



1685 West Higgins Road, Hoffman Estates, Illinois 60169

heparks.org t (847) 885-7500 f (847) 885-7523



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

**AGENDA
RECREATION COMMITTEE MEETING
TUESDAY, FEBRUARY 18, 2020
7:45 P.M.**

1. ROLL CALL
2. APPROVAL OF AGENDA
3. APPROVAL OF COMMITTEE MINUTES
 - January 21, 2020
4. COMMENTS FROM THE AUDIENCE
5. OLD BUSINESS
6. NEW BUSINESS
 - A. LiveBarn Agreement / M20-018
 - B. Recreation Board Report / M20-025
 - C. Bridges of Poplar Creek Board Report / M20-027
 - D. The Club Board Report / M20-026
7. COMMITTEE MEMBER COMMENTS
8. ADJOURNMENT

All meetings are held in the boardroom of the Scott R. Triphahn Community Center & Ice Arena at 1685 W. Higgins Road in Hoffman Estates, unless otherwise specified. If an accommodation or modification is required to attend this public meeting please call 847-885-7500 with at least 48 hours' notice.



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MINUTES RECREATION COMMITTEE MEETING January 21, 2020

1. **Roll Call:**

A regular meeting of the Hoffman Estates Park District Recreation Committee was held on January 21, 2020 at 7:55 p.m. at the Triphahn Center in Hoffman Estates, IL.

Present: Chairman K. Evans, Commissioner Chhatwani, Comm Reps Henderson, Macdonald, Wittkamp

Absent: Comm Rep Dressler

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

Audience: President Kaplan, Commissioners Kilbridge, McGinn, Comm Reps Wilson

2. **Approval of Agenda:**

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

3. **Approval of the Minutes:**

Comm Rep Macdonald made a motion, seconded by Commissioner Chhatwani to approve the minutes of the December 10, 2019 meeting as presented. The motion carried by voice vote.

4. **Comments from the Audience:**

None

5. Old Business:

None

6. New Business:

A. Contractual ICAs /M20-001:

Executive Director Talsma reviewed the item noting that it was an annual item to approve Independent Contracts over \$25,000. He explained the district had two; Tumbling Times and Shotokan Karate and that the terms had not changed from last year.

Commissioner Chhatwani asked if it was a total of \$25,000 and Executive Director Talsma said yes per contract.

Comm Rep Macdonald made a motion, seconded by Commissioner Chhatwani to recommend the board approve the Independent Contractor Agreements for Tumbling Time, Inc. and Illinois Shotokan Karate, Inc. and as outlined in M20-001. The motion carried by voice vote.

B. Balanced Scorecard/M20-012:

Executive Director Talsma reviewed the item noting the new format.

Comm Rep Henderson made a motion, seconded by Commissioner Chhatwani to recommend the board approve the balanced scorecard as presented. The motion carried by voice vote.

C. Recreation Report and \$Q Goals/M20-002:

Director Kapusinski reviewed the report.

Comm Rep Henderson asked about the new items and Director Kapusinski explained that Fortnite was Video Gaming and Elsa and Anna were characters from “Frozen”.

Chairman K. Evans asked about the piano teacher listed under the goals and Director Kapusinski noted that it was an item that the 50+ group was interested in and staff would be reviewing.

Commissioner McGinn asked about Lacrosse and Director Kapusinski noted that they were working with HEAA Hawks to get the program going.

Comm Rep Macdonald made a motion, seconded by Comm Rep Henderson to send the Rec Report M20-002 to the board as presented. The motion carried by voice vote.

D. BPC Board Report and 4Q Goals:

Director Bechtold reviewed the report noting that they had 550 for Breakfast with Santa and Winterfest.

Chairman K. Evans asked about the membership graphics and Director Bechtold noted that they were for member pass holders.

Director Bechtold also noted that they had hired a new Golf Operations Manager who would start February 3, 2020.

Comm Rep Macdonald made a motion, seconded by Commissioner Chhatwani to send the BPC Board Report and 4Q Goals to the board as presented. The motion carried by voice vote.

E. The Club Board Report and 4Q Goals/M20-015:

Director Bechtold reviewed the report noting that they would be offering 2 weeks of classes free to members.

Chairman K. Evans asked about the number of hours a day that the workout areas would be open and Director Bechtold noted that they would be moving the weights and that area would be open as long as the club was open. He noted that the equipment in the HIT area holding classes would be open to the members if the class was not using specific equipment.

Comm Rep Henderson asked if the registration desk was getting questions on the improvements and it was noted that they were.

President Kaplan asked that staff post information about using the areas and the equipment during classes and it will be addressed.

Comm Rep Henderson made a motion, seconded by Comm Rep Macdonald to send The Club Report M20-015 and 4Q Goals to the board as presented. The motion carried by voice vote.

7. **Committee Member Comments:**

Director Bechtold congratulated Comm Rep Henderson on the excellent job coordinating the MLK Breakfast.

Commissioner Chhatwani noted that she was excited to see improvements to The Club.

Chairman K. Evans wished everyone a happy new year and congratulated The Club on a good sales month.

8. Adjournment:

Comm Rep Macdonald made a motion, seconded by Comm Rep Wittkamp to adjourn the meeting at 8:25 p.m. The motion carried by voice vote.

Respectfully submitted,

Craig Talsma
Secretary

Peg Kusmierski
Recording Secretary

MEMORANDUM M20-018

TO: Recreation Committee
FROM: Craig Talsma, Executive Director
Alisa Kapusinski, Director of Recreation
RE: LiveBarn Agreement
DATE: February 18, 2020

Background:

LiveBarn provides Live and On Demand broadcasting of sporting events with patented technology and a camera system that automatically follows the flow of the game – similar to a traditional television broadcast. Founded in 2015, there are over 1,200 facilities with LiveBarn camera access and it is growing in popularity. In the Chicagoland area alone, there are already 30 ice rinks with LiveBarn cameras.

Subscribers have the option to purchase a LiveBarn monthly package ranging in price from \$14.95/month to \$26.95/month. After subscribing, LiveBarn provides a site-specific access code allowing the subscriber to have live access or On Demand video to any of the rinks contracted with LiveBarn.

Implications:

Members of our HE Parks hockey community have requested the addition of the LiveBarn service to our offerings. Family and friends who are unable to attend a game will now have the ability to watch the game from their computer or smart phone without having to be on-site.

HE Parks will receive 30% of revenue generated from subscribers who use the site-specific access code. Staff will have the ability to manage the video stream and may blackout specific dates or time periods, if needed. To maintain legal compliance, the broadcast system will not include audio.

The term of this agreement is five years from the install date and has been approved by legal counsel.

Staff Recommendation:

Staff recommends that the Recreation Committee recommend to the full board the approval of the LiveBarn agreement.

DATE:

BETWEEN: LIVEBARN INC. ("LiveBarn")

and

("Venue Owner")

WHEREAS LiveBarn Inc. and Venue Owner wish to enter into this Agreement pursuant to which LiveBarn will install at Venue Owner's Ice Rink Sheet described in the attached Schedule "A" (each being an "Ice Rink Sheet") a fully automated sports broadcasting system for the delivery of live and/or on demand video and audio (unless Venue Owner chooses to restrict the audio) streaming to internet connected devices such as smartphones, computers or tablets (the "Automated Online Broadcast Service");

NOW, THEREFORE, in consideration for the mutual promises set out below, and for other good and valuable consideration acknowledged by the parties, LiveBarn and Venue Owner agree as follows:

1 AUTOMATED ONLINE BROADCAST SERVICE

1.1 LiveBarn shall, at its own expense, install and maintain all hardware, software and internet bandwidth required for the operation and maintenance of the Automated Online Broadcast Service in regards to each Ice Rink Sheet. The initial installation will occur within six months from the date of this Agreement (such six month date being herein referred to as the "Latest Install Date"); it will be scheduled with the written approval (including email) of Venue Owner, and concurrently with the installation, LiveBarn will specifically explain to Venue Owner representative onsite exactly where any hardware or other components will be installed. Installation will then only proceed with the consent of Venue Owner. The initial installation for each Ice Rink Sheet shall include one (1) computer, one (1) router, one (1) modem, between one (1) and three (3) power converters, and up to two (2) cameras to be placed on the side walls or on the beams or columns extending from the walls. The internet connection and computer shall be located adjacent to the respective Ice Rink Sheet in a secure location with electrical power outlets. The exact selection of camera locations will be made after consideration for optimal broadcast quality and avoidance of any obstruction. Any modification to the installation will only be undertaken with the permission and process with Venue Owner as outlined above. Venue Owner shall assume the cost of electricity for the components installed in connection with this Agreement.

1.2 In addition LiveBarn shall, at its expense and upon Venue Owner's request, install one advertising management box adjacent to a TV screen that is provided by the Venue. The LiveBarn advertising management box will continuously display a combination of LiveBarn highlights and a Live feed, as well as additional information, including Venue Owner's own unique code

described in Subsection 1.5. Venue Owner will have the right to restrict advertising that is conflict with any existing Venue Advertising sponsorship agreements.

1.3 Title to all hardware, software, and wiring shall remain in the name of LiveBarn.

1.4 All content broadcast using the Automated Online Broadcast Service, including the video and audio relating to all sports and recreational activities occurring on each Ice Rink Sheet (collectively, the "Content"), will be made available to LiveBarn's subscribers on a monthly subscription basis, subject to sections 1.7 and 1.8 below. LiveBarn will determine the pricing for its offerings of the Automated Online Broadcast Service. From time to time LiveBarn may provide a free trial at its discretion.

1.5 Revenue generated from the Automated Online Broadcast Service will be the property of LiveBarn; however, LiveBarn will supply Venue Owner with a unique code to enable it to market and solicit new memberships for LiveBarn, for which LiveBarn will pay Venue Owner thirty percent (30%) of the revenues generated from these memberships over the full lifetime of these memberships - until such membership is discontinued. The above code will enable Venue Owner to solicit LiveBarn memberships by providing potential members with the attraction of a 10% discount. This code will track the memberships generated by Venue Owner on a quarterly basis. The above payments to Venue Owner will only apply to LiveBarn memberships originated with the unique code allocated to Venue Owner. LiveBarn will pay Venue Owner its revenue share within 30 days of the end of each calendar quarter together with a corresponding revenue statement. Venue Owner will provide a staff person to communicate with and receive LiveBarn's various local marketing initiatives (including social media) as described below.

1.6 LiveBarn shall be the exclusive owner of all rights in and to the Content, subject to sections 1.7 and 1.8 below, and shall have the exclusive right to broadcast the Content for all purposes and in any manner it determines in its sole discretion, including by providing its broadcast signal to national broadcasters and digital media distributors. Without limiting the foregoing, the Venue Owner acknowledges that online distributions of the Content from each Ice Rink Sheet will be made available to all subscribers of the Automated Online Broadcast Service, subject to sections 1.7 and 1.8 below.

1.7 LiveBarn will provide Venue Owner with an exclusive online administrative password to enable Venue Owner in its discretion to "blackout" any particular dates or time periods from being broadcast on any selected Ice Rink Sheet (the "Blackout Restrictions").

1.8 LiveBarn will also provide Venue Owner with the ability in its discretion to restrict viewer access to any broadcasts from its Venue to a pre-selected potential audience for privacy purposes.

1.9 During the Term (as defined below), LiveBarn will provide Venue Owner with three (3) complimentary LiveBarn accounts for each Ice Rink Sheet.

1.10 LiveBarn will hold Venue Owner harmless for any injuries to LiveBarn employees and agents in connection with their work.

2 TERM AND TERMINATION

2.1 The term of this Agreement commences on the date hereof and continues until the five year anniversary of the Latest Install Date (the "Term").

2.2 Notwithstanding the foregoing, but subject to Subsection 3.1 below, either party shall have the right to terminate this Agreement for any reason upon giving (90) days written notice to the other party.

2.3 Upon termination of this Agreement by expiration of the term or for any other cause, LiveBarn shall, at its own cost and expense, remove all hardware, software and wiring from Venue Owner's location and restore Venue Owner's premise where installation or removal of LiveBarn's hardware or wiring caused damage beyond normal wear and tear.

2.4 Venue Owner shall have the right to terminate this Agreement if LiveBarn materially breaches this Agreement and the material breach is not cured to within twenty five (25) days after Venue Owner provides written notice which outlines such breach to LiveBarn.

3 EXCLUSIVITY

3.1 In consideration for the investment of time and expense incurred by LiveBarn to fulfill its obligations under this Agreement, the receipt and sufficiency of which is hereby acknowledged, the Venue Owner hereby declares and agrees that for a period of five (5) years from the commencement date of the Term, and notwithstanding the termination of this Agreement by the Venue Owner, for any reason, LiveBarn shall have the absolute exclusivity to broadcast Content from each of the Ice Rink Sheets using an automated (without individuals operating cameras) online broadcasting system. The exclusivity herein shall not apply to any ice sessions used by the Chicago Wolves or any other AHL affiliated team. For greater certainty, the said exclusivity shall apply for the five (5) year period even if the Venue Owner elects to terminate this Agreement pursuant to Subsection 2.2 above prior to the expiration of the Term. However, exclusivity shall not apply in the event that LiveBarn shall elect to terminate this Agreement pursuant to subsection 2.2 above prior to the expiration of the term.

3.2 The Venue Owner hereby declares and acknowledges that the foregoing exclusivity, including the term thereof, is reasonable in the circumstances, and that LiveBarn is relying upon such exclusivity in connection with the provision of the Automated Online Broadcast

Service and that LiveBarn would not have entered into this Agreement without such exclusivity. However, the foregoing exclusivity shall not apply should LiveBarn cease operations or to the extent Venue Owner terminates this agreement in accordance with section 2.4.

4 SUPPLY OF AUTOMATED ONLINE BROADCAST SERVICE

4.1 LiveBarn will use reasonable skill and care to make the Automated Online Broadcast Service available throughout the Term. Notwithstanding the foregoing, LiveBarn shall have no responsibility, liability, or obligation whatsoever to Venue Owner, or any other third party, for any interruptions of the Automated Online Broadcast Service.

4.2 The Venue Owner agrees to notify LiveBarn by email to venuesupport@livebarn.com as soon as it becomes aware of any interruption or malfunction with the Automated Online Broadcast Service. Venue Owner will not be responsible for damage or malfunction of any equipment and LiveBarn will repair or replace at its cost any malfunctioning components which is required. Any required service visit by LiveBarn will be scheduled with the written approval (including email) of Venue Owner. LiveBarn will specifically explain the repair, replacement or service work to Venue Owner representative onsite and this work will only proceed with the consent of Venue Owner.

4.3 From time to time there will be on site adjustments requiring assistance from a technically proficient person at the Venue. Venue Owner will be responsible to supply such person when necessary.

5 NOTICE TO PUBLIC

5.1 The Venue Owner agrees to post a notice at the entrance to its venue and inside each Ice Rink Sheet, advising the public that the venue is monitored by video cameras for security, safety and commercial purposes, and participants waive any claim relating to the capture or public transmission of his/her participation while at the venue. LiveBarn will supply and post these notices during its initial installation and reserves the right to modify the language contained therein from time to time, in its sole discretion, to satisfy its legal obligations

5.2 In all new agreements with parties for usage of the Venue, Venue Owner will include provisions both disclosing the existence of LiveBarn broadcasting at the Venue and requiring such parties to notify all their users of the Venue of this.

6 MARKETING

6.1 Venue Owner agrees to promote LiveBarn through all available avenues discussed in this section, understanding that it is in Venue's best interest financially to market LiveBarn to their customers and patrons. LiveBarn will also provide, at its expense, a minimum of

one (1) 2.5 x 6' color printed standing banner, branded with Venue Owner's unique code described in Subsection 1.5, to be displayed within Venue Owner's lobby in a prominent location. Venue Owner understands that failure to comply and make reasonable promotion and marketing efforts will result in lower revenue share payments to Venue Owner.

6.2 Venue Owner will provide a marketing contact person (s) who will be responsible for interacting with LiveBarn and becoming knowledgeable about the various LiveBarn marketing and promotion initiatives. Upon installation of LiveBarn, Venue Owner will make said contact available for a 30 minute video web session, serving as an orientation into all of the best practices for introducing and promoting LiveBarn. This person will subsequently be responsible for implementing promotion and marketing initiatives to Venue's customers and patrons.

6.3 Venue Owner will place a LiveBarn banner or link on their website with a backlink and embedded demo video where possible. Venue Owner will do the same with any organizations, associations, clubs and affiliates that it owns that use their facility.

6.4 Venue Owner will announce the LiveBarn installation as well as embed any demo video on all of their social media networks. Venue Owner will also like and follow LiveBarn on said social media networks as well as share content when tagged, acknowledging that this will only be used when venue is directly involved with any video shared. Venue Owner will do the same with any organizations, associations, clubs, affiliates that it owns that use their facility.

6.5 A failure by Venue Owner to comply with any obligations described in this Section 6 shall not give rise to any notice of violation, a default or any penalties or damages under this Agreement. The Venue Owner acknowledges that its commitment to marketing the LiveBarn system may result in greater revenue to the Venue Owner.

7 GENERAL

7.1 Any amendment to this Agreement must be in writing and signed by both parties.

7.2 Although LiveBarn will remain liable for its obligations hereunder, LiveBarn shall be permitted to use agents and subcontracts to perform its installation, maintenance and repair obligations hereunder.

7.3 The waiver of a breach of any provision of this Agreement will not operate or be interpreted as a waiver of any other or subsequent breach. Any waiver must be in writing and specify the section of this agreement to which the waiver applies.

7.4 If any part of this Agreement is held to be invalid or unenforceable, that part will be severed and the rest of the Agreement will remain in force. Headings herein are for reference only.

7.5 LiveBarn hereby represents that it currently and will continue to maintain \$2,000,000 of General Liability Insurance, \$2,000,000 in Media Coverage Insurance and \$2,000,000 in Cyber Insurance, and that upon execution of this Agreement Venue Owner will be named as additionally insured, with its name and location included in such insurance policies.

7.6 All notices required under this Agreement must be given in writing and by email to Livebarn at venuesupport@livebarn.com, fmiller@livebarn.com, ray@livebarn.com, martin@livebarn.com and to Venue Owner at its address listed herein. Either party may change its address from time to time by providing notice of such change to the other party.

7.7 This Agreement describes the entire understanding and agreement of the parties, and supersedes all oral and written agreements or understandings between them related to its subject matter.

7.8 This Agreement may be executed in one or more counterparts, each of which will be deemed an original, and all of which taken together will be deemed to be one instrument.

7.9 This Agreement is governed by and will be interpreted under the laws of the State of Illinois. Any disputes shall be heard in the courts of the County of Cook.

7.10 Venue Owner will not be liable to LiveBarn by reason of inconvenience or annoyance for any damages or lost revenue due to power loss or shortage, mechanical breakdown, structural damage, roof collapse, fire, flood, renovations, improvements, alterations, or closure of the facility by it or any regulatory agency.

7.11 LiveBarn consents to Venue Owner promoting in its marketing materials that LiveBarn supplies it with the LiveBarn installed product.

IN WITNESS WHEREOF, the Parties have executed this Agreement on the date and at the place first above mentioned.

LIVEBARN INC.

Per: _____

VENUE OWNER

Per: _____

Print Name: _____

PLEASE FILL OUT SCHEDULE A

Venue Name and Address:

**Primary Contact - Venue General
Manager or Decision Maker:**

Name:

Work Number:

Cell Phone:

Email Address:

Name of Each Rink:

(i.e. Rink #1 or Main Rink)

Secondary Contact or On-Site Manager:

Name:

Work Number:

Cell Phone:

Email Address:

Venue Marketing Contact:

Name:

Work Number:

Cell Phone:

Email Address:

Venue Technical Contact:

Name:

Work Number:

Cell Phone:

Email Address:

MEMORANDUM NO. M20-025

TO: Recreation Committee
FROM: Craig Talsma, Executive Director
Alisa Kapusinski, Director of Recreation
RE: Recreation & Communications/Marketing Board Report
DATE: February 18, 2020

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

Triphahn Center Fitness

<u>Membership</u>	<u>1/31/2019</u>	<u>1/1/20</u>	<u>1/31/2020</u>	<u>YTD Var. +/-</u>
Total	833	781	802	+21



Willow Recreation Center

Willow Rec Center Fitness & Racquetball

<u>Membership</u>	<u>1/31/2019</u>	<u>1/1/20</u>	<u>1/31/2020</u>	<u>YTD Var. +/-</u>
Total	321	304	335	+31

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:
 - o Renew Active = 26 at TC (up 12) & 6 at WRC (up 6)
 - o Silver Sneakers = 9 at WRC (up 2) & 76 at TC (up 11)
 - o 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

	Triphahn	Willow
# of full gym rentals	1	15
# of half gym or Mini gym rentals	9	2
# of room rentals	42	5
# of court rentals		119
# of birthday parties	3	1

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



Dog Off-Leash Areas

<u>Dog Park Passes</u>	<u>1/31/2019</u>	<u>1/1/20</u>	<u>1/31/2020</u>	<u>YTD Var. +/-</u>
Total	678	683	682	-1



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:

Dance		Gymnastics – Session 1		Karate	
2019	2020	2019	2020	2019	2020
196	213	116	103	274	254



<u>50+ Membership</u>	<u>1/31/2019</u>	<u>1/1/20</u>	<u>1/31/2020</u>	<u>YTD Var. +/-</u>
Total Members	397	369	378	+9

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

Athletic Activities	December 2019	January 2020	+/-
Volleyball (M,W,F)	136	224	+88
Pickleball (M,T,W,F)	189	154	-35
Ping Pong (M-F)	70	70	0
Billiards (M-F)	108	128	+20
Wii Bowling (T, Th)	42	64	+22
Chair Volleyball	18	25	+7
Drop-In	December 2019	January 2020	
Mah Jongh	43	49	+6
Chess	22	22	0
Puzzles	10	15	+5
Pinochle	17	23	+6
Games (Rumekub)	17	23	+6
Euchre-NEW!	-	41 (new)	NEW
Mexican Train	24	33	+9
Bunco	0	10	+10
Social Opportunities	December 2019	January 2020	
Lunch Bunch	-	7	
SOS Dinner Group	-	16	
Pub Quiz	29	24	-5

International Pot Luck	-	18	NEW
Club Opportunities	December 2019	January 2020	
Crafting	12	15	+3
Book Club	-	15	
Knitting/Crochet	6	4	-2

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
 - a. 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.



Early Childhood

Preschool & ELC enrollment:

Preschool/ELC:	1/2019	1/2020	Var. +/-
3's Playschool 19-20	14 TC 12 WRC	14 TC 5 WRC	-7
2's Playschool 19-20	30 TC 23 WRC	30 TC 24 WRC	+1

Preschool 19-20	128 TC 67 WRC	120 TC 57 WRC	-18
Early Learning Center	25 – 5 days 5 – 4 days 7 – 3 days 3 – 2 days 40 TOTAL	22 – 5 days 5 – 4 days 10 – 3 days 7 – 2 days 44 TOTAL	+4

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.



School Age - STAR and Day Camps

STAR	1/2019	1/2020	Var +/-
B/A school (SD54 & D15)	378 – D54 65 – D15	391 – D54 65 – D15	+13
KSTAR District 15	20	21	+1
TOTAL	459	474	+15

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.



Basketball

	2018	2019	2020	Var +/-
In-house	286	279	309	+30
Boys feeder b-ball	35	41	45	+4

- 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

	Kinder	1 st /2 nd Boys and Girls	3 rd /4 th Boys and Girls	5 th /6 th Boys and Girls	7 th /8 th Boys and Girls	Total
Winter 2018	10	16	8	0	0	34
Winter 2019	18	27	12	7	9	73
Winter 2020	0	35	28	24	10	97

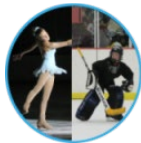
- Coach's clinic took place January 12 prior to the games beginning.
- Low numbers in kindergarten so we combined kindergarten with 1st grade teams.
- Continuing to use quick scores as the main contacting and scheduling assistant. The App makes it easy for parents to keep up with schedule changes and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

	Parent/Tot Super Sports	All Sports	Jr. Seasonal Sports	Total
Winter 2019	24	46	25	95
Winter 2020	12	23	15	50*

** Only includes session 1.



Ice Operations

Winter Session	2019	2020	+/-
Figure Skating Lessons	289	308	+19
January Freestyle Passes	2	30	+3
Hockey Lessons	154	166	+12

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

MEMORANDUM NO. M20-027

TO: Recreation Committee
FROM: Craig Talsma, Executive Director
Brian Bechtold, Director of Golf & Facilities
RE: Bridges of Poplar Creek Board Report
DATE: February 18, 2020

**Bridges of Poplar Creek Board Report
January 2020**

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

ROUND TOTALS.				
2016	2017	2018	2019	2020
0	0	0	0	0
YTD ROUND TOTALS				
2016	2017	2018	2019	2020
0	0	0	0	0

Range Information

RANGE BASKET SALES TOTALS				
2016	2017	2018	2019	2020
124	2	0	15	0
YTD RANGE BASKET SALES TOTALS				
2016	2017	2018	2019	2020
124	2	0	15	0

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 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.

MEMORANDUM NO. M20-026

TO: Recreation Committee
FROM: Craig Talsma, Executive Director
Brian Bechtold, Director of Golf & Facilities
RE: The Club at Prairie Stone Board Report
DATE: February 18, 2020



January Membership Totals	<u>1/31/2019</u>	<u>01/01/2020</u>	<u>1/31/2020</u>	<u>Var. +/-</u>
Totals	2923	2726	2977	+251

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

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

November

Ad Clicks 260

Impressions 2,995

CTR% 8.68

Conversions – 45

December

Ad Clicks 367

Impressions 3,053

CTR% 12.02%

Conversions – 63

January

Ad Clicks 480

Impressions 4,167

CTR% 11.52%

Conversions - 70

Website traffic to TheClubPs.com for the past four months

October

Users 200

Sessions 253

Page views 808

Average Pages per sessions 302

November (First month of SEO and SEM)

Users 2,780

Sessions 3,773

Page views 9,366

Average Pages per sessions 2.5

December

Users 3,583

Sessions 4,799

Page views 11,315

Average Pages per sessions 2.4

January

Users 4,572

Sessions 6,372

Page views 16,288

Average Pages per session 2.6

Website Performance Graph (links)



SEO Overview –

