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**MINUTES  
RECREATION COMMITTEE MEETING  
August 13, 2019**

**1. Roll Call:**

A regular meeting of the Hoffman Estates Park District Recreation Committee was held on August 13, 2019 at 7:00 p.m. at the Triphahn Center in Hoffman Estates, IL.

Present: Chairman K. Evans, Commissioner Chhatwani (arrived at 7:05),  
Comm Rep Dressler, Henderson, Macdonald

Absent: Comm Rep Neel, Wittkamp

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

Audience: President Kaplan, Commissioners McGinn, Kinnane, R. Evans,  
Comm Rep Wilson, Superintendent of Recreation Bodame, Dana  
Joseph 1<sup>st</sup> Serve

**2. Approval of Agenda:**

Comm Rep Dressler made a motion, seconded by Comm Rep Macdonald to approve the agenda as presented. The motion carried by voice vote.

**3. Approval of the Minutes:**

Comm Rep Henderson made a motion, seconded by Comm Rep Macdonald to approve the minutes of the July 16, 2019 meeting as presented. The motion carried by voice vote.

**4. Comments from the Audience:**

None

5. **Old Business:**

None

6. **New Business:**

A. **Enhancement Plan for The Club/M19-074:**

Executive Director Talsma reviewed the item noting that it was for future plans for the club beginning in 2020 but that they wanted to be ready to implement the changes January 1 and advertise by December 1, 2019.

He noted that the district was seeing stagnant numbers with a downward trend in memberships and had invited a consultant, Mark Davis to make recommendations which were included in the memo. He explained that they were looking at replacing the tennis courts and getting out of the tennis business noting that tennis revenue had dropped drastically from \$130,000 prior to 2018 to \$50,000 in 2019. He also explained that they had only 86 tennis members.

He discussed the many boutique fitness centers (Orange Theory) and how The Club might compete with them by adding classes and equipment to attract a younger demographic and using the tennis space for these additional classes and equipment. He talked about altering all three courts to include classes, HIIT programs, weight equipment as well as open artificial turf. He also reminded the committee that the district had open space outside the facility as a 4<sup>th</sup> open court for fitness programming.

Executive Director Talsma pointed out that the \$350,000 in locker room renovation was to replace the lockers already scheduled in the budget.

Director Bechtold reviewed a number of drawings showing different options for the first court noting that staff was collecting information and options on the use of the spaces.

Comm Rep Henderson asked about the 30 people per class and if that would be crowded and Director Bechtold noted that they had 8500 square feet to work with.

Superintendent of Rec Bodame was introduced to the committee noting that he had managed the Fit Nation at Gurnee Park District with 5600 members.

Comm Rep Dressler asked about the turf areas and it was noted that the first court would have turf under the equipment and the 3<sup>rd</sup> court would have open turf for soccer practices, etc. Comm Rep Henderson asked if they would include the tires in the first court and Director Bechtold noted that they could.

Commissioner Chhatwani noted that the options looked good and asked how staff would choose vendors. Director Bechtold explained that staff would likely choose a combination of options and then go to bid for the lowest, qualified bidder on the project.

Comm Rep Henderson asked about using the outdoor area in the winter and Director Bechtold noted that staff could look for those options. Commissioner Kinnane asked about a shelter in the outdoor area and Director Bechtold noted that staff could also look into that.

President Kaplan asked about power lifters and Director Bechtold explained that they did not have the equipment for them and wanted to change that. Executive Director Talsma explained that the equipment would not be just for the power lifters but most likely a younger demographic than what their present equipment attracted.

Executive Director Talsma noted that The Club had been pushing personal training but wanted to expand more group exercise as it involved an accountability that continued to bring participants back to The Club.

Commissioner R. Evans asked about promotion and Executive Director Talsma explained that they would be looking at direct mail as well as major social media.

Comm Rep Wilson noted that after she inquired about Orange Theory she was still receiving weekly calls from their marketing division. She expressed concern that the district did not have full time sales staff planned for The Club and would not be able to get the memberships using only already busy front desk staff. Discussion ensued regarding empowering all staff to be sales and the use of a Sales Manager to train and manage sales. This would actually provide more trained sales staff than we previously had.

Director Bechtold noted that they were also looking at adding a women's only workout area and opportunities for teens.

Chairman K. Evans reviewed the motion noting that the intent was to abandon tennis and move free weights and other programming into that area as outlined in the memo.

Comm Rep Dressler asked if they were looking at a retention program and Executive Director Talsma noted that they were.

Commissioner Kinnane asked if the current members would be involved and Director Bechtold noted that they would.

Commissioner McGinn asked if they felt they would reach to community within the 8 – 12 mile range and Executive Director Talsma noted that they did. President Kaplan asked about the ROI and Executive Director Talsma explained that if they lost \$100,000 on tennis they anticipated offsetting that with the increase in the HIIT

programs. He also noted that if they increased memberships by 300 over a 5 year period that would equate to \$450,000+ in membership revenue.

Comm Rep Wilson asked about the reduction in pricing and if it was too low. Executive Director Talsma explained that the initial low price attracted memberships and that they would use the add ons for the newer programming and equipment use.

Comm Rep Wilson asked about the integration of names and Executive Director Talsma noted they were looking at that i.e. The Club at Triphahn Center. Discussion ensued regarding a same dollar amount for use of all fitness facilities and/or not charging a non-resident fee in the future.

Comm Rep Macdonald asked about the longevity of these fads/trends and Executive Director Talsma explained that it was looking to be 2-3 years but the concept of group exercise would continue and the industry was always changing. Comm Rep Macdonald expressed concern about investing money that would not generate many memberships. He also asked about playing tennis on the turf area and it was noted that they could not, however, the turf could be removed and the tennis courts recovered if the tennis trend rebounded. Comm Rep Macdonald asked if the locker room renovation would wait until 2021 and Executive Director Talsma noted that they would.

Commissioner Chhatwani noted that many of her friends had moved to Lifetime Fitness and felt if they were provided this additional equipment and classes they would return. She also asked that they look at using the outdoor space all seasons and asked if there would be access from outside. It was noted that the area would be fenced off and only reachable through the facility.

Chairman K. Evans asked about the outdoor surface and Director Bechtold noted that it could be turf and/or a combination of turf and sports flooring. He noted that tennis was now all access and that HIIT would be limited and asked how that would work. Executive Director Talsma noted that they would offer the access from 5-9 am and 5-8 pm as well as 40-50 different class times.

Chairman K. Evans noted that he would argue that they do not cover the debt although The Club does make a contributions and Executive Director Talsma noted that was true, that The Club (formerly PSSWC) has not paid off the entire 30 year mortgage. Chairman K. Evans asked about the walls in between the courts and it was noted that there would be one or ½ wall between courts 1 and 2 possibly with mirrors but no wall between 2 and 3 court.

Commissioner Kinnane asked about the level of sound and it was noted that the court area would be loud and was designed for that; however, equipment and classes would continue to be in all other areas of the club that would allow for a quieter work out.

President Kaplan asked if they would keep the door to the tennis area and it was noted that they would. Chairman K. Evans asked about Aps for the work out and Director Bechtold noted that they could make signage for that.

Chairman K. Evans asked about the spit and sweat on the turf and it was noted that there was preventive maintenance. Superintendent Bodame noted that cleanliness would be a number one priority and that they did not have any issues at his previous club that had turf.

Comm Rep Macdonald made a motion, seconded by Commissioner Chhatwani to recommend to the board the conceptual improvements to The Club as presented in M19-074. This will allow staff to begin working on bid documents, proposals and business plans for the 2020 budget process. Final plans will be presented as part of the 2020 budget process with all supporting bid results and business plans. The motion carried by voice vote.

B. Birch Park Grant project/M19-081:

Executive Director Talsma reviewed the item noting that it would be where the Twin Brook School used to be. He explained that they had a public meeting with 46 in attendance and they were looking for walking paths, soccer field, and basketball. He explained that the project would cost \$450,000 with \$225,000 coming from the OSLAD grant and that they would have 2 years to complete the project. He also explained that if the district did not receive the grant, they would still look at some improvements to the area for the residents.

Comm Rep Dressler asked about meeting ADA and Executive Director Talsma explained that they would. Chairman K. Evans asked if there would be any special equipment and Executive Director Talsma noted that there would not. Comm Rep Dressler noted that the Relator Sector had another \$20,000 available for future projects. Executive Director Talsma noted that they would talk about options noting that Comm Rep Dressler had been instrumental in gaining a grant for the project at Chino Park.

Comm Rep Macdonald asked if they would be approving this specific layout and it was noted that they would. He asked if the soccer field would be programmed and it was noted that it would not as it would be a practice field. He asked if they had ruled out the dog park and it was noted that staff had.

Comm Rep Dressler made a motion, seconded by Commissioner Chhatwani to recommend the board approve the park design and OSLAD application for Birch Park as outlined in M19-081. The motion carried by voice vote.

C. Windy City Bulls agreement/M19-083:

Executive Director Talsma reviewed the item noting that it was a renewal of the agreement. Director Kapusinski explained that instead of a flat fee, they would charge an hourly rate for the gym use.

Commissioner McGinn asked if that would be more or less than the \$5,000 and Executive Director Talsma noted that it would depend on their schedule.

Superintendent Kapusinski noted that they would also offer a youth clinic, players and mascot appearances. Executive Director Talsma noted that they wanted more involvement and with Brad Seymour of the Bulls on the Foundation Board the district felt they would see that.

Comm Rep Henderson asked why the Bulls were coming to the Sears Center to begin with and Executive Director Talsma thought it might be due to cost and/or size of the facility.

Comm Rep Macdonald made a motion, seconded by Commissioner Chhatwani to recommend the Board approve the attached agreement for three years with the Windy City Bulls as outlined in M19-083. The motion carried by voice vote.

D. Amita Health contract/M19-077:

Executive Director Talsma reviewed the item noting that the dollar amount had not changed. Director Kapusinski noted that they were looking for more presence at the district. Comm Rep Dressler asked why they increased the first time by \$2500 and nothing now. Executive Director Talsma noted that they had asked but were focusing on the greater involvement.

Comm Rep Macdonald made a motion, seconded by Comm Rep Dressler to recommend the Board approve the attached annual partnership agreement for the period of August 1, 2019 to July 31, 2020 in the amount of \$69,740 as outlined in M19-077. The motion carried by voice vote.

E. Recreation Report/M19-078:

Director Kapusinski reviewed the report noting that the district won the Mayor's Cup for the 4<sup>th</sup> of July parade float and their dance team won for Group Dance at the parade.

Commissioner McGinn asked how many participants came from Hanover for basketball and Director Kapusinski said she would check with staff.

Executive Director Talsma noted that the Wolfpack Prime was going over great.

President Kaplan noted that September 7<sup>th</sup> they would have another Garage Sale and that they were offering a “Bring your grandchild night”. Director Kapusinski noted that the 50+ was working with Special Events to bring that evening about.

Comm Rep Henderson made a motion, seconded by Commissioner Chhatwani to send the Rec Report/M19-078 to the board as presented. The motion carried by voice vote.

F. Golf/Fac Report/M19-082:

Director Bechtold reviewed the report noting that next week the Park Tour would end at BPC and invited all in attendance to stay for the music that evening.

Comm Rep Macdonald made a motion, seconded by Commissioner Chhatwani to send the Golf/Fac Report M19-082 to the board as presented. The motion carried by voice vote.

7. **Committee Member Comments:**

Commissioner Chhatwani said it was a great meeting.

Comm Rep Dressler congratulated Commissioner Chhatwani on her appointment and noted she would contact Executive Director Talsma about possible grant money.

Comm Rep Macdonald said he appreciated all the work on the plan for The Club.

Comm Rep Henderson said it was a good meeting.

Chairman K. Evans thanked staff and the committee for their hard work. He also noted that he was using the outdoor fitness court at Fabbrini and it was great.

Executive Director Talsma noted that they were looking a signage for Using at your own Risk, No Climbing.

8. **Adjournment:**

Comm Rep Macdonald made a motion, seconded by Commissioner Chhatwani to adjourn the meeting at 9:10 p.m. The motion carried by voice vote.

Respectfully submitted,

Craig Talsma  
Secretary

Peg Kusmierski  
Recording Secretary