



1685 West Higgins Road, Hoffman Estates, Illinois 60169

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

AGENDA
RECREATION & FACILITIES COMMITTEE MEETING
TUESDAY, AUGUST 18, 2020
7:20 P.M.
***Room 113 of the Triphahn Center**
(Northside – 50+ Program Rooms)

1. ROLL CALL
2. APPROVAL OF AGENDA
3. RECOGNITION
 - A. Service Awards
 - Ian Macdonald – 2 years
 - Linda Dressler – 8 years
4. APPROVAL OF COMMITTEE MINUTES
 - July 21, 2020
5. COMMENTS FROM THE AUDIENCE
6. OLD BUSINESS
7. NEW BUSINESS
 - A. Virtual Park Tour
 - B. HEAA Rental Contract for 2020 / M20-093
 - C. Recreation Board Report / M20-092
 - D. Facilities Board Report / M20-091
8. COMMITTEE MEMBER COMMENTS
9. 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 847-885-8500 with at least 48 hours' notice.



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**MINUTES
RECREATION & FACILITIES COMMITTEE MEETING
July 21, 2020**

1. Roll Call:

A regular meeting of the Hoffman Estates Park District Recreation & Facilities Committee was held on July 21, 2020 at 7:32 p.m. at the Triphahn Center in Hoffman Estates, IL.

Present: Chairman K. Evans, Commissioner Chhatwani, Comm Reps Dressler, Macdonald, MacGregor

Absent: Comm Rep Henderson

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 & Facilities Bechtold, Executive Assistant Logan

Audience: President Kaplan, Commissioners R. Evans, Kilbridge, McGinn, Comm Rep Aguilar

2. Approval of Agenda:

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

3. Approval of the Minutes:

Comm Rep Dressler made a motion, seconded by Commissioner Chhatwani to approve the minutes of the June 16, 2020 meeting as presented. The motion carried by voice vote.

4. Comments from the Audience:

None

5. Old Business:

None

6. New Business:

A. School District 54 STAR Contract Addendum / M20-083:

Executive Director Talsma explained this is a one year extension of the current School District 54 STAR contract. There are no changes to the current contract. This extension will allow for the school district to get through the 2020-2021 school year safely and smoothly.

President Kaplan asked if the agreement provides an out if the school doesn't come into session again due to the pandemic. Executive Director Talsma explained the STAR program works with the school district; if the schools are closed, regular STAR will not be offered.

Comm Rep Macdonald made a motion, seconded by Commissioner Chhatwani to recommend the Board approve the School District 54 STAR contract addendum for the 2020-2021 school year as presented. The motion carried by voice vote.

B. Splash Pad Closure for 2020 / M20-082:

Executive Director Talsma noted a decision was made earlier this year to keep the park splash pads closed due to the restrictions set forth by the State of Illinois guidelines. The guidelines have since changed to allow splash pads to operate at 50% capacity. Our park splash pads are not in environments that allow for staff to safely control occupancy and, therefore, should remain closed for the season.

Chairman K. Evans requested that "non-treated" be used in exchange for the term "non-chlorinated".

Commissioner Chhatwani made a motion, seconded by Comm Rep Dressler to recommend the Board approve keeping the District's splash pads closed for the 2020 season as presented in M20-082. The motion carried by voice vote.

C. Rec Board Report / M20-079:

Director Kapusinski reviewed the item highlighting the offerings for the month of June. For June, we were still in Phase 3, so group sizes were capped at 10 people and we couldn't offer youth sports or leagues yet. Initial programs launched included mini-camps, mini hockey clinics, and mini figure skating camps. Director Kapusinski added memberships for the dog park continues to increase.

Commissioner McGinn asked how patrons are watering the garden plots at Chino Park. Director Hugen explained, that in order to minimize touch points, the patrons bring their own watering can and access the water through a key system.

Chairman K. Evans asked about the status of 50+ programming. Executive Director Talsma explained staff started offering 50+ pickleball, card games, and line dancing through a reservation system. Based on the Phase 4 guidelines, we don't anticipate being able to offer unlimited use of the Senior Center until we transition to Phase 5.

Comm Rep Macdonald made a motion, seconded by Commissioner Chhatwani to send the Rec Board Report M20-079 to the Board as presented. The motion carried by voice vote.

D. Amended Recreation 2020 Goals & Objectives / M20-086:

Executive Director Talsma reviewed the item noting that as a result of the COVID-19 pandemic and how it has impacted the District's operations, staff has reviewed the previously approved 2020 Goals & Objectives and presented the amended 2020 Goals & Objectives with indications of the likelihood of completion of each item as well as whether each item will require modification in order to be completed.

Comm Rep Macdonald made a motion, seconded by Commissioner Chhatwani to recommend the Board approve the Amended Recreation 2020 Goals & Objectives as presented. The motion carried by voice vote.

E. Facilities Board Report / M20-084:

Director Bechtold reviewed the item highlighting the changes affecting the golf course operations including switching from 12 to 10 minute intervals, allowing dual riders in golf carts, allowing foursomes, and running the Hole-in-One contest again. He noted there are more rounds being played compared to last year at this time.

Director Bechtold presented the idea of a single rider fee of \$10 going into effect August 1, 2020. President Kaplan noted with the precautions that are being taken during the pandemic, it seems counterintuitive to implement a single rider fee and encouraging players to share carts. Executive Director Talsma explained staff can look at offering the golf fee which will include the single rider fee and then offering a \$10 discount to those who are willing to share a cart. It was noted that many other courses have implemented a single rider fee and are seeing a significant amount of weekly revenue generated because of it. President Kaplan asked that ample notice be given to the patrons should such a fee be implemented.

Comm Rep MacGregor noted that if both golfers are wearing masks while in the golf cart, as is recommended by the golf course, there shouldn't be any concerns regarding sharing a golf cart.

Director Bechtold noted venue booking for 2021 is increasing. It was noted that the Stonegate Conference & Banquet Centre has closed and Bridges may see an uptick in clients interested in our venue space as a result of it.

Chairman K. Evans asked what the cancellations and refunds look like for clients that are booking events at Bridges and may have to cancel or change their event due to the COVID-19 pandemic. Director Bechtold explained that once Phase 5 is implemented, deposits will become non-refundable. While under Phase 4, we are offering full refunds should a client need to change or cancel their event.

Director Bechtold reviewed The Club updates highlighting that memberships are down ~350 memberships, the facility is seeing 50% daily usage which is above the national average at 35%, and receiving positive comments regarding the COVID-19 precautions and The Club renovations done. The HIIT and free-weight renovation area has been very successful and very well-received by patrons.

Executive Director Talsma noted members were given a grace period through to August 1 and staff feel this should be extended so that membership dues will not be collected until September 1, 2020. This will give members a longer time period to find comfort in returning to the fitness center. Also, it allows for the completion of the renovation of the locker rooms, which we feel is an amenity that needs to be available to members if we plan on charging them full price for monthly dues. It was noted that new members will owe a \$19 initiation fee for joining The Club and will not have to pay dues until September 1, 2020.

Commissioner Chhatwani made a motion, seconded by Comm Rep Dressler to send the Facilities Board Report M20-084 to the Board as presented. The motion carried by voice vote.

F. Amended Facilities 2020 Goals & Objectives / M20-087:

Executive Director Talsma reviewed the item noting that as a result of the COVID-19 pandemic and how it has impacted the District's operations, staff has reviewed the previously approved 2020 Goals & Objectives and presented the amended 2020 Goals & Objectives with indications of the likelihood of completion of each item as well as whether each item will require modification in order to be completed.

Commissioner Chhatwani made a motion, seconded by Comm Rep Macdonald to recommend the Board approve the Amended Facilities 2020 Goals & Objectives as presented. The motion carried by voice vote.

7. **Committee Member Comments:**

Comm Rep Macdonald noted staff have done a great job on the golf course.

Comm Rep MacGregor noted he is happy to hear the golf course is doing very well.

Comm Rep Dressler noted the water lilies look beautiful at Fabbrini Park. She added that Fabbrini Park has been busy with pickleball players on the courts and patrons using the outdoor fitness equipment – it is great! She is appreciative of the staff who water her

mother's memorial tree. She noted the Chamber Fishing Derby will be held at Fabbrini Park in October 2020. She thanked staff for doing a great job, keeping the parks in great conditions, and keeping patrons safe and engaged.

Commissioner Chhatwani noted it is great to see the facility busy and populated with people again.

Chairman K. Evans noted he would've preferred a ZOOM meeting rather than an in-person meeting for the July Committee Meetings.

8. Adjournment:

Comm Rep Macdonald made a motion, seconded by Commissioner Chhatwani to adjourn the meeting at 8:22 p.m.

Respectfully submitted,

Craig Talsma
Secretary

Monica Logan
Executive Assistant

MEMORANDUM M20-093

TO: Recreation & Facilities Committee
FROM: Craig Talsma, Executive Director
Alisa Kapusinski, Director of Recreation
RE: HEAA Rental Contract for 2020
DATE: August 18, 2020

Background:

Hoffman Estates Park District and Hoffman Estates Athletic Association (HEAA) have a long standing relationship. HEAA provides youth football and competitive cheer for the Hoffman Estates community. For many recent years, the football and cheer teams have competed nationally in Florida for national titles and championships.

The last contract between HEParks and HEAA was signed in April 2013. The contract provides HEAA sole usage of Sycamore Park for practices and games. HEAA also operates the concession stand onsite. HEAA is also able to use additional fields at no cost; in past years, they used Cannon Crossings football field.

An annual rental amount covers rental and maintenance fees. In 2013, the rental amount was \$8,991.68. This amount is increased by 3% each year or by the park district's CPI increase in property tax revenue, whichever is greater. This year's amount due was calculated at \$11,058.64.

Implications:

Due to the COVID-19 pandemic, enrollment in the youth football and cheer program was considerably less than previous years. This non-profit organization was financially impacted just as other organizations.

On July 29, 2020, revised sports guidelines were implemented that established football and competitive cheer as high-risk sports. The guidance stated that high-risk sports can provide practices only – no games or scrimmages. These updated guidelines caused more impact to the HEAA organization. HEAA revised their program offerings to provide flag-football, small group play and sideline cheer programs only. These decreased program offerings will bring in less revenue for the organization. HEAA will also be using the field space less, as well.

For 2020, staff is recommending that HEAA only pay a rental fee of \$30/hour for each field usage instead of the annual contracted rate. The current football field rental rate is \$39/hour; HEAA would receive a discounted rate for \$30/hour. Staff will book each hour of use in the HEParks registration software to tabulate the usage. It is estimated that HEAA will use Sycamore Park football field for 48 hours this season and will not operate the concession stand. Their estimated rental for this year will be \$1,440.00.

Staff Recommendation:

Staff recommends the Recreation & Facilities Committee recommends to the Board that HEAA not be charged the annual contract amount and instead pay an hourly rate of \$30/hour for field rental usage for the 2020 season.

MEMORANDUM NO. M20-092

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

Recreation Division



Illinois entered Phase 4 at the end of June with lighter restrictions in place. Our “phase 4 programming” launched July 8 with registration opening at the end of June. Programs offered for Phase 4 ran in July and August.

On July 29, the Governor announced revised sports guidelines (effective 8/15) that impacted many of our summer & future fall programs. Each sport was placed in a risk category (high, medium, low). Each risk category has specific guidelines on what can be played based on the category. The sports mainly impacted included:

- Hockey: High Risk – only practices, no games or scrimmages
- Basketball: Medium Risk – allows intra-team scrimmages
- Soccer: Medium Risk – allows intra-team scrimmages
- Baseball: Low Risk – allows games (as long as players sit 6ft apart in dugout/sidelines)

Further explanations of how these revised guidelines will impact our programs will be listed under each program area.

A blood drive was held at Triphahn Center on August 5. This event was organized by a pickleball player and her group in response to a fellow player who passed away due to COVID-19. With 18 donors, the event surpassed its goal of 15 donors and we are pleased to share that 12 of the 18 donors were first-time donors!



Triphahn Center



Willow Recreation Center

Triphahn Center Fitness

<u>Membership</u>	<u>7/31/2019</u>	<u>1/1/20</u>	<u>7/31/2020</u>	<u>YTD Var. +/-</u>
Total	877	781	673	-108

Fitness members were able to access Triphahn Center at no charge for the month of July. The first billing for fitness dues was August 4. Prior to billing, a total of 59 members cancelled in July.

The TC fitness center opened on June 29. Members have done very well with wiping down their equipment using the new disposable wipes before and after each use. New equipment organization shelf was delivered for all of the accessory equipment in the back corner of the fitness center. New mats, foam rollers, hand weights, bosu ball, bands and cable attachments were purchased to replace older items.

There are 29 participants within four group fitness classes offered in July. In addition, an outdoor fitness class was held with five participants.

A new indoor pickleball drop-in program launched this month on Wednesday from 6-9pm for people 18+ for \$5 per visit. Players must register in advance for each day they would like to play, so we have a roster of players. Participation has been low as players are playing outside, but for July, there were four players each week.

Willow Rec Center Fitness & Racquetball

<u>Membership</u>	<u>7/31/2019</u>	<u>1/1/20</u>	<u>7/31/2020</u>	<u>YTD Var. +/-</u>
Fitness	256	304	150	-154
Racquetball	50	63	69	+6
Total	306	367	219	-148

Willow Rec Center fitness center will remain closed until further notice due to the small size of the facility. Fitness members were able to access Triphahn Center at no charge for the month of July. The first billing for fitness dues was August 4. Prior to billing, a total of 72 fitness members cancelled in July.



Dog Off-Leash Areas

<u>Dog Park Passes</u>	<u>7/31/2019</u>	<u>1/1/20</u>	<u>7/31/2020</u>	<u>YTD Var. +/-</u>
Total	670	683	664	-19



General Programs

Dance:

- Preschool Dance was offered virtually and has seven participants.
- All other levels are offered in-person with a total of 47 participants in nine classes.
- Hip Hop & Jazz Camp ran this month with seven participants.

Alisa & Pat are working on a revamped dance curriculum and program that separates dance into skill levels (similar to swim lesson levels). This new dance program will bring some “new-ness” to the dance program to challenge our dancers’ skills and keep them involved in our program for extended years.

Baton and Poms

- July session ran with 20 participants within four classes.

Music Lessons:

In person classes

- Piano has six enrolled and Guitar has one enrolled

Virtual classes

- Piano has one enrolled

Young Rembrandts:

- There were two participants in an Elementary Drawing class (held virtually).

Chino Garden Plots

- 15 of our 16 available slots are sold.

eSports

- For July, there are six enrolled in the Dungeons & Dragons camp and 12 enrolled in the Fortnite Tournament being held on August 7.



50+ Club

All 50+ memberships are on hold until the 50+ Club reopens.

The 50+ Club will continue to remain closed for drop-in usage, but community members may register for free activities that are offered throughout the week. Weekly activities include: volleyball, chair volleyball, walking club, cards and games, billiards, mah jongg pickleball and ping pong. Drop-in is not available for these activities; participants must pre-register to attend. Enrollment for July was:

Billiards – 7

Cards & Games – 12

Chair Volleyball – 9

Mah Jongg – 11

Volleyball – 14

Pickleball – 13

Ping Pong – 13

Walking Track - 24

In addition, 50+ Group Fitness Forever Strong, Tai Chi and Line Dancing classes began in July that do require a registration and payment. There were 13 participants in two Forever Strong classes, five participants in Line Dancing, and three participants in Tai Chi.



Early Childhood

The Early Learning & Care (child care) program opened on June 8. Operations have been running very smoothly with the new DCFS required guidelines. One classroom ran for June and July. A second classroom opened August 3. Registration for July was 14 students compared to 43 last July.

Preschool Camps began on July 6. None of the camps ran at Willow. At Triphahn, there were 43 campers over four weeks.

The part-day preschool program will run in-person even though the school districts are only offering remote learning. Our preschool program follows DCFS guidelines, and DCFS is allowing in-person programming. Natalie has kept all parents updated with guidelines to run a safe program. Many families have withdrawn from our program for fall, but we still have enough enrollment to run some classes in-person at both TC and WRC.

19-20 TC		20-21 TC		+/-	19-20 WRC		20-21 WRC		+/-
Threeschool	15	Threeschool	0	-15	Threeschool	9	Threeschool	0	-9
2's Playschool	26	2's Playschool	5	-21	2's Playschool	9	2's Playschool	0	-9
3's & 4's	114	3's & 4's	59	-55	3's & 4's	62	3's & 4's	34	-28
Total	155	Total	64	-91	Total	80	Total	34	-46



School Age - STAR and Day Camps

Summer Camp:

In June, only half day camp (9am-Noon) was offered. In July, camp was expanded to 9am-3:30pm. In addition, half day camps were still offered, as there was a continued interest.

July 6-10	# reg.	July 13-17	# reg.	July 20-24	# reg.	July 27-31	# reg.
TC	26	TC	28	TC	30	TC	29
TC ½ day	11	TC ½ day	13	TC ½ day	16	TC ½ day	14
WRC	22	WRC	24	WRC	31	WRC	30
Total	59	Total	65	Total	77	Total	73

For those campers who were not able to attend our camp in-person, a new "Camp in a Box" kit was offered to our community. Camp boxes were created with a variety of crafts, games, recipes and a camp t-shirt. Families were able to purchase different themed boxes to bring the camp experience home.

The following camp boxes were sold in July:

- Nature: 7
- Sports: 6
- Pirates: 2
- Mermaids & Unicorns: 6

The total number of boxes sold this summer (June and July) is 158.

STAR Before & After School

Prior to the notification that the schools will all begin with remote learning, there were 371 students enrolled in STAR 20/21 compared to 423 this time last year.

On August 3, both District 15 and District 54 announced that the school year will begin with remote learning only. Staff used this opportunity to create a full-day child care for parents who must work outside the home and need care for their children. A new STAR Study Hall Camp was created to serve this need. This new program will begin the week of August 17. Camp sessions will run weekly from 7am-3pm with extended care offered from 3-6pm. The program can accommodate 65 children. Registration opened August 10. To date, there is an average of 18 students at WRC and 15 students at TC for each week.



Youth Athletics

Current Enrollments

- Adult softball league- 9 teams
- Youth baseball total- 108
- N60 baseball players- 23
- Youth Basketball- 40
- Feeder Basketball Camp-28
- Tee-ball – 40
- HUSC Soccer Camps – 24

COVID All Sports Guidelines – impact on summer softball, baseball & basketball:

- Softball & Baseball fall under “Low Risk”. This allows these sports to continue offering practices and games. Players must remain 6-feet apart in dugouts or on sidelines. If players do not remain 6-feet apart, the risk is changed to “medium risk” which eliminates all games. All families were emailed once the new guidelines were released to explain the strict expectations of player distancing.
- Basketball falls under “Medium Risk”. Medium risk allows intra-team scrimmages. With the lower enrollment numbers in summer basketball, our program was actually already running our program within these new guidelines. All players within each grade level currently practice together as one large team, and then the players separate into “teams” and scrimmage each other on Saturdays.

Summer Athletic Updates

- Youth baseball and basketball teams began practice the week of July 1.
- Youth baseball and basketball teams began games on July 20.
- N60 baseball began games on July 12 and will compete throughout the month.
- Adult Softball leagues started the week of July 13.
- Feeder basketball camp ran the week of July 13 at The Club with 28 players.
- Seminole Sports Tournaments ran on the weekends of July 10, 17, 24 and 31.
- Contact was made to Crank Revolution bike store in north Hoffman to create a relationship and grow our outdoor recreation programming.
- Staff started to tap more into the social media world with our youth summer basketball league by
 - Creating YouTube highlight reels of weekend games
 - Post-game coaches interview
 - In-game tweet updates

COVID All Sports Guidelines – impact on soccer:

- Soccer falls under “Medium Risk” which allows intra-team scrimmages. For fall, individual teams will not be formed. Each grade level will be their own team. These groups will practice together as a larger team (with a max of 50). An intra-team scrimmage will be held on Sundays.

Fall Soccer

- Original registration deadline of July 31 was pushed back to August 14 to allow more people an opportunity to sign up.
- First practice was pushed back to the week of August 17.
- Per the new state guidelines, our soccer league will scrimmage the same group they practice with. Inter-village soccer has been cancelled due to the new guidelines and everything is completely in-house at our fields on Sundays.
- 85 players are enrolled to date, which allows for a coed league at every age group.
- Two new levels were offered this fall: High School League and U5 League. Both levels have enough enrollment to run scrimmages.

Outdoor Recreation

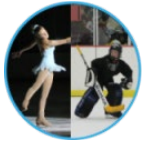
- July Fishing class had 13 kids in the class. We fished for Carp, Bluegill, Crappie, Catfish and Bass.
 - We received donated fishing gear from Cabela’s - in total 100 rods and 75 reels.
 - Looking into offering a rental program for fishing poles to allow more people to get out and fish in Hoffman.
 - Staff is getting ready for the October 3rd Fishing Derby, as well as one final fishing session for the fall.

COVID All Sports Guidelines – impact on Martial Arts:

- Martial Arts falls under the “High Risk” category which only allows no-contact practices and trainings. This guidelines will be met within our programs as we only offer no-contact practices and trainings.

Martial Arts

- Karate: Shotokan Karate returned in July. There were a total of 45 participants within four classes.
- Tae Kwon Do: The July session has 11 participants within three classes.



Ice Operations

Mini Hockey Clinics and Figure Skating Mini Camps continued through July.

	June enrollment	July enrollment	TOTAL for summer
Hockey Clinics (Mites, Squirts, PeeWees, Bantam/Midgets & Wolverines)	77 mites 80 Squirts 75 PeeWees 78 Bantam/Midget 73 Combo levels 17 Wolverines 400 TOTAL	85 mites 94 Squirts 55 PeeWees 108 Bantam/Midget 33 Combo levels 16 Wolverines 391 Total	791
Figure Skating Mini Camps	81	62	143

COVID All Sports Guidelines – impact on Hockey:

- Hockey falls under the “High Risk” category which only allows practices and trainings. The fall hockey league was suspended and clinics are scheduled for fall to replace the league. The men’s hockey league was also suspended until games can resume.

MooseJaw 3v3 began in July. There are 21 teams. Games were played three nights per week through mid-August.

Freestyle skating was coordinated differently in July. Rather than unlimited access to each open ice slot for independent skaters, all skaters were required to reserve one-hour ice slots in four-week increments. 84 skaters purchased ice slots in July for a total revenue of \$1305.

Registration for the fall hockey leagues opened July 7. We had 90 players enrolled prior to the hockey league being suspended on July 29 due to the All Sports Revised Guidelines. The 90 players have all been refunded. New clinics will be created to keep the players on the ice this fall.

A new adult hockey league launched mid-July. This new league has six teams (of 15 players). The league was scheduled to run through September, but due to the All Sports Revised Guidelines, this league was suspended on August 9. It will resume when guidelines are updated.



Aquatics

Seascape is closed for the 2020 season.



Communications and Marketing

Sponsorship Update:

- Marquee Contracts received: State Farm & Summitview Church
- AMITA partnership update: The AMITA contract that was presented to the Board in August 2019 will be ending this month. This agreement for \$69,740 continues to be paid in monthly payments by AMITA. We were notified during this contract year that the representative from AMITA who has worked with us since our partnership began in 2009 was let go from her role. Jeff Ney has been in contact with multiple AMITA representatives throughout this year, but the HEParks/AMITA relationship kept moving to different staff within AMITA. After multiple hands have turned over, we received notification that Donna Budak, a VP out of Lisle, was our latest contact. Jeff has left five voicemails for her and Alisa emailed her four times within three weeks, and we have yet to receive a response from Donna with an update on our contract renewal. Staff is now attempting to contact a local representative within the HE Chamber to speak to someone locally. Staff continues to stay on top of this, but there has been challenges in reaching anyone directly from AMITA.

Design Work:

- Phase 4 guidelines
- Park signage
- Halfway house menus
- Club promo

Website updates:

- Wolfpack hockey webpage updates including: changing overall focus of website, new training philosophy, equal presence of all level players, added adult hockey program
- HEParks website updates: 50+ page, preschool, fitness, ice, parks and pickleball pages

Email campaigns: Three e-blasts sent this month

Press Releases:

- Heat relief for local walkers on indoor track
- Fishing equipment donation

Social Media:

- July was NRPA's Park & Recreation Month. This month, the C&M department spotlighted a local park each week.
- 61 posts and four videos in July
- Top interactive posts:
 - 1) Victoria Park spotlight – 1948 reached
 - 2) HEParks is hiring – 1842 reached
 - 3) Vogeley Park spotlight – 1753 reached
 - 4) Summer Basketball video – 1058 reached
 - 5) Olmstead Park spotlight – 1006 reached

of Followers:

HE Parks Facebook: 4889 (+19 from last month)
HE Parks Twitter – 1079 (+9 from last month)
HE Parks Instagram – 6494 (+17 from last month)
50+ Facebook- 110 (no change)
Wolfpack Facebook- 297 (+9 from last month)
Wolfpack Instagram – 283 (+1 from last month)
Figure Skating Facebook – 80 (no change)
Bridges Facebook – 1007 (+5 from last month)
Bridges Instagram – 115 (+2 from last month)
Bridges Twitter – 163 (+2 from last month)
The Club Facebook – 1632 (+6 from last month)
The Club Instagram – 256 (+10 from last month)
The Club Twitter – 36 (no change)

Website:

Traffic to HEParks Website in July: 20,926 unique page views to the website.

Highest visit days:

- July 13: 1,252
- July 7: 1,217



Highest visited pages

- Highest visited pages in July 2020 – Home, Program Guide, Dog-Parks, COVID-19, Parks, Hockey
- Highest visited pages in June 2020 – Home, Parks-facilities, Programs-Sports, General Information, Program Guide

MEMORANDUM NO. M20-091

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

Bridges General Programs

-  Currently, we are allowing single rider carts based on availability. We have enough carts to allow six extra carts per hour. We implemented the \$5 for 9 holes and \$10 for 18 holes single rider fee. For our guests who are sharing a cart, we have installed plastic dividers in each cart as a safety precaution in response to COVID-19. These provide our guests a suitable alternative should they not want to upgrade to the single rider fee.
-  Staff has continued with deep cleaning carts and the facility to continue to provide a safe environment for our guests.

Golf Rounds

MONTHLY ROUND TOTALS					
2016	2017	2018	2019	2020	5 Year Average
5,046	4,950	5,062	4,592	5,282	4,413
YTD ROUND TOTALS					
2016	2017	2018	2019	2020	5 Year Average
17,463	17,061	16,130	14,274	10,802	10,160

Range Information - Range was closed March 15th to May 29th.

MONTHLY RANGE BASKET SALES TOTALS					
2016	2017	2018	2019	2020	5 Year Average
3,046	3,227	2,967	3,762	3,835	3,318
YTD RANGE BASKET SALES TOTALS					
2016	2017	2018	2019	2020	5 Year Average
12,084	12,085	10,306	11,972	7,022	7,326

Hole in One Contestant Update

HOLE IN ONE MONTHLY SALES TOTALS				
2016	2017	2018	2019	2020
0	573	377	726	581
YTD HOLE IN ONE SALES TOTALS				
2016	2017	2018	2019	2020
0	1,515	1,400	1,570	585

Communications & Marketing

Bridges Facebook – 1,002 followers in June and 964 followers in July

Bridges Instagram – 113 followers

Bridges Twitter – 161 followers

Additional marketing items included: As the COVID-19 pandemic evolved, there has been continual updating and replacing signage as well as menus for the halfway/house to meet new guidelines.

Food & Beverage

All July events were cancelled. We have one golf outing scheduled for August 21.

Staff created new, simple grab-and-go meals. These can be used for outings that are looking to provide food after the event with less touch points at a more economical fee. These will be an alternative option to our plated banquet menus, which also offer minimal touch points.

Wedding Count Update:

2021 = 18 ceremony and reception, 2 reception

This time last year our bookings for 2020 were only 4 ceremony and reception, 2 reception

2020 = All weddings have been cancelled or rescheduled to 2021.

We had 10 ceremony and reception, 4 reception only booked for 2020.

2019 = 16 ceremony and reception, 3 reception only, 1 ceremony only

2018 = 16 ceremony and reception and 3 reception only, 2 ceremony only (2 weddings cancelled in 2018)

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

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

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

Golf Maintenance Summary

In July, our high averaged 86° (2° above average) and low averaged 67° (4° above average). This included 10 days with highs at or above 90° (average is 6 days) and many more that were only a degree off of that. We received 2.58" of rain (3.7" average) which is about 70% of our normal amount. For the month, we saw 21 total playable* days (67%) and for weekends in July, we had three playable* days (37%).

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

July was a continuation of the June weather, warm and dry. In the beginning of the month, we saw eight days in a row with highs of 89° or above. We only saw rain nine days during July, with half of it coming in from one storm mid-month. Once again, this meant we were relying on our 23 year old system and hoses to get us through the month. In July, we put out 3.8 million gallons of water by running irrigation cycles overnight.

Between weather conditions and PGR applications, we saw limited turf growth which allowed the maintenance team to work on other items on the course. Here is a small list of some of the other tasks the maintenance team has been working on in July:

- Mowed all playing surfaces regularly
- Rolled greens when not mowing
- Changed cups and set up course
- Filled divots on tees and fairways
- Raking bunkers
- Checked sand depth in bunkers and added as needed
- Sprayed greens, tees, and fairways
- Vented greens
- Topdressing greens
- Hand watered greens and tees
- Trimmed tree bases
- Trimmed yardage plates and sprinklers
- Repaired irrigation issues
- Pulled weeds and mulched beds
- Finished memorial bench on 11 tee
- Verticut greens, tees, and approaches
- Started raising sprinkler heads around greens
- Removed a few trees on property
- Pruned up low hanging branches

Below are some of the items that are not being done, or are being done less frequently, as part of the deferred maintenance plan.

- Currently mowing bentgrass surfaces with less frequency than normal, this has resulted in more clippings than normal on tees and fairways.
- Bunker maintenance has been limited.
 - Bunkers have been raked 2-3 days a week based on play and staff availability.
 - Bunkers have not been edged or fly mowed this year. Top portions of slopes have been mowed but lower sections are being left long. This has resulted in 200 hours of labor saved so far this year.
- Ornamental bed maintenance on the course has been limited, but we have received mulch and weeds have been sprayed.
- Detail items that are being done on a limited basis:
 - Filling divots on tees and fairways
 - Trimming yardage plates, sprinklers, and drains.
 - String trimming around trees, walls, curbs, stairs
 - Clubhouse lawn and perimeter along Moon Lake are being mowed less frequently than normal.
- Cultural practices such as verticut, topdressing, and venting have been very limited based on labor availability.



Membership Totals	<u>7/31/2019</u>	<u>07/31/2020</u>	<u>1/01/2020</u>	<u>Var. +/-</u>
Totals	2907	2521	2837	-316

Member Services/Sales

- In our first full month of being open post-pandemic, we enrolled 71 new members and sold 34 student summer passes (45-day pass). Normally, this would be a very slow month, but we were pleased to share we brought in over 50 new members in our first month back open. This is huge given the time of year and given the circumstances with the COVID-19 pandemic. The offer that was running was a \$19 enrollment special with no dues until September.
- The Club experienced an average of 57% daily visit usage which is typical for a month of July. We are open about 19 hours less per week with our modified hours.
- The membership team and front line staff are spending a lot of time fielding questions from returning members and from those who are skeptical about returning. We are encouraging members who are on the fence about returning to come in and see the changes to the facility as well as to see what we have done and are doing on a daily basis to keep them safe.
- On August 31, we will have the entire facility open. Starting in September, we will be running our first full monthly member dues billing since we closed in March. The membership team has been contacting those with expired credit cards for updates so billing can go as smooth as possible.
- Kids Korner will still be closed at this time as it is an additional add-on fee for our members. We will continue to monitor guidelines and evaluate this area as things progress.
- The membership team has grown by one, temporarily, with Jeff Ney, the District's Sponsorship Coordinator, working at The Club to fill in for the departed Eddy Hernandez. Jeff will spend his first couple weeks at The Club getting to know the facility operations as well as learning the RecTrac software as it relates to Club functions. Jeff will be helping with membership sales and account management while he is stationed at The Club.

Operations and Fitness Departments:

Renew Active

The Club staff is reviewing a potential agreement with Renew Active. This will be with their Premium network offered to seniors through United Healthcare. They are currently offering a \$2,000 signing bonus if the agreement is completed by end of this month.

What it is:

- Our premium senior fitness benefit program that launches on January 1, 2021.

- A network of high-end facilities that services the United Healthcare Medicare Advantage population.

How it works:

- Your location will be listed on the Renew Active website and promoted to members throughout your community who are eligible plan holders of a United Healthcare Medicare Advantage plan.
- When an insured member presents a confirmation code to your location, you will enroll him or her with a standard membership at no additional cost to the member.

By participating in this program, your facility:

- Receives a subsidy for member visits each calendar month, \$35 per 1 visit in a calendar month (\$35 cap).
- Is not required to develop or deliver special programming or branding above and beyond existing normal services and privileges already being provided to members.

Other Operations and Fitness:

- Group Fitness classes have been going really well and are well attended. We have made a few minor adjustments based on member feedback and will be adding in one or two aquatic classes when the locker rooms reopen.
- We have capped the capacity of most group fitness classes at 15 people, with the exception of Zumba which can hold more as it takes place in the gym. The guidelines require 50% of room occupancy.
- We are holding the HIIT classes in the new renovated strength/HIIT area and can fit 15 participants in there very comfortably with room for them to significantly distance, if desired. We are currently evaluating the \$20 add-on fee starting in September for these classes due to the limited amount of participants we can host in a single class.
- Class attendance numbers are growing each week, with more reaching capacity. We will launch the MyZone reservation app in September; members will need to reserve a spot ahead of time via the app or through the front desk staff who can reserve for them.
- Locker room renovation is progressing really well. The floors have been completed and the lockers are starting to be installed. The lockers look amazing! Locker rooms are set to open on August 31.
- The activity pool has been opened for all physical therapy patients to allow for more open swim lanes in the lap pool for our members. We will be opening the activity pool up to 20 guests starting on August 31 for our membership, as well. We will be following all recommended guidelines and look forward to offering a safe environment for kids to enjoy the pool.
- Staff continue to do an excellent job with the new cleaning protocols and explaining new systems to members. The entire team has been supportive of the new cleaning expectations and understanding the importance of consistency.
- Club staff have filled the two vacancies for Full-Time Custodian. One will begin work in mid-August and will be covering the afternoon into evening (after close) shift for now. His role will focus on disinfecting, locker room cleaning, and floor maintenance. The second hire will start at the end of August and will begin training at The Club and eventually will transition to working custodial at all facilities. He will be trained at all of them and be available for support based on facility usage. This will allow the District

more flexibility when staff are out for vacation and personal days. We look forward to both individuals joining our HEParks team.

Marketing The Club

Social Media

The Club Facebook – 1,626 followers in June 2020. 1,400 followers in July 2019.

The Club Instagram – 246 followers in June 2020. 143 followers in August 2019

The Club Twitter – 36 followers

General Marketing

- Continual edits to the website and designing e-blasts to go out to members.
- Promoting outdoor fitness classes.
- Promo for July and August, internal and alpha media, and Daily Herald.
- Social media monthly challenge and video interviews with members for social media

Website Traffic

The Club saw steady traffic increase on the website and on google until the middle of July.

July 12 was the highest google traffic day with 165 clicking our google business ad.

- After July 12, traffic decreased dramatically. On July 26, the daily click-through was 69.
- COVID cases began to increase locally as the month progressed.

The Club's Website saw the highest traffic between July 5 and July 12. This data matches google traffic.

Search History:

- The Club at Prairie Stone, search term, continues to increase. 20.85 % of the searches used the new facility name. (22.91% in June). The current name has slowly been gaining traction as a search term. Marketing has been working on increasing the name recognition of The Club through advertisements and social posts that highlight the new name.
- "Prairie Stone" continues to make up a high percentage of searches with 22.14% (composite of 7 search terms) (32.9% in June)
- People searching for "The Club" make up 0.37% of the searches in June.

Direct searches and google searches continue to be the highest driving force to the Club's website. HEParks.org and social media are behind. Continuing to run google adwords may be our best course of action while there is uncertainty surrounding fitness. The people searching for fitness using google at this time are the ones who are serious about fitness and not the casual gym visitors.

4,548 unique visitors to TheClubPS.com in July. 3,261 unique visitors in June.