** The Customer shall have appropriate brand identification, as identified by Pepsi, for each Beverage Product served on all menus (including catering), menuboards and postmix dispensing valves at each of the Facilities throughout the Term.

(E) **Changes in Facilities.** The Customer agrees that it shall promptly notify Pepsi, in writing, of each new Facility which is opened or acquired during the Term, as well as of any Facility which is closed, sold or otherwise disposed of during the Term so that the parties may promptly update Exhibit A.

(F) **Minimum SKU Requirement.** At all times during the Term, the Customer agrees to mandate the distribution of a minimum of the following skus of Products, as applicable, at each of the Facilities (“*Required SKUs*”). The Required SKUs shall be determined as follows:  
**All Pepsi cola branded products, Gatorade sports drinks, Fresh juice and Pepsi branded waters**

#### 4. **Consideration**

In consideration of the exclusive rights granted to Pepsi by Customer over the Term of this Agreement, and provided Customer is not in breach of this Agreement, Pepsi shall provide Customer with the following:

(A) **Initial Support Funds.** Pepsi shall provide Customer with initial support funds in the amount of **Two Thousand Dollars (\$2,000)**, payable to the Customer within sixty (60) days of the signing of this Agreement by both parties (the “*Initial Support Funds*”). The Initial Support Funds are earned by the Customer over the Term. In the event Pepsi terminates this Agreement due to the Customer’s failure to cure a breach hereof, the unearned Initial Support Funds will be repaid to Pepsi pursuant to the terms of Section 7(B)(1) herein.

(B) **Annual Support Funds.** Pepsi shall provide Customer with annual support funds in the amount of Two Thousand Dollars (\$2,000), payable to the Customer within sixty (60) days after the signing of this Agreement with respect to Year 1; and within sixty (60) days following commencement of each Year thereafter until the end of the Term of this Agreement not to exceed Six Thousand Dollars (\$6,000) consecutive payments (the “*Annual Support Funds*”). The Annual Support Funds are earned throughout the Year in which they are paid. In the event Pepsi terminates this Agreement due to the Customer’s failure to cure a breach hereof, the unearned Annual Support Funds will be repaid to Pepsi pursuant to the terms of Section 7(B)(1) herein.

(C) **Marketing Support Funds.** Each Year throughout the Term, Pepsi shall calculate the total number of Cases of Packaged Products and Gallons of Postmix Products purchased by each of the applicable Facilities from Pepsi pursuant to this Agreement, and shall provide the Customer with marketing support funds calculated based on applicable amounts set forth below (the “*Marketing Support Funds*”). The Marketing Support Funds, if applicable, shall be paid by Pepsi within sixty (60) days of the end of each applicable Year during the Term. In the event that any Facility is closed during the Term of this Agreement, Pepsi agrees to provide Customer with all Marketing Support Funds accrued on behalf of that applicable Facility as of the time of closing, provided that such Facility was in full compliance with the terms and conditions of this Agreement.

<b>Marketing Support Funds Amount</b>	<b>Applicable Products</b>
\$2.00/Gallon	<b>All Pepsi branded and sold ftn gallons</b>
\$2.00//Case	<b>All Pepsi, branded items sold from Pepsi trucks</b>
\$2.00/Case	<b>Any invoiced Pepsi delivered beverage products</b>

The parties agree that Pepsi shall not accrue or pay any Marketing Support Funds for sales to Facilities that are in breach of the Performance Requirements listed in Section 3 above. Customer agrees that the Marketing Support Funds shall be used in part to help offset costs associated with mutually agreed upon marketing programs and promotions throughout the Term.

(D) **Commissions.** Pepsi agrees to pay to Customer a commission, as a percentage of the actual cash (“*cash in bag*” or “*CIB*”) collected by Pepsi from the vending machines placed at the Facilities, less any applicable taxes, fees and/or deposits (“*Commissions*”). Such Commissions shall be at the rate(s) set forth below (the “*Commission Rate*”) and shall be calculated as follows:

$$(CIB - \text{applicable taxes/fees/deposits}) * \text{Commission Rate} = \text{Commission due}$$

Product	Minimum Vend Price*	Commission Rate*
All	1.25	40%
*Commission Rate stated above shall only apply to Products sold by Pepsi through its Vending Machines at the beginning of the Term. If Pepsi proposes any new products to the Customer during the Term, then Pepsi shall have the right to apply a different Commission Rate and/or Minimum Vend Price for such new product.		

(1) *Commission Payment.* Commissions shall be remitted by Pepsi to the Customer within 30 days of the end of each 4-week accounting period established by Pepsi. Pepsi shall make all pertinent revenue and sales records respecting the vending machines available to Customer. Customer agrees that it is responsible for reviewing such records and that any claim or dispute relating to the Commissions must be brought by Customer in writing within one (1) year of the date such Commissions payment is due. Customer further acknowledges and agrees that it shall not receive any commission payment from Pepsi if Commissions fail to reach a certain threshold amount per period or quarter. The

applicable threshold amounts vary based on the payment period and will be established and communicated pursuant to Pepsi's policies and procedures related to its full service vending business, as may be revised by Pepsi from time to time.

(2) *Change to Commission Rate.* Customer acknowledges and agrees that Pepsi established the Commission Rate based on any applicable sales tax associated with the sale of the Products through the Vending Machines as of the commencement date of this Agreement. If, during the Term, applicable sales taxes should increase by more than five percent (5%), then Pepsi shall have the right to automatically reduce the Commission Rate by the same percentage amount.

(3) *Change to Commission Formula.* In addition to the above, Customer agrees that Pepsi shall have the right to change its formula/method for calculating Commissions at any time in its reasonable discretion provided that any such formula adjustments shall not result in a material change to the Commissions due with respect to the same sales of Products.

(4) *Vend Price.* The minimum vend price necessary for Customer to qualify for any Commissions is set forth above. Pepsi shall have the absolute right, at its sole discretion, to change such vend prices as it deems appropriate in light of cost of goods increases or to otherwise stay reasonably competitive with applicable vending prices for similar accounts operating in the relative geography.

(E) **Free Equipment Loan and Service.** As further outlined in Section 5 below, Pepsi shall provide at no cost to Customer or the Facilities necessary dispensing/selling Equipment for Beverages at the Facilities. Such Equipment shall be in sufficient quantities (in light of sales volume) as determined by Pepsi to satisfy the Facilities reasonable needs.

## 5. Equipment

Pepsi will loan the Facilities, at no charge, appropriate Equipment for dispensing the Products during the Term. Customer agrees that the Equipment shall be exclusively used to display and merchandise the Products, and the Customer shall not use the Equipment to display, stock, advertise, sell or maintain any other products (including on the exterior of the Equipment). Pepsi will also provide, at no charge to the Customer, service to the Equipment. Title to such Equipment will remain vested in Pepsi or its affiliate and all such Equipment will be returned to Pepsi upon expiration or earlier termination of this Agreement. Each Year during the Term or at Pepsi's request, Customer shall provide Pepsi with a written Equipment verification list indicating the asset number, Equipment type and location of the Equipment loaned to the Customer pursuant to this Agreement. Failure to provide such verification list to Pepsi shall be deemed a material breach of this Agreement.

Pepsi will provide, at no charge to the Customer, preventative maintenance and service to the Equipment. Pepsi will also provide Customer with a telephone number to request emergency repairs and receive technical assistance related to the Equipment after business hours. Pepsi will promptly respond to each applicable Customer request, and will use reasonable efforts to remedy the related Equipment problem as soon as possible.

Notwithstanding the foregoing, Pepsi reserves the absolute right to remove any glass front Vending Machines that sells less than eight (8) cases of Product per week or any other Vending Machines that sells less than two (2) cases of Product per week.

Pepsi shall be responsible for collecting, for its own account, all cash monies from the Vending Machines and for all related accounting for all cash monies collected therefrom. Customer agrees to provide reasonable assistance to Pepsi in apprehending and prosecuting vandals. Pepsi shall not be obligated to pay Commissions on documented revenue losses resulting from vandalism or theft of Product with respect to any Vending Machines. Pepsi shall not be assessed common area maintenance fees, taxes or other charges based on its occupation of the space allocated to its Equipment at the Facilities.

## **6. Pricing**

Pepsi will provide Customer/Facilities a complete supply of Products during the Term of this Agreement and shall deliver such Products in a timely manner (based on mutually agreed upon delivery schedules) and in good and sanitary condition. The Products and Ancillary Products shall be purchased by the Customer or its Food Service Provider from Pepsi at prices established by Pepsi. The current pricing schedule for Products is set forth on attached Exhibit B. Thereafter, the prices may be changed from time to time at Pepsi's discretion, except that Pepsi **shall cap the rate of four 4% yearly price increases during the Term.**

## **7. General Terms**

(A) **Termination.** Either party may terminate this Agreement if the other commits a material breach of this Agreement; provided, however, that the terminating party has given the other party written notice of the breach and the other party has failed to remedy or cure the breach within thirty (30) days of such notice. If for any reason the Customer closes one or more of its Facilities for a period of ten (10) business days or more, then such event shall be deemed a material breach of this Agreement, and Pepsi shall have the right to immediately terminate this Agreement upon five (5) days prior written notice.

In the event of breach of this Agreement by one or more Facilities, the parties agree that Pepsi shall have the option, in lieu of termination of the entire Agreement, to terminate the Agreement only as it pertains to the applicable breaching Facilities and to obtain an equitable reimbursement for the portions of funding and other costs attributable to such breaching Facilities.

(B) **Remedies.** If Pepsi terminates this Agreement as a result of default by Customer or its Facilities, or if Customer terminates this Agreement for a reason other than uncured default by Pepsi, then Customer and its Facilities will surrender to Pepsi all Equipment provided by Pepsi and shall forfeit all funding not paid as of the date of termination. In addition, without prejudice to any other right or remedy available to Pepsi, Pepsi shall have the right to immediately seek reimbursement from Customer and the Facilities for the following:

- (1) An amount reflecting reimbursement for all funding previously advanced by Pepsi but not earned by the Customer pursuant to the terms of this Agreement. With regard to

the Initial Support Funds, the amount of such reimbursement shall be determined by multiplying the Initial Support Funds by a fraction, the numerator of which is the number of months remaining in the Term at the time such termination occurs and the denominator of which is the higher of 60 months (the total number of months in the Term) or the number of months expected to comprise the Term based on volume trends as of the time of termination and the Volume Threshold. With regard to the Annual Support Funds, the amount of such reimbursement shall be determined by multiplying Annual Support Funds by a fraction, the numerator of which is the number of months remaining in the Year in which the Agreement is terminated at the time such termination occurs and the denominator of which is twelve (12);

(2) An amount reflecting reimbursement for the cost of installation, service and refurbishing of Equipment provided during the Term and the cost of removal of all Equipment that has been installed in the Facilities, if applicable; and

(3) An amount as liquidated damages, for lost sales suffered by Pepsi as a result of such termination, equal to the sum of: (a) product of \$5 multiplied by the projected number of Gallons of Postmix Products (including FB, if applicable) and LCT Products that Customer would have been expected to purchase during the remainder of the Term based on the Volume Threshold and the Customer's average annualized purchase rate and (b) the product of \$10 multiplied by the projected number of 24-pk case equivalents of Packaged Products that Customer would have been expected to purchase during the remainder of the Term based on the Volume Threshold and the Customer's average annualized purchase rate.

(C) **Expiration.** Upon expiration of this Agreement, if Customer has not entered into a further agreement with Pepsi for the purchase of the Products, Customer shall surrender to Pepsi all Equipment installed in the Facilities, whether leased, loaned or otherwise made available by Pepsi.

(D) **Right of Offset.** Pepsi reserves the right to withhold payments due hereunder as an offset against amounts not paid by Customer or its Facilities for Products ordered from and delivered by Pepsi pursuant to this Agreement.

(E) **Non-Disclosure.** Except as may otherwise be required by law or legal process, neither party shall disclose to unrelated third parties the terms and conditions of this Agreement without the consent of the other.

(F) **Indemnification.** Pepsi will indemnify and hold the Customer harmless from any and all suits, actions, claims, demands, losses, costs, damages, liabilities, fines, expenses and penalties (including reasonable attorneys' fees) arising out of: (i) its breach of any term or condition of this Agreement; (ii) product liability suits resulting from the use or consumption of the Products; and/or (iii) the negligence or willful misconduct of Pepsi. The Customer will indemnify and hold Pepsi, its subsidiaries, affiliates or assigns harmless from and against any and all suits, actions, claims, demands, losses, costs, damages, liabilities, fines, expenses and

penalties (including reasonable attorneys' fees) arising out of: (i) its breach of any term or condition of this Agreement; and/or (ii) the negligence or willful misconduct of the Customer.

(G) **Assignment.** In the event that a third party acquires Customer or all or a group of the Facilities, or if Customer is acquired or merges with a third party, Customer will, in connection with such transaction, cause the acquiring party/merged entity, in writing, to ratify this Agreement and assume all of the obligations of Customer hereunder. In the event that Customer does not deliver written evidence of such ratification and assumption of this Agreement by the acquiring party/merged entity within ten (10) days following the closing of the transaction, Pepsi may, at its option, terminate this Agreement effective immediately and Customer will pay to Pepsi all sums specified in Section 7(B) herein. The Agreement shall not be otherwise assignable without the express written consent of Pepsi. Customer represents and warrants to Pepsi that any change in the Food Service Provider at the Facilities shall not affect Pepsi's rights or obligations hereunder.

(H) **Governing Law.** This Agreement shall be governed by the laws of the State of New York without regard to conflict of laws principles.

(I) **Price Discrepancy.** Any price discrepancy claim must be submitted to Pepsi within 365 days of the date of the invoice in question. If the Customer makes a price discrepancy claim within 90 days of the invoice date, the Customer must submit a written request specifying the particular Beverage Product, amount in dispute and reason for the dispute. This request should be addressed to:

Accounts Receivable  
Pepsi-Cola Customer Service Center  
P.O. Box 10  
Winston-Salem, North Carolina 27102.

If the Customer makes a price discrepancy claim from 91 to 365 days after the date of invoice, in addition to the written request as specified above, the Customer must submit to Pepsi a copy of the invoice in question, copies of any check remittances pursuant to the invoice in question and any additional supporting documentation.

(J) **Tax.** The Customer acknowledges and agrees that neither Pepsi nor its affiliates shall be responsible for any taxes payable, fees or other tax liability incurred by the Customer in connection with the consideration or any other fees payable by Pepsi under this Agreement. Pepsi shall not be assessed common area maintenance fees, taxes or other charges based on its occupation of the space allocated to its Equipment at the Facilities.

(K) **Force Majeure.** Pepsi will not be responsible for any delay or lack of delivery resulting directly or indirectly from any foreign or domestic embargo, product detention, seizure, act of God, insurrection, war and/or continuance of war, the passage or enactment of any law ordinance, regulation, ruling, or order interfering directly or indirectly with or rendering more burdensome the purchase, production, delivery or payment hereunder, including the lack of the usual means of transportation due to fire, flood, explosion, riot, strike or other acts of nature or

man that are beyond the control of Pepsi or that of the suppliers to Pepsi unless such contingency is specifically excluded in another part of this Agreement. Subject to the provisions below, this Agreement will be suspended as to both Beverage Product and delivery during any of the above force majeure contingencies. Any and all suspended deliveries will resume after such contingencies cease to exist, if possible, and this Agreement will resume in accordance with its terms, unless otherwise provided for herein.

(L) **Release, Discharge or Waiver.** No release, discharge or waiver of any provision hereof shall be enforceable against or binding upon either party hereto unless in writing and executed by both parties hereto. Neither the failure to insist upon strict performance of any of the agreements, terms, covenants or conditions hereof, nor the acceptance of monies due hereunder with knowledge of a breach of this Agreement, shall be deemed a waiver of any rights or remedies that either party hereto may have or a waiver of any subsequent breach or default in any of such agreements, terms, covenants or conditions.

(M) **Relationship of the Parties.** The parties are independent contractors with respect to each other. Nothing contained in this Agreement will be deemed or construed as creating a joint venture partnership between the parties.

(N) **Effect of Headings.** The headings and subheadings of the sections of this Agreement are inserted for convenience of reference only and shall not control or affect the meaning or construction of any of the agreements, terms, covenants and conditions of this Agreement in any manner.

(O) **Construction.** This Agreement has been fully reviewed and negotiated by the parties hereto and their respective legal counsel. Accordingly, in interpreting this Agreement, no weight shall be placed upon which party hereto or its counsel drafted the provision being interpreted. Wherever this Agreement provides for one party hereto to provide authorization, agreement, approval or consent to another party hereto, or provides for mutual agreement of the parties hereto, such authorization, approval, agreement or consent shall, except as may otherwise be specified herein, be given in such party's reasonable judgment and reasonable discretion, and shall be in writing unless otherwise mutually agreed by the parties. If any term or provision of this Agreement shall be found to be void or contrary to law, such term or provision shall, but only to the extent necessary to bring this Agreement within the requirements of law, be deemed to be severable from the other terms and provisions hereof, and the remainder of this Agreement shall be given effect as if the parties had not included the severed term herein.

(P) **Counterparts.** This Agreement may be executed in two or more counterparts, each of which shall be deemed an original but all of which together shall constitute one and the same instrument.

(Q) **Further Assurances.** Each party hereto shall execute any and all further documents or instruments and take all necessary action that either party hereto may deem reasonably necessary to carry out the proper purposes of this Agreement.



(R) **Notices.** Unless otherwise specified herein, all notices, requests, demands, consents, and other communications hereunder shall be transmitted in writing and shall be deemed to have been duly given when hand delivered, upon delivery when sent by express mail, courier, overnight mail or other recognized overnight or next day delivery service, or three (3) days following the date mailed when sent by registered or certified United States mail, postage prepaid, return receipt requested, or by facsimile, with a confirmation copy sent by recognized overnight courier, next day delivery, addressed as follows:

If to Pepsi:

Pepsi Beverages Company

\_\_\_\_\_

Attn: Director, FoodService

With a copy to (which shall not constitute notice):

Pepsi Beverages Company

1111 Westchester Avenue

White Plains, NY 10604

Attn: Legal Department

If to Customer:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

(S) **Right of First Negotiation/Refusal.** As of the commencement of this Agreement until ninety (90) days prior to the expiration of the Term, the Customer hereby agrees to grant Pepsi exclusive negotiation rights with respect to extending the current Agreement or entering into a new agreement for Beverage pouring rights at the Facilities upon expiration of the current Term. Thereafter, if the parties have not entered into a new agreement, the Customer shall be free to enter into discussions/negotiations with third parties except that Customer shall grant Pepsi the absolute right of first refusal to match any bona fide offers made by a third party with respect to Beverage pouring rights/sales at the Facilities. The Customer shall provide Pepsi with details of any such bona fide offers, and Pepsi shall have a fifteen (15) day window to decide whether it will match such offer and exercise its right of first refusal. The parties agree that beverage type/category and not brand names shall be considered for the purposes of determining a match. In the event that Pepsi declines to match such offer, or fails to respond within the fifteen (15) day period, then Customer shall be free to enter into an agreement with any third party based on terms and conditions equal or favorable to those presented to Pepsi in connection with the notice specified herein.

(T) **Limitations/Offset Rights.** Pepsi reserves the right to limit quantities, withhold or deduct funding as an offset to amounts not paid by Customer or terminate this Agreement if the Customer (i) sells Products directly or indirectly for resale outside of the Pepsi's exclusive

territory where the Facilities operate, (ii) purchases Products outside Pepsi's exclusive territory where the Facilities operate and resells such Products within Pepsi's exclusive territory or (iii) does not comply with Pepsi's payment terms or makes an unauthorized deduction from amounts due.

(U) **Entire Agreement.** This Agreement contains the entire agreement between the parties hereto regarding the subject matter hereof and supersedes all other agreements between the parties. This Agreement may be amended or modified only by a writing signed by each of the parties.

(V) **Customer Representations.** Customer represents and warrants to Pepsi that the execution, delivery and performance of this Agreement by Customer will not violate any agreements with, or rights of, third parties. The Customer and undersigned represent that the undersigned is duly authorized and empowered to bind the Customer to the terms and conditions of this Agreement for the duration of the Term.

**IN WITNESS WHEREOF**, the undersigned have caused this Agreement to be duly executed as of the date set forth below.

Bottling Group, LLC

HEPD Poplar Creek Golf

By: \_\_\_\_\_

By: \_\_\_\_\_

Print Name: \_\_\_\_\_

Print Name: \_\_\_\_\_

Title: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

Date: \_\_\_\_\_

Exhibit A  
Customer Facilities  
HEPD Poplar Creek Golf 9447887  
1400 Poplar Creek Rd  
Hoffman Estates Il 60189  
HEPD Prairie Stone Fitness center 9448403  
5050 Sedge Blvd.  
Hoffman Estates, IL

Exhibit B  
Products and Prices

**Customer acknowledges and agrees (and shall require that any third parties or Food Service Providers purchasing Products through this Agreement agree) that Pepsi shall be entitled to pass-through any incremental fees, deposits, taxes or other governmentally imposed charges (whether local, state, federal or judicially imposed) and that the pass-through of any such governmentally imposed fees, deposits, taxes or charges on the Products shall not be deemed as a price increase subject to any pricing cap or notification restrictions that may be specified in this Agreement.**

**Attached**

MEMORANDUM NO. M19-030

**TO:** Recreation Committee  
**FROM:** Craig Talsma, Executive Director  
Alisa Kapusinski, Director of Recreation  
**RE:** Recreation & Communications/Marketing Division Board Report  
**DATE:** March 15, 2019

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*Recreation Division*



**Upcoming Events**

- March 16 – Early Learning Center Open House
- March 22 – Family Bingo Night
- April 13 – Doggie Eggstravaganza
- April 13 – Trivia Night – TV theme
- April 14 – Egg Slide
- April 20 – Egg Hunts



*Administration*

Two grants were submitted this month. Kraft is sponsoring a \$150,000 rink upgrade grant called, Hockeyville. 20% of the score was based on community likes/shares so promotion with the hockey community was pushed this month. The second grant submitted was IAPD's Power Play grant for \$1000 towards afterschool programming. This year's grant was focused on adding a "Wednesday Wellness" and "Fitness Friday" component into the STAR curriculum. If the Power Play grant is not awarded, staff will still work with the budget's means to add new fitness features into the curriculum.

Staff has updated all rental forms to remove the 16-digit credit card number on the forms. Updated rental forms were also redesigned to all present a consistent branded looked. New forms were created for: Facility Rentals, Park Rentals, Field Rentals and Seascape.

Staff finished the SWOT analysis for the CMP and began working on the department initiatives. Staff has also reviewed the open-ended answers of the Needs Assessment Survey to develop a plan for adding new programs based off the suggestions provided. Many new programs have also been added into the summer brochure. A highlight of some of the new programs are listed in the sections below.

2019 apparel quotes were completed for all screen-printing apparel orders for the district. This includes camper shirts, camp staff shirts, STAR staff shirts, seascape staff shirts and facility staff shirts. Purchasing all products with a consistent vendor helps keep costs down for the district.

Lisa Swan presented a Hoffman U on Communication & Appreciation on February 6 highlighting ways to appreciate each other and communicate/understand each other better. A staff outing on March 1 to Feed My Starving Children after work followed this event.

**Community Involvement**

Recreation staff participated in a Parent Information Night held at Eisenhower School on Thursday, February 14. Staff spoke with parents during conferences promoting all of our programs and events.

Martha Houston and Lisa Swan participated in a teen job fair at Schaumburg Library on Saturday, February 16 and spoke with 25 job seekers.



*Triphahn Center*



*Willow Recreation Center*

CPR/AED class was offered on February 16 with 12 staff attending. Lisa Swan recently became a CPR/AED instructor.

Desk staff quarterly meetings were held on February 18 and 20. These quarterly meetings are now scheduled around the distribution of each seasonal brochure. Program Managers attend the meetings to discuss program highlights and any new registration procedures related to their programs.

TC & WRC Fitness Center Open Houses were held on February 17. Attendance was low due to a morning snowstorm. Personal trainers were available to answer any questions and review equipment. Class demos also took place. AMITA was present to give a health lecture.

The “Fitness Land” new year fitness challenge wrapped up on Thursday, February 28. 184 members participated, and 30 completed the entire game board, winning a t-shirt at the end of the challenge.

**Triphahn Center Fitness and Operations:**

<u>Membership</u>	<u>2/28/18</u>	<u>1/1/19</u>	<u>02/28/19</u>	<u>YTD Var. +/-</u>
<b>Total</b>	<b>906</b>	<b>809</b>	<b>848</b>	<b>+39</b>

This past month, Parks and Recreation staff worked together to update the look of the fitness center by rearranging some equipment, installing black fitness flooring underneath the entire free weight area, painting the back wall from a dark green to a lighter beige, and improving the overall aesthetics of the center. A few more additions are planned for the upcoming months. Staff and members are excited about these new changes!

There are 107 participants in winter fitness programs at Triphahn Center. These programs include both adult and 50+ classes.

**Willow Rec Center Fitness & Racquetball**

<u>Membership</u>	<u>2/28/18</u>	<u>1/1/19</u>	<u>02/28/19</u>	<u>YTD Var. +/-</u>
<b>Total</b>	<b>347</b>	<b>329</b>	<b>310</b>	<b>-19</b>

Winter session of fitness classes at Willow have 39 participants in 7 classes (compared to 38 last year).

Racquetball participation has decreased with 11 people enrolled in winter lessons compared to 24 last year. There are also 23 players in the league compared to 37 last year.

New for summer: An outdoor fitness workout class will be offered that will combine cardio and strength training, and to build off the popular functional fitness trend, more small-group training classes will be offered.



*Dog Off-Leash Areas*

<u>Dog Park Passes</u>	<u>2/28/18</u>	<u>1/1/19</u>	<u>02/28/19</u>	<u>YTD Var. +/-</u>
<b>Total</b>	<b>706</b>	<b>682</b>	<b>671</b>	<b>-11</b>



*General Programs*

**Special Events:**

The annual Parent Child events were held in February at Bridges. On Friday, February 8, Mother Son Date Night had 145 moms and sons in attendance. This was the highest attendance for this event. Daddy Daughter Dance took place at Bridges on Friday, February 15. This event maxed out at 230 dads and daughters. Both events ran smoothly and everyone had a magical time. Jewelry & Coin Mart donated a silver necklace and gift card for the guessing game winner for the mothers to win and candy heart bracelets for all the daughters in their goodie boxes. Dinner, dancing and professional pictures were offered at both events.

Hoffman Stars competed in two competitions in February and did very well! Our dancers received five Silver awards, 4 Bronze awards and two specialty awards in the first competition, and seven Elite Gold awards, 3 Platinum awards, and three specialty judges' awards in the second competition. All of our dancers are very excited about the success they have been having at these competitions and are looking forward to the final two in March and April of this season.

Upcoming Special Event planning includes the new Family Bingo Night on March 22 at Triphahn Center. The next Trivia Night will be April 13 at Bar Down Sports Bar with a TV Theme. In addition, Family Fit Day is scheduled on April 27 at Pine Park. This new event will focus on family, fitness and being outdoors. Families will participate in a rotation of skills/activities around the park.

A district department will lead each station: early childhood, ice, fitness centers, Seascape, The Club, etc. Easter event planning is also coming up: Egg Hunts, Doggie Egg Hunt, and Egg Slide.

**Programs:**

Winter dance programs began this month with 196 dancers (compared to 201 last year).

Youth art and general programming for winter has 76 participants compared to 32 last year. Largest increase comes from additional enrollment in youth magic and poms classes.

Winter gymnastics has 222 participants compared to 284 last year.

Martial arts has 276 participants for winter compared to 269 last year.

New for summer!

Many new programs are being added for summer, including: STEM Camps, science programs, teen life skills class, teen field trip to an esports café, swing dance & Latin dance and a kids cooking class.



50+ Club

<u>50+ Membership</u>	<u>2/28/18</u>	<u>1/1/19</u>	<u>02/28/19</u>	<u>YTD Var. +/-</u>
<b>Total Members</b>	<b>382</b>	<b>397</b>	<b>390</b>	<b>-7</b>

Five **fitness classes** were offered in winter 2019 with 84 participants.

**Athletic opportunities** continue with high participation in programs such as billiards, pickle ball, ping-pong, volleyball, baggo and chair volleyball. Pickleball has the highest participation with 216 players this month with 120 billiards players and 84 volleyball players this month. Staff is working with two of our Billiards players (50+ members) who would like to get a Fundamentals of Billiards 101 presentation together for our members. This will take place in mid- March.

Nine different **drop-in activities** are offered each month ranging from Wii Bowling to Bunco to the new Canasta and Mini Disc Golf. Highest participation continues to be in Wii Bowling with 70 players this month and card games with 32 players this month. It is exciting to see our drop-in numbers exceed last year’s numbers during the month of February. This is typically a very slow time for senior centers. Many snowbirds are gone and those who stay in town do not leave their house often in winter. Our numbers for Mahjong went from one table last February to 3-4 tables this February. Mexican Train went from one table of six, to three tables! In our active activities such as Volleyball, we have to have a rotation whereas last February that group was seeking enough players to play. Pickleball was only held 3 days a week, now we have a fourth day. We use to have Ping Pong a few mornings a week. Now we offer it 5 days a week throughout the day and we have players who utilize this.



Three **clubs** met this month: Crafting Club, Walking Wonders Club and Book Club. A new Chess Club also began this month. There is interest to begin a Garden Club so staff will begin planning for that next.

**Special Events:**

Pub Quiz Night had 41 participants (an increase of 11 from last month). Prizes were sponsored by Lake Barrington Woods and questions courtesy of Dr. Tom Hoover.

SOS (Seniors Out Socializing) met at Olive Garden on February 26 with 15 participants.

Lunch Bunch met at CiCi's Pizza on February 15 with 10 participants. Birthday Celebration lunch met at Culvers on February 22 with 29 in attendance.

Lunch & Learn was held on February 8. The topic was Healthy Aging and Management of Memory. Discussion and lunch was sponsored by AMITA Health with 32 in attendance. Our presenter was a doctor from AMITA.

Staff is working together to offer two intergenerational programs - one with the preschool program and one special event during Grandparents Day.

**Trips:**

One trip to Tiki Terrace was offered this month with 15 participants.

Member Priority Registration for our 50+ members began on February 20. They were able to register for spring trips. We had many members participate in this. Our three most popular trips this spring seem to be the trips that offer motor coach transportation.

Staff is planning an extended tour trip in October of this year to Boston for the fall colors. Promotion for this tour will be out next month.

**New for summer:** A Sock Hop Dinner Dance will be offered this summer and an adult painting workshop.



*Early Childhood*

The HiMama app for the ELC was launched. This is a tool that allows teachers improved communication with parents about their child's day- among many features; it can be used to send photos and report on meals, activities, and behavior. Feedback from the parents has been very positive!

The ELC February Open House brought in nine families; three children from that open house have already registered and started.

The Preschool Open Houses took place on Tuesday, February 5 and Wednesday, February 6. Staff was present to answer any questions and registration was available.

Preschool registration began on February 4 and the lottery took place on February 20. Current enrollment from this lottery for 19/20 school year is as follows:

- TC Preschool (3s and 4s): 89
- TC 3's Playschool: 10
- WRC Preschool (3s and 4s): 47
- WRC 3's Playschool: 4

<b>Preschool/ELC:</b>	<b>2/2018</b>	<b>2/2019</b>	<b>Var. +/-</b>
Three-school 18-19	14 TC 12 WRC	15 TC 8 WRC	-3
2's Playschool 18-19	30 TC 23 WRC	30 TC 24 WRC	+1
Preschool 18-19	128 TC 67 WRC	124 TC 60 WRC	-11
Early Learning Center	30 - TOTAL	27 – 5 days 5 – 4 days 8 – 3 days 3 – 2 days 43 TOTAL	+13

Winter early childhood enrichment classes have 185 participants compared to 204 last winter.



## School Age - STAR and Day Camps

### STAR:

Recreation staff attended District 54's annual Safe Schools meeting on Wednesday, February 13, and discussed ways that STAR and camp staff can be more proactive in safety training and awareness in the schools. We will be working together on future trainings with staff from the district and our STAR staff.

STAR online registration and priority registration began February 4 for District 15. Priority registration for District 54 begins March 4.

Staff is working on implementing the ePACT system, to be rolled out in the 2019-2020 STAR school year. This system will allow parents to complete all emergency forms and information for their child(ren) in a secure online portal. This information will then be accessible to Site Coordinators and

Program Managers through a secure app for easy, fast and safe access to children’s emergency information. Staff attended a training that prepared them for implementing this system in the upcoming year.

### STAR Enrollment

STAR	2/2018	2/2019	Var. +/-
District 54	358	373	+15
District 15	56	65	+9
KSTAR District 15	14	20	+6
<b>Totals</b>	<b>428</b>	<b>458</b>	<b>+30</b>

### No School Days:

There were 4 Days Off trips in February:

- February 14 (D54 ½ day) JumpZone: 71 participants
- February 15 (D54) Bartlett Nature Center: 52 participants
- February 18 (D54 & D15) Classic Cinemas: 54 participants
- February 19 (D15) Pump it Up: 22 participants

### Summer Camps:

Lisa Swan attended a voluntary 8-hour training on Mental Health First Aid for Youth on Saturday, February 9. This is something that will help her in her duties overseeing camp and working with the early childhood participants.

Camp registration is now open. Parents can view all the camp programs and schedules online or printout a summary grid that highlights the entire summer schedule. It is important to note that week 1 of camp (June 3-7) will not be offered this summer due to school being extended into that week due to all the snow/cold days. Camp will begin on June 10 this summer.

Camp counselor interviews are scheduled for mid-March when many applicants are home for spring break.



### Youth Athletics

- Indoor Soccer:
  - A great season is winding down; we are proud to boast that our numbers doubled from last season with 67 players this year compared to 29 last year.
- Outdoor Soccer:
  - Spring outdoor registration is wrapping up. Prepared for coaches clinics and practice plans
  - Working on creating a high school girls fall inter-village team

- Working on creating All Star inter-village team for fall outdoor soccer
- Cricket:
  - A new summer youth fundamentals cricket program is scheduled for summer.
- Outdoor Adventure:
  - Registration for our new LL Bean outdoor adventure classes is going well – there are already 4 enrolled in Intro to Kayaking!
- Basketball:
  - All-Star Weekend took place the weekend of February 9
  - Tournament schedules have been created for March Madness
  - Feeder basketball season ended on February 24 with Hersey Tournament (8<sup>th</sup> grade team took 2<sup>nd</sup> in conference)
  - March Madness In-house basketball tournament starts on March 9
- Baseball/Softball:
  - N 60 baseball team began indoor practice on February 17
  - HE Parks Adult Fall Softball league games broadcasted on local cable channel 113 on Saturday nights from 8 to 9pm
  - Worked with Carina to distribute information about our new corporate softball league to local businesses
  - Baseball registration ends March 5
  - Indoor baseball sessions begin on March 10
  - Coaches clinic with HEHS will take place on March 26
  - New adult softball tournaments are being scheduled for spring & summer

Other Athletic updates:

We have updated our soccer logo to incorporate the HeParks Logo. This logo will be updated for all athletic team jerseys.

Staff met with Palatine to discuss possibility of 2020 Spring Lacrosse inter-village leagues.

Staff is working with the C & M Department about a new layout for athletic website.

Kyle Goddard attended a PDRMA Workshop entitled “A Supervisor’s Role in Managing Risk” on Thursday, February 28. This is another training that will help staff with their daily program management duties.

**New for summer:** The brochure will highlight a co-ed corporate softball league, an introduction to cricket program, and a basketball skills training. In addition, a new “Try Sports for Free” skills and drills competition event will be offered.



## Ice Operations

### **Special Events:**

Try Hockey For Free was held on February 23 in conjunction with USA Hockey. 96 children participated in this very successful event. Every participant received a certificate from USA Hockey, a free jersey and public skate passes. Follow-up emails were sent to participants, as well, to promote spring session of hockey lessons.

Try Figure Lessons for Free was held on March 2. The event was originally maxed at 60 skaters, but due to the demand, the program had 80 skaters. Children were grouped in small groups and participated in a free skating lesson.

A free Floorball clinic was held on March 2. 52 children participated in this event.

### **Enrollment:**

Spring registration for figure skating & hockey lessons and spring hockey leagues is now open. Programs begin in mid-March. Fall season ends mid-March.

### **Congrats!**

- Squirt green finished in 2<sup>nd</sup> place in the NWHL
- Squirt Orange finished in 1<sup>st</sup> place in the NWHL
- Pee Wee Purple finished in 1<sup>st</sup> place in the NWHL
- Bantam Green finished in 2<sup>nd</sup> place in the NWHL
- AHAI girls tournament took place March 1,2,3 at Triphahn Center

Stan & Randy attended a full-day Floorball training on develop the skills and teaching tips to enhance the sport for HE Parks.



## Aquatics

In November & December, a 20% pool pass renewal campaign was offered through the fall brochure. In January, the 20% campaign was extended to 2018 passholders only. This is the first time that a campaign was directed to a specific user group (previous passholders). After reviewing the coupon usage, 40 families (or 131 specific passholders) took advantage of the January renewal campaign.

In the spring brochure, 10% discount is offered for pool pass sales. C&M department is working on additional campaigns to promote pass sales.

There are 358 Seascape passholders to date for 2019 compared to 159 at this time last year for the 2018 season.

New for summer: A Jr. Lifeguard training program will be offered.



## *Communications and Marketing*

### **Design Work:**

- Digital Summer Camp planner – planning grid & webpage updates
- Camp Digital Ad for Daily Herald
- Ice Digital Ad for Daily Herald
- Fittest Loser Print & Digital Ad for Daily Herald
- The Club's April promotion
- Seascape 10% off promotion
- Fish Fry promotion & digital ad for Daily Herald
- Girls Night Out

### **Marketing Campaigns:**

- Floorball
- Hockeyville Grant
- Try Hockey for Free
- Try Figure Skating for Free
- TC & WRC Fitness Open House
- Wildflower seed collecting

### **Press Releases:**

- Fitness Center Open House
- Try Hockey for Free
- Job Fair Winter 2019
- OSLAD Grant
- Hoffman Stars Dance Company
- Mentioned in NWSRA Article as the practice site for athletes.

### **Special events - Promotion:**

- Mother Son Dance
- Pot of Gold Climb Art
- Job Fair

- Family Bingo
- Days off School

### **Social Media Campaigns:**

- Summer Camp
- Baseball registration
- Preschool registration
- Hockey

### **February Social Media Posts:**

Facebook: 32 posts. Highest interaction posts were:

- OSLAD Post 2/7:
  - 3,515 views , 1,100 interactions – Led to highest traffic on website
- Daddy Daughter Dance 2/18:
  - 2,500 views, 957 interactions
- Spring Hockey Leagues registration:
  - 1,200 views
- Camp Enrollment 2/27:
  - 1,100 views – led to second highest website page view

6 events offered with a reach of 14,025 customers.

### **Eblasts:**

- February 50+ Newsletter
- Dog Member newsletter
- General Program Eblasts: 2/5, 2/12, 2/22
- Spring Hockey registration – Highest open rate 72%
- Free Skin Cancer Screening & Fitness Open House
- Try Ice – focused only on ice events & programs
- Try Hockey for Free – follow-up Thank You email
- 50+ Trip Priority Registration
- Spring Registration is Open

### **Social media followers**

HEParks Facebook: 3370

HEParks Twitter - 920

HEParks Instagram – 178

Bridges Facebook – 820

The Club Facebook – 1365

50+ Facebook- 82

Wolfpack Facebook- 80

**Website:**

Highest visit days:

1. 810 on February 7 – OSLAD Grant Announcement and redirection from Facebook.
2. 636, February 27 – First day of Spring Registration redirect from Facebook.
3. 546 February 22 – Response to Register now for Camp email

Highest visited pages: Homepage, Camp, Program Guide

**Newly Acquired Advertising and Sponsorships**

Renewal by Andersen	2019 Event sponsor
Jewelry & Coin	Prize and bracelet donations for Mother/Son & Daddy/Daughter
Garibaldi's	Zamboni sponsor
North Hoffman Vet	Event Sponsor
A Closer Bond	Event Sponsor
Chiro One	Fitness Open House Sponsor
Intuitive Healing	Marquee
Comfort Keepers	50+ Event Sponsor






**MEMORANDUM NO. M19-037**

**TO:** Recreation Committee  
**FROM:** Craig Talsma, Executive Director  
 Brian Bechtold, Director of Golf & Facilities  
**RE:** Golf & Facilities Report  
**DATE:** March 14, 2019

**Bridges of Poplar Creek Board Report**

**General Programs**

-  Fish Fry started March 8<sup>th</sup>. There were 101 people in attendance which is the largest number ever. The fish fry will continue until April 19<sup>th</sup>. We are looking to forward to a few menu additions and slight recipe adjustment to the fired cod. We are also adding weekly drink specials to the menu as well.
-  Easter Brunch reservations are now available for April 21<sup>st</sup>.
-  Breakfast with Easter Bunny currently has 84 guests signed up for this 2<sup>nd</sup> Annual Event on April 13<sup>th</sup>.










**Golf Rounds**

ROUND TOTALS					
2015	2016	2017	2018	2019	5 Year Average
0	300	880	278	0	291
YTD ROUND TOTALS					
2015	2016	2017	2018	2019	5 Year Average
0	300	880	278	0	291

**Range Information**

RANGE BASKET SALES TOTALS					
2015	2016	2017	2018	2019	5 Year Average
5	124	564	104	0	159
YTD RANGE BASKET SALES TOTALS					
2015	2016	2017	2018		5 Year Average
5	129	566	104	0	160

## Communications & Marketing

-  7 Email blasts went out promoting Course Opening, Pro Shop sales, Jr Golf League, Fish Fry and banquets.
-  Updated Bridges website to include current rates, promotions, information, etc.
-  Developed March Madness campaign to increase players in March 23 event
-  Included Bridges in Press Release sent to and published by Daily Herald
-  Increased Facebook page likes by 8 likes (Feb 11-Mar 1)
-  Created Facebook “events” for upcoming Bridges/PD Happenings
-  Began regular Facebook posts to promote golf and interaction with followers
-  Developed “target” audiences for Facebook boosting of events/posts based on various criteria/interests Golf, Wedding, Fish Fry
-  Working with WT Engineering on a virtual 360 tour of the facility for the website with the plan of going live by end of March.

## Food & Beverage

For the month of February we had 10 (10 Events in 2018)

- 4 breakfast meetings servicing 100 guests
- 1 Daddy Daughter Dance servicing 230 guests
- 1 Mother Son Dance servicing 150 guests
- 1 room rental servicing 250 guests
- 2 showers servicing 77 guests
- 1 memorial servicing 64 guests

For the month of March we have 12 events (12 Events in 2018)

- 6 breakfast meetings servicing 145 guests
- 1 birthday party servicing 40 guests
- 1 dinner servicing 100 guests
- 1 meeting with cookies and soda only servicing 160 guests
- 2 showers servicing 90 guests
- March Madness 80 guests

Wedding Count Update:

- 2020 = 2 ceremony and reception, 1 reception only
- 2019 = 16 ceremony and reception, 3 reception only, 1 ceremony only
- 2018 = 16 ceremony and reception and 3 reception only, 2 ceremony only (2 weddings have cancelled this season)
- 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 February our high averaged 32 degrees (3 degrees below average) and low averaged 17 degrees (3 degrees below average). We saw a roller coaster of temps this month with a handful of days with highs above freezing followed directly by days in the teens. In February we received about 2.81" (1.79" average) of rain, mainly on those warmer days. We also saw almost 9" of snow in February although we only saw substantial snow cover for about 1/3 of the month. This brings our overall winter total to 41.3" of snow, which is about 11" above average.

In the beginning of the month Bill and PJ attended the Golf Industry Show in San Diego, CA. This education event/trade show is put on by the Golf Course Superintendents Association of America. We attended many great presentations with topics such as optimization of Bentgrass/*Poa* putting surfaces, the implementation of solar power at your facility, strategies for developing and maintaining a maintenance crew, managing moss encroachment on putting surfaces, and career development for assistant superintendents. We also had the opportunity to walk around the trade show floor looking at newly released products, talking with vendors, and reuniting with peers from around the country.

As discussed earlier the rollercoaster temperatures that we experienced in February have been perfect for forming ice on playing surfaces. Extended (30-45 days) ice cover can be a very dangerous thing for *Poa* putting surfaces. Luckily we have not seen more than 15 days of continuous cover so far this year.

Below is a list of some of the other tasks the maintenance team worked on in February:

- Attended CAGCS's annual shop tour event.
- PJ attended MAGCS's annual Assistants Winter Workshop.
- Finished preventative maintenance and sharpening of all rotary mowers.
- Started preventative maintenance on carts, tractors, and miscellaneous equipment.
- Received/organized all early order chemical purchases and course accessories.
- Applied some much needed paint to the superintendent's office.
- Started evaluation and painting all wood stakes.



<b>February Membership Totals</b>	<b><u>2/28/2018</u></b>	<b><u>2/28/2019</u></b>	<b><u>1/01/2019</u></b>	<b><u>Var. +/-</u></b>
Totals	3116	2945	2881	+64

### Member Services

- February was a steady month for membership sales. We surpassed our goal number by four, adding 144 new members. We ran an enrollment special of a \$14 enrollment fee, with pro-rated dues. We spent some time this month analyzing our marketing options with the new Marketing Manager for facilities, and will meet on a weekly basis, at minimum, to develop and update materials needed for the marketing of The Club.
- We offered a couple of fun retention efforts for members in February; we had football squares fun leading up to the Super Bowl, where members were able to add their names

to a square for every two visits to the facility. We also had a “guess the candy hearts” raffle, where the lucky winner received all 1,000+ candy hearts! (and a water bottle)

**Operations and Fitness Departments:**

- The first event we offered here for The Daily Herald’s “Fittest Loser” competition was a Belly Busters Workshop on February 16<sup>th</sup> which was filled with the maximum of 17 participants enrolled!
- Our newest independent contractor, Options Basketball, has hit the ground running with group training classes at the facility. Options has purchase a shooting/rebounding machine that will be delivered in the next couple of weeks and used as a training option for participants. Along with private and group training, they will also be offering a free trial day, a spring break camp (both in March) and summer camps.
- Our February’s Parent’s Night Out event was held on February, with 24 kids attending. Culvers in Hoffman Estates is sponsoring each of these events and is a big hit with the kids.
- We ran a semi-private personal training special in the month of February with a deep discount (\$290.00 for a package of 5, regular price \$380.00), however we did not have many bites. We will continue to think creatively to increase the personal training numbers.
  - (4) packages of the 10 session PT
  - (5) packages of the 3 session PT
  - (2) packages of the 5 session semi PT
  - (1) single one hour sessions PT
  - (2) single session private Pilates
  - (1) package of 5 package Pilates

**Tennis:**

- We will be working with our new Marketing Manager in the next couple of months to increase our marketing efforts with the tennis program, and increase enrollment. We will be looking at possible opportunities both on our website and social media accounts to further promote our tennis program.

**Aquatics:**

	Winter I	Winter II	Spring I	Summer I	Summer II	Fall I	Fall II	Total Indoor Swim
2016	150	168	298	292	0	280	208	<b>1396</b>
2017	137	206	274	264	240	259	195	<b>1575</b>
2018	172	<b>143</b>	251	239	192	202	165	<b>1364</b>
2019	135	133						<b>268</b>

**\*CLOSED Lap Pool First week of lessons**

- The Aquatic & Program Manager is making efforts to increase interest and enrollment in the indoor, learn to swim program. The report cards the students receive at the end of class have been re-designed to make it easier for the parents to understand the skills needed to pass each level. Fun stickers, corresponding to the level the child is in, will be

given out at the end of each session. We will continue to think of ways to make our swim lesson program stand out from others and increase enrollment.

- The Aquatic and Program Manager created and handed out surveys to lesson participant parents in the past session in February. We will review these results together to help make enhancement/improvements to the program.

### **Communications & Marketing:**

- Developed Protect Your Heart campaign to encourage membership (\$14 enrollment; protect your heart & your wallet)
- Included The Club in Press Release sent to & published by Daily Herald
- Developed & introduced March Madness campaign to encourage membership (sweet \$16 enrollment)
- Created marketing collateral for sales use at The Club
- Updated The Club website to include current promotions, information & content updates
- Developed “target” audiences for Facebook boosting of events/posts based on various criteria/interests – fitness, training, etc.
- Began regular Facebook posts to promote fitness center & interaction with followers