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

AGENDA
REGULAR BOARD MEETING NO. 1050
TUESDAY, FEBRUARY 25, 2020
7:00 p.m.

1. ROLL CALL
2. PLEDGE OF ALLEGIANCE
3. APPROVAL OF AGENDA
4. COMMENTS FROM THE AUDIENCE
5. RECESS FOR A&F COMMITTEE MEETING
6. RECONVENE FOLLOWING A&F COMMITTEE MEETING
7. APPROVAL OF MINUTES (attached)
   A. Special Board Minutes 01/21/2020
   B. Regular Board Minutes 01/28/2020
8. CONSENT AGENDA (Click here to access all Board & Committee Packets)
   A. Purchase of Ford T350 Transit Cargo Van / M20-019 (see Feb. B&G Packet)
   B. Purchase of Two Sand Pros for BPC / M20-022 (see Feb. B&G Packet)
   C. IGA with Village and Forest Preserve / M20-028 (see Feb. B&G Packet)
   D. Carpet Installation at The Club / M20-021 (see Feb. B&G Packet)
   E. South Ridge Park OSLAD Construction Contract / M20-020 (see Feb. B&G Packet)
   F. Playground Installation at Princeton Park / M20-017 (see Feb. B&G Packet)
   G. Path Snow Plowing / M20-023 (see Feb. B&G Packet)
   H. LiveBarn Agreement / M20-018 (see Feb. Rec Packet)
   I. Policy Update for Public Participation at Board Meetings /M20-029 (see Feb. A&F Packet)
   J. Open and Paid Invoice Register: $629,135.71 (see Feb. A&F Packet)
   K. Revenue and Expenditure Report (see Feb. A&F Packet)
   L. Acceptance of B&G Minutes 01/21/2020 (see Feb. B&G Packet)
   M. Acceptance of Rec Minutes 01/21/2020 (see Feb. Rec Packet)
9. PRESIDENT’S REPORT
10. ADOPTION OF EXECUTIVE DIRECTOR’S REPORT
11. OLD BUSINESS
12. NEW BUSINESS

13. COMMISSIONER COMMENTS

14. EXECUTIVE SESSION
   A. Minutes, pursuant to 5 ILCS 120/2 Section 2(c)(21) of the Open Meetings Act
      • 1/28/2020
   B. Appointment, employment, compensation, discipline, performance or dismissal of an
      employee, pursuant to 5 ILCS 120/2 Section 2(c)(1) of the Open Meetings Act.

15. Potential discussion and possible vote on matters regarding the appointment,
    employment, compensation, discipline, performance or dismissal of an employee,
    pursuant to Section 2(c)(1) of the Open Meetings Act.
       A. Executive Director’s Employment Contract Renewal

16. ADJOURNMENT
MINUTES
SPECIAL BOARD MEETING
January 21, 2020

1. **Roll Call:**

   A special meeting of the Hoffman Estates Park District Board of Commissioners was held on January 21, 2020 at 8:26 p.m. at the Triphahn Center in Hoffman Estates, IL.

   Present: President Kaplan; Commissioners Chhatwani, K. Evans, R. Evans, Kilbridge, and McGinn

   Absent: Commissioner Kinnane

   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: None

2. **Pledge of Allegiance:**

   Everyone present stood for the Pledge of Allegiance.

3. **Approval of Agenda:**

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

4. **Comments from the Audience:**

   None
5. **Approval of Sound Panels at The Club/M20-008:**

Commissioner R. Evans made a motion, seconded by Commissioner McGinn to approve awarding the purchase of the sound panels from Commercial Acoustic for a total of $27,588.40 as outlined in M20-008 and recommended by the B&G Committee.

On a Roll Call Vote: Carried 6-0-1
Ayes: Chhatwani, K. Evans, R. Evans, Kilbridge, McGinn, Kaplan
Nays: 0
Absent: Kinnane

6. **Commissioner Comments:**

Commissioner McGinn noted that he was looking forward to conference and thanked Director Hugen for his work.

Commissioner Kilbridge noted that she believed this would be her 40th conference.

President Kaplan thanked all staff for their hard work.

7. **Adjournment:**

Commissioner McGinn made a motion, seconded by Commissioner K. Evans to adjourn the meeting at 8:30 p.m. The motion carried by voice vote.

Respectfully submitted,

Craig Talsma
Secretary

Peg Kusmierski
Recording Secretary
MINUTES
REGULAR BOARD MEETING NO. 1049
January 28, 2020

1. **Roll Call:**

A regular meeting of the Hoffman Estates Park District Board of Commissioners was held on January 28, 2020 at 7:00 p.m. at the Triphahn Center in Hoffman Estates, IL.

Present: President Kaplan; Commissioners Chhatwani, K. Evans, R. Evans, Kilbridge, Kinnane, and McGinn

Absent: None

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: Comm Reps Winner, Wilson, Musial, Macdonald; MacArthur Environmental Club, family and friends; Member Services Associate Stevens and family; Parks, Development, Construction Crew Leader Mogilinski; GIS/Parks, Planning, Maintenance Administrator Wozny and family; Jay Garstecki and Wolfpack; the Hobert Family, Courtney Tyler, Chris Wozny, Rocio Cano, Reyna Sankey, Jolanda McGinn, Bianca Gonzalez, Kate Boette, Nina Kuffel; Executive Assistant Logan, C&M Manager Burgess, C&M Manager Ganan (see attached list)

2. **Pledge of Allegiance:**

Everyone present stood for the Pledge of Allegiance.

3. **Approval of Agenda:**

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

   A. **2019 Best of the Best of Hoffman:**

   MacArthur Environmental Club was awarded the Best of Best for their work with the park district to create a Monarch Butterfly Garden at MacArthur School to protect the Monarch Butterflies.

   B. **BOH/January:**

   Jay Garstecki was awarded BOH for his support through the Wolf Pack Club of the Hoberg family when they lost their daughter Faith recently. Mr. Garstecki has been instrumental in creating a fund in Faith’s name to offer annual hockey scholarships.

   C. **Employees of the 4th Quarter:**

   PT: Member Services Associate Eric Stevens was awarded for outstanding work ethic and assistance with The Club membership and more.

   FT: Parks, Development & Construction Crew Leader Adam Mogilinski was recognized for his outstanding skills and leadership on parks and maintenance projects.

   D. **Employee of the Year:**

   PT: Member Services Associate Eric Stevens was awarded for his hard work and dedication to the park district.

   FT: GIS/Parks, Planning & Maintenance Administrator Kyle Wozny was awarded for his hard work with the district’s GIS system and the instrumental work he did to help the district achieve the OSLAD grants for South Ridge and Birch Parks.

   Executive Director Talsma also introduced as new hires Executive Assistant Monica Logan and C&M Associate Jill Ganan.

   The MacArthur Environmental Club, family and friends; Jay Garstecki and the Wolf Pack; Member Services Assoc. Stevens, Parks Crew Leader Mogilinski, GIS Administrator Wozny family and friends left the meeting.

5. **Comments from the Audience:**

   President Kaplan reviewed the change in policy giving audience participants three minutes to speak at the discretion of the board.
Kate Boette addressed the board asking about the change in policy, who proposed it and who voted for it and that she felt the community had not been informed. She also noted that she had questions regarding Princeton Park playground cost of installation; and controversy at The Club and who she should talk with for answers. President Kaplan explained that she should speak with staff responsible in those areas i.e. Parks Director Hugen or Golf and Facilities Director Bechtold. He noted that if they were unable to satisfy her questions that she could contact Executive Director Talsma or himself as Board President.

Ms. Boette explained that she did not feel the park district had been honest or transparent although she noted that Director Hugen had taken much time to explain the playground installation process.

President Kaplan noted that Executive Director Talsma was ultimately responsible for all aspects of the district and encouraged Ms. Boette to speak with him if she felt she needed to. Ms. Boette expressed concern that her conversations might not be conveyed to the board members and President Kaplan assured her that they would. He explained that while the board approved policy, district staff created policy and brought them to committee for review and recommendation to the board. Ms. Boette expressed concern that the board made their decisions based on information from staff and not from residents.

President Kaplan explained that the residents of Hoffman Estates elected all board members; choose them to represent them in park district matters. He noted that he was aware of the art at The Club and had been to see it as well as being aware of how the public was commenting on it. He also noted that Commissioners shared information on district matters and that many had expertise in areas to share.

Ms. Boette asked about the change of policy to three minutes and President Kaplan noted that minutes were taken at every meeting and published along with the packets to provide all that information. Executive Director Talsma explained that it was an effort to limit participants on a topic to allow for everyone interested to speak as well as keeping the meetings at reasonable length. He also noted that the rule was subject depending on the number of people wanting to speak and the amount of time available that evening for discussion. He also explained that comments from the audience were available on all agenda items at the committee level and that this change was only a recommended update to the policy.

Comm Rep Musial addressed the board noting that there were three committees (Administration & Finance, Building & Grounds and Recreation) with two Commissioners and five Community Reps. She explained that as a Comm Rep, she listened to the community and brought that information back to her committee to use in making recommendations to the board.
Nina Kuffel addressed the board with regard to the mural at The Club noting that she did not feel it was appropriate. President Kaplan noted that it was a work in progress and he was reserving judgement until he had a better picture of what it would be. He also explained that the purpose of the Board of Commissioners was not to participate in the day to day running of the park district as that was the responsibility of qualified staff hired by the district. Ms. Kuffel asked who the artist was and Executive Director Talsma noted that it was his daughter, Courtney Talsma chosen by the project committee. President Kaplan suggested Ms. Kuffel contact Director Bechtold with regard to specific questions on the art work.

President Kaplan thanked the audience for their input.

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

Commissioner McGinn made a motion, seconded by Commissioner Chhatwani to recess the Board Meeting at 7:50 p.m. for the purpose of convening the A&F Committee meeting. The motion carried by voice vote.

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

Commissioner Kinnane made a motion, seconded by Commissioner Chhatwani to reconvene to the Regular Board Meeting at 8:25 p.m. The motion carried by voice vote.

8. **Approval of the Minutes:**

Commissioner R. Evans made a motion, seconded by Commissioner K. Evans to approve the minutes of the Public Hearing dated December 10, 2019 and Regular Board dated December 17, 2019 meetings as presented. The motion carried by voice vote.

9. **Consent Agenda:**

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

Roll Call Vote: Carried: 7-0-0

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

Nays: 0

Absent: 0

A. Court Repairs and Conversions / M20-005 (see Jan. B&G packet)
B. Parking Lot Crack Fill and Seal Coating / M20-006 (see Jan. B&G packet)
C. Purchase of Bobcat Compact Track Loader / M20-007 (see Jan. B&G packet)
D. Splash Park at South Ridge / M20-009 (see Jan. B&G packet)
E. Purchase of Princeton Park Playground Equipment / M20-010 (see Jan. B&G packet)
F. Contractual ICAs / M20-001 (see Jan. Rec packet)
G. Bond Abatement Ordinance O20-001 / M20-003 (see Jan. A&F packet)
H. Harassment Policy Update R20-001 / M20-014 (see Jan. A&F packet)
I. Balanced Scorecard / M20-012 (see Jan. A&F packet)
J. Open and Paid Invoice Register: $1,379,043.21 (see Jan. A&F packet)
K. Revenue and Expenditure Report (see Jan. A&F packet)
L. Acceptance of B&G Minutes 12/10/2019 (see Jan. B&G packet)
M. Acceptance of Rec Minutes 12/10/2019 (see Jan. Rec packet)

10. **President's Report:**

President Kaplan presented Commissioner Keith Evans the Master Board Member Award for achieving the highest tier within the IAPD Board Member Development Program. The board members congratulated him.

President Kaplan also congratulated Commissioner Ron Evans for being appointed to the IAPD Board of Trustees.

He acknowledged the renovations at The Club asking staff to continue moving forward.

President Kaplan explained that the format for meetings was to ask for Comments from the Audience prior to committee/board discussion.

He also reminded everyone that the Girls Night Out was February 20, 2020.

President Kaplan noted that the conference was well attended and he enjoyed the event.

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

Executive Director Talsma reviewed the report and noted that there was a committee of 15 staff color coordinating the art, sound boards and other items in the renovation of The Club. He also explained that they were getting great feedback and free advertising on the art work. He also noted that the district had budgeted for 175 new members and they were at 220.

President Kaplan asked if the art would be around all walls and it was noted that there would be art but it might not be the same type of art on all walls.

Director Hugen addressed the plowing of the paths noting that the district only plowed Fabbrini, Black Bear and South Ridge paths. He explained they did not have the appropriate equipment for asphalt paths and never salted due to the resulting damage to the nearby turf.

Commissioner K. Evans asked about PDRMA’s thought and Executive Director Talsma noted that it was better to leave the paths unshoveled but that staff could review the issue and place it on a future agenda.
Commissioner McGinn made a motion, seconded by Commissioner Chhatwani to adopt the Executive Director's Report as presented. The motion carried by voice vote.

12. **Old Business:**

None

13. **New Business:**

None

14. **Commissioner Comments:**

Commissioner Kinnane congratulated his coaches on doing a great job.

Commissioners McGinn, K. Evans, Kilbridge and R. Evans noted that it was a good conference.

Commissioner R. Evans asked if any future BOH groups could provide a video as the MacArthur Environmental Club had.

Commissioner Chhatwani shared a quote from conference, “Dance like no one is watching and email like it will be published in tomorrow’s paper.”

15. **Executive Session:**

Commissioner K. Evans made a motion, seconded by Commissioner Kilbridge to recess to Executive Session at 8:55 p.m. for the purpose of:

A. Minutes, pursuant to 5 ILCS 120/2 Section 2(c)(21) of the Open Meetings Act
   - 12/17/2019
B. Appointment, employment, compensation, discipline, performance or dismissal of an employee, pursuant to 5 ILCS 120/2 Section 2(c)(1) of the Open Meetings Act.

Roll Call Vote: Carried: 7-0-0
Ayes: 7 Chhatwani, K. Evans, R. Evans, Kilbridge, Kinnane, McGinn, Kaplan
Nays: 0
Absent: 0

Commissioner McGinn made a motion, seconded by Commissioner Chhatwani to reconvene to Regular Session at 9:35 p.m. The motion carried by voice vote.

16. **Adjournment:**
Commissioner K. Evans made a motion, seconded by Commissioner Kinnane to adjourn the meeting at 9:37 p.m. The motion carried by voice vote.

Respectfully submitted,

Craig Talsma  
Secretary

Peg Kusmierski  
Recording Secretary
PARKS DIVISION

TC NORTH ROOF

As mentioned last month, the roof is substantially complete, meaning it serves its main purpose without interruption to HE Parks operations. Anderlock, the subcontractor responsible for the kalwall system, finished their install and punch list items this past month. DCG Roofing has completed the roof structure and is 70% done with battens (top clips on the metal roof), they have completed the original punch list, and WJE (consultant) is scheduling another punch list walk through. DCG is still waiting on some new clips to arrive from Berridge (sheet metal manufactory) to replace the incorrect clips that were originally sent; once those arrive, they will install those and the snow guards to finish the roof structure.

TC ICE RINK 2 RENOVATION

Staff held a pre-construction meeting with Minnesota Ice and their subcontractors. The meeting was organized and run by Jim Maland from Stantec Consulting. The first two weeks of the project were planned out so that all contractors would be on the same page for start dates and timelines. Below is that timeline:

- March 2 – Minnesota Ice will begin staging some equipment.
- March 3-7 Removal of current sheet of ice. Setup of ventilation system, removing flags, covering pipes and speakers.
- March 9-13 Removal of dasher boards.

THE CLUB RENOVATIONS

On January 6, 2020, the parks department started the renovations at The Club by removing the tennis nets, post and all the wall protection tarps. Once the tarps were removed, the tension wires needed to be removed along with all “L” brackets from the walls. BP&T was the contracted painter for this project and began painting around the remaining tennis court on the January 7. The painters were finished with all the walls, doors and duct work on January 13. Parks staff worked in conjunction with the painters by cleaning any walls and duct work they came across in order to keep the project moving along.

The wall to divide the tennis court from the new fitness area was constructed by our in-house construction team. The wall is 120 feet in length and stands 12 feet tall. The wall was designed to be three feet in width to provide enough stability since it was not connected to a ceiling. Staff worked with WT Engineering on the design and obtained appropriate permits from the Village of Hoffman Estates. The construction of the wall, taping, mudding and painting were finished on January 23. During the construction of the wall, staff also ran new electrical along the east wall for TV and computer placement.
The turf and rubber flooring arrived on January 24th and 28th. The remainder of the week, Parks staff installed flooring and assisted Perfect Turf in the install of the synthetic turf. All departments from the Parks team have been working on the renovations at the club, as needed.

BERGMAN POINTE PARK & BASIN

Staff is currently working with MI Homes on getting the deed for the property where the Bergman House was located. The village has granted us three addresses for the properties that the Park District now owns at the Bergman Pointe development. Bergman Pointe Park is 3475 Elsie while the Bergman Pointe Basin has two addresses because the district has two entry points to the basin. Those addresses are 3400 Elsie and 3565 Herald (the map below shows our property within the development).
OTHER

Other items that were worked on, completed or started in January at the Parks, Planning and Maintenance Department:

- Bids released for Princeton Playground Install, South Ridge Park Construction and The Club Carpet replacement
- Director Dustin Hugen and Parks Supervisor Steve Bessette attended the IAPD State Conference. All other Parks Department supervisors attended the IAPD trade show
- Continue to replace lights at BPC parking lot with new LED structures
- HVAC maintenance
- TC sauna repairs to fix the high limit switch and install new cement board over the cedar planks
- A new cleanout was installed at the Vogelei Barn per village code
- BPC floors drains were rotted out
- Alkaline and calcium testing along with filter changes and overall cleaning were completed to the spa at The Club to eliminate the foamy water and residues. Staff assisted Aqua Pure in some of the testing and it was discovered that all water/filters and media are appropriate and the cause of the issues are body oils, shampoo and soaps
- Vogelei Park landscape clean-up
- Tree work at Poplar Park
- Brush removal at the pond at TC and at Trailside Court
- Tree Removal at 1489 Paisley Ct
- The coolant sensor was replaced on the generator at TC
- Litter removal and park garbage
- Bobcat track driven machine was ordered and delivered
- Routine vehicle checks
- Winter maintenance on snow plows and snow blowers
- Maintenance and repairs to multiple vehicles and equipment
Recreation Division

Upcoming Events

Feb. 14 – Fortnite Tournament (new!)
Feb. 15 – Lunch with Elsa & Anna (new!)
Feb. 20 – Girls Night Out
Feb. 21 – Mother Son Date Night
Feb. 22 – Try Hockey For Free
Feb. 29 – Cabin Fever Fest (new!)

Administration

The iCompete program hosted an event on Tuesday, January 21, 2020, at the Muir School. It was the first time that the high school kids went to Muir. It was a very successful night as they got to play board games and hang out.

Alisa, Pat, Gary, Katie, Lindsay, Mindi, Jody, Kyle Thomas, Lisa and Natalie all attended IPRA Conference this year. Conference this year was very successful and definitely gave the group some good ideas on how we can continue to improve moving forward.

Triphahn Center  Willow Recreation Center

Triphahn Center Fitness

<table>
<thead>
<tr>
<th>Membership</th>
<th>1/31/2019</th>
<th>1/1/20</th>
<th>1/31/2020</th>
<th>YTD Var. +/-</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>833</td>
<td>781</td>
<td>802</td>
<td>+21</td>
</tr>
</tbody>
</table>

Willow Rec Center Fitness & Racquetball

<table>
<thead>
<tr>
<th>Membership</th>
<th>1/31/2019</th>
<th>1/1/20</th>
<th>1/31/2020</th>
<th>YTD Var. +/-</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>321</td>
<td>304</td>
<td>335</td>
<td>+31</td>
</tr>
</tbody>
</table>

Membership numbers (above) do not include the free health insurance fitness memberships. Total members = 172 (up 43 from last month)

- Total members for each category for this month include:
  - Renew Active = 26 at TC (up 12) & 6 at WRC (up 6)
  - Silver Sneakers = 9 at WRC (up 2) & 76 at TC (up 11)
  - Prime = 44 at TC (up 12) & 11 at WRC (no change)
Winter Group Fitness: There are 30 participants in TC group fitness classes compared to 17 last year. There are 20 participants in WRC group fitness compared to 20 last year.

There are eight participants in racquetball lessons compared to five last year. There are 26 players in racquetball leagues compared to 23 last year.

### January Facility Rental Summary

<table>
<thead>
<tr>
<th></th>
<th>Triphahn</th>
<th>Willow</th>
</tr>
</thead>
<tbody>
<tr>
<td># of full gym rentals</td>
<td>1</td>
<td>15</td>
</tr>
<tr>
<td># of half gym or Mini gym rentals</td>
<td>9</td>
<td>2</td>
</tr>
<tr>
<td># of room rentals</td>
<td>42</td>
<td>5</td>
</tr>
<tr>
<td># of court rentals</td>
<td></td>
<td>119</td>
</tr>
<tr>
<td># of birthday parties</td>
<td>3</td>
<td>1</td>
</tr>
</tbody>
</table>

Two new birthday party packages are being offered: Magic Party & Balloon Animal Party.

### Dog Off-Leash Areas

<table>
<thead>
<tr>
<th>Dog Park Passes</th>
<th>1/31/2019</th>
<th>1/1/20</th>
<th>1/31/2020</th>
<th>YTD Var. +/-</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>678</td>
<td>683</td>
<td>682</td>
<td>-1</td>
</tr>
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</table>

### General Programs

**Special Events:**

Family Bingo was held on January 17. There were 50 participants which was great as the weather was in poor condition.

Our first partnership event with the Cook County Forest Preserve was a snowshoe walk held on Sunday, January 26, at Paul Douglas Forest Preserve. We filled the free event at 20 people. We will continue to build the rapport with Cook County Forest Preserve.

Our first eSports tournament has sold out for this upcoming Valentine’s Day. We are really excited for this new chapter and hope it opens up more opportunities for this up-and-coming area of recreation. At the event, we will be playing the popular game, Fortnite, and participants will be provided food and drinks.

Teen Programs: The Teen Center took a field trip to The Club on Tuesday, January 28. They enjoyed open gym games, rock climbing and pizza was delivered to The Club for them.

Stars Dance Company: Currently, there are 19 members of the Company compared to 13 last year.
The Stars Dance Company participated in their first dance competition of the season with amazing results:

- **Solo's**
  - Tori - gold medal - 2nd place overall - special award for stage presence
  - Briana - silver medal - 3rd overall
  - Emily - silver medal - 5th overall
  - Madison, Cami and Hailey - silver medals

- **Jr. Company**
  - Trouble - Duet - gold medal - 8th overall
  - Wherever you will go - Duet - Platinum medal - 1st place overall
  - Came here for love - Trio - Gold medal - 2nd place
  - Boyfriends Back - Duet - gold medal
  - Vienna - large group - Gold medal - 5th place
  - Surf Crazy - small group - gold medal - 5th place
  - Candyman - small group - gold medal - 9th place

- **Sr. Company**
  - The Chain - Duet - gold medal - 4th place
  - Boom - Trip - gold medal - 7th - special award for precision
  - Work me down - group – gold medal - 5th place
  - Get Ready - group - gold medal
  - King and the Lionheart - group – gold medal - 2nd overall

Winter program enrollment summary:

<table>
<thead>
<tr>
<th>Dance</th>
<th>Gymnastics – Session 1</th>
<th>Karate</th>
</tr>
</thead>
<tbody>
<tr>
<td>196</td>
<td>213</td>
<td>116 103</td>
</tr>
</tbody>
</table>

*50+ Club*

<table>
<thead>
<tr>
<th>50+ Membership</th>
<th>1/31/2019</th>
<th>1/1/20</th>
<th>1/31/2020</th>
<th>YTD Var. +/</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Members</td>
<td>397</td>
<td>369</td>
<td>378</td>
<td>+9</td>
</tr>
</tbody>
</table>

January 2020 was our highest enrollment month for the past year with 20 new members.

A new membership plan and campaign will launch at the end of February. Membership rates will be lowered to $20 for 2020 for an annual membership. Members will have three months to join at a discounted rate of $15 for the year. $15 was the original membership rate for the 50+ Club prior to the facility renovation. Membership prior to renovation was close to 600 members. We hope to reach previous and new members with the lower annual rate for 2020.
**50+ Fitness:** There are 128 participants in Winter 2020 50+ group fitness classes compared to 71 last winter. A new Line Dancing class has 14 participants in it.

**January Drop-In Activity Attendance**

<table>
<thead>
<tr>
<th>Athletic Activities</th>
<th>December 2019</th>
<th>January 2020</th>
<th>+/-</th>
</tr>
</thead>
<tbody>
<tr>
<td>Volleyball (M,W,F)</td>
<td>136</td>
<td>224</td>
<td>+88</td>
</tr>
<tr>
<td>Pickleball (M,T,W,F)</td>
<td>189</td>
<td>154</td>
<td>-35</td>
</tr>
<tr>
<td>Ping Pong (M-F)</td>
<td>70</td>
<td>70</td>
<td>0</td>
</tr>
<tr>
<td>Billiards (M-F)</td>
<td>108</td>
<td>128</td>
<td>+20</td>
</tr>
<tr>
<td>Wii Bowling (T, Th)</td>
<td>42</td>
<td>64</td>
<td>+22</td>
</tr>
<tr>
<td>Chair Volleyball</td>
<td>18</td>
<td>25</td>
<td>+7</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>Drop-In</th>
<th>December 2019</th>
<th>January 2020</th>
<th>+/-</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mah Jong</td>
<td>43</td>
<td>49</td>
<td>+6</td>
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<tr>
<td>Chess</td>
<td>22</td>
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<tr>
<td>Puzzles</td>
<td>10</td>
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<tr>
<td>Pinochle</td>
<td>17</td>
<td>23</td>
<td>+6</td>
</tr>
<tr>
<td>Games (Rumekub)</td>
<td>17</td>
<td>23</td>
<td>+6</td>
</tr>
<tr>
<td>Euchre-NEW!</td>
<td>-</td>
<td>41 (new)</td>
<td>NEW</td>
</tr>
<tr>
<td>Mexican Train</td>
<td>24</td>
<td>33</td>
<td>+9</td>
</tr>
<tr>
<td>Bunco</td>
<td>0</td>
<td>10</td>
<td>+10</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Social Opportunities</th>
<th>December 2019</th>
<th>January 2020</th>
<th>+/-</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lunch Bunch</td>
<td>-</td>
<td>7</td>
<td></td>
</tr>
<tr>
<td>SOS Dinner Group</td>
<td>-</td>
<td>16</td>
<td></td>
</tr>
<tr>
<td>Pub Quiz</td>
<td>29</td>
<td>24</td>
<td>-5</td>
</tr>
<tr>
<td>International Pot Luck</td>
<td>-</td>
<td>18</td>
<td>NEW</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Club Opportunities</th>
<th>December 2019</th>
<th>January 2020</th>
<th>+/-</th>
</tr>
</thead>
<tbody>
<tr>
<td>Crafting</td>
<td>12</td>
<td>15</td>
<td>+3</td>
</tr>
<tr>
<td>Book Club</td>
<td>-</td>
<td>15</td>
<td></td>
</tr>
<tr>
<td>Knitting/Crochet</td>
<td>6</td>
<td>4</td>
<td>-2</td>
</tr>
</tbody>
</table>

An International Pot Luck Luncheon was held on January 31. The idea was to bring in all the nationalities which make up our 50+ membership. It was well received with 18 in attendance.

Euchre, a new card game began this month on Wednesday afternoons. There is a huge interest with a total of 41 attending during the first month.

Tai Chi is now being offered Tuesday mornings at WRC as a new section option! We had seven enrolled for the first session!

50+ Holiday Dinner Survey Summary: (18 responses)
1. Overall satisfaction of the program
1. 92% overall satisfaction

2. Two most important features:
   a. Food
   b. DJ

3. How did you hear about the program?
   a. 63% from the 50+ Newsletter

4. Did you attend last year?
   a. 42% did not attend last year and are new this year.

5. Possible areas of improvement for next year?
   a. Allow a selection of food items.

---

**Preschool & ELC enrollment:**

<table>
<thead>
<tr>
<th>Preschool/ELC:</th>
<th>1/2019</th>
<th>1/2020</th>
<th>Var. +/-</th>
</tr>
</thead>
<tbody>
<tr>
<td>3’s Playschool 19-20</td>
<td>14 TC</td>
<td>14 TC</td>
<td>-7</td>
</tr>
<tr>
<td></td>
<td>12 WRC</td>
<td>5 WRC</td>
<td></td>
</tr>
<tr>
<td>2’s Playschool 19-20</td>
<td>30 TC</td>
<td>30 TC</td>
<td>+1</td>
</tr>
<tr>
<td></td>
<td>23 WRC</td>
<td>24 WRC</td>
<td></td>
</tr>
<tr>
<td>Preschool 19-20</td>
<td>128 TC</td>
<td>120 TC</td>
<td>-18</td>
</tr>
<tr>
<td></td>
<td>67 WRC</td>
<td>57 WRC</td>
<td></td>
</tr>
<tr>
<td>Early Learning Center</td>
<td>25 – 5 days</td>
<td>22 – 5 days</td>
<td>+4</td>
</tr>
<tr>
<td></td>
<td>5 – 4 days</td>
<td>5 – 4 days</td>
<td></td>
</tr>
<tr>
<td></td>
<td>7 – 3 days</td>
<td>10 – 3 days</td>
<td></td>
</tr>
<tr>
<td></td>
<td>3 – 2 days</td>
<td>7 – 2 days</td>
<td></td>
</tr>
<tr>
<td></td>
<td>40 TOTAL</td>
<td>44 TOTAL</td>
<td></td>
</tr>
</tbody>
</table>

Mid-year parent surveys were distributed. There were 83 respondents. In summary, for the ELC there is 95% overall satisfaction, 94% overall satisfaction for 2’s Playschool, 89% overall satisfaction with preschool & 100% overall satisfaction with 3’s Playschool.

Open houses were held to promote 2020/2021 registration on January 28 at TC and January 29 at WRC.

DCFS visited Triphahn on January 23 for the license renewal visit.

The ELC held a family event, Winter Gala, this month with 100 in attendance.

Winter 2020 early childhood enrichment classes has 191 participants compared 215 participants in Winter 2019.
There were five No School Field Trips offered in January 2020 with 252 participants compared to 205 last year.

This month, staff prepared for summer camp registration which opened February 3. Summer camps will be advertised in the spring brochure, which is delivered February 20, but camps were opened earlier for registration when the summer camp planner became available online.

### Youth Athletics

#### Basketball

<table>
<thead>
<tr>
<th></th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
<th>Var +/-</th>
</tr>
</thead>
<tbody>
<tr>
<td>In-house</td>
<td>286</td>
<td>279</td>
<td>309</td>
<td>+30</td>
</tr>
<tr>
<td>Boys feeder b-ball</td>
<td>35</td>
<td>41</td>
<td>45</td>
<td>+4</td>
</tr>
</tbody>
</table>

- In-house youth basketball leagues started game play on January 4. Teams have been practicing since December 3.
- Inter-village girls youth basketball started league play on January 11. Those teams have also been practicing since December 3.
- N60 baseball began indoor practice at Grand Sports Arena the week of January 20.
- On January 31, HEHS hosted all HEPD youth girls basketball teams at their home game. Girls were provided pizza, got to meet the varsity players and even sit in the team room to hear the pre-game talk by coaches.
- Adult Men’s basketball winter league tipped off on January 20.

#### Indoor Soccer

<table>
<thead>
<tr>
<th></th>
<th>STAR 1/2019</th>
<th>STAR 1/2020</th>
<th>Var +/-</th>
</tr>
</thead>
<tbody>
<tr>
<td>KSTAR District 15</td>
<td>20</td>
<td>21</td>
<td>+1</td>
</tr>
<tr>
<td>TOTAL</td>
<td>459</td>
<td>474</td>
<td>+15</td>
</tr>
<tr>
<td></td>
<td>Kinder</td>
<td>1st/2nd Boys and Girls</td>
<td>3rd/4th Boys and Girls</td>
</tr>
<tr>
<td>------------------</td>
<td>--------</td>
<td>------------------------</td>
<td>------------------------</td>
</tr>
<tr>
<td>Winter 2018</td>
<td>10</td>
<td>16</td>
<td>8</td>
</tr>
<tr>
<td>Winter 2019</td>
<td>18</td>
<td>27</td>
<td>12</td>
</tr>
<tr>
<td>Winter 2020</td>
<td>0</td>
<td>35</td>
<td>28</td>
</tr>
</tbody>
</table>

- Coach’s clinic took place January 12 prior to the games beginning.
- Low numbers in kindergarten so we combined kindergarten with 1st grade teams.
- Continuing to use quick scores as the main contacting and scheduling assistant. The App makes it easy for parents to keep up with schedule changes and roster changes.

An agreement between HE Parks and Grand Sports Arena was created to help HE Parks provide practice space for its growing baseball and indoor soccer leagues.

**Contractual Youth Sports Lessons**

<table>
<thead>
<tr>
<th></th>
<th>Parent/Tot Super Sports</th>
<th>All Sports</th>
<th>Jr. Seasonal Sports</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Winter 2019</td>
<td>24</td>
<td>46</td>
<td>25</td>
<td>95</td>
</tr>
<tr>
<td>Winter 2020</td>
<td>12</td>
<td>23</td>
<td>15</td>
<td>50*</td>
</tr>
</tbody>
</table>

**Only includes session 1.**

**Ice Operations**

<table>
<thead>
<tr>
<th>Winter Session</th>
<th>2019</th>
<th>2020</th>
<th>+/-</th>
</tr>
</thead>
<tbody>
<tr>
<td>Figure Skating Lessons</td>
<td>289</td>
<td>308</td>
<td>+19</td>
</tr>
<tr>
<td>January Freestyle Passes</td>
<td>2</td>
<td>30</td>
<td>+3</td>
</tr>
<tr>
<td>Hockey Lessons</td>
<td>154</td>
<td>166</td>
<td>+12</td>
</tr>
</tbody>
</table>

Figure Skating Winter Ice Show Exhibition was held on February 1. There were 251 tickets sold for a total revenue of $753 collected in ticket sales. Ice staff ran the spotlights and Missy and her mom did music and announcing. It was a huge success.

Fall season of NWHL hockey league will end this month. Playoffs take place in February. Registration for spring league opened February 7. Evaluations for spring league will take place mid-March before spring break.
Staff has met with NIHL Timberwolves to discuss expanding marketing and partnership efforts to promote both programs within Hoffman Estates.

**Aquatics**

There are 158 pass holders as of January 31, 2020. A 10% discount was available through January 5. 24 passes were sold in January. Another marketing push will take place in February to push a second 10% discount promotion.

Winter indoor swim lessons at The Club have 192 participants compared to 135 last year. Lesson enrollment has the highest enrollment since 2014. Much of this is due to increased marketing efforts for The Club and swimming.

**Communications and Marketing**

Jill Ganan was hired to the new C&M Associate position; her first day was on January 6, 2020. Jill comes to HE Parks from Round Lake Park District and she brings a wealth of design and marketing experience.

Staff received a notice from The Salvation Army thanking HE Parks for the Angel Tree Holiday Gift Donations. There were 1,456 children that received gifts this holiday season, and HE Parks provided gifts to 160 of those children.

**Design Work:**

- Summer Camp Guide & Website
- Spring Guide design
- Club promo
- 2019 Annual Report Video

**Marketing Campaigns / Promo:**

- Hockey: AHAI Girls Clinic, Spring Hockey promo
- Aquatics: Swim lessons, Seascape pass sales
- 50+ Membership
- Special Events: Bingo, Trivia Night, Winter Ice Show, Board Painting Party, Daddy Daughter Dance, Ice Fishing Derby, Fortnite Tournament, Lunch with Elsa & Anna, Girls Night Out, Mother Son Date Night, Cabin Fever Fest
- Preschool: Open House
- OSLAD: Birch Park
- The Club: January promo, digital ads, facility signage
Press Releases:

- Preschool Open House
- Birch Park OSLAD
- Girls Night Out
- Excellence in Financial Reporting

Social Media:

- 25 posts in January
- Top interactive posts:
  1) Preschool Open House – 3,108 reached
  2) Birch Park OSLAD – 2,835 reached
  3) Come Play Inside / Day off School – swim – 1,178 reached
- Top Facebook Events:
  1) TC Preschool Open House – 3,471 reached
  2) WRC Preschool Open House – 3,415 reached
  3) Family Bingo Night – 990 reached

# of Followers:

HE Parks Facebook:  4474 (+35 from last month)
HE Parks Twitter – 1022 (+10 from last month)
HE Parks Instagram – 426 (+23 from last month)
50+ Facebook- 101 (+2 from last month)
Wolfpack Facebook- 239 (+27 from last month)
Wolfpack Instagram – 252 (+5 from last month)
Figure Skating Facebook – 68 (+4 from last month)
Bridges Facebook – 992 (+4 from last month)
Bridges Instagram – 11 (+21 from last month)
Bridges Twitter – 161 (+1 from last month)
The Club Facebook – 1513 (+59 from last month)
The Club Instagram – 164 (+7 from last month)
The Club Twitter – 28 (+1 from last month)

Website:

Disclaimer – *Google Analytics went down following the website hack. There is no website data between January 23 and Feb 13.

Total page views:  24,554 unique page visits

Increased traffic to the following pages this month:  STAR, Facility Rentals, Outdoor Sledding, Youth Sports & Preschool
Highest visit days:

- 2,086 on January 3 – public skate
- 2,018 on January 2 – public skate
- 2,006 on January 21 – outdoor sledding & upcoming events (from email sent)

**Newly Acquired Advertising and Sponsorships**

- Kenneth Young Centers - program guide ad
- Mathnasium– digital signs and banner in TC gym
- NIU eSports– program guide ad
- PT Solutions—marquee
- Pinstripes – spring fest vendor
- Senior Living Advisors – banner in TC gym and event vendor
- ARS Rescue Rooter - marquee
- Tint World - marquee extension

**Community outreach event presence:**

- HE chamber-networking events -3
- SBA-networking events -2
General Programs

- Kurtis Hartwig was hired as our Golf Operations Manager / Head Golf Professional. Kurtis comes from Pinecrest Golf Club in Huntley where he was the Head Golf Professional. He has over 15 years of experience in the golf industry at Municipal Courses along with some high end private club experience. We are looking forward to Kurtis taking our service and golf operations to the next level.
- Preferred Tee Time contracts are being received. The deadline for the renewal is February 14 with an early $60 off promotion if received by January 31. Our goal this year is to have 22 total preferred groups. Currently, we have 19 contracts received for this season.
- League Contracts are being drafted and will be going out mid-February.
- Fish Fry starts February 28 – mark your calendars!

Golf Rounds

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>ROUND TOTALS</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2016</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>YTD ROUND TOTALS</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2016</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

Range Information

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>RANGE BASKET SALES TOTALS</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2016</td>
<td>124</td>
<td>2</td>
<td></td>
<td>15</td>
<td>0</td>
</tr>
<tr>
<td>YTD RANGE BASKET SALES TOTALS</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2016</td>
<td>124</td>
<td>2</td>
<td></td>
<td>15</td>
<td>0</td>
</tr>
</tbody>
</table>

Food & Beverage

For the month of January we had nine events (nine events in 2019)
Five breakfast meetings servicing 125 guests
One shower servicing 29 guests
One memorial servicing 75 guests
One baptism servicing 52 guests
One room rental servicing 240 guests

For the month of February we have nine events (eight events in 2019)
Four breakfast meetings servicing 100 guests
One bridal shower servicing 50 guests
One room rental servicing 220 guests
One daddy daughter dance servicing 200 guests
One mother son dance servicing 150 guests
One birthday party servicing 50 guests

Wedding Count Update:
2021 = One contract pending ceremony and reception
2020 = Ten ceremony and reception, four reception only, one contract pending for ceremony and reception.
2019 = 16 ceremony and reception, three reception only, one ceremony only
2018 = 16 ceremony and reception and three reception only, two ceremony only (two weddings cancelled in 2018)
2017 = 14 ceremony and reception, five reception only, five ceremony only
2016 = 21 ceremony and reception, four reception only, one ceremony only.

Golf Maintenance Summary

In January, our high averaged 34° (3° above average) and low averaged 24° (7° above average). In January, we received about 1.8” of rain (1.73” average) and about 4.5” of snow (our average is 10.8”). This brings our winter total to 14.3” of snow (20.4” average).

In the beginning of the month, we removed 15 trees on property because the trees were either showing signs of decline, had major structural issues, or were negatively impacting turf conditions. We also took the opportunity to trim back the undergrowth along the creek on #5 gaining back 4-8” of space (as you can see in the before and after pictures).

These tasks were made easier with the help of Parks Maintenance’s chipper and box truck.

January is also a great time to work on improvements within our maintenance shop. This year, we tackled the shop bathrooms with a good scrubbing, some new paint, and new soap dispensers; they don’t even look the same (as you can see from the before and after pictures)!

We started working on a bank stabilization project in January. Over the last few years, the bank of our main irrigation pond on 10/11 has started to erode little by little, with the worst erosion occurring along 11. We are using rip rap, very similar to what is along the west edge of the pond directly behind the townhouses, to
stabilize these weak areas. Winter provides the perfect opportunity to work with trucks, skid loaders, and the backhoe to place these rocks while the ground is firm/frozen (see photo below).

Lastly, at the end of the month, Bill attended the Golf Industry Show in Orlando, FL. This education event/trade show is put on by the Golf Course Superintendents Association of America. This event offers many great education presentations with topics such as budgeting, creating a leadership style, strategies for developing and maintaining a maintenance crew, and updates on national and state Best Management Practices (BMP). This is also a great opportunity to walk around the trade show floor to look at newly released products, converse with vendors, and reunite with peers from around the country. At the same time, PJ was on the other side of the country in Phoenix, AZ volunteering with the maintenance crew at TPC Scottsdale to help with the Waste Management Phoenix Open. This was a great opportunity for him to meet and network with many turf professionals from all over the country, and to learn how such a large operation is run smoothly and efficiently. I know he has come back with quite a few ideas to implement at BPC.

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

- Attended MAGCS Jan Meeting/educational event
  - Upcoming technology with drones
  - Update on Illinois BPM
  - Update from the CDGA turf research team
- Finished preventative maintenance and sharpening of cutting units on all reel mowers.
- Started preventative maintenance on rotary mowers.
- Started preventative maintenance on maintenance cart fleet.
- Ordered all course accessories in preparation for next year.
January Membership Totals

<table>
<thead>
<tr>
<th></th>
<th>1/31/2019</th>
<th>01/01/2020</th>
<th>1/31/2020</th>
<th>Var. +/-</th>
</tr>
</thead>
<tbody>
<tr>
<td>Totals</td>
<td>2923</td>
<td>2726</td>
<td>2977</td>
<td>+251</td>
</tr>
</tbody>
</table>

Member Services/Sales

- We are very pleased to report that January 2020 was the best January of membership sales the facility has had in the last five years! The team enrolled a total of 251 members, and at the same time, kept the cancellations to a minimum for a total net gain of 140 members.
- The increase in membership numbers are a result of a very aggressive, $2.00 enrollment special coupled with the $100 money back satisfaction guarantee; plus the targeted increase in our digital marketing ads and a direct mail marketing piece. We believe the upcoming changes have started some very positive discussions and this is helping to drive memberships.
- Also, our Sales and Retention Manager spent the last several weeks prepping the part-time team members to help manage what we knew would be a busy month.
- Member Retention Efforts: most of January has been focused on keeping our members informed and up-to-date about the renovation project. Staff have focused on getting interested members enrolled for the upcoming HIIT Training classes and the free trial period that will be active March 14-31. We currently have 66 members preregistered for the HIIT Club.

Operations and Fitness Departments:

- In January, the Fitness Manager has been very busy giving new members their “Jump Start” that orientates them to the facility and gives them an introduction to fitness services like personal training.
- The Fitness department has been coordinating the delivery of all of the accessory pieces needed for the new space and coordinating what pieces will be kept for the new space and what pieces will either be discarded or transferred to TC.
- The HIIT coordinator has been very busy hiring coaches, creating programs, and learning the MYZone heartrate system to prepare for the launch of the new HIIT Club program.
- A scheduling software for the HIIT Club classes has been decided on and is awaiting contract approval from the business department.
- The Operations Department has needed to focus once again on the custodial services as we are experiencing very high usage in the facility. The custodial department is in the process of training two new female custodians, and actively recruiting for an overnight, full-time position.
- Events at The Club in January: The Club hosted Willow Creek Church “Boys Night Out Event” on January 19.
Aquatics: Lesson participant numbers at The Club 2019 vs previous years

<table>
<thead>
<tr>
<th></th>
<th>Winter I</th>
<th>Winter II</th>
<th>Spring I</th>
<th>Summer I</th>
<th>Summer II</th>
<th>Fall I</th>
<th>Fall II/Fall III</th>
<th>Total Indoor Swim</th>
<th>Summer Seascape</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>2014</strong></td>
<td>193</td>
<td>236</td>
<td>304</td>
<td>284</td>
<td>320</td>
<td>287</td>
<td>228</td>
<td><strong>1852</strong></td>
<td>597</td>
</tr>
<tr>
<td><strong>2015</strong></td>
<td>167</td>
<td>209</td>
<td>325</td>
<td>299</td>
<td>575</td>
<td>300</td>
<td>203</td>
<td><strong>2078</strong></td>
<td>457</td>
</tr>
<tr>
<td><strong>2016</strong></td>
<td>150</td>
<td>168</td>
<td>298</td>
<td>292</td>
<td>0</td>
<td>280</td>
<td>208</td>
<td><strong>1396</strong></td>
<td>542</td>
</tr>
<tr>
<td><strong>2017</strong></td>
<td>137</td>
<td>206</td>
<td>274</td>
<td>264</td>
<td>240</td>
<td>259</td>
<td>195</td>
<td><strong>1575</strong></td>
<td>352</td>
</tr>
<tr>
<td><strong>2018</strong></td>
<td>172</td>
<td>143</td>
<td>251</td>
<td>239</td>
<td>192</td>
<td>202</td>
<td>165</td>
<td><strong>1364</strong></td>
<td>285</td>
</tr>
<tr>
<td><strong>2019</strong></td>
<td>137</td>
<td>133</td>
<td>208</td>
<td>190</td>
<td>208</td>
<td>236</td>
<td>138</td>
<td><strong>1250</strong></td>
<td>276</td>
</tr>
</tbody>
</table>

**2020**  190

Renovation & Project Updates:
- Sport flooring and performance turf has been installed
- Mural is scheduled to be complete by mid-February
- Sound panels have been purchased and will be installed in late February
- New signage has been place throughout the facility advertising renovation and new HIIT Club areas
- Parks department has completed construction of the dividing wall
- New lighting has been purchased
- First equipment delivery scheduled for the end of February
- Carpet bids have gone out for the facility
- Staff has started to receive quotes for the wood floor for yoga studio.
- Mirrors have been ordered and will be installed early February

Club Marketing for January:
SEM – this began in November (no October data) – these are our paid google ads.
Conversions are people who called, contacted or came in after clicking the ads.

<table>
<thead>
<tr>
<th>Month</th>
<th>Ad Clicks</th>
<th>Impressions</th>
<th>CTR%</th>
<th>Conversions</th>
</tr>
</thead>
<tbody>
<tr>
<td>November</td>
<td>260</td>
<td>2,995</td>
<td>8.68</td>
<td>45</td>
</tr>
<tr>
<td>December</td>
<td>367</td>
<td>3,053</td>
<td>12.02%</td>
<td>63</td>
</tr>
<tr>
<td>January</td>
<td>480</td>
<td>4,167</td>
<td>11.52%</td>
<td>70</td>
</tr>
</tbody>
</table>

Website traffic to TheClubPs.com for the past four months

<table>
<thead>
<tr>
<th>Month</th>
<th>Users</th>
<th>Sessions</th>
<th>Page views</th>
<th>Average Pages per sessions</th>
</tr>
</thead>
<tbody>
<tr>
<td>October</td>
<td>200</td>
<td>253</td>
<td>808</td>
<td>302</td>
</tr>
<tr>
<td>November</td>
<td>2,780</td>
<td>3,773</td>
<td>9,366</td>
<td>2.5</td>
</tr>
<tr>
<td>December</td>
<td>3,583</td>
<td>4,799</td>
<td>11,315</td>
<td>2.4</td>
</tr>
<tr>
<td>January</td>
<td>4,572</td>
<td>6,372</td>
<td>16,288</td>
<td>2.6</td>
</tr>
</tbody>
</table>
Website Performance Graph (links)

Account Overview

Jan 1, 2020 - Jan 31, 2020

- Clicks: 480
- Impressions: 4,167
- CTR: 11.52%
- Conversions: 71
SEO Overview –

<table>
<thead>
<tr>
<th>Users</th>
<th>Sessions</th>
<th>Pageviews</th>
<th>Pages / Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>4,572</td>
<td>6,372</td>
<td>16,288</td>
<td>2.6</td>
</tr>
</tbody>
</table>

Top-performing keywords ▲

<table>
<thead>
<tr>
<th>Keyword</th>
<th>Rank</th>
<th>Change</th>
<th>Initial Rank</th>
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<tbody>
<tr>
<td>fitness classes near me</td>
<td>25</td>
<td>75</td>
<td>100</td>
</tr>
<tr>
<td>fitness gym near me</td>
<td>1</td>
<td>7</td>
<td>8</td>
</tr>
</tbody>
</table>

How are site sessions trending?

Which channels are driving engagement?
Goal: Engaged Users

What searches are driving the most website traffic?

<table>
<thead>
<tr>
<th>Query</th>
<th>Clicks</th>
<th>Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>the club at prairie stone</td>
<td>119</td>
<td>472</td>
</tr>
<tr>
<td>prairie stone</td>
<td>65</td>
<td>511</td>
</tr>
<tr>
<td>prairie stone fitness center</td>
<td>42</td>
<td>213</td>
</tr>
<tr>
<td>prairie stone hoffman estates</td>
<td>26</td>
<td>159</td>
</tr>
<tr>
<td>the club prairie stone</td>
<td>27</td>
<td>105</td>
</tr>
<tr>
<td>prairie stone</td>
<td>25</td>
<td>126</td>
</tr>
<tr>
<td>prairie stone fitness center</td>
<td>24</td>
<td>90</td>
</tr>
<tr>
<td>prairie stone hoffman estates</td>
<td>17</td>
<td>78</td>
</tr>
<tr>
<td>club at prairie stone</td>
<td>16</td>
<td>61</td>
</tr>
<tr>
<td>prairie stone center</td>
<td>11</td>
<td>122</td>
</tr>
<tr>
<td>prairie stone wellness center</td>
<td>10</td>
<td>27</td>
</tr>
<tr>
<td>prairie stone hours</td>
<td>9</td>
<td>90</td>
</tr>
<tr>
<td>prairie stone sports and wellness...</td>
<td>9</td>
<td>49</td>
</tr>
<tr>
<td>prairie stone hoffman estates ii</td>
<td>9</td>
<td>42</td>
</tr>
<tr>
<td>prairie stone gym</td>
<td>8</td>
<td>68</td>
</tr>
</tbody>
</table>

Locations driving the most website traffic

<table>
<thead>
<tr>
<th>City</th>
<th>Sessions</th>
<th>Pageviews</th>
<th>Pages / Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chicago</td>
<td>1,296</td>
<td>2,916</td>
<td>2.25</td>
</tr>
<tr>
<td>Hoffman Estates</td>
<td>940</td>
<td>2,688</td>
<td>2.84</td>
</tr>
<tr>
<td>Elgin</td>
<td>521</td>
<td>1,502</td>
<td>2.82</td>
</tr>
<tr>
<td>Elk Grove Village</td>
<td>519</td>
<td>1,424</td>
<td>2.76</td>
</tr>
<tr>
<td>Schaumburg</td>
<td>396</td>
<td>1,151</td>
<td>2.91</td>
</tr>
<tr>
<td>Palatine</td>
<td>203</td>
<td>566</td>
<td>2.79</td>
</tr>
</tbody>
</table>
**Finance/Administration**

- The District was awarded the Certificate of Achievement for Excellence in Financial Reporting for the 2018 Comprehensive Annual Financial Report (CAFR).
- Attended the annual training provided by Lauterbach & Amen to review changes to employer IRS requirements and generally accepted accounting principles.
- Staff continues working on year-end account verification and preparation for the 2019 audit process.
- Lauterbach & Amen will be on-site the week of March 9th through March 13th to conduct field work in conjunction with the District’s annual audit for year ending 2019.
- Completed five years of key statistical data for a benchmarking group.
- W2s were issued to staff for year ending 2019 and submitted electronically to the Social Security Administration, as required.
- All quarterly state and federal payroll filings were completed, as required.
- Three staff attended IAPD/IPRA Conference.
- Staff participated on the IAPD/IPRA Exhibit committee.
- Processed applicable monthly returns, as required.
- New features/processes in RecTrac:
  - Set-up Camps for early registration to begin February 3, 2020.
  - Set-up reasonable ADA accommodation question to be asked on all registrations to ensure all guests are able to participate.
  - Assisted in setup of one new activity with one new section.
- Payroll Cycle Processing
  - 01/10/20 $232,468.07
  - 01/24/20 $292,621.99

**Administrative Registration/EFT Billing**

- EFT Billings for:
  - TC/WRC/The Club Fitness Centers
  - ELC (weekly)
  - 50+
  - Sponsorship/Marquee Signs
  - Dance Company
  - Pre School
  - STAR
  - Hockey

- Administrative
  - Issued childcare statements
  - 2019 registration files stored off-site
  - Completed Spring Guide room conflict and reserved programming space

**Human Resources**

- Processed nine new part-time hires and 17 new volunteers.
- Attended TEAM Committee meeting to plan 2020 FT staff quarterly staff meetings and Hoffman-U’s.
• Facilitated staff meeting for PDRMA PATH 2020 webinar, 15 FT staff attended.
• Provided orientations to FT C&M Associate and FT Overnight Custodian at The Club.
• Participated in interview process for FT Golf Operations Manager.

Technology
• The new color copier (Kyocera 3253ci) & new large format printer (HP T530) were delivered & installed on 12/23/19.
• Contracted with FSS Technologies for alarm system. Working with FSS project manager to schedule installation. Tentative installation dates as follows:
  a. BPC – 2/18, 2/19
  b. BPC Maint 2/20, 2/21
  c. SEA Filter & Bath – 2/24, 2/25
  d. The Club – 2/28
  e. WRC – 3/02
  f. VOG House & Barn – 3/03, 3/04
  g. PARKS – 3/05
  h. TC – 3/6, 3/9
• The Club Renovation
  a. Purchased a network switch to act as a central hub for all devices in the new area including cameras, phones, new HD WIFI access points and TVs. Planning new network cabling to accommodate new devices and working with PARKS to schedule installation.
• Working with Sterling to upgrade the Exchange server from version 2013 to 2016/2019.
• Working with Gregg Communications to upgrade Shoretel (telephone system).
• Working with CBord to upgrade EventMaster (banquet software).
• Purchased 20 new HP ProDesk desktops in connection with the annual desktop replacement.
• Purchased seven new HP ProDesk desktops to replace connectivity for Reach TV’s.
• Purchased new Network Attached Storage (NAS) for daily backups. Sterling will configure and install in February.
• Security Camera Upgrades
  a. Planning stages for PARKS camera placement and obtaining quote for server upgrade.
  b. Upon completion of TC North roof, four (4) outdoor cameras will be installed.

Sponsorship
• Kenneth Young Centers
  a. Program guide
• Mathnasium
  a. Marquee and TC Banner
• NIU eSports
  a. Program guide
• PT Solutions
  a. Marquee
• Pinstripes
  a. Spring Fest vendor
• Senior Living Advisors
  a. TC Banner and event vendor
Preschool parents invited to HEParks open houses

Submitted by Hoffman Estates Park District

Parents of preschoolers can learn about the Hoffman Estates Park District (HEParks), DCFS licensed preschool programs for the 2020-2021 school year during the upcoming preschool open houses. The district offers part-day preschool for 3- to 4-year-old students at both HEParks Community Centers.

HEParks part-day preschool open houses are from 7 to 8 p.m. Tuesday, Jan. 28, at the Triphahn Center, 1685 W. Higgins Road, or 7 to 8 p.m. Wednesday, Jan. 29, at Willow Recreation Center, 3600 Lexington Drive.

During the open house, parents and their children will tour the classrooms, meet the park district's teaching staff, and learn about the program's philosophy and curriculum. The district uses The Creative Curriculum, which focuses on learning through hands-on activities and experimentation. Activities such as music, movement, dramatic play, science and open-ended art projects help cultivate children's imaginations and give them the confidence to express themselves.

Group activities encourage socialization and teach valuable lessons in sharing and being part of a community. Daily outdoor or gym time helps children develop their large motor skills. Fine motor skills are developed through tabletop activities like puzzles, cutting and painting, which foster imagination and cognitive development.

New families who attend an open house and enroll in preschool receive $50 off preschool registration.

HEParks also offers full-day preschool and child care. The Early Learning and Care program is a full-day preschool child care program at Triphahn Center, open year-round from 7 a.m. to 6 p.m. for children ages 3-5. The next full-day preschool open house is from 9 to 10 a.m. Feb. 8 at the Triphahn Center.

For more information, visit www.heparks.org or contact Natalie Wood at nwood@heparks.org or (847) 265-5561.
Girls Night Out helps families take part in parks programs

Submitted by Hoffman Estates
Park District

Ladies are invited to a fun night out to benefit local families during the seventh annual Girls Night Out event Thursday, Feb. 20, at First Place Sports Bar, 1736 W. Algonquin Road, Hoffman Estates.

Tickets to this 21-plus event are $35 and include two hours of open bar, a dinner buffet from 7-9 p.m. and chances to win prizes. Goody bags are available to the first 75 ladies at the event.

Purchase tickets online at HEParks.org, at The Club at Prairie Stone, Triphahn Center & Ice Arena, Willow Recreation Center or the night of the event.

All proceeds benefit the Friends of HEParks. This 501(c) 3 foundation supports the Hoffman Estates Park District. It provides scholarships to families in Hoffman Estates that are financially unable to enroll in recreational programs such as youth sports, swimming lessons and camp.


For information and sponsorship opportunities, contact Jeff Ney at (847) 285-5477 or jney@heparks.org.

The Friends of HEParks is a group of dedicated community volunteers who raise money so that residents, regardless of their social, physical or economic circumstances, can enjoy recreational opportunities.

Friends of HEParks also helps fund needed community projects that enhance the physical, recreational, educational and cultural life for Hoffman Estates residents.

The foundation most recently provided an ADA-compliant bus for summer camp and community field trips and the 50+ Club Game Room. The Friends of HEParks also supports the iCompete Program, which partners Hoffman Estates High School students as mentors with local at-risk youth.

Friends of HEParks hosts various fundraising events throughout the year. For more information, visit www.heparks.org/friends-heparksfoundation, or contact Jeff Ney at (847) 285-5477 or jney@heparks.org.

*Submit Your News* at www.dailyherald.com/share.
Girls Night Out

Thursday
February 20
7:00pm
*doors open at 6:00pm

Bring your friends for a fun night out for a great cause!
2 hours of open bar (7-9pm) and a delicious dinner buffet, a Goodie Bag to the first 75 ladies and a chance to win amazing prizes!

1st Place Sports Bar & Grill
1736 W. Algonquin Rd, Hoffman Estates

$35 Tickets

For more info contact Jeff at (847)285-5477 or jney@heparks.org. Register online at heparks.org using program #800000-R
Updates 01.24.2020

Upcoming Events

- **Jan 17** - Family Bingo
- **Jan 18** - Parent’s Night Out
- **Jan 18** - Trivia Night – Out of this World – Canceled
- **Jan 26** - Snowshoe with the Forest Preserve
- **Jan 28** - Teen Field Trip – The Club
- **Jan 28** - Magic Class
- **Jan 28** - Part-Day Preschool Open House – TC
- **Jan 29** - Part-Day Preschool Open House – WRC
- **Feb 1** - 2020 Figure Skating Winter Exhibition
- **Feb 6** - Board Painting Party
- **Feb 7** - Edible Icee Experience
- **Feb 7** - Daddy Daughter Dance

**District Receives Birch Park OSLAD Grant**
Governor Pritzker announced that 85 park and recreation agencies throughout the State will receive a total of $29.7 million in OSLAD matching grant funds. We are so excited to say that Hoffman Estates Park District was awarded $225,000 to be used for the Birch Park Revitalization Project!!

**IAPD/IPRA Conference**
Attendees will receive an email from Monica on Monday regarding key information about the Conference. Also, Conference packets will be distributed at the January 21, 2020 Committee Meetings.

**Invite to the Community Update with Mayor Bill McLeod**
Hoffman Estates Chamber of Commerce & Industry is hosting “Community Update with Mayor Bill McLeod” on Thursday, February 27, 2020. The event includes a hot breakfast buffet and a presentation by Mayor McLeod. Registration and breakfast begins at 7:30 am and the presentation runs from 8:00 am – 9:00 am. The event will be held at the Sears Centre Arena. Please let Monica know if you’d like to attend and she will RSVP on behalf of the District.

Updates 01.31.2020

Upcoming Events

- **Feb 1** - 2020 Figure Skating Winter Exhibition
- **Feb 7** - Board Painting Party
- **Feb 7** - Edible Icee Experience
- **Feb 8** - Daddy Daughter Dance
- **Feb 9** - Ice Fishing Derby
- **Feb 13** - Dissecting Owl Pellets
Northwest Special Recreation Association (NWSRA)

Ever since The Mohan Group left The Vogelei House, we have been searching for the right tenant to occupy the facility. The intention is to have a tenant who shares the mission of the park district. I sit on the Board of Directors for NWSRA and we arranged for the NWSRA Executive Director, plus key staff, to tour the facility. Please see attached for the email from the NWSRA Executive Director regarding their tour of The Vogelei House. We hope we will be able to establish a great partnership with NWSRA!

HE Chamber Events

Please see attached for HE Chamber’s February 2020 Events and a Save the Date for their Bon Appetit event.

The following HE Chamber events require registration:

1. **Invite to the Community Update with Mayor Bill McLeod**
Hoffman Estates Chamber of Commerce & Industry is hosting “Community Update with Mayor Bill McLeod” on Thursday, February 27, 2020. The event includes a hot breakfast buffet and a presentation by Mayor McLeod. Registration and breakfast begins at 7:30 am and the presentation runs from 8:00 am – 9:00 am. The event will be held at the Sears Centre Arena. Please let Monica know if you’d like to attend and she will RSVP on behalf of the District.

2. **Government Relations Committee Meeting**
Friday, February 14, 2020
12:00 – 1:30 p.m.
Meet Cook County Commissioner Kevin Morrison (District 15).
AMITA Health – light lunch will be provided.

3. **2020 Bon Appetit Food and Drink Festival**
Thursday, April 23, 2020
5:00 – 7:30 p.m.
Village of Hoffman Estates

**IAPD Legislative Breakfast**
Schaumburg Park District
Saturday, February 22, 2020
Starts at 8:00 a.m.
Schaumburg Golf Club, 401 N. Roselle Rd, Schaumburg

IAPD Joint Legislative Committee is hosting a legislative breakfast program in numerous legislative districts around the state. The purpose of these breakfasts is to bring together your local legislators and park commissioners to discuss issues that will be debated throughout this next legislative session. Please let Monica know if you’d like to attend by Friday, February 7, 2020.
February 2020
UPCOMING EVENTS

Chit N' Chat – February 13
11:30 a.m. - 1:00 p.m.
The Assembly American Bar & Café
2570 Hassell Road, Hoffman Estates

Government Relations Committee Meeting – February 14
With Special Guest, Kevin B. Morrison,
Cook County Commissioner, District 15
12:00 - 1:30 p.m.
AMITA Health
(Bettendorf Pavilion Main Entrance Conference Room
1555 Barrington Road, Hoffman Estates
Free but you must register *

Business After Hours – February 19
5:00 - 7:00 p.m.
Maggiano’s Little Italy
1901 E. Woodfield Road, Schaumburg

Community Update Breakfast with Mayor Bill McLeod - February 27
7:30 – 9:00 a.m.
Sears Centre Arena
5333 Prairie Stone Parkway, Hoffman Estates
$25 – Chamber Members (Includes a Hot Breakfast Buffet) *
$35 – Non-Chamber Members *

* Registration is required
Please visit Hoffman Estates Chamber of Commerce & Industry website for all events
and to register at: www.hechamber.com

Hoffman Estates Chamber of Commerce & Industry
2200 W. Higgins Road, Suite 201I Hoffman Estates, IL 60169 (847) 781-9100
Government Relations Committee
Welcomes:

COOK COUNTY COMMISSIONER
KEVIN B. MORRISON,
15th DISTRICT

Friday, February 14, 2020
12:00 – 1:30 p.m.

AMITA Health
1555 Barrington Road, Hoffman Estates
Bettendorf Pavilion Main Entrance Conference Room

Meet our Cook County 15th District Commissioner. Learn about what a District Commissioner is responsible for and how his office is impacting the State of Illinois.

There is no charge for this event but please register at www.hechamber.com A light lunch will be provided.
Government Relations Committee Presents:
Community Update with Mayor Bill McLeod
Village of Hoffman Estates

Thursday, February 27, 2020
7:30 a.m. Registration & Breakfast
8:00 – 9:00 a.m. Mayor’s Presentation

Sears Centre Arena
5333 Prairie Stone Parkway
Hoffman Estates

Includes a Hot Breakfast Buffet
$25.00 Chamber Members
$35.00 Non-Members

Register online at www.hechamber.com or by calling (847) 781-9100
Save The Date!

2020 Bon Appétit Food and Drink Festival

Featuring exquisite cuisine from over 30 restaurants throughout the northwest suburbs

Thursday
April 23, 2020
5:00-7:30 p.m.

New Location:
Village of Hoffman Estates
1900 Hassell Road
Hoffman Estates

Please visit www.hechamber.com for more details and to purchase tickets
From: Tracey Crawford <traceyc@nwsra.org>
Sent: Friday, January 31, 2020 2:05 PM
To: Craig Talsma <ctalsma@heparks.org>
Cc: Andrea Griffin <AndreaC@nwsra.org>; Liz Thomas <lizc@nwsra.org>; Cathy Splett <csplett@nwsra.org>; Katrina Place <KatrinaP@nwsra.onmicrosoft.com>
Subject: NWSRA Programming Space at the Vogelei House

First, we want to thank you so very much for thinking of NWSRA. YOU WERE RIGHT! The Vogelei House is amazing!!!!

I am so impressed with you and the Hoffman Estates Board for putting people with disabilities in the forefront of your minds, as you continuously think of cutting edge ways to provide services for your community.

From the moment we walked in ...we knew the next NWSRA Programming Space would be housed there! We have a plan for every single floor...including some inspiring thoughts for that basement.

Liz Thomas, our Senior Manager, has already started researching the history of the house and the original intent for the land. We have the concept of modernizing a piece of history to now include people with disabilities. Brainstorming has begun for taking the house from a time in the 1960’s, when Ida Vogelei sold the Vogelei Farm area to the Hoffman Estates Park District, to bringing it to what it would look like now in the world of NWSRA and inclusion! My mind is already thinking about the historical significance and how we can tap into grants, funding and groups that support historical makeover projects. During Liz’s research, she found that Hoffman Estates was a leader in the fight for equality...what better way to honor the legacy and respecting a piece of history by transforming it into universal design for all! Much like Schaumburg Townships moto, “A history of service...of commitment to the future.”

Clearbrook was very impressed! Andrea and her team have a list of ideas to pitch...brace yourself, they dream big!!!!
So needless to say, we are ready to talk about accessibility and next steps!!!!!
Again, thank you for this incredible opportunity to create the space of our dreams for the participants and families that we serve!

Tracey Crawford, CTRS, CPRP
Executive Director
Phone: 847/392-2848, ext. 251
E-mail: tcrawford@nwsra.org
Updates 02.07.2020

Upcoming Events

- **Feb 7** - Edible Icee Experience
- **Feb 7** - Daddy Daughter Dance
- **Feb 9** - Ice Fishing Derby
- **Feb 12** - Dissecting Owl Pellets
- **Feb 14** - Fortnite Tournament
- **Feb 15** - Lunch with Elsa & Anna
- **Feb 17** - Taste of Preschool
- **Feb 18** - Teen Field Trip – Coachlite Roller Skate Center
- **Feb 20** - Girls Night Out
- **Feb 21** - Mother Son Date Night
- **Feb 22** - Try Hockey for FREE!

Executive Director Review

Please see attached for the Executive Director’s 4Q Goals, 2019 Accomplishments, and the 2019 ED Review Form. Please submit your completed ED Review Form to Robert by February 18.

FY 2020 OSLAD Application

In regards to the FY 2020 OSLAD Application for the Birch Park Revitalization Project, please see attached for the official congratulatory letter awarding HE Parks $225,000.

IAPD Legislative Breakfast

Schaumburg Park District
Saturday, February 22, 2020
Starts at 8:00 a.m.
Schaumburg Golf Club, 401 N. Roselle Rd, Schaumburg
IAPD Joint Legislative Committee is hosting a legislative breakfast program in numerous legislative districts around the state. The purpose of these breakfasts is to bring together your local legislators and park commissioners to discuss issues that will be debated throughout this next legislative session.

**Please let Monica know if you’d like to attend by Wednesday, February 12, 2020.**

HE Chamber Events

The following HE Chamber events require registration:

1. **Government Relations Committee Meeting**
   Friday, February 14, 2020
   12:00 – 1:30 p.m.
   Meet Cook County Commissioner Kevin Morrison (District 15).
   AMITA Health – light lunch will be provided.
Free but registration is required.  
Please let Monica know if you’d like to attend by Wednesday, February 12, 2020.

2. Invite to the Community Update with Mayor Bill McLeod
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Please let Monica know if you’d like to attend by Wednesday, February 19, and she will RSVP on behalf of the District.

3. 2020 Bon Appetit Food and Drink Festival
Thursday, April 23, 2020
5:00 – 7:30 p.m.
Village of Hoffman Estates

Updates 02.14.2020
Upcoming Events

- **Feb 14** - Fortnite Tournament
- **Feb 15** - Lunch with Elsa & Anna
- **Feb 17** - Taste of Preschool
- **Feb 18** - Teen Field Trip – Coachlite Roller Skate Center
- **Feb 20** - Girls Night Out
- **Feb 21** - Mother Son Date Night
- **Feb 22** - Try Hockey for FREE!
- **Feb 28** - Friday Night Fish Fry
- **Feb 29** - Cabin Fever Fest
- **Mar 3** - Teen Movie Night
- **Apr 7** - Teen Movie Night
- **May 5** - Teen Movie Night

Certificate of Achievement Congratulatory Letter
Please see attached for the Congratulatory Letter from Congressman Raja Krishnamoorthi.

Executive Director Review
Please see attached for the Executive Director’s 4Q Goals, 2019 Accomplishments, and the 2019 ED Review Form. Please submit your completed ED Review Form to Robert by Tuesday, February 18.

HE Chamber Events
The following HE Chamber events require registration:

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Please let Monica know if you’d like to attend by Wednesday, February 19, and she will RSVP on behalf of the District.

2. 2020 Bon Appetit Food and Drink Festival
Thursday, April 23, 2020
5:00 – 7:30 p.m.
Village of Hoffman Estates
HOFFMAN ESTATES PARK DISTRICT  
2019 ANNUAL EXECUTIVE DIRECTOR’S REVIEW  

Please rate the Executive Director’s effectiveness in addressing and supporting these Goals and Objectives

1. (OVERALL) EFFECTIVE ADMINISTRATIVE/MANAGEMENT SYSTEM  
   Rating 1-10 _____

| Provide leadership to foster teamwork and build morale to facilitate a highly motivated and productive team to accomplish the mission and goals of the district. |
| Monitor and evaluate organizational structure and make recommendations /changes to promote an effective and efficient organizational workforce. |
| Successfully implement succession planning to help ensure that staff is trained and capable of assuming higher level positions and responsibilities within the organization. |
| Review and update district policies and procedures to ensure that policies and procedures are updated to reflect current laws and the mission and values of the district. |
| Oversee district wide training program to include an annual curriculum of both mandatory and elective topics to promote both personal and professional development. |
| Prepare 2020-2024 CMP utilizing consensus from FPC and Board approval during 2019. |
| Work with staff to develop an analytical process to support decision making. Utilize analytics for measuring performance. |
| Oversee South Ridge grant development project and receipt of grant funds. |
| Implement a variety of new programs. |
| Accomplishment of annual budget objectives. |

STRENGTHS: 

__________________________________________________________________________________
__________________________________________________________________________________
__________________________________________________________________________________

SUGGESTIONS FOR IMPROVEMENTS: 

__________________________________________________________________________________
__________________________________________________________________________________
__________________________________________________________________________________

DIRECTIONS TO CONSIDER/OTHER: 

__________________________________________________________________________________

__________________________________________________________________________________
2. (OVERALL) FINANCIAL STABILITY OF THE DISTRICT

<table>
<thead>
<tr>
<th>Rating 1-10 _______</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monitor and manage district budget in order to meet or exceed expectations.</td>
</tr>
<tr>
<td>Develop and recommend 2019 balanced operating budget which accurately presents the anticipated revenues and required expenses necessary to provide quality park and recreation services and fulfills the goals and strategic initiatives of CMP and GIS.</td>
</tr>
<tr>
<td>Coordinate district staff support to assist Friends of HE Parks Foundation in fulfilling its fundraising, community awareness and programming goals and objectives.</td>
</tr>
<tr>
<td>Research, evaluate and secure alternative funding that meets or exceeds budget to provide for special projects and programs.</td>
</tr>
<tr>
<td>Manage new existing program offerings to increase overall participation.</td>
</tr>
</tbody>
</table>

**STRENGTHS:**

__________________________________________________________________________________
__________________________________________________________________________________
__________________________________________________________________________________

**SUGGESTIONS FOR IMPROVEMENTS:**

__________________________________________________________________________________
__________________________________________________________________________________
__________________________________________________________________________________

**DIRECTIONS TO CONSIDER/OTHER:**

__________________________________________________________________________________
__________________________________________________________________________________
__________________________________________________________________________________
3. (OVERALL) COMMUNITY RELATIONS/AGENCY IMAGE/
   EFFECTIVE COMMUNICATIONS

   Continue to improve district wide communications and customer service. Promote and develop positive communications and excellent customer service between staff and with staff to public/guests.

   Work with local governmental agencies to enhance cooperative relationships to promote effective and efficient public services and advancement of the district’s mission and goals.

   Effectively manage media relations to ensure the timely release of appropriate communications to media and public regarding park district programs, facilities and services as well as projects, events and news.

   Develop and foster relationships with local and state elected officials to promote district’s mission and goals.

   Complete 2018 Annual Video Report.

   Provide timely communications to residents/users impacted by planned changes within district facilities & parks.

   Revamp district’s program, special events and facilities evaluation procedure designed to effectively assess overall customer satisfaction of our programs, special events and facilities.

   STRENGTHS:
   ______________________________________________________
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   SUGGESTIONS FOR IMPROVEMENTS:
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   DIRECTIONS TO CONSIDER/OTHER:
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### 4. (OVERALL) BOARD/EXECUTIVE DIRECTOR RELATIONS  
Rating 1-10 ____

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5. **(OVERALL) FUTURE PLANNING AND DEVELOPMENT**  

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<th>Rating 1-10: ____</th>
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- Complete all Board-approved capital improvement projects within budget in a timely manner.
- Oversee implementation of district-wide green initiatives that provide a favorable return on investment to ensure district’s mission regarding financial and environmental management practices are fulfilled.
- Expand opportunities targeted for financially disadvantaged families and various demographics which have a presence in Hoffman Estates.
- Oversee successful completion of ice renovation project prior to 9/6/2019.
- Work with Summerset Development and Village to create a development agreement that fulfills the district’s mission and long term goals for the properties which are currently within HE Parks boundaries.

**STRENGTHS:**

__________________________________________________________________________________
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**SUGGESTIONS FOR IMPROVEMENTS:**

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**DIRECTIONS TO CONSIDER/OTHER:**

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**OVERALL RATING:** 1 – 10: ____  
**Suggested compensation:** Percentage of increase: _____%  
**Additional bonus:** $_________
Effectice Administrative/Management System

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<tr>
<th>Objective</th>
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<tbody>
<tr>
<td>Provide leadership to foster teamwork and build morale to facilitate a highly motivated and productive team to accomplish the mission and goals of the district. <strong>STATUS:</strong> C</td>
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<tr>
<td>Q1: Full Staff Awards luncheon was held in December instead of January to recognize accomplishments of district and individual staff as well as a look forward at upcoming year. March full staff meeting held in coordination with employee Team Committee. Updated staff on all current major projects within facilities, parks and playgrounds. <strong>STATUS:</strong> C</td>
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<tr>
<td>Q2: Staffing positions have been filled with energetic positive individuals to help foster positive culture that has been established. Continue with quarterly meetings and trainings. Recent second quarter full time staff meeting included lunch and swimming at Seascape. All Division Directors spoke to staff detailing current District projects. <strong>STATUS:</strong> C</td>
<td></td>
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<tr>
<td>Q3: Excellent third quarter staff meeting included walking tacos and a mini putting contest at Bridges for all full-time staff. <strong>STATUS:</strong> C</td>
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<tr>
<td>Q4: Conducted fourth quarter staff meeting and holiday luncheon. Lunch bartered at Marriott and then activities followed at the Main Event. All full time staff attended and it was convincingly rated as one of the best team building events we have had. Staff training is also planned with 16 staff attending the Illinois conference in January. <strong>STATUS:</strong> C</td>
<td></td>
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<tr>
<td>Monitor and evaluate organizational structure and make recommendations /changes to promote an effective and efficient organizational workforce. <strong>STATUS:</strong> C</td>
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<tr>
<td>Q1: Restructured C&amp;M department creating two new C&amp;M Manager positions. Katie Burgess will oversee Recreation and Erin Holst will oversee Facilities. Both individuals began working in Feb. Both have taken very active roles in promoting district events and now more fully utilizing Social Media. Worked with long-term Park Superintendent Mark Schwartz to coordinate his retirement at end of 1Q. Thru succession plans promoted Steve Bessette to Mark’s position. Steve’s previous position will be filled in June with a Turf Manager. This restructuring will save the district approx. $12,000 annually. <strong>STATUS:</strong> C</td>
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<tr>
<td>Q2: New Advertising and Sponsorship Manager has been filled by Jeff Ney. He brings a wealth of true salesmanship to the role as well as community support. New Superintendent of Recreation has been filled by Pat Bodame who brings very strong fitness and aquatics experience which is a major direction for the District. The HVAC tech was dismissed and that position will be filled by a building tech. The new hires created some financial savings for the District as well. Currently planning for Oct/Nov retirements of Jane Kaczmarek and Dave Young. <strong>STATUS:</strong> C</td>
<td></td>
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<tr>
<td>Q3: New hires include Building Tech, Max Crossman; Turf Manager, Gail Fitch; Club Fitness Manager, Jeremy Dawkins; and Executive Assistant, Monica Logan. <strong>STATUS:</strong> C</td>
<td></td>
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<tr>
<td>Q4: Dave Young and Mike Huthmann both retired in the fourth quarter. Proactive succession planning allowed for Nik Catino to be promoted to Dave Young’s Ice Maintenance Manager position and John Anderson to be promoted from the maintenance department to take over Mike’s Lead Custodian at TC position. Additionally, staff is very excited for the return of Eddie Hernandez as our Sales and Retention Manager at the Club. <strong>STATUS:</strong> C</td>
<td></td>
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</table>
**Successfully implement succession planning to help ensure that staff is trained and capable of assuming higher level positions and responsibilities within the organization.** STATUS: C

| Q1: | Staff has begun updating all succession plans. Currently the district has all new division directors and they are working with their departments to facilitate short and long-term succession planning. Updated policies and procedures will be presented to the board for approval at the May Board meeting. |
| Q2: | Anticipate potential internal promotions with Dave Young’s retirement late Fall. Other departments working on internal training to ensure smooth operations for short term or long term absences of supervisory positions. |
| Q3: | Dave Young will be retiring on November 1 and his direct report, Nikolas Catino, will be promoted through the succession process to fill the Ice Maintenance Manager position. Nik will take over on November 9. |
| Q4: | Succession planning allowed for Nik Catino to be promoted to Dave Young’s Ice Maintenance Manager position and John Anderson to be promoted from the maintenance department to take over Mike’s Lead Custodian at TC position |

**Review and update district policies and procedures to ensure that they are updated to reflect current laws and the mission and values of the district.** STATUS: C

| Q1: | Policies and procedures including Crisis Communication and Chain of Command are being updated to be presented in May for approval. Presented new Nepotism Policy and Minimum Wage in Feb. |
| Q2: | No current policy changes in second quarter. |
| Q3: | Numerous policies are being reviewed for legal recommended changes for the December A&F meeting. |
| Q4: | All December updates were approved including changes for marijuana laws. All policies are updated and in legal compliance. |

**Oversee district wide training program to include an annual curriculum of both mandatory and elective topics to promote both personal and professional development.** STATUS: C

| Q1: | Four Hoffman University education/training sessions were held 1Q |
| | • Improving Your Day |
| | • CPR Training |
| | • I-9, Tax Forms & New Hires |
| | • Health Screening |
| | Staff also completed required 1Q PDRMA online training. |
| Q2: | Medic and CPR training were done in both April and June. The District wide annual PDRMA Right to Know Training was held in May. |
| Q3: | Budget workshops for staff were held in August & September, an additional CPR Medic training was held in August, and an Independent Contractor workshop was held in August. |
| Q4: | Held additional CPR training in November and Benefits and Open Enrollment workshop in November. Conducted PATH Hoffman U in December. |

**Prepare 2020-2024 CMP utilizing consensus from FPC and Board approval during 2019.** STATUS: C

<p>| Q1: | In June of 2018 the Forward Planning Committee was re-established to assist with the updating of the district’ 5 year Comprehensive Master Plan. To date, the FPC/Board has approved the community-wide survey, the mission, vision and values, organizational structure, goals, objectives, and SWOT analysis. |
| Q2: | Executive Summaries and GIS-Capital asset replacement plan completed. Final draft document |</p>
<table>
<thead>
<tr>
<th><strong>Being presented in July for approval.</strong></th>
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<tr>
<td>Q3: CMP was completed and Board approved in September.</td>
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<tr>
<td>Q4: Completed</td>
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**Work with staff to develop an analytical process to support decision making. Utilize analytics for measuring performance.** STATUS: C

| Q1: Implemented new quarterly financial statement, analytical measurements and performance review presented on a quarterly basis to the A&F committee recapping financial performance. Developed recreation analytic report enabling comparison of programs offered and program registration from fiscal year to fiscal year. |
| Q2: Prepared analytical reports on The Club operations. Detailed last five year performance. Utilized industry expert to prepare report for current Club operations and ways to improve them. Preparing new Balanced Scorecard to be distributed for this year and moving forward with new CMP. |
| Q3: Heavy utilization of analytics and data support being utilized for the budget process. Analytics being prepared for the Club Renovation Project proposal. |
| Q4: Balanced scorecard changed to analytical support document with all data provided directly from database. Budget and appropriation documents and levy documents now data driven from database. Club research being provided through direct analytics. |

**Oversee South Ridge grant development project and receipt of grant funds.** STATUS: IP

| Q1: In January received announcement that the district had been awarded $400,000 in grant money for South Ridge project. Staff has begun the preparation of selecting engineer for the project and working with MWRD to set up preliminary conservation requirements. Have bid out for playground equipment and installation at South Ridge. |
| Q2: Playground equipment bid awarded, including an additional grant of $56K towards play equipment purchase. Working with Army Corp of Engineers and WT Engineering for water flow layout. Park completion date will be 2020. |
| Q3: One round of plan revisions with Army Corp completed; Met with Village twice and completed one round of revisions with them; MWRD has been submitted and received back, once Army Corp approves plans we will be able to complete MWRD and then complete Village plans. |
| Q4: Engineering completed, playground, ninja course and splash pad have been awarded. All installation components are out to bid. On course for completion by fall 2020. |

**Implement a variety of new programs.** STATUS: C

| Q1: For each seasonal brochure, staff has been developing new programs. Winter brochure new programs included: Nature for All Seasons (EC class), Raptors classes, Pickleball lessons, Teen Wall Climbing, 6 group fitness classes (HIIT, P90X, Fit Together, Belly Dancing, Zumba Gold & Forever Strong) and Canine classes. Spring brochure new programs included: Family Fit Day, Move it Saturdays (EC class), Floorball, Small Group Fitness Training, Walk Live, Fitness in the Park, Walking Warriors, Disc Golf, Fly Fishing, Wilderness Survival, Kayaking and Corporate Softball League among others for 18 total. |
| Q2: Staff has been exceeding expectations with new program offerings. Spring alone had more new programs than in prior years. In the summer brochure 26 new programs were offered (too many to list)! |
| Q3: 30 new programs offered during the summer. |
| Q4: 18 new programs were introduced in the fall. |

**Accomplishment of annual budget objectives.** STATUS: C

| Q1: Currently all budget objectives are being reported at quarterly committee meetings; no red flags as of yet. |
Q2: Current budget objectives are in line with anticipated completions. Update for hockey rink will be given at July meeting.

Q3: Objectives are presented quarterly to Board and are in-line with expected completion.

Q4: Parks objectives completed 47/48; Recreation completed 63/77; Golf completed 31/43; Club completed 20/25; A&F completed 50/55. Total completed 85% of all objectives. Many objectives sometimes change or are no longer achievable due to outside controls.

### Financial Stability of the District

<table>
<thead>
<tr>
<th>Objective</th>
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<tr>
<td>Monitor and manage district budget in order to meet or exceed expectations.</td>
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<tr>
<td>Q1: Analysis presented at quarterly A&amp;F com mtgs. Currently The Club is behind budget especially on memberships and tennis programs. Staff is working to maintain the integrity of the annual budget. BPC is also behind due to weather and minimal spring golf. Other operations performing within budget requirements. For Q1, ELC revenue is $28,582 more than last year in Q1 and STAR revenue is $29,487 more than last year in Q1.</td>
<td>C</td>
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<tr>
<td>Q2: The Administration fund will be ahead of budget by fiscal year end. The Recreation fund should be slightly ahead of budget by fiscal year-end. The Club is expected to be below budget by $175,000 at fiscal year-end. Capital will be over budget by $300,000. Bridges is expected to be below budget by $50,000 due to golf operations.</td>
<td>C</td>
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<tr>
<td>Q3: All funds except The Club are expected to exceed operational budget. Capital budget for General Funds will be considerably below due to timing of South Ridge. Recreation Fund Capital will be considerably over due to Ice Rink.</td>
<td>C</td>
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<tr>
<td>Q4: Operationally all funds performed well and exceeded budget except for The Club. Overall District total operations (excluding capital and debt service) were over $525,000 favorable.</td>
<td>C</td>
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**Develop and recommend 2019 balanced operating budget which accurately presents the anticipated revenues and required expenses necessary to provide quality park and recreation services and fulfills the goals and strategic initiatives of CMP and GIS.** STATUS: C

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<td>Q1: NB</td>
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<td>Q2: Staff is preparing for the annual budget now that CMP is completed. Hoffman U for budget prep scheduled for August.</td>
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<td>Q3: Staff is finalizing budget which will be submitted to Committee of the Whole on November 12.</td>
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<td>Q4: Final budget approved in December.</td>
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**Coordinate district staff support to assist Friends of HE Parks Foundation in fulfilling its fundraising, community awareness and programming goals and objectives.** STATUS: IP

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<tr>
<td>Q1: Recruited a new Foundation Board member and working with new Event Committee. Board had 3 members resign and Foundation is looking at determining new direction and focusing on donation project vs. events. New Texas Hold ‘Em event being scheduled for November.</td>
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<tr>
<td>Q2: Completed successful Celebritee Golf Outing. Erin Holst C&amp;M Facilities Manager is working with Foundation. New Advertising &amp; Sponsorship Manager will be working with them as well.</td>
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<td>Q3: Working on new event, Texas Hold’em on November 9.</td>
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<tr>
<td>Q4: Excellent Texas Hold’em event to finish the year with over 80 participants raised over $3,000</td>
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**Research, evaluate and secure alternative funding that meets or exceeds budget to provide for special projects and programs.** STATUS: C

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<th>Objective</th>
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<tr>
<td>Q1: Received $400,000 OSLAD Grant for South Park; received IPRA Playcore/Gametime Grant of $31,241.17 for Community Park playground and $40,139.65 for Willow Park playground. Also received $1,000 Power Play Grant. Earned $36,158 for advertising/sponsorship revenue in 1Q.</td>
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<tr>
<td>Q2:</td>
<td>Received $30,000 National Fitness Campaign grant. Received $56,037 Play On grant for South Ridge and received $13,578 Com Ed LED grants. Earned an additional $55K in sponsorship revenue for 2Q.</td>
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<td>Q3:</td>
<td>Applied for $225,000 OSLAD grant for Birch Park, received $7,000 grant from Realtors for Community Park. In third quarter, we earned an additional $53,000 in advertising/ sponsorships/ marquee/donations.</td>
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<tr>
<td>Q4:</td>
<td>Received lighting grant for Bridges for $18,495. This totals ~$600,000 in grants for 2019 plus notice of 2020 OSLAD Grant for Birch park for $225,000. Earned additional sponsorships and advertising in fourth quarter of $50,000.</td>
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**Manage new existing program offerings to increase overall participation.** **STATUS:** C

| Q1: | Participants for Winter 2019 programs totaled 3,353 compared to 3,432 for Winter 2018. Due to Easter taking place in April (compared to March last year), Easter special events were not included in the 2019 participant totals. Winter 2019 saw an increase in the following programs: Early Childhood, Figure Skating, Fitness, and Hockey. |
| Q2: | Spring total enrollment was 2,674 compared to 2,553 in 2018. Easter special events were in April this year which increased special event enrollment. Other programs with growth were: 50+ programs (specifically 50+ fitness), baseball/softball, early childhood, and hockey. |
| Q3: | Summer enrollment totals were 8806 compared to 8043 in 2018 (we also lost one week of camp due to snow days). PIP was extremely successful with an estimated attendance of 2000+. |
| Q4: | Fall enrollment 5089 compared to 4334 in 2018. Year round program enrollments totalled 3379. Total 2019 recreation participation was 23301 compared total 2018 participation of 23040. Overall participation increased 1.13%. |

**Community Relations / Agency Image/ Effective Communications**

| Objective |
| Q1: | Working to ensure all front desk staff are familiarized and up to date on major community projects so they can answer inquiries and provide updates. Researching ability to promote salesmanship from front desk staff. Working to direct more registration online included in this has been the transfer of the STAR program which can now receive online registration for the first time. New quarterly desk staff meetings have been scheduled around the distribution of each seasonal guide. Managers and registrars attend the quarterly meetings to review important information to support & train the desk staff. Admin registrars attend desk staff quarterly meetings to ensure consistent training/knowledge. Passes online are Seascape, Dog Park, BPC. Recent programs newly offered online are school off field trips and STAR. |
| Q2: | Strong focus on social media and website during second quarter. Social media platforms for all areas have driven customer knowledge of programs and events. New version of website has been updated for greater customer friendly interaction. Online registration is almost at 50% now. |
| Q3: | Team building activities are done at each full-time, quarterly staff meeting that pairs different individuals that normally do not work together with each other to build new and stronger interdepartmental relationships. Front line training is being focused at different facilities to greater promote upselling and informing public of special events. |
| Q4: | Focused on facility selling techniques and working with part-time staff to make membership sales and increased program knowledge at all facilities. Have provided four quarterly training sessions for |
all front desk staff to highlight what is being offered in the new guide. Will provide district wide sales training from our staff utilizing sales program to other front line staff in 2020.

**Work with local governmental agencies to enhance cooperative relationships to promote effective and efficient public services and advancement of the district’s mission and goals.**

**STATUS: C**

**Q1:** Finalized all closing materials for Schaumburg Township and SD54 real estate transfers. Currently working w/Village for The Club at Prairie Stone land lease and marquee sign. Working w/ Village to maintain intergovernmental agreement utilizing credit/debit system. Park district provided maintenance and landscaping to Village/Police Department for a value of $25,000. Working w/Sears Centre to promote summer concert series and provide ability for park district to have table at all events. Working w/Village and Sears Centre on summer jubilee concert to be held at Prairie Stone.

**Q2:** Strong cooperative relationship with the Village continues; worked cooperatively to provide July 4th Fest. Park District represented with prominent table at event and float in parade. Provide staffing for maintenance and water park for event. Working with Village for demolition of Bergman farmhouse and update of property to then be transferred to Park District. Finalizing agreement for marquee sign at Prairie Stone.

**Q3:** Partnered with the Village for Village 60th Anniversary. Working on renewing School District 211 CARE and park site agreement. Working with the Village on Beacon Pointe development.

**Q4:** Working with Village on EDA issues. Meeting with Village regarding TIFF districts. Village has authorized us to receive deed for additional property at Bergman Pointe. Will finalize agreement for Beacon Pointe next year. Finalizing new District 54 agreement for facility usage and STAR. Working with 15 to begin a STAR and facility usage agreement.

**Effectively manage media relations to ensure the timely release of appropriate communications to media and public regarding park district programs, facilities and services as well as projects, events and news. **

**STATUS: C**

**Q1:** Daily Herald calendar of events are updated with district events. Staff spoke with Daily Herald to determine appropriate timing to submit press releases to ensure we are getting printed more regularly. For Q1, twelve press releases were submitted of which eight were printed. Many events are also being printed as part of calendar of events as well.

**Q2:** Daily Herald promotions continue with advertisements in special sections (camp & golf) as well as printed press releases. For Q2, 10 press releases were submitted, of which seven were published. In addition, events are created through Facebook to allow followers to click “going” or “interested” for additional event promotion.

**Q3:** Articles and press releases published totaled 16 publications as well as a full page ad for ice.

**Q4:** Focused on social media and have begun to increase presence for all facilities and the District in Facebook and Instagram. In 2019: Facebook followers increased 23% with over 1000, totaling 4400. Twitter increased 10% to 1000. Instagram increased 54% up to 400.

**Develop and foster relationships with local and state elected officials to promote district’s mission and goals.**

**STATUS: C**

**Q1:** State Rep Michelle Mussman sat at our table at IAPD Conference in January. Staff scheduled to attend IAPD Legislative Conference in Springfield in May. Senator Laura Murphy will join us at dinner table. Have been in touch with State Rep Fred Crespo to do a park district community tour. Will invite officials to major events such as Party In the Park and Summer Social between Commissioners, Community Reps and Foundation Trustees.

**Q2:** Working with legislators for letter of recommendation for OSLAD application for Birch Park.

**Q3:** Received letters of support for Birch Park from legislators. Attended Legislative luncheon by HE Chamber.
Q4: Met and talked to state reps Crespo and Mussman at MLK breakfast.

**Complete 2018 Annual Video Report.** **STATUS:** C

| Q1 | Complete and is posted online – email blasts will be sent out. |
| Q2 | Completed Q1 |
| Q3 | |
| Q4 | |

**Provide timely communications to residents/users impacted by planned changes within district facilities & parks.** **STATUS:** C

| Q1 | Held community meetings for Community Park and Willow Park playground renovations. In communication with resident regarding Highland Park playground. Scheduling community input meeting for changes at that location. Currently maintaining updates on the website for major capital projects, i.e., ice arena. |
| Q2 | Have now switched community input meetings to location. Held meeting for Highland Park redevelopment and had ten residents attend (most for a public meeting). Again, support was very favorable for proposed changes. |
| Q3 | Held public input meeting for future splash pad and playground at Princeton Park in September. Working with community meetings for Club renovation. |
| Q4 | Held community meetings for Club renovation. Held community meeting for WRC PARC grant. |

**Revamp district’s program, special events and facilities evaluation procedure designed to effectively assess overall customer satisfaction of our programs, special events and facilities.** **STATUS:** C

| Q1 | District surveys have been developed to ask consistent questions for all programs. These consistent questions will allow staff to effectively compare results for programs. Surveys are distributed via email at the conclusion of the seasonal program. For Q1 surveys were distributed to the following program participants: Figure Skating lessons, Hockey Lessons, Hockey League, Early Childhood programs, and Youth Basketball & Indoor Soccer programs. |
| Q2 | District surveys have been developed to ask consistent questions for all programs. These consistent questions will allow staff to effectively compare results for programs. Surveys are distributed via email at the conclusion of the seasonal program. For Q2 surveys were distributed to the following program participants: preschool, ELC, early childhood classes, dance, baseball, & spring soccer. In addition, a membership survey was sent to both TC & WRC fitness members. |
| Q3 | Summer program surveys included spring baseball, spring soccer and our summer camps. |
| Q4 | Distributed to: Fall soccer, fall baseball, Fishing Derby, 50+ Holiday Party, mid-year preschool, ELC and STAR. |

**Board / Executive Director Relations**

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<tbody>
<tr>
<td>Provide Board and committee meeting information on a timely basis to keep commissioners and community representatives informed of district activities and allow for commissioners and community representatives to make informed decisions. <strong>STATUS:</strong> C</td>
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<tr>
<td>Q1</td>
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<td>Q2</td>
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<td>Q3</td>
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allow cross informational distribution.

**Q4:** Provide all committee packets the Friday prior to the meeting.

**Oversee Board-approved committees including recruitment, orientation, and ongoing development of new Community Representatives to ensure that Board committees and their members provide meaningful input into the district’s decision-making process. STATUS: C**

**Q1:** All community reps have requested to return except for Raffi Dekirmenjian on B&G. Patricio Aguilar from Forward Planning Committee will fill the role – all com rep positions are filled for the next term. No new orientations are required.

**Q2:** Community Rep Raj Chhatwani was selected to fill the vacated term of Mike Bickham. Mandar Kulkarni has been appointed to fill Raj’s seat on the A&F Committee. Orientation for Mandar in the process of being scheduled.

**Q3:** Recreation Committee member, Sue Neel, informed us she will be moving from Hoffman Estates in November and no longer will serve.

**Q4:** No new Reps.

**Provide timely communications to commissioners regarding pertinent projects, events or issues. STATUS: C**

**Q1:** Weekly updates are provided to Commissioners. Included in the updates are Upcoming Events of the district. Also included are any communications from the public to staff. These weekly updates are compiled and added to the end of the Executive Director’s report each month. Annual park tour is scheduled for August. In March conducted a tour of Wolves locker room areas and ice rink prior to approval of rink renovation.

**Q2:** Continued updates on ice project and park projects being provided. New report for The Club will be presented in August.

**Q3:** Latest issue arising from Club Renovation Project, we continue to update committees and Board. When articles appear in newspaper, they have been distributed to Board members.

**Q4:** Continue to provide weekly updates and highlight District communications in Executive Director report.

**Acknowledge/recognize significant accomplishments of staff at Board/Committee meetings. STATUS: C**

**Q1:** Employees of the 1st Quarter will attend the April Board Meeting to receive recognition from the Board.

**Q2:** Continue to select prominent Best Of Hoffman for all meetings. Employees of the quarter as well as new staff are recognized at Board meetings.

**Q3:** Continue to select prominent Best Of Hoffman for all meetings. Employees of the quarter as well as new staff are recognized at Board meetings.

**Q4:** Awards are presented at Board meetings and staff employee awards are recognized at Board meetings as well. Academic accomplishments and certifications also recognized at meetings.

**Develop and coordinate opportunities for commissioners, community reps and foundation trustees to build stronger interpersonal relationships. STATUS: C**

**Q1:** Coordinating Annual Summer Social at BPC for Commissioners, Community Reps and Foundation Trustees on June 27th. Park Tour scheduled for August.

**Q2:** Held Annual Summer Social at BPC with 18 individuals attending. Park tour in August.

**Q3:** Continue to promote special events at each other’s Board meetings.

**Q4:** Two Board members continue on Foundation Board and events are shared.
## Future Planning and Development

<table>
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<th>Objective</th>
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<tbody>
<tr>
<td><strong>Complete all Board-approved capital improvement projects within budget in a timely manner.</strong></td>
<td>SC</td>
</tr>
<tr>
<td>Q1: TC north side roof in process progressing as planned; Ice rink progressing (separate objective) Willow Park and Community Park playgrounds approved (installation to be approved at April A&amp;F). Work began on Seascape slide and pool joints; Hot Water Storage Tank &amp; Boilers at BPC.</td>
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<td>Q2: TC north side roof is in process as planned; Kalwal system is in production and estimated completion date is 10/11/2019. Ice rink is in the process of completing change orders to continue the project and be open on 9/6/2019. Willow Park has been completed as of 7/16/2019 and Community Park Splash Pad was opened on 6/28/2019 with playground anticipated on 8/16/2019. Seascape slide and joints were completed prior to opening weekend. OSLAD opened another grant opportunity that opened 7/1/2019 and closes on 8/19/2019; the district will be applying for this grant to provide renovations at Birch Park (old Twinbrook School site).</td>
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<td>Q3: Ice Rink will be completed by November 1, but over budget. Original budget numbers were not within scope due to unforeseen construction flaws from original project. North side roof project expected to be completed by November 30; unforeseen delays due to engineer issues with original Kalwal structural integrity that required redesign.</td>
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<tr>
<td>Q4: Capital projects completed. Ice rink finished November 1 and TC roof not completed until end of year. South Ridge will be completed in 2020.</td>
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<tr>
<td><strong>Oversee implementation of district-wide green initiatives that provide a favorable return on investment to ensure district’s mission regarding financial and environmental management practices are fulfilled.</strong></td>
<td>C</td>
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<tr>
<td>Q1: Working with companies to provide retro-fitting to LED lights for major areas like TC and WRC gymnasiums and possibly BPC and Cannon Crossing outdoor lights. Proposals presented to April B&amp;G for ComEd rebates for these projects.</td>
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<td>Q2: TC Gymnasium lighting was switched to new sensor LED lights in June and Willow’s gyms are currently being installed with completion in July. More water bottle fillers have been ordered for Bridges and The Club.</td>
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<tr>
<td>Q3: All water bottle fillers installed as budgeted throughout the District.</td>
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<tr>
<td>Q4: Bridges grant lighting project was completed in December. All lighting projects have provided excellent ROI with under five year payback structure.</td>
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<tr>
<td><strong>Expand opportunities targeted for financially disadvantaged families and various demographics which have a presence in Hoffman Estates.</strong></td>
<td>C</td>
</tr>
<tr>
<td>Q1: Working on new concept to supplement Friends scholarship program to allow disadvantaged families to enroll in programs when there is no additional cost w/o charging for scholarship funds.</td>
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<tr>
<td>Q2: Staff will coordinate a meeting with SD54 to discuss the implementation of this scholarship opportunity to the community. We have also applied for a CDBG (Community Development Block Grant) through the Village to provide an additional scholarship program for our STAR program.</td>
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<tr>
<td>Q3: Staff is working on developing new program to allow disadvantaged families to attend District classes when no additional cost would be incurred.</td>
<td></td>
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<tr>
<td>Q4: Have met with school to promote no cost programming. School is not as interested as we thought so we are working on new approach. 102 Families received $18,150 in scholarships in 2019.</td>
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<tr>
<td><strong>Oversee successful completion of ice renovation project prior to 9/6/2019.</strong></td>
<td>C</td>
</tr>
<tr>
<td>Q1: Board updates are given every 2 weeks on the ice project; everything is on schedule – we are currently in the 45 day period for the thawing of the perma-frost.</td>
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</tbody>
</table>
Q2: As of 7/2/2019 everything has been on schedule. After receiving soil reports, ground reports and moisture reports, a new schedule is being developed and should be received by 7/19/2019.

Q3: Ice rink 1 renovation scheduled for completion by November 1.

Q4: Ice rink 1 completed 11/1/19.

<table>
<thead>
<tr>
<th>Work with Summerset Development and Village to create a development agreement that fulfills the district’s mission and long term goals for the properties which are currently within HE Parks boundaries. STATUS: IP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q1: Have been in preliminary discussions with the Village and Summerset Homes about receiving park area within the Summerset development.</td>
</tr>
<tr>
<td>Q2: Working with Village on what the park district can provide via park area within Summerset Homes.</td>
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<tr>
<td>Q3: Discussions have occurred in regards to operating a fitness center in corporate park building.</td>
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<tr>
<td>Q4: Have had discussions for a District operated fitness center; however, this is not looking favorable at this time. Will continue to develop park ideas with them. They have not started outside development as of yet.</td>
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</tbody>
</table>
2019 Accomplishments

Parks, Planning & Maintenance

In house labor cost savings: $165,800
- Community Park – Total Savings due to in house labor - $45,000
- Willow Park Total Savings due to in house labor - $35,000
- Highland Park Total Savings due to in house labor - $30,000
- Design and install cricket cage at Canterbury Fields in house providing a labor savings of $10,800
- Fabrinni - Complete install of National Fitness Campaign Fitness Court - $30,000
- Ice Rink 1 in house work providing credit on project -$15,000

Lights Converted to LED Grant Total = $48,320
- Fabrinni - Pickle Ball courts lights converted to LED – ComEd Incentive $13,225
- WRC - Replaced gym lights to LED with ComEd $7,300 incentive
- TC - Replace gym lights to LED with ComEd $9,300 incentive
- BPC - Conversion of driving range lights to LED – ComEd incentive of $18,495

Grants Total $565,417 (and $225,000 for 2020)
- South Ridge OSLAD project awarded to District for $400,000
- Community Park Game Time Playground Grant - $31,240
- WRC Game-time Grant - $40,140
- Power Play Grant - $1,000
- National Fitness Outdoor Fitness - $30,000
- South Ridge Park Play-On Grant -$56,037
- Realtors for Community Grant Community Park - $7,000
- Applied for and have made it to the final stage for an OSLAD grant at Birch Park worth $225,000

Bridges

- Hosted 16 Wedding ceremonies and receptions, 3 wedding receptions, 1 wedding ceremony
- 2020-14 contracted/booked with deposits
  - 1 contract out
  - 2 proposals out
- With these wedding events and reviews, we were awarded The Knot Venue of the Year for the 9th consecutive year.
- Maintenance department was able to provide great course conditions with challenging weather patterns all season long all while staying under budget by $51k.
- F&B Department exceeded budget by $81k with events hosted.
- Bridges exceeded overall budget by $132k.

The Club

- Rolled out a new rate structure that provides a simple and clear rate plan for our members and setting us up for future success with a very competitive price point.
- Successfully partnered with Options Basketball to provide elite training for basketball. They quickly became one of our most successful contracts at the Club.
- Planned and created detail business plan for a major two year enhancement project for the Club that will be the most exciting change at the facility since it opened 20 years ago. The Ultimate Fitness Experience continues to improve and we are looking forward to an outstanding 2020!
**A&F Accomplishments**

- Certificate of Achievement of Excellence in Financial Reporting
- A new balanced scorecard was created with 95% of the data now pulled directly from the data sources to streamline the reporting process. It was also redesigned to a more graphical format to be easier to read.
- Two bonds were refinanced saving the District almost $5 million in interest over the remaining life of the bonds.
- A quarterly program analysis was developed.
- Finished year over $500,000 in surplus operationally

**Recreation**

New Programs for 2019: 51 new programs (some with multiple sections)

**STEM**

- New STEM partnership: 4 camps with 47 participants

Had more successful programs and participants in 2019 than prior year

Enhanced Community Presence by attending numerous community events and establishing tables and information booths. Cooped for Fourth Fest with greater presence.

Restructured C&M vastly improving social media presence with Facebook followers up 23%, twitter up 10% and Instagram up 54%.

Had $195,000 in sponsorship and advertising sales ($10,000 over budget)

Customer Service Enhancements:

- Activated saved credit cards in RecTrac to allow staff immediate access
- Removed CC#s from registration forms & EFT forms for patron’s privacy
- Launched online refund request form (prior procedure required them to come in in-person)

**Fitness**

- Silver Sneakers, Prime & Renew Active: health insurance free membership programs generated 130 senior fitness members.

**Public Skate growth:**

- Addition of Sunday public skate times.

**Aquatics:**

- Extended Seascape hours

Increased community attendance at all free special events. Largest attendance for all three major events (Party in the Park, Fall Fest, Winter Fest).
January 28, 2020

Craig Talsma
Hoffman Estates P.D.
1685 West Higgins Road
Hoffman Estates, IL 60169

RE: FY 2020 OSLAD Application
Birch Park Revitalization Project
Grant Award: $225,000

Dear Director Talsma:

I am pleased to inform you that the above referenced project has been approved at the dollar amount indicated, as part of the State's FY 2020 Open Space Lands Acquisition and Development (OSLAD) grant program. The quality of your plans to enhance open space opportunities for Illinois' citizens is recognized by your selection in this year's very competitive selection process.

Your project was one of 83 local outdoor recreation projects (80 development and 3 acquisition), representing $29.7 million in funding assistance, approved by the Department for FY 2020 OSLAD grant funds.

You will soon be contacted with detailed information and instructions concerning implementation of your project and program compliance responsibilities. Please do not proceed with your project until you have received these instructions.

Once again, congratulations on being one of the successful applicants and thank you for your dedicated efforts to improve outdoor recreation opportunities in Illinois.

Sincerely,

Colleen Callahan
Director

CC/af
February 5, 2020

Craig Talsma
Executive Director
Hoffman Estates Park District
1685 W Higgins Road
Hoffman Estates, IL 60169

Dear Mr. Talsma,

Congratulations to Hoffman Estates Park District on receiving its sixth Certificate of Achievement in the area of governmental accounting and financial reporting from the Government Finance Officers Association. Receiving the Certificate of Achievement is a commendable indicator of responsible governance. I sincerely appreciate the service Hoffman Estates Park District provides to its residents and the surrounding community.

Please contact my office or me if we can ever be of service to you. My Chief of Staff can be reached at Mark.Schauerte@mail.house.gov, and my District Director can be reached at Sabey.Abraham@mail.house.gov.

Warm regards,

Raja Krishnamoorthi
Member of Congress