



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, JUNE 18, 2019
7:20p.m.**

1. ROLL CALL
2. APPROVAL OF AGENDA
3. APPROVAL OF COMMITTEE MINUTES
 - May 21, 2019
4. COMMENTS FROM THE AUDIENCE
5. OLD BUSINESS
6. NEW BUSINESS
 - A. Proposed plan for The Club / M19-060
 - B. Recreation Report / M19-058
 - C. Golf & Facilities Report / M19-061
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 or (847) 885-8500 with at least 48 hours' notice.



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**MINUTES
RECREATION COMMITTEE MEETING
May 21, 2019**

1. Roll Call:

A regular meeting of the Hoffman Estates Park District Recreation Committee was held on May 21, 2019 at 7:00 p.m. at the Triphahn Center in Hoffman Estates, IL.

Present: Chairman Kinnane, Commissioner R. Evans, Comm Rep Macdonald and Wittkamp

Absent: Comm Reps Dressler, Henderson and Neel

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

Audience: President Kaplan, Commissioners McGinn, Bickham, Kilbridge, K. Evans; Comm Reps Sernett, Veronico

2. Approval of Agenda:

Comm Rep Wittkamp 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:

Comm Rep Macdonald made a motion, seconded by Commissioner R. Evans to approve the minutes of the March 19, 2019 meeting as presented. The motion carried by voice vote.

4. Comments from the Audience:

None

5. **Old Business:**

None

6. **New Business:**

A. **Fabbrini fitness park / M19-051:**

Executive Director Talsma reviewed the item noting that the location was the last item to be determined.

Director Hugen explained that the location would be 20-feet from the sand volleyball courts, visible from the parking lot and near the path. He explained that it did not flood and they would not need to relocate the volley ball courts. Director Kapusinski explained that they were starting a process within the next year to involve the community more to utilize the fitness park.

Commissioner Kilbridge asked about the surface and Director Hugen explained it was a rubber fall surface but in 3x3 panels on concrete.

Commissioner K. Evans asked about water and Director Hugen explained that the sand volley ball courts had water because they were low on sand. He noted that the surrounding turf did not hold water.

President Kaplan asked about the advertising and Executive Director Talsma explained that the outer wall would face the baseball diamond and advertise the district, Amita (if agreed to) and The Club while the inner wall advertised the fitness court.

Comm Rep Macdonald asked how the system would hold up in Chicago's climate as it was something used in California. Director Hugen explained that they had a system in Ohio for 4-5 years and the maintenance was the same. He noted that they experienced less fading in this area.

Commissioner K. Evans asked what the wall was made of and Director Hugen noted that it was metal posts with concrete block.

Comm Rep Sernett asked who would maintain the area and it was noted that in-house maintenance would install and maintain.

Commissioner K. Evans noted that he believed the location to be south of the volley ball courts.

Commissioner R. Evans made a motion, seconded by Comm Rep Wittkamp to recommend the board approve the location of the fitness court at Fabbrini Park to be

20-feet from the existing sand volleyball court as pictured in M19-051. The motion carried by voice vote.

B. Custodial position /M19-052:

Executive Director Talsma reviewed the item noting that they had a PPT custodian retiring.

Director Hugen explained that the district would take two part-time positions to create the full time position and that the part-time staffer had come originally from the maintenance department. He explained that overlapping their schedules by two hours allowed the full time custodial to work on bigger projects and/or deep cleaning. He also explained that they would be saving in salary and offering benefits to this person.

Commissioner Kilbridge asked about cleaning the women's locker room and it was noted that Building Custodian Mike Huthmann already cleaned the women's locker room and would continue to do so. He also noted that the evening custodial who cleaned the locker rooms now would continue to do so. Director Hugen explained that at present, full time maintenance was used to replace the full time custodians if they were sick, and would continue to do so.

Commissioner R. Evans asked if there would be a probation period and Director Hugen explained that they were already on a trial basis to see how the position worked out. Chairman Kinnane asked if they would waive that period as this person was already an employee of the district and Executive Director Talsma noted that all employees were also at will with the district.

Comm Rep Wittkamp made a motion, seconded by Comm Rep Macdonald to recommend the board approve the addition of a full time staff member for TC Custodial at a salary of \$36,400 per year as outlined in M19-052. The motion carried by voice vote.

C. 1Q2019 Balance Scorecard / M19-048:

Executive Director Talsma reviewed the item noting that Easter's falling in April this year rather than March had altered some of the numbers for the 1Q reporting. Comm Rep Macdonald asked about BPC memberships being down and Director Bechtold explained in was due to the inclement weather this spring.

Commissioner R. Evans made a motion, seconded by Comm Rep Macdonald to recommend the board approve the Balance Scorecard for the 1 Quarter of 2019 as presented. The motion carried by voice vote.

D. Recreation Report/M19-046:

Director Kapusinski reviewed the report noting that there was a summary on the Yoga issue and that they were offering the class at TC and WRC. She also explained that they were pursuing their involvement with the Silver Sneakers Program with Medicare and Prime which is a program with BCBS for 18 to 64.

Commissioner K. Evans asked if other park districts were offering this and Director Kapusinski said not in this area.

Commissioner R. Evans asked if the Club would be involved and Director Hugen explained that the program was more consistent with the cost of the WRC or TC fitness programs as the maximum the district could be reimbursed was \$20/month.

Director Kapusinski explained that they moved the family fitness day indoors due to do weather and it was very successful. She also explained that the district was going to build a haunted house at Seascap this year. Comm Rep Sernett asked if it would be kids and adults and Executive Director Talsma explained that it would be most like more family oriented but they might offer special (scarier) evenings for teens. Special Events Manager Dodson would be running the event.

Director Kapusinski also noted that the district had a new Garden Club.

Commissioner Kilbridge asked if the district offered beginning adult figure skating and it was noted that they did.

Discussion ensued regarding the marketing programs and it was noted that the district was offering more direct marketing; that staff could determine addresses that were clicking on specific registrations and could send them additional information on that specific type of registration to encourage more participation.

Comm Rep Macdonald made a motion, seconded by Commissioner R. Evans to send the Recreation Report M19-046 to the board as presented. The motion carried by voice vote.

E. Golf & Facilities Report/M19-049:

Director Bechtold reviewed the report noting that even with the challenging weather they had 200 rounds last Saturday. He explained that they were offering a new event, Match Play, had 3 music nights available and continued to seek alternative revenue.

President Kaplan asked about alternating the #1 tees on weekends and Director Bechtold said they would be doing that as soon as they had a two-day playable weekend.

Commissioner R. Evans made a motion, seconded by Comm Rep Wittkamp to send the Golf and Facilities Report M19-049 to the board as presented. The motion carried by voice vote.

7. Committee Member Comments:

Commissioner R. Evans asked about the ice rink and Director Hugen explained that there was a detailed update in the B&G report, but that they were thawed to 16 feet and looking at another 5-7 days. He explained the smell permeating the building was due to a power outage over the weekend along with the backup generator failure. He noted that brine had leaked into the matting and that with the continued heat to finish thawing the permafrost, it was creating a stink. He also explained that the generator was checked every Friday and they did not know why it failed.

Director Bechtold noted that a transformer on Barrington Road had been hit that initiated the power outage.

Commissioner McGinn asked about the update on the damages to Seascapes and Executive Director Talsma explained that insurance covered the \$27,000 of damages, less deductible, and Director Hugen explained that all had been repaired.

Commissioner R. Evans reminded everyone of the SRT on June 5 and encouraged them to golf or volunteer.

Chairman Kinnane commended staff on the great job selling Seascapes passes as well as maintenance staff's work on the ice rink and TC roof.

8. Adjournment:

Comm Rep Wittkamp made a motion, seconded by Comm Rep Macdonald to adjourn the meeting at 7:52 p.m. The motion carried by voice vote.

Respectfully submitted,

Craig Talsma
Secretary

Peg Kusmierski
Recording Secretary

HOFFMAN ESTATES PARK DISTRICT MEMORANDUM # M19-060

To: Recreation Committee
From: Craig Talsma, Executive Director
Brian Bechtold, Director of Golf & Facilities
Alisa Kapusinski, Director of Recreation
Nicole Hopkins, Director of Finance & Administration
Dustin Hugen, Director of Parks, Planning and Maintenance
Date: June 14, 2019
Re: The Club at Prairie Stone

Background

The Club at Prairie Stone was built in 2000. This state-of-the-art facility features equipment including strength training and free weights; more than 120 pieces of cardiovascular equipment, two group fitness studios with over 50 classes per week; 25 yard lap pool, zero-depth activity pool, whirlpool and steam rooms. It also features an indoor track, three gyms, an indoor climbing wall, spin room, Pilates training, indoor tennis courts, access to child care (nominal fee) and more. Over the past 18 years our facility has stayed status quo with programs and facility upgrades. The fitness industry is continually growing year after year. New and trendy technology based boutique centers are opening all across the county.

Implications

The total number of fitness memberships nationwide has been on a steady incline for more than twenty years. The industry suggests this will continue as more facilities are built. Currently there are over 60 million fitness memberships in the United States

The Club active memberships have been stagnate, around 3k members, since 2005. The Club currently has 2,881 active members as of May 31st. With the steady membership base we have seen steady decline in the facility usage. Personal Training, Aquatics, and Tennis are some of the key areas we have seen decline in the last five years.

Competition has had an impact on membership growth. When the facility was built we were one of a few fitness options in our area. Currently there are 111 (one-hundred eleven) fitness centers or specialty boutique fitness clubs within ten miles of our facility. All these facilities are offering the latest technology fitness options along with specialized training.

There are many new trends and technology based equipment in the market. The Club's future success will be based on our ability to update our approach to reach the maximum number of members. Creating new programs and technology that reach additional audiences that can compete against the specialty boutique clubs is the future of the fitness industry.

As part of the CMP process, ETC Institute administered an interest and opinion assessment during the fall of 2018 for the Hoffman Estates Park District (HE Parks) to assess its parks, recreation, trails, programs, cultural arts, events, and open space. In addition to assessing the needs for each facility,

ETC Institute also assessed the importance that residents placed on each facility. The five most important facilities to residents were:

1. Walking and biking trails
2. Indoor fitness and exercise facilities
3. Playgrounds
4. Indoor swimming pools
5. Indoor running & walking tracks

Additionally, according to the community wide survey, the top five areas that residents felt their needs were being met 50% or less were similar:

1. Park restroom facilities
2. Indoor swimming pools
3. Indoor fitness and exercise facilities
4. Walking and biking trails
5. Indoor running/walking tracks

The overall conclusion from the aforementioned data was that the priority for facility investments listed Indoor fitness and exercise facilities second for the entire District just slightly behind Walking and Biking trails with indoor pools listed as third.

In regards to programming, the number one area where needs are being met 50% or less was adult fitness and wellness programs. Similarly the number one program that is most important to all households is adult fitness and wellness programs. This is also then the number one program type by far that was listed as the top priority for investment in recreation programs (adult fitness and wellness).

Staff has several ideas and concepts to meet these future needs but we also want to support our concepts with an industry professional's opinion. We reached out to a leader in consulting fitness industry, Mark Davis, with Club Marketing & Management. Mr. Davis will provide us with a full service overview of our facility for a fee of \$3,900 plus expenses. This report will include:

- On-site visit for 1 ½ days
- Facility and equipment review
- Review of target market and demographic survey analysis
- Sales and Marketing policy and procedure review
- Pricing/Rate Structure analysis
- Competition analysis
- Financial Statement review and analysis
- Strength, Weaknesses, Opportunities and Threats (SWOT) analysis
- Recommendations

This review will give us great view of an outside perspective from an industry professional. We will use the analysis along with staff input to create The Club Extraordinary Plan. This plan will include facility updates, membership & sales program, member retention program, marketing plan, and clear direction to the facility. Updating our facility and plan is crucial to stay relevant in this fast moving fitness industry.

Recommendations

This memo is for informational purposes. Staff will present Club Marketing & Management consultant analysis and staff recommendations on the proposed plans and direction of The Club at a future committee meeting.

MEMORANDUM NO. M19-058

TO: Recreation Committee
FROM: Craig Talsma, Executive Director
Alisa Kapusinski, Director of Recreation
RE: May Recreation & Communications/Marketing Division Board Report
DATE: June 14, 2019

Recreation Division



Upcoming Events

June 15 – Hoffman Walks
June 16 – Father’s Day Pool Party at Seascape
June 28 – 50+ Sock Hop
June 28 – Movie Night at Seascape
July 4 – Parade & NW Fourth Fest

Administration

Alisa Kapusinski and C&M Manager, Katie Burgess, attended Parks Day at the Capital on May 1.

Alisa Kapusinski presented to MacArthur School 3rd graders at their Community Helpers Day alongside the Police & Fire department staff.

Hoffman Walks was held in conjunction with Kids to Parks Day on May 18. We had 12 participants walk Black Bear Park path and listen to a nature talk from Steve Bessette.

Alisa Kapusinski & Dustin Hugen attended a roundtable event hosted by the Cook County Forest Preserve at their Rolling Knolls facility with area partners. This event was a great opportunity to connect and build new partnerships. The Rolling Knolls is a new facility near our Black Bear Park in West Hoffman Estates.

Program surveys were distributed to the following programs: preschool, 3’s playschool, 2’s playschool, ELC, early childhood enrichment, and dance.



Triphahn Center



Willow Recreation Center

Triphahn Center Fitness and Operations:

<u>Membership</u>	<u>5/31/18</u>	<u>1/1/19</u>	<u>5/31/19</u>	<u>YTD Var. +/-</u>
Total	884	809	889	+80

Willow Rec Center Fitness & Racquetball

<u>Membership</u>	<u>5/31/18</u>	<u>1/1/19</u>	<u>5/31/19</u>	<u>YTD Var. +/-</u>
Total	347	329	319	-10

On May 18, through a partnership with Sears Centre/Village, we offered a free yoga class, Yoga by the Lake at Village Green. Instruction was provided by The Club. There were 20 attendees at this first event. Additional free yoga classes will be offered once a month in June, July & August.

The health insurance reimbursement programs have officially been launched. Silver Sneakers (65+ on Medicare), Prime (18-64 year olds with BCBS IL) and Renew Active (United Healthcare Medicare) free membership packages are setup and memberships are now being sold. Each month staff must report the total attendance back to the health insurance provider for reimbursement.



Dog Off-Leash Areas

<u>Dog Park Passes</u>		<u>5/31/18</u>	<u>1/1/19</u>	<u>5/31/19</u>	<u>YTD Var. +/-</u>
Total	701	683	679	-4	



General Programs

Special Events:

On Saturday, May 4, we hosted the Johnson Field Dedication at Fabbrini Park. The three baseball fields there were dedicated to the Johnson family who put many years of time and effort into the baseball program years ago.

Kids to Parks Day was held on Saturday, May 18 at three different locations this year – Black Bear, Huntington, and Victoria Parks. A park clean-up was held at 9am at each park, along with a Hoffman Walks, Fishing Clinic and Disc Golf Demo at Black Bear, and then a variety of activities at 10am. Attendance was a bit low (between 20-50 people at each park), but all who attended really enjoyed the event. Staff will evaluate the format when planning next year’s event.

Programs:

The dance season concluded this month with its annual dance recital. Four shows took place at Hoffman Estates High School on May 25. One show for Willow dancers, two shows for Triphahn dancers and the final show for Hoffman Stars Dance Company showcase.



50+ Club

<u>50+ Membership</u>	<u>5/31/18</u>	<u>1/1/19</u>	<u>5/31/19</u>	<u>YTD Var. +/-</u>
Total Members	416	397	387	-10

A new, unique 50+ event was held this month in conjunction with our sponsor, Lutheran Homes. It was called May Magic, and 50+ members traveled to the Lutheran Homes location on Thursday, May 10. Lunch and entertainment was provided by Lutheran Home, and 20 of our members were able to mingle with other members and Lutheran Home residents.

There are 90 participants in 50+ Fitness classes this spring compared to 75 last year.

Three 50+ trips were offered in May with 40 participants.

A Billards 201 class was offered during the month of May lead by two 50+ members. There were 9 in attendance.

Mah Jonng Mondays continues to grow! New instructional classes will be added in fall.

Sock Hop planning committee met this month to finalize the details for the special event held in late June.



Early Childhood

The ELC and Preschool programs recognized Teacher Appreciation Week from May 6-May 10. Each parent was sent a list of their teacher's favorite things to help with gifts and crafts throughout the week. Appreciation activities included:

- Wear your teachers favorite color
- Bring your teacher a homemade card
- Write a sticky note to place on your teachers poster board
- Fingerprint tree
- Bring in a small gift

May Preschool & ELC enrollment:

Preschool/ELC:	5/2018	5/2019	Var. +/-
3's Playschool 18-19	14 TC 12 WRC	14 TC 8 WRC	-4
2's Playschool 18-19	30 TC 23 WRC	30 TC 24 WRC	+1
Preschool 18-19	128 TC 67 WRC	121 TC 59 WRC	-15
Early Learning Center	30 - TOTAL	32 – 5 days 5 – 4 days 10 – 3 days 3 – 2 days 50 TOTAL	+20

Enrollment for next year's preschool (Sept 2019 – May 2020) has begun, with enrollment to date as follows:

	19/20 (Registration sill open)	Last Year May for 18/19 school year
Threeschool	15 TC (Full) 8 WRC	15 TC (full) 12 WRC (Full)
2's Playschool	21 TC 8 WRC	29 TC 24 WRC
Preschool	109 TC 59 WRC	121 TC 73 WRC
TOTAL	220	274



School Age - STAR and Day Camps

STAR:

STAR Enrollment for 18/19 school year:

STAR	5/2018	5/2019	Var. +/-
District 54	354	376	+22
District 15	57	59	+2
KSTAR District 15	13	20	+7
Totals	424	455	+31

Enrollment for next year's STAR (Sept 2019 – June 2020) has begun, with enrollment to date as follows:

District 54 – 294

District 15 – 41

KSTAR – 23

Total = 358

No School Days:

- There were 3 Days Off programs in May for D54 and D15:
 - Wednesday, May 1 Poplar Creek Bowl D54 (71)
 - Thursday, May 2 Poplar Creek Bowl D15 (19)
 - Friday, May 3 Giorgio's Pizza D15 (24)

Summer Camps:

The final camp staff hiring process was completed this month. Camp trainings were held on May 22, 28 and 29. Due to the school's snow/cold days, our week 1 of camp was cancelled. The start of camp was delayed one week to start June 10 this year.



Youth Athletics

Outdoor Soccer-

- Hosted a Chicago Fire Group Outing on May 8.
- There are 260 players this season compared to 212 last year.
- A new "elite" soccer league is being developed for the fall league (similar to the baseball N60 program). Tryouts will be held in June.

Outdoor Adventure –

- May 18 free Fishing Clinic had 38 participants. (30 pre-enrolled with 8 drop-in).

Cricket -

- Youth Cricket Program is set to begin June 1. To date there are 24 children enrolled in this new summer program.

Basketball –

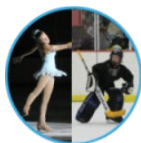
- Adult basketball leagues started for summer with 6 teams. (This program did not run last year).
- Staff is working with Options Basketball to offer training programs for our in-house leagues.

Baseball/Softball –

- Summer softball league has 12 teams compared to 13 last year.
- There are 243 baseball players compared to 209 last year.

- The N60 U10 team completed a Memorial Day Tournament
- Players participated in a Community Day hosted by Hoffman Estates High School on May 3.

The athletics department held a give-back event at Feed my Starving Children on May 15 for teams and families. There were 86 people in attendance.



Ice Operations

Special Events: Mother's Day skate was held on May 12 with approximately 40 participating. Try Figure Skating for Free was held on May 19 with 25 participants. Try Hockey for Free was held on June 1 with 10 participants.

Lessons: Spring Figure Skating Lessons & Spring Hockey lessons ended in late May. There were 80 children in the hockey lessons (compared to 152 last year) & 26 in Floorball. There were 226 in figure skating lessons (compared to 221 last year). Registration is now open for the summer session. Little Blackhawks concluded with 55 players (compared to 54 last year) on June 1 with excellent reviews by parents whose children participated.

Leagues: Spring Hockey leagues are now competing in playoffs for the NWHL league. There were 159 players in spring league (compared to 154 last year). Moose Jaw league begins June 10 with 29 teams registered (compared to 31 last year).



Aquatics

There are 904 Seascape passholders to date for 2019 compared to 986 at this time last year for the 2018 season. Last May, we had the record heat over Memorial Weekend which drove a lot of May sales for opening weekend.

Seascape opened to a cold rainy Memorial Day weekend. We are hoping the weather breaks and turns warm and dry as crowds have been low so far.

With Hanover Park Park District pool closed this summer, Seascape will be hosting all Hanover Park Park District campers twice a week for a daily per camper fee. In addition, Hanover Park residents are able to take advantage of resident rates for pool passes and daily admission.

Swim Lessons start at Seascape on June 10. New this year – Seascape passholders are eligible for 10% off lessons at Seascape.

Movie night is June 28, the first movie is Hotel Transylvania 3: Summer Vacation.

New this summer at Seascap is Noodle Night, Wednesday, June 12 from 5:30pm-7:30pm. Guest can bring their own noodles or borrow one of ours to float on in the pool. Also new is Teacher Tuesdays, the first Tuesday of the month, teachers can get in free with their school ID.

Father's Day Pool Party is always a big hit with the dads and their families. During adult breaks we have multiple contests and games for the dads to participate. The frozen t-shirt contest, largest cannon ball or the tube races are some of the favorites.



Communications and Marketing

An updated heparks.org homepage will be rolling out very soon. This will be mobile responsive and have a few new features including four hot buttons and a better layout.

Design Work:

- Fishing Guide
- Soccer Patches
- Seascap Summer Events & Facility Signage

Marketing Campaigns / Promo:

- Summer Camp
- Dance Company (Stars) Tryouts
- Pool Pass Flash/Splash Sale
- Fitness FITGO game
- Summer Fitness Pass
- Renew Active fitness membership
- Senior Painting events
- Free Mulch
- Garden Plots
- Board Member vacancy

On Site Promotions:

- Kids to Parks Day
- Yoga by the Lake

Press Releases / Print Media:

Press Releases:

- Mike Bickham leaves the board *
- Fishing Classes *

- Johnson Field Dedication *
- OSLAD Grant (submitted in February) – published in May *

(*) = published

Special events – Promotion & Design:

- Try Figure Skating & Try Hockey for Free
- Yoga at the Park (at Village Green)
- Johnson Field Dedication
- National Kids to Parks Day
- Community Garage Sale
- Mother’s Day Skate
- Foundation Golf Outing

Eblasts:

- Age group programs targeted emails to: Adults, children and preschool age
- 50+ Email
- Wolf Pack
- Summer Entertainment
- Camp/Meet Counselors
- Celebri-Tee Golf Outing
- Seascape – passholder reminders, final sale

Social Media:

- 76 posts in May: including 4 videos & 2 live streams
- 17 events created in Facebook with a reach of 42,559 people.
- Top interactive posts:
 - 1) Community Garage Sale – 9700 reach & 494 interactions
 - 2) Kids to Parks Day – 6100 reach & 341 interactions
 - 3) Seascape Opening Day – 4800 reach & 206 interactions
 - 4) Day Off School – 2328 reach & 153 interactions
 - 5) Free Mulch – 2839 reach & 322 interactions

of Followers:

HEParks Facebook: 3811 (+308 from last month)

HEParks Twitter – 972 (+9 from last month)

HEParks Instagram – 240 (+16 from last month)

Bridges Facebook – 853 (+3 from last month)

The Club Facebook – 1406 (+7 from last month)

50+ Facebook- 85 (+6 from last month)

Wolfpack Facebook- 74 (+1 from last month)

Figure Skating Facebook – 57 (+1 from last month)

Website:

40,097 visits to HEParks.org

Highest visit days:

1. 2,222 visits on May 31 – first hot day of summer of which 1,126 visits were associated with Seascape pages
2. 1,880 visits on May 28 – Summer Camp & Seascape
3. 1,874 on May 21 – Camp & Seascape

Website Traffic:

- 68.5% of viewers were new visitors to the site
- 58.5% of visitors to HEParks.org are women
- 55.64% of visitors accesses HEParks from their mobile device

Highest visited pages: Homepage, Program Guide, Camp, Seascape

Newly Acquired Advertising and Sponsorships

Alden Poplar Creek 50+ Open House Sponsor

Baskin / Dunkin Marquee

Kenneth Young Center Marquee

Webster Dental Care PIP Sponsor

In communication with four companies for marquee advertisements.

Friends of HE Parks:

Gold Sponsor – WT Engineering

Gold Sponsor – HE Community Bank

Silver Sponsor – Austin Meade/Taft, Stettinius & Hollister

Golf Outing:

Golf Cart Sponsor – Gold Rush Gaming

Golf Cart Sponsor – Ancel Glink

Hole Sponsor - Chicago Marriott Northwest

Hole Sponsor -Amzo Zip

Hole Sponsor -Arlington International Racecourse (Trade Sponsorship)

Hole Sponsor -Friends of Scott Triphahn (Dean Bissias, John Wilson, Ray Ochromowicz, & Jeff Braun)

Hole Sponsor -Friends of Scot Triphahn (Sue Triphahn)

Hole Sponsor -Jewelry & Coin Mart

Hole Sponsor -Allianz Global Investors

Hole Sponsor -Sequoia Wealth Management

Hole Sponsor - UPS – Streamwood Location

Hole Sponsor - Allen Gabe

PARENT FEEDBACK COMMENTS:

STAR PARENT:

Good morning Martha,

I hope you are well. I hope it's not too late but I wanted to send you an email about the STAR staff at Armstrong.

My daughter, Victoria, is enrolled in the early and late sessions with STAR. We absolutely LOVE the staff.

Jasmine is so good with the kids, not just my daughter. I've watched her with the kids when I'm picking Victoria up and she is just a ray of sunshine. She is such a good leader. She treats the kids with respect and is very kind to them. They respect her because she is very understanding and helpful.

Connor was such a great addition. We got lucky when he came to Armstrong. He has a great authority figure about himself. He too is sweet with the kids.

Cameron is so fun! He plays with the kids and interacts with them. The kids are so happy when Cam is there.

Mrs. Pam is awesome! She too is a mother figure and is so kind to my kiddo. She has positive and encouraging talks with my daughter when she gets dropped off in the morning.

The four people at STAR are amazing! I cannot express how happy I am and so grateful that my child has wonderful, kind, and understanding people watching her when I am not around. She is always happy when I pick her up. She tells me how one of them is always helping her or playing, coloring, etc with them.

Thank you again for the wonderful staff. I hope they will be back at Armstrong the coming school year. I sincerely appreciate them and all of their hard work.

Sincerely,

Rita Lazar

HOCKEY PARENT:

Dear Mr. Craig Talsma,

On the ice you can easily identify my child as the kid with the weak ankles on the Midget hockey team. My son has the characteristics of Asperger's, ADHD, sometimes needs extra time to process information, and some gross motor challenges. My husband and myself have always had slightly different goals for our son Morgan when he participates in extracurricular activities. We are not hoping for a goal or some amazing skating ability. We are hoping our child is included, not bullied, making progress in his skating ability, and having fun. We are not new to Wolfpack. My son

*has skated at HEPD since 2008. We have had some great and so-so years. But this year has been **amazing**.*

My son, Morgan Rees is ending his 1st year as a Midget. Randy put me in touch with Coach Nikki Sullivan. She embraced Morgan's quirkinesses immediately. She encouraged her previous Midget players to accept and support Morgan and that action set the tone for the year. The older Midget players did an amazing job setting the precedent to include and accept Morgan. The players experienced Morgan's quirkiness and social miss steps, but still continued to accept, include, and support him. Most importantly he was treated as a teammate and friend not an obligation to accommodate into the group. For his first season ever, he was not partner less or last person repeatedly to be picked to partner with for drills. As a result, Morgan feels safe and knows his team will support him and likewise he will always be loyal to them.





Thank you for the opportunity of offering Midget (High School) no cut house league hockey (NWHL). Thank you for the continued support of inclusion opportunities for children with disabilities. Thank you HEPD for your efforts to provide, train, and continued support of quality Hockey Coaches. It has made a lasting positive impact on how my son approaches team work, sportsmanship, how to be coach able, and handle social situations.

*Sincerely,
Kim Rees*

MEMORANDUM NO. M19-061

TO: Recreation Committee
FROM: Craig Talsma, Executive Director
 Brian Bechtold, Director of Golf & Facilities
RE: Golf & Facilities Report
DATE: June 14, 2019
 Bridges of Poplar Creek & The Club Board Report

Bridges General Programs

-  Golden Bears started off our Jr Program for the season. The class had 19 participants. Each student receives general fundamental instruction on the golf swing as we introduce them to the game. They also receive an iron and putter for participating in the class.
-  We are in our third year with the PGA Jr Golf League. Our roster is set with 9 PGA Junior League Members. Practices and meets will start in June.
-  Demo Day is set for Thursday, June 13th. We have multiple vendors attending which will provide our customers the chance to demo the latest golf clubs on the range.
-  2019 Music Dates are set. Mark your calendars for these 3 very entertaining nights.
 6/27/19 – Kevin Presbrey
 7/24/19 – The Messengers
 8/20/19 – Felix & Fingers

Golf Rounds

MONTHLY ROUND TOTALS					
2015	2016	2017	2018	2019	5 Year Average
4,034	4,044	3,688	3,913	3,439	3,824
YTD ROUND TOTALS					
2015	2016	2017	2018	2019	5 Year Average
7,051	7,870	7,565	6,718	5,429	6,927

Range Information

MONTHLY RANGE BASKET SALES TOTALS					
2015	2016	2017	2018	2019	5 Year Average
2,558	2,954	2,496	2,674	2,612	2,659
YTD RANGE BASKET SALES TOTALS					
2015	2016	2017	2018	2019	5 Year Average
4,710	5,381	5,248	4,542	4,633	4,903

Pass Sales

<i>Resident Passes Thru May</i>	2017	2018	2019
Resident Annual	4	0	0
Resident Individual	102	59	22
Resident Junior	2	4	0
Resident Senior	61	73	49
Total Resident Passes Sold YTD	169	136	71







<i>Non Resident Passes Thru May</i>	2017	2018	2019
Non-Resident Annual	1	1	0
Preferred TT Pass	116	80	104
Non-Res Individual	11	11	3
Non-Res Junior	0	0	2
Non-Res Senior	48	48	35
Total Non-Resident Passes Sold YTD	176	140	144

Hole In One Contestant Update

HOLE IN ONE MONTHLY SALES TOTALS			
2016	2017	2018	2019
0	254	249	276
YTD HOLE IN ONE SALES TOTALS			
2016	2017	2018	2019
0	537	475	362

Communications & Marketing

Marketing/Advertising

-  7 Email blasts went out promoting pass sales, pga jr. league, bridges' match play tournament, ladies' league, couples' league, course play
-  Increased inventory of usable photos by taking pictures (on-going initiative)
-  Increased Facebook page likes by 19
-  Created Facebook "events" for upcoming Bridges/PD happenings
-  Continued regular Facebook posts to promote golf & interaction with followers
-  Continued #ProTipTuesday posts



Continued targeted campaign on Facebook & Instagram for Weddings at Bridges



Posted Bridges Leagues & happenings to Daily Herald calendar



Established & scheduled marquee signage for upcoming events



Attended Kids to Parks Day to promote Bridges of Poplar Creek Country Club (prize wheel, branded table cloth, branded tent, collateral, giveaways)

Food & Beverage

For the month of May we had 19 (22 Events in 2018)

7 breakfast meetings servicing 328 guests

3 showers servicing 117 guests

1 1st communion servicing 68 guests

1 dinner servicing 75 guests

1 IAPD meeting servicing 34 guests

1 ceremony only servicing 75 guests

3 ceremony/receptions servicing 477 guests

2 golf outings servicing 130 guests

For the month of June we have 25 events (23 Events in 2018)

4 breakfast meetings servicing 100 guests

1 100th birthday party servicing 60 guests

3 showers servicing 140 guests

3 ceremony/receptions servicing 334 guests

1 wedding reception only servicing 214 guests

11 golf outings servicing 1119 guests

1 dinner servicing 34 guests

1 in house dance team awards dinner servicing 30 guests

Wedding Count Update:

2020 = 2 ceremony and reception, 2 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 cancelled in 2018)

2017 = 14 ceremony and reception, 5 reception only, 5 ceremony only

2016 = 21 ceremony and reception, 4 reception only, 1 ceremony only.

2015 = 18 ceremony and reception, 5 reception only, 4 ceremony only

Golf Maintenance Summary

In May our high averaged 74 degrees (5 degrees below average) and low averaged 41 degrees (2 degree above average). The big story of May has been rainfall; we received 6.58” (3.68” average) over 19 days in May. O’Hare saw a record breaking 8.25” for the month, recording rain 21 days in May. To say May was wet was an understatement. The 6.58” of rain

we received in May totals to about 26.3 million gallons of water that fell on the 147 acres at Bridges of Poplar Creek. To put that large number in perspective, that is enough water to fill Seascape about 70 times. In May we saw 17 total playable* days (54%) and weekends in May we had 3 playable* days (37%).

*Playable is being defined as highs between 55-90 degrees and less than .05” rain.

May was a very challenging month with all the rain. We were very limited in what tasks could be accomplished due to conditions and had to squeeze a lot of work into the few dry stretches that we had. One of the largest challenges that we dealt with was keeping up with the rough, it just grows so quickly this time of year and with wet conditions our large machines were not usable every day. Luckily we were able to catch back up at the end of the month when we got few dry days in a row. The rain was very helpful in establishing the new tee on 12 though; it was opened for Memorial Day weekend.

Here is a small list of some of the other tasks the maintenance team has been working on in May:

- Golf Course Superintendent Bill Meyer attended education put on by the Illinois Turfgrass Foundation discussing genetics and new varieties of bluegrasses on the market.
- Fertilized greens, tees, fairways, and roughs.
- Applied preventative pesticide applications on greens, tees, fairways, and rough.
- Cultural practices; topdressed and needle tined greens
- Mulched all flower beds on the property.
- Started auditing irrigation system to prepare for upcoming season.
- Cleaned up debris and fixed bunkers from multiple storms.



May Membership Totals	<u>5/31/2018</u>	<u>5/31/2019</u>	<u>1/01/2019</u>	<u>Var. +/-</u>
Totals	3097	2881	2881	0

Member Services

- We had an uptick in new member sales in May, surpassing our goal of 105 by 11, for a total of 116 new members. The membership team worked diligently to proactively contact those who visited the club on guest passes, and follow-up with phone call inquires. E-mails went out to potential members toward the end of the month offering a reduced enrollment fee to those who signed up before month’s end.
- In May, we have been reviewing, in detail, our automated email system called Retention Management, which sends out emails to new and existing members. The General Manager and Marketing Manager will take the first weeks of June to make some changes to the content of these emails to make them more engaging then they are currently. There are other opportunities within this service to help the membership team with reaching out

to members who have not visited in 4-5 weeks and try to retain those members by getting them re-engaged with the Club.

- In May, we planned our next *Club Connections* meeting. With this next Club Connections meeting, we have invited both our new and long-time members to be sure they are “plugging in” to all we have to offer. The next meeting is scheduled for June 29th, and we will orient the members to all of our program offerings, and introduce everyone to the MyZone system, a new technology we are bringing into the facility.
- We sent a member services representative out to Regis in mid-May, a group of offices in the business park. We were well received by the tenants at Regis, and all in attendance were very interested that a corporate membership was an option for them.
- May 14th was the final event for the Fittest Loser contest we participated in. The event was held at Chandler’s in Schaumburg, and we sent both of our Member Services representatives to set up a table at the event. We brought out table top prize wheel and gave out guest passes, buckets of balls, small giveaways, and granola bars to those who wanted to spin the wheel.
- We have decided to cancel the Club app service for now, as the feedback from the survey we sent out indicated this is not something people are looking for or would use.

Operations and Fitness Departments:

- We hosted a very large HS basketball tournament at the facility sponsored by Adidas. The tournament ran smoothly, with concession sales run by both HEparks and for the first time at The Club, Garibaldis.
- The Operations Supervisor and General Manager had a great time joining the rest of the District staff at the Kids to Parks Day on May 18th at Black Bear Park.
- Our May Parent’s Night Out event was held on May 18th, with 19 kids in attendance. Culver’s, Hoffman Estates, provided complimentary custard to all participants.
- May personal training and Pilates sales were as follows:
 - (4) packages of the 1 hour 10 session PT
 - (4) packages of the 1 hour 3 session PT
 - (1) packages of the 1 hour 5 session PT
 - (1) single one hour sessions PT
 - (1) package of 5 session Pilates
 - (1) package of the 1 hour 10 session semi-private
 - (1) package of the 1 hours 5 session semi-privat
- Our Fitness Supervisor and Personal Training Coordinator have created a “goals sheet” that the members services team will be asking each new member to complete. The intention of this is to initiate contact from the fitness team with each new member to connect them with services or offers that will help them get results. The MS team began to hand out these goals sheets Mid May.
- We have ordered the MyZone heart rate monitor system for the facility. Once we have this set-up with help from the IT department, we will introduce and teach the










staff how to use it, and plan for a roll out and marketing plan for the members. In short, this system will help members monitor their progress, track their work outs, get rewarded (with points) for their effort, and will allow us to communicate with them and run contests within the accompanying app.

Aquatics:

	Winter I	Winter II	Spring I	Summer I	Summer II	Fall I	Fall II	Total Indoor Swim	Summer Seascape
2014	193	236	304	284	320	287	228	1852	597
2015	167	209	325	299	575	300	203	2078	457
2016	150	168	298	292	0	280	208	1396	542
2017	137	206	274	264	240	259	195	1575	352
2018	172	143	251	239	192	202	165	1364	285
2019	137	133	208	227					

*CLOSED Lap Pool First week of lessons

Marketing:

-  Developed Summer Fitness Frenzy (\$5 enrollment) to encourage membership
-  Monitor The Club website SEO targeting to improve position on web
-  Updated The Club website to include current promotions, information & content updates
-  Continued regular Facebook posts to promote fitness center & interaction with followers
-  Signage Overhaul Project has begun; likely to be 3-5 phase project to include ALL signage.
-  Reviewed survey data
-  Developed Marketing Plan for The Club; for use with CMS
-  Created Bounceback & Leads Offer Emails through Constant Contact
-  Attended Kids to Parks Day with Table Activation (prize wheel, branded table cloth, branded tent, collateral, giveaways)