



1685 West Higgins Road, Hoffman Estates, Illinois 60169

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AGENDA
RECREATION & FACILITIES COMMITTEE MEETING
TUESDAY, APRIL 20, 2021
7:15 P.M.
***Remotely via ZOOM**

1. ROLL CALL
2. APPROVAL OF AGENDA
3. APPROVAL OF COMMITTEE MINUTES
 - March 16, 2021
4. COMMENTS FROM THE AUDIENCE
5. OLD BUSINESS
6. NEW BUSINESS
 - A. Recreation Board Report and 1Q Goals / M21-037
 - B. Facilities Board Report and 1Q Goals / M21-041
7. COMMITTEE MEMBER COMMENTS
8. ADJOURNMENT



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**MINUTES
RECREATION & FACILITIES COMMITTEE MEETING
March 16, 2021**

1. Roll Call:

A regular meeting of the Hoffman Estates Park District Recreation & Facilities Committee was held on March 16, 2021 at 7:37 p.m. remotely via ZOOM.

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

Absent: None

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

Audience: President Kaplan, Commissioners R. Evans, Friedman, Kinnane, McGinn; Comm Rep Wilson

2. Approval of Agenda:

Commissioner Chhatwani made a motion, seconded by Comm Rep MacGregor to approve the agenda as presented.

On a Roll Call: Carried 7-0-0

Ayes: 7 Chhatwani, Beranek, Dressler, Henderson, Macdonald, MacGregor, K. Evans

Nays: 0

Absent: 0

3. Approval of the Minutes:

Commissioner Chhatwani made a motion, seconded by Comm Rep Dressler to approve the minutes of the February 16, 2021 meeting as presented.

On a Roll Call: Carried 7-0-0

Ayes: 7 Chhatwani, Beranek, Dressler, Henderson, Macdonald, MacGregor, K. Evans

Nays: 0
Absent: 0

4. Comments from the Audience:

None

5. Old Business:

None

6. New Business:

A. School District 15 Dissolution of Intergovernmental Agreement / M21-024:

Executive Director Talsma explained that an Intergovernmental Agreement (IGA) has existed between HEParks and School District 15 (SD15) to provide outdoor grounds maintenance (mowing, weeding, and fertilization) at Thomas Jefferson (TJ) and Frank C Whiteley (FCW) schools in exchange for facility usage. Over the last few years, HEParks has either not needed the facilities due to other accommodations or needed the facilities, but were not allowed due to SD15's COVID-19 protocols. It was noted the IGA should be dissolved due to Force Majeure because SD15 has not upheld the agreement while HEParks has. SD15 is in agreeance.

It was noted as an alternative to the IGA, a Memo of Understanding will be entered into which will have HEParks only provide annual weed and fertilization for \$1,300. If HEParks needs facility space, a rental fee will be paid to SD15.

Commissioner Chhatwani made a motion, seconded by Comm Rep Dressler to recommend the Board approve of the dissolution of the IGA with School District 15, dated July 1, 2018 – June 30, 2023.

On a Roll Call: Carried 7-0-0
Ayes: 7 Chhatwani, Beranek, Dressler, Henderson, Macdonald,
MacGregor, K. Evans
Nays: 0
Absent: 0

B. School District 54 IGA / M21-023:

Director Kapusinski explained the agreement gives HEParks the ability to use six schools in exchange for playground and outdoor maintenance (HEParks playgrounds located at school sites). The agreement has been merged with the Eisenhower Track agreement, in which they pay 50% of maintenance/repair on the track, to create a new five year agreement.

Comm Rep Macdonald made a motion, seconded by Comm Rep Dressler to recommend the Board approves of the Intergovernmental Cooperative Agreement between School District 54 and Hoffman Estates Park District for the term April 1, 2021 and ending March 31, 2026.

On a Roll Call: Carried 7-0-0
Ayes: 7 Chhatwani, Beranek, Dressler, Henderson, Macdonald, MacGregor, K. Evans
Nays: 0
Absent: 0

C. Rec Board Report / M21-022:

Director Kapusinski highlighted the following:

- A virtual Bingo event was held with 24 families participating.
- The seniors have been participating in drop-in programs which are free, but require registrations.
- STAR is back in the schools 100% and we are no longer offering the Study Hall program. STAR numbers are gradually increasing.
- The basketball feeder program, private trainings, and the league has been doing very well. Kyle Thomas is doing a great job.
- Kyle Goddard had a strong season with the fishing program and Fishing Derby event.
- E-sports program is going live April 1.
- Hockey and figure skating are going well. Preregistration for ice time and skate rentals has been required. There is an attendance cap of 50 people per session. It was noted this has been operating very well.
- C&M has been working on an interactive park page for the website.
- The digital spring brochure comes out this Monday, March 22.

Commissioner McGinn commended Kyle Thomas on a job well done on the basketball program. He commended Commissioner Friedman and coaches handling the in-house programs as well as the basketball coaches handling the basketball feeder program for doing a great job.

It was noted the e-sports program can accommodate up to 20 people (reservations required). Post COVID-19, the facility and program will be evaluated with the hopes of expansion.

Commissioner McGinn commended Director Hugen on the renovation of the ice rink. He noted the ice was very well done.

Commissioner Chhatwani made a motion, seconded by Comm Rep Henderson to send the Rec Board Report to the Board as presented.

On a Roll Call: Carried 7-0-0

Ayes: 7 Chhatwani, Beranek, Dressler, Henderson, Macdonald,
MacGregor, K. Evans
Nays: 0
Absent: 0

D. Facilities Board Report / M21-032:

Director Bechtold highlighted the following:

- The golf course has opened and had a very successful opening weekend.
- Preferred tee times begin on March 27.
- March Madness is the first golf event of the season and it is sold out!
- The Breakfast with the Bunny event is almost sold out.
- Staff utilized the new snow plow sweeper to clear ice and snow off of the greens at the golf course.
- The Friday Fish Fry has been going well and will continue through Friday, April 2.
- IAPD has selected Bridges to host one of IAPD's golf outings. It will be held in June 2021.
- 117 new memberships enrolled at The Club in February 2021.
- A Registered Dietician has been hired to work with members at The Club.

Commissioner Friedman noted how impressive The Club looks and how the renovation came out.

Commissioner Chhatwani made a motion, seconded by Comm Rep MacGregor to send the Facilities Board Report to the Board as presented.

On a Roll Call: Carried 6-0-1
Ayes: 6 Chhatwani, Beranek, Henderson, Macdonald, MacGregor, K.
Evans
Nays: 0
Absent: 1 Dressler (left meeting due to a technical issue)

7. **Committee Member Comments:**

Commissioner Chhatwani congratulated Chairman K. Evans on winning the HEChamber's Volunteer of the Year award. She added a thank you to her fellow Commissioners, the Community Representatives, and the staff for all she has been able to learn from everyone and for all they continue to do.

Comm Rep Beranek is looking forward to the interactive parks map being created by the C&M Department.

Comm Rep MacGregor complimented Director Huguen on his playground design for the Birch Park project. He added he is looking forward to returning to The Club as more and more people are being vaccinated.

Comm Rep Macdonald thanked Kyle Goddard for the ice fishing event and noted his family thoroughly enjoyed it! He commended Director Huguenot for the great work being done in-house by staff and noted it is saving the district money. In addition, he is looking forward to the interactive parks map being created by the C&M Department.

Comm Rep Henderson thanked Executive Assistant Logan for her help in preparing for the meeting. She added a congratulations to Chairman K. Evans on winning the HEChamber's Volunteer of the Year award. She thanked all staff for their efforts and noted how proud she is to be a part of this park district.

Chairman K. Evans noted it is great the District has two sheets of ice that are doing so well. He added it is encouraging that members are returning to The Club. He thanked staff for the hard work that goes into updating and/or dissolving agreements and contracts.

8. Adjournment:

Commissioner Chhatwani made a motion, seconded by Comm Rep MacGregor to adjourn the meeting at 8:20 p.m.

On a Roll Call: Carried 6-0-1

Ayes: 6 Chhatwani, Beranek, Henderson, Macdonald, MacGregor, K. Evans

Nays: 0

Absent: 1 Dressler

Respectfully submitted,

Craig Talsma
Secretary

Monica Logan
Executive Assistant

MEMORANDUM NO. M21-037

TO: Recreation & Facilities Committee
FROM: Craig Talsma, Executive Director
Alisa Kapusinski, Director of Recreation
RE: Recreation & Communications/Marketing Board Report
DATE: April 20, 2021

Recreation Division



Liz Blake has been hired as the new Aquatic Manager. Liz started April 7. Liz comes with years of aquatic experience from both Hanover Park Park District and, most recently, Carol Stream Park District. Liz is a lifeguard instructor, plus brings a wealth of knowledge in swim lesson programming.

This month, the Recreation Department worked closely with the Parks Department and the IT Department to prepare for the opening of the e-Sports Zone at Vogelei. Without the support of everyone involved, the success of this facility would not be possible.



Triphahn Center



Willow Recreation Center

Triphahn Center (TC) Fitness

<u>Membership</u>	<u>03/31/2020</u>	<u>01/01/2021</u>	<u>03/31/2021</u>	<u>2021 YTD Var. +/-</u>
Total	795	509	510	+1

Willow Rec Center (WRC) Fitness & Racquetball

<u>Membership</u>	<u>03/31/2020</u>	<u>01/01/2021</u>	<u>03/31/2021</u>	<u>2021 YTD Var. +/-</u>
Fitness	251	93	101	+8
Racquetball	66	52	44	-8
Total	317	145	145	0

Both TC and WRC Fitness Centers launched “Fitness Madness” on March 18 that ran through April 5 (the length of March Madness tournament). Members who completed a workout card and those who worked out eight times (Elite Eight) were entered into a drawing to win a free month’s membership. Four members will be winners – our Final Four!



Dog Off-Leash Areas

<u>Dog Park Passes</u>	<u>03/31/2020</u>	<u>01/01/2021</u>	<u>03/31/2021</u>	<u>2021 YTD Var. +/-</u>
Total	687	586	588	+2



General Programs

General Programs:

Program	Participants
Baton & Poms	24
A&A Music (piano & guitar)	2
Palatine Choir	5
Shotokan Karate	56
Tae Kwon Do	17
Gymnastics	69

Dance

Winter session started in February. There are 117 dancers enrolled in the winter/spring session within 21 classes. The advanced elite dance levels will be competing in a competition at Des Plaines Park District in May.

Special Events:

- Our first Bunny Basket event was held on March 25 and March 26. 39 (out of 40) baskets were sold. Participants were able to come inside Triphahn Center to take a picture with the bunny and pick up a basket of their choice. Due to COVID-19 precautions, only one family was allowed in the room at a time to see the bunny and have their picture taken.
- Doggie Egg Hunt was held on April 3 at Bo's Run and Freedom Run. There were 41 dogs enrolled in the two events. The dog owners could only pick-up the eggs when the dog touched the egg with their nose or paw! Prizes were awarded in some of the special eggs.
- Bunny Drive-By was held on April 3. The bunny visited 44 homes across the town to leave eggs in yards and take pictures with children.



50+ Club

Drop-in programs continue to run and we have new programs being continually added. For spring, three new clubs/activities will be added: Wii Bowling, Stitching Stars, and Craft Club.

Pub Trivia was cancelled this month due to low interest.

Staff will be working over the next month to come up with a plan to expand the senior program offerings for the community.



Early Childhood

The Early Learning & Care program (ELC) completed its rebranding. The goal of the rebranding was to change the name to include “child care” in the name as many residents do not think of park districts as offering a full-day day care program. Natalie and the C&M Department are finalizing the materials for tours, website promotions, and forms. The new program is now called Little Stars Childcare. This name will tie into the STAR before & after school program, too.



There are 27 children enrolled in the full-day ELC, compared to 44 last year (pre-covid closure).

The full-day child care program was awarded an additional \$78,000 through the COVID relief grants for child cares. These funds will be used to cover wages over January, February, and March.

Registration for next fall’s 2021/22 part-day preschool is currently open. There are 104 children enrolled for school next year. These numbers are great as families are slowly returning to the classroom.

For this year’s preschool (2020/21), there are 60 students enrolled at TC and 38 students enrolled at WRC, for a total of 98 students.



School Age - STAR and Day Camps

STAR

Both District 54 and District 15 were open 100% in-person this month.

D54 STAR for March

- Armstrong: 16
- Fairview: 23
- Lakeview: 35
- Lincoln Prairie: 26
- MacArthur: 19
- Muir: 6

WRC STAR for March

- Whiteley PM care: 9
- Whiteley AM care: 2
- TJ PM care: 2
- TJ AM care: 1
- KinderSTAR: 11

Registration for the 2021/22 school year is now open for STAR. New for next year will be the operation of STAR at both Whiteley and Thomas Jefferson schools within District 15.

Registration to date for 21/22 STAR:

D54 STAR

- Armstrong: 9
- Fairview: 42
- Lakeview: 26
- Lincoln Prairie: 30
- MacArthur: 28
- Muir: 9

D15 STAR

- Whiteley: 59
- Thomas Jefferson: 27
- KinderSTAR: 15

Camps:

Spring Break Camp was offered March 22-26. A total of 37 participants were enrolled over the week.

Staff is planning for summer camps 2021. Currently, camp will be offered only at TC and WRC. If enrollment increases, staff will look to use a School District 54 site.



Youth Athletics

Athletics

Hoffman Basketball Academy

- Camps: Five camps were offered for a total of 76 players. A spring break camp was offered with 12 players.
- Individual and group training sessions were throughout the month on Mondays, Wednesdays and Thursdays. 32 individual sessions and 24 group sessions (with 2-4 players per session) enrolled this month.
- Wednesday Feeder Fundamental Drop-in Program had a total of 109 players visit this month.
- In-house basketball league (pod system, max 20 per group) ended March 27.
 - ½ coed- 21 players
 - 3/4th boys- 20 players
 - 5/6 boys- 15 players

- 3/4/5 Girls- 20 players
- 6/7/8 Girls- 16 players

Baseball

- N60 baseball
 - U9, U12 and U14 teams started practice on Sundays indoors at TC. Outdoor practices began the week of March 29. Games begin April 15.
- In-House baseball begins April 5 with opening day games on May 1.
 - Shetland- 48
 - Pinto- 48
 - Mustang- 33
 - Bronco- 12

Soccer

- The indoor soccer season ended mid-March with 73 players.
- Outdoor soccer registration has 208 players (compared to 178 last year).
- Kyle Goddard is working with HUSC on creating additional soccer specialized skills classes.

Adult Softball

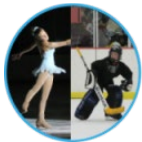
- Registration is open and eight teams are signed up to-date. The league starts May 3.

E-Sports

- The e-Sports Zone was completed with all brand new tables, chairs, computers, arcades and video game systems. We prepared for our soft opening for our members on April 1. It was a huge success with multiple inquiries to host tournaments and birthday parties. We currently have sold 18 monthly unlimited passes.

Outdoor Education / Nature

- With the partnership with the Cook County Forest Preserve, the “Is it Spring Yet Hike” had four participants.
- There are two upcoming hikes planned for spring and early summer.



Ice Operations

Hockey:

- The winter session of hockey lessons began in February and ran through March. There were 41 players in Level 1 (intro) and 31 players in Level 2 (hockey development). In addition, 111 private hockey lessons were taught in March.
- Spring Break Hockey Clinics were offered the week of March 22. There were 29 players enrolled in these clinics.
- Drop-in clinics were offered over two weeks in March to bridge the time between our Hockey Clinic and Spring League. 125 players dropped in for hockey play.

- Hockey spring league will begin April 5 and run for an eight week season. The league has been divided into two divisions: open division and restricted division. HEParks hockey has joined the restricted division which requires masks on the ice.

Hockey League Levels	Spring 2019	Spring 2021
Mites	28	24
Squirts	16	40
PeeWees	19	26
Bantams	30	32
Midgets	18	34
Wolverine Girls	21	17
TOTAL	132	173

- Adult Drop-In Hockey meets on Sunday nights. Many players are currently in leagues at other rinks, so we plan on starting a new league in summer with the adult players. Over the month of March, 48 players dropped in.

Figure Skating:

- A total of 333 private lessons were taught in March. March freestyle ice resumed with 118 skaters.
- Winter figure skating lessons were offered to 169 skaters. A Spring Break Mini Session was offered to 14 skaters. Registration is currently open for spring session of lessons that begin the first week of April. So far, there are 179 skaters enrolled.

Public Skate:

- Public Skate was offered every other Sunday in March plus everyday over spring break. A total of 420 people registered for public skate this month. The March 28 public skate had a special visitor – the Easter Bunny! All Sunday public skates have sold out with 50 skaters for each timeslot.



Communications and Marketing

Design Work:

- Spring Program Guide: with new features such as slide shows, video links and new headings
- Summer Camp
- Seascape
- Fitness Madness – fitness challenge
- Bunny events
- Birch Park signage
- Club Pot O Gold challenge

Special Projects:

- NRPA Gold Medal application
- E-Sports Zone launch
- Website interactive map development
- Promotion for Park Clean Up events
- Club: email communication, birthday email template

Promotions:

- Now Hiring
- Seascape Guards
- Adult Softball Leagues
- Hoffman Basketball Academy
- E-Sports Zone
- Public Skate

Email campaigns: Six e-blasts highlighting: spring program brochure, registration now open, summer jobs, bunny events and Bridges now open promo.

Press Releases and/or Advertising:

- Excellence in Financial Reporting

Social Media:

- 88 posts in March
- Top interactive posts:
 - 1) Now Hiring Lifeguards
 - 2) Summer Jobs
 - 3) Bunny Events
 - 4) Stan's Donuts rescheduled event
- Special social media campaign: Spring Brochure launch – reached 32,255 users across social media.

of Followers:

Follower Count of HEParks Managed Social Media Accounts by Month						
		Monthly Follower Count				
Account	Social Media Platform	March 2021	February 2021	January 2021	December 2020	November 2020
Bridges of Poplar Creek	Facebook	1062	1046	1046	1034	1029
	Instagram	124	123	121	122	118
	Twitter	164	164	164	165	166
The Club	Facebook	1642	1640	1643	1636	1622
	Instagram	325	320	311	299	289
	Twitter	39	39	39	37	39
HEParks	Facebook	5180	5115	5062	5034	5013
	Instagram	855	839	808	776	729
	Twitter	1,071	1067	1070	1088	1092
Ice Academy	Facebook	97	96	92	90	88
Wolf Pack	Facebook	340	334	329	315	314
	Instagram	336	329	329	329	309
Senior Center	Facebook	118	116	116	115	114

Website:

Traffic to HEParks website in March: 33,108 unique page views (compared to 23,246 last month).

With the program brochure only being available in a digital format, the page views of the brochure has drastically increased:

Visits to heparks.org/program-guide: 4,414 in 2021, 1,231 visits in 2020, 2,184 in 2019.

16.98% of HEParks monthly traffic went directly to the digital Program Guide and bypassed the /program-guide landing page. To help support the program guide, C&M created new website landing pages to redirect registrants to Rectrac.

Highest visited pages

- Highest visited pages in March 2021: Home, Program Guide, Dog Park, Bids, Camp (Seascape, E-Sports, and Youth Sports were also in the top visited pages.)

**HOFFMAN ESTATES PARK DISTRICT
2021 GOALS & OBJECTIVES
RECREATION DIVISION**

Key: C = Complete / O = On Track / D = Deferred / N = Not Complete

DISTRICT GOAL 1: HEALTHY & ENJOYABLE EXPERIENCES

Objective/Goal	Performance Measures/Action Plan	Status
Offer quality recreation programs that are innovative, diverse and meet the needs of community.	Add a minimum of one new athletic event / program each seasonal brochure.	O
1Q Comment:	New programs for Winter included: Ice Fishing free clinics, Coach Kyle's clinics, private basketball lessons and Weigle's Warriors (sports/fitness class), offered and ran the first ever Spring Break Basketball Camp at the Triphahn Center.	
Offer quality recreation programs that are innovative, diverse and meet the needs of community.	Add a minimum of one new ice event / program each seasonal brochure.	O
1Q Comment:	New programs for winter included: Intro to Speed Skating and Learn to Skate (for homeschool children).	
Offer quality recreation programs that are innovative, diverse and meet the needs of community.	Add a minimum of one new special event / general program each seasonal brochure.	O
1Q Comment:	New programs for winter included: Donut Day, Bunny Basket Drive-Thru, Adult Tap Dance ran for the first time and we were excited to get an adult dance program off the ground.	
Offer quality recreation programs that are innovative, diverse and meet the needs of community.	Add a minimum of one new senior & adult event / program each seasonal brochure.	O
1Q Comment:	New programs for winter included: Snowshoe Hike, Spanish for Adults, Combo Dance class	
Offer quality recreation programs that are innovative, diverse and meet the needs of community.	Add a minimum of one new early childhood event / program each seasonal brochure.	O
1Q Comment:	New program for winter included: Spanish	
Develop fitness marketing campaign.	Revamp the TC and WRC marketing initiatives to drive enrollment.	O

1Q Comment:	TC and WRC fitness center marketing increased to include consistent social media promotion, expanded internal programming, updated branding to include photos, videos and new language.	
Develop visual arts and expanded performing arts campaign.	Offer youth and adult visual arts classes. Expand performing arts classes for youth.	O
1Q Comment:	Staff is looking to add visual and performing arts for fall of 2021.	
Evaluate cricket participation and address field needs	Promote cricket by reaching the community users who are interested in cricket.	O
1Q Comment:	Cricket will be offered in summer. Marketing efforts will be expanded to the market that has interest in cricket.	
Promote trails and paths	Update website with interactive trail and path feature. Research promotion of trails and paths on external websites.	O
1Q Comment:	The template and draft of the interactive park website page has been designed and it being built.	
Provide community and family-oriented events	Create a minimum of two new special events.	C
1Q Comment:	Donut Day, Bunny Basket, Spring Craft Fair, Puzzle Mania	
Expand hockey program with adult leagues	Establish an adult hockey league.	O
1Q Comment:	Adult drop-in hockey offered in Q1. League will be determined once mask guidelines are updated.	
Develop esports center	Purchase computers, consoles, TVs and provide all necessary wiring to launch esports center for gaming and tournaments at Vogeley Barn Teen Center.	C
1Q Comment:	All items for E-Sports Zone were purchased. E-Sports Zone opened April 1.	

DISTRICT GOAL 2: SOCIAL EQUITY

Objective/Goal	Performance Measures/Action Plan	Status
Increase hockey participation and exposure in the community with regional marketing	Utilize partnership with Chicago Wolves to increase exposure with hockey program.	O
1Q Comment:	Created and placed Wolf Pack Hockey Dasherboard art within the televised rink. Additional cooperative programming planned for Spring & Summer 2021.	
Expand promotional efforts and giveaways for all the community to enjoy	Purchase HEParks giveaways to distribute at all community events.	C
1Q Comment:	Limited amount of giveaways have been purchased.	
Implement community awareness campaign of all programs, services and facilities	Participate in community-wide fairs, expos and events to promote HEParks.	O

1Q Comment:	Community-wide fair planning is underway. Staff is currently involved in planning 4 th Fest and the Village Summer Concert Series (though the pandemic may cancel the events). The Mayor will be participating in baseball opening day.	
Implement community awareness campaign of all programs, services and facilities	Create a “did you know” document/promo to educate the community on programs, services & facilities.	O
1Q Comment:	This document is in initial design production.	
Create “no additional cost” free usage access for programs to underserved demographics	Develop “Programs for All” program with cooperation from school district(s).	O
1Q Comment:	Meetings are scheduled with School District 15 & 54 to brainstorm on the partnership to offer to families in need within each school district.	
Develop programs to meet adult population	Offer one new program / event per brochure.	O
1Q Comment:	Adult Tap Dance class was offered and ran for the first time in the Winter brochure. Additional fitness classes will be provided in Summer.	
Expand use of technology and social media to engage younger more technology savvy consumer	Increase social media followers. Expand social media promotions to expand the reach of 18-35 year olds.	O
1Q Comment:	The District gained over 400 new social media followers during Q1. The 18-35 age group make up 17% of HEParks’ Facebook followers and 30.3% on Instagram. Fitness-based promotions see the highest interaction by the 18-35 year old age group.	
Expand senior programming	Offer a minimum of two programs or events per season in the evening.	O
1Q Comment:	Pub Trivia and Tai Chi was offered in winter brochure.	
Reformat senior center membership	Eliminate the senior center membership fee structure to provide free drop-in events, small fee drop-in activities and fee-based programs.	O
1Q Comment:	The goal is to re-open the Senior Center to full operation by summer 2021. New programs have been brought back such as Wii Bowling, a second day of volleyball and a new lunch group that meets once a week.	
Provide community free opportunities to participate in ice programs.	Offer a minimum of two free figure skating or two free hockey programs this year.	O
1Q Comment:	Plans in place to offer free trial programs in May.	
Offer esports opportunities to all in community	Provide free usage afternoons (twice per month) for residents only	O
1Q Comment:	The goal is to begin to offer free usage afternoons by June 2021. Free usage will take place on Thursdays from 4:00-6:00 p.m. and will be open to all residents.	

Increase female participation in youth athletics	Promote programs and support co-ed/female play.	O
1Q Comment:	The Hoffman Basketball Academy has opened a door and increased female participation through its private and group trainings. Female teams from the area have trained with the academy during the first quarter.	
Expand facility space usage	Research opportunities to expand NWSRA program space at Vogeley House	C
1Q Comment:	HEParks Board approved lease contract for construction to begin on the Vogeley House this spring.	

DISTRICT GOAL 3: FINANCIAL STEWARDSHIP

Objective/Goal	Performance Measures/Action Plan	Status
Evaluate existing contractual agreements	Create a tracking tool to organize all contracts.	C
1Q Comment:	A excel document is managed by the Rec Dept to track all contracts and expirations and contracted amounts.	
Obtain PDRMA Accreditation	Achieve Level A – 95 to 100% Loss Control Review (LCR) Score. Complete by Q4	O
1Q Comment:		
Evaluate financial performance of all programs.	Maintain break-even operations of recreation programs.	O
1Q Comment:	Pat has budget meetings planned with his team for late April to discuss the first quarter and work on adjusting projections for the upcoming year.	
Secure external management operations of Seascope.	Obtain and secure annual contract for Jeff Ellis Management (JEM) to operate lifeguard operations at Seascope.	D
1Q Comment:	Operation of Seascope will be managed internally instead of contracting with JEM.	

DISTRICT GOAL 4: OPERATIONAL EXCELLENCE

Objective/Goal	Performance Measures/Action Plan	Status
Develop Senior Volunteer program	Recruit senior volunteers to work on site to enhance the senior programs and community-feel.	O
1Q Comment:	During quarter 1, staff met with some of the vested Senior Members to begin talking about a plan to re-open and gain volunteers to help run the programs in the future.	
Rebrand Senior Center and programs	Create new logo and brand for the revamped senior center. Promote free and paid drop-in activities.	C/O
1Q Comment:	The new Senior Center Logo has been created and used in senior program promotion. The free and paid drop-in activities are promoted on social media, and in district-wide publications due to limited program capacity. Currently, C&M is developing a village-wide mailer for senior programs to highlight the programs.	
Seek Excelerate Accreditation within preschool program	Finalize TC and begin WRC	O

1Q Comment:	In-person assessment visits have been delayed until at least June. Application for TC was submitted in 1/2020. WRC will begin once TC is completed.	
Expand dance instructor training	Implement in-service instructor training workshop	O
1Q Comment:	Jessica is on track to begin offering dance workshops starting in fall of 2021.	
Rebrand Early Learning & Care	Create new marketing efforts to increase enrollment.	C
1Q Comment:	Early Learning & Care (ELC) has been renamed Little Stars Child Care. New marketing efforts are being completed.	
Upgrade check-in/out procedures with STAR	Using epact's new features, provide parents an easier method for check-in/out.	O
1Q Comment:	We are looking to test during summer and implement by fall of 2021.	

DISTRICT GOAL 5: ENVIRONMENTAL AWARENESS

Objective/Goal	Performance Measures/Action Plan	Status
Integrate environmental practices into programming	Offer environmental education in programs such as GO Hoffman and Kids to Parks Day	O
1Q Comment:	Kids to Parks Day is scheduled for May 15. GO Hoffman walking campaigns will be offered throughout summer. This will all take place along with a free fishing clinic.	
Develop programs at South Ridge	Implement new programs on site.	O
1Q Comment:	We offered our first ever Ice Fishing Derby at South Ridge Park in early February and had a great turnout.	
Expand partnership with Cook County Forest Preserve	Continue to provide cooperative programming	O
1Q Comment:	A winter snowshoe hike and spring hike were offered between February and March with Cook County Forest Preserve. A partnership was created with Code Ninjas to help offer coding classes to complement E-Sports and will run summer camps for us this year.	

DISTRICT GOAL 6: CUSTOMER SERVICE

Objective/Goal	Performance Measures/Action Plan	Status
Enhance communication to community	Expand means of communication – digital and print.	O
1Q Comment:	Currently, C&M is creating mailers targeted to specific population age groups – seniors, seascape pass holders, new residents and preschool families. These mailers' goal is to reach new families and those who are not social media followers or on the email list. With the program guide being digital, C&M expanded use of the digital signs, continued communication with email communication, increased use of stories and memories on social media and through the use of paid digital advertising.	

Enhance communication to community	Staff presence at village-wide events.	O
1Q Comment:	Pat remains on the 4 th Fest Committee and the status of the event is still up in the air for 2021.	
Enhance communication to community	Create a district podcast.	O
1Q Comment:	Podcast will launch in Summer of 2021.	
Enhance communication to community	Explore translation service options for website, registration software (WebTrac) and program forms.	O
1Q Comment:	Research is complete for website and WebTrac translation services. The plan is to implement the service following the upgrades to the park's website pages in Q2.	
Revamp HE Parks website	Develop a new website to include cleaner pages, translation function, ADA accessibility, park map function, and calendar.	D/O
1Q Comment:	The development of the new website was deferred during 2021. C&M however has increased ADA accessibility across the current website, researched translation services, and a new sharable calendar function. The interactive park map project is in the final stages of development.	
Create district-wide Code of Conduct	Develop a Code of Conduct to be implemented for participants, parents and visitors.	O
1Q Comment:	Initial draft of Code of Conduct has been created.	
Expand Seascape party rentals	Provide party host for each rental to enhance the customer service experience.	C
1Q Comment:	Party Host will be provided with each Party Tent rental at Seascape for summer 2021.	
Expand volunteer appreciation efforts	Develop coach appreciation for each season. Create district-wide thank you recognition.	O
1Q Comment:	Staff is giving Seascape passes to all of his coaches for the winter session as a thank you for their participation during the last season. In addition, upgraded clothing options for coaches in the winter session were provided which was very well received by staff and volunteers.	
Provide virtual resource library	Increase videos and social outreach via website/social media.	O
1Q Comment:	The District continues to build a virtual resource library on social media, YouTube and at HEParks.org	

MEMORANDUM NO. M21-041

TO: Recreation Committee
FROM: Craig Talsma, Executive Director
Brian Bechtold, Director of Golf & Facilities
RE: Golf & Facilities Report
DATE: April 16, 2021
Bridges of Poplar Creek & The Club Board Report

Bridges General Programs

- March Madness was our first golf event of the season. This was a sold out event. We had 144 players come out and played in some great spring weather. Congratulations to our winners Tyler Bury, Mike Rodriguez, Matt Gorman & Don Langland Jr with a score of 15 Under Par. This Spring kickoff event was also featured in the Daily Herald.

March Madness Golf Tournament blasts Hoffman Estates into spring



- Annual Par 3 Challenge which was held on April 7th and another sold out event of 36 players. This event will replicate one of the most famous par 3 courses in Augusta, Georgia. Each player will have the opportunity to try the famous Pimento cheese sandwiches and Dusting Johnson theme sampling of his 2021 Champions Dinner. Menu. Congratulations to Bryan Lodewyck on receiving our Green Sweater!



Golf Rounds

MONTHLY ROUND TOTALS					
2017	2018	2019	2020	2021	5 Year Average
413	1,017	481	313	960	637
YTD ROUND TOTALS					
2017	2018	2019	2020	2021	5 Year Average
1,293	1,295	481	313	960	868

Range Information

MONTHLY RANGE BASKET SALES TOTALS					
2017	2018	2019	2020	2021	5 Year Average
328	633	357	215	1324	571
YTD RANGE BASKET SALES TOTALS					
2017	2018	2019	2020	2021	5 Year Average
894	737	357	215	1324	705

Food & Beverage

- ☐ Fish Fry received great reviews each and every week. Curbside pick-up became a big hit with the community. We serviced a total of 549 guests in the six weeks during lent.
- ☐ Our Annual Breakfast with Easter Bunny was transformed into a socially distance event. We had three seating's and all guests were able to enter our Bunny Patch and take pictures with the Bunny. We were able to accommodate 132 guests.



Wedding Count Update:

2022 = 1 reception & 1 Ceremony & Reception has booked.

2021 = 13 ceremony and reception, 3 reception (We did have one reception cancel in June as they moved to a facility that was not enforcing any Covid-19 guidelines.

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

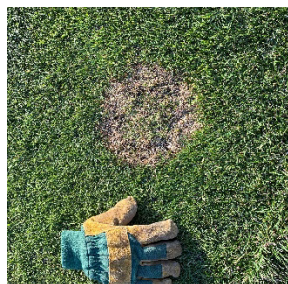
2016 = 21 ceremony and reception, 4 reception only, 1 ceremony only.

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

Golf Maintenance Summary

In March our high averaged 51 degrees (4 degrees above average) and low averaged 34 degrees (5 degrees above average). We received about 1" (2.5" average) of rain and about 1.5" of snow (our average is 5.6") for the whole month. This brings our winter total to 35.2" (29.5" average) of snow.

March has been very busy with the course opening and seasonal staff returning. A lot has been done in a short time, cutting all playing surfaces, putting out accessories, starting chemical applications, and starting the irrigation system. Overall the course is looking very good coming out of winter. Areas that were treated for snow mold look very good, we saw very limited breakthrough. We do have a few other areas with superficial damage in the rough from voles, and a few areas in fairways where we had sitting ice and weak *Poa annua*. With a little attention these few areas will fill in the next month as we hit optimum growing conditions.



One of the few areas we saw snow mold breakthrough on a tee.



Some areas in the rough that were not treated showing heavy pressure this winter.



One of the areas on fairways where we saw damage from extended ice coverage.



Vole damage.

Here is a list of a few other things that we did this month.

- Finished up the last of equipment preventative maintenance.
- Finished up the last of accessory refurbishing.
- Started cutting greens, tees, approaches, and fairways.
- Did an initial run through on all bunkers.
- Started chemical applications.
 - Sprayed for seed heads on greens.
 - Pre-emergent control for crabgrass on tees and rough areas.
- Clean up debris from winter and strong winds this spring.
- Started up the irrigation system and have started auditing and fixing issues.
- Started filling divots with the hope of growth in the beginning of April.
- We leveled and finished off the wall along 1 green.
- Lastly we started preparations for aerification which is scheduled for the first half of April.



March 2021

Membership Totals	<u>3/31/2020</u>	<u>3/31/2021</u>	<u>1/01/2021</u>	<u>Var. +/-</u>
Totals	2948	1970	1992	-22

Member Services/Sales

- ☐ Another strong month of new member enrollments in March. We enrolled a total of 101 new members, and 6 members under the United Health Care Renew Active plan. We had a relatively low number of cancellations (68) so the month ended with a net positive 30 members. We still far to go to recover the members we lost from COVID closure, but we are moving in the right direction.
- ☐ Because we have started to see people beginning to return after not being here since the initial closure, we sent out an email to all previous members from the past two years with a \$0 enrollment fee offer in the last days of the month. This created a big boost of new members at the end of March. This offer expires at the end of April, so we hope to see a big return on this with our April new member numbers as well.
- ☐ The Club daily visit numbers are steadily increasing with an average of 450 visits per weekday in March. Saturday/Sunday visits are averaging 277 per day in March.
- ☐ We had 1202 unique visits in March. So a little over 65% of our members with active passes used the facility in March at least one time.
- ☐ The Management Team at The Club has been working together to increase the number of and quality of our social media posts in March and going forward. Our goal is to increase followers and use as a fairly inexpensive marketing tool.

Operations and Fitness Departments:

- ☐ To celebrate our members coming back to the facility and to encourage them to try our phenomenal group fitness classes, we created the Pot-O Gold Challenge in March. When a member took a group fitness class, they put their name on the back of a “gold coin” and added to the path to the pot-o-gold. Once filled, all participants were eligible to win a variety of giveaways. We were able to give away some MyZone Fitness straps, a massage, a nutrition consult, and a personal training session. Our Fitness Manager also connected with over seven local businesses to donate items toward or giveaways for this promotion. Cooper’s Hawk, Dick Pond, GNC, and MyEThree to name a few! We had over 200 members participate in this challenge, and were VERY excited that we were offering this as motivation!

(Our members are not good at staying INSIDE the lines, haha)



- Looking ahead, we will run a large promotional event like this for our members every other month or so highlighting different facility offerings. In the off months we will invite vendors to come in, or highlight our services through meet-and-greet type events.
- Our custodial team has been doing an incredible job staying on top of the cleanliness of the facility with the general increase in usage. This team does not get highlighted to often in these reports, but they play a huge role in The Club's reputation as a clean and safe facility.

**HOFFMAN ESTATES PARK DISTRICT
GOALS & OBJECTIVES
GOLF**

Key: C = Complete / O = On Track / D = Deferred / N = Not Complete

DISTRICT GOAL 1: HEALTHY AND ENJOYABLE EXPERIENCES

Objective/Goal	Performance Measures/Action Plan	Status
Simplify the green fee revenue budget GLs to provide a true green fee revenue class level amount.	Combine Resident, Non-Resident, and Pass Holder green fee GLs to one GL class level. Resident and Pass Holder rounds will still be recorded through RecTrac.	C
1Q Comments:	<i>All GL's have been combined to one GL for green fees.</i>	
Offer a variety of different tee times and fees to meet total green fee revenue for the 2021 season.	Continue to monitor daily play and provide weekly marking email blasts based on weather and bookings. Create an early booking discount rate for prepaid times.	O
1Q Comments:	<i>The golf season has gotten off to a quick start in 2021. Weekly email blasts have been going out. Prepaid times are receiving a slight discount in fees during non-prime times.</i>	
Provide 22 Preferred Tee Times Groups (23 Groups in 2020).	Secure 2020 Groups with an early rewards renewal plan. Market to new groups about securing a weekly prime time and capitalize on the difficulty of getting early weekend tee times during this popular time.	C
1Q Comments:	<i>We have secured 25 groups for the 2021 Season.</i>	
Offer four Special Golf Course Events.	Adjust all events to follow COVID-19 guidelines and promote golf events via email blast, social media and also signage in golf shop. Each event will be key POS add on two weeks prior to event.	O
1Q Comments:	<i>We have hosted our first event March Madness and sold out with 144 players.</i>	
Offer Jr. Program classes in Spring, Summer and Fall.	Develop new Jr Program structure that follow COVID-19 guidelines. Focus advertising on social distance and outside classes. Limit group sizes to emphasis social distancing.	O
1Q Comments:	<i>Jr Program classes will begin in 2nd qtr.</i>	
Host multiple wedding functions	Host events following current COVID-19 guidelines and regulations.	O
1Q Comments:	<i>Our first wedding is scheduled in 2nd qtr. We are still monitoring COVID-19 guidelines and hoping we reach the Bridge phase prior to our first event.</i>	
Offer Winter Fest and Breakfast with Santa	Staff will contact all past participants one month out reminding them of special event. Start email campaign minimum one month prior to events.	O
1Q Comments:	<i>This is a 4th qtr event and will be offered based on COVID-19 restrictions.</i>	

DISTRICT GOAL 2: SOCIAL EQUITY

Objective/Goal	Performance Measures/Action Plan	Status
Provide golf activities to the special needs community	Partner with Freedom Golf Association (FGA), NWSRA or a similar organization to provide golf activities.	O
1Q Comments:	<i>These activities are currently being developed and to be planned for late 2nd qtr or early 3rd qtr.</i>	

DISTRICT GOAL 3: FINANCIAL STEWARDSHIP

Objective/Goal	Performance Measures/Action Plan	Status
Provide Discount & Annual Golf Passes program to help increase rounds and loyal customers.	Direct email blast to current pass holders offering them early bird sign-up in January. Along with poster size sign in Proshop. Will be feature add on item in March and April for all golfers when they check in for their rounds.	O
1Q Comments:	<i>Staff has been working hard on adding pass sales to each customer that checks in. Signs are posted in the golf shop as well advertising these great savings opportunities.</i>	
Review and adjust rate structure for Green Fees to maintain or increase \$ per round revenue.	Evaluate and adjust rate structure based on daily usage and prime times for both weekday and weekend rounds.	O
1Q Comments:	<i>Rate structure is monitored on a daily basis. We are off to a great start with limited discounted rounds.</i>	
Work with Parks Department to get preferred pricing on joint maintenance purchases for the facility.	Collaborate with Parks Department on purchasing chemical program items to get bulk discounts district wide.	C
1Q Comments:	<i>A bulk purchase was completed in 1st qtr.</i>	
Renovate the Learning Center to offer 10 stations of covered stalls and top tracer technology. Along with providing an outside sitting area to promote a fun and innovating atmosphere at the range.	Complete by end of Q2.	O
1Q Comments:	<i>Concept plans are completed and bid documents will be released in early 2nd qtr.</i>	
Finalize lease agreements for Top Tracer and Lighted Target Greens for the Learning Center.	Complete by end of Q2.	O

1Q Comments:	<i>Lease agreement has been finalized with Toptracer. Lighted target greens will be finalized in 2nd qtr.</i>	
Purchase range ball dispenser, ball washer equipment and enhance the range building.	Work with Parks Department in updating building and installing new equipment by end of Q2.	O
1Q Comments:	<i>Parks department is finishing final touches on the range building. The equipment has been ordered and due to arrive early 2nd qtr.</i>	
Purchase new batteries for golf cart fleet.	Complete by Q1.	C
1Q Comments:	<i>All batteries have been purchased and installed with a joint effort of the Parks Team and Golf Course Maintenance Team.</i>	
Obtain PDRMA Accreditation	Achieve Level A – 95 to 100% Loss Control Review (LCR) Score. Complete by Q4	O
1Q Comments:	<i>The complete score will be calculated in the 4th qtr.</i>	

DISTRICT GOAL 4: OPERATIONAL EXCELLENCE

Objective/Goal	Performance Measures/Action Plan	Status
Have key staff attend HEParks AED & CPR training.	Have staff attend district certification classes during the course of the year.	O
1Q Comments:	<i>Staff is researching class options that are Covid compliant.</i>	

DISTRICT GOAL 5: ENVIRONMENTAL AWARENESS

Objective/Goal	Performance Measures/Action Plan	Status
Integrate environmental practices	Complete burns, mowing, and alternate chemical applications on native areas.	O
1Q Comments:	<i>Burns and mowing have been completed. Two chemical applications are planned for 2nd qtr and late 3rd to early 4th qtr.</i>	

DISTRICT GOAL 6: CUSTOMER SERVICE

Objective/Goal	Performance Measures/Action Plan	Status
Receive 10 Five Star Reviews on the Knot and Wedding Wire for Weddings. Goal is 10 Reviews receiving five Stars	Provide detailed training to staff and hold weekly event meetings to ensure all details are outlined to event staff. Follow up Bride & Grooms after the wedding with Thank You and promotion to complete reviews.	O

1Q Comments:	Events will begin in 2 nd qtr.	
Enhance communication to community about golf rates, events, and programs.	Send monthly email blasts throughout the 2021 season to encourage patronage	O
1Q Comments:	<i>Email blast schedule has been created and we continue to execute our plan on a variety of topics.</i>	
Enhance communication to community through social media.	Increase social media posts about special events and develop campaign outline in Q1. Implement campaign in March. Post at least once daily on social media platforms throughout year. Increase followers throughout calendar year. Develop Golf & Wedding Paid Social Campaigns	O
1Q Comments:	<i>Email blast schedule and social media schedule plans have been created. Working with C&M on special posts to increase our followers.</i>	

**HOFFMAN ESTATES PARK DISTRICT
GOALS & OBJECTIVES
The Club at Prairie Stone**

Key: C = Complete / O = On Track / D = Deferred / N = Not Complete

DISTRICT GOAL 1: HEALTHY AND ENJOYABLE EXPERIENCES

Objective/Goal	Performance Measures/Action Plan	Status
Enroll 1,000 new members in 2021.	With the implementation of a marketing plan, we will reach out to potential new members with the emphasis on enhanced fitness space and programs.	O
1Q Comments:	<i>We enrolled 355 new members in the first quarter.</i>	
Offer group fitness schedules for complimentary classes and HIIT classes based on usage and COVID-19 guidelines.	Offer a variety of daily complimentary classes to members in both studios, gymnasium and HIIT Studio with a focus on holding the majority of classes in prime time hours. Adjust classes based on attendance on a weekly basis.	O
1Q Comments:	<i>We are currently offering 37 classes per week. Attendance is being monitored accordingly.</i>	
Develop specialty / small group sport specific training classes in new functional fitness zone.	Offer different small group training format with focus on classes in sports specific or targeted training.	O
1Q Comments:	<i>These classes are going to be offered in the Summer months for youth market.</i>	
Highlight the health and wellness achievements of The Club members and participants with the community.	Individual stories and achievements will be highlighted through the monthly member newsletter, social media and bulletin board in the facility.	O
1Q Comments:	<i>Quarterly Member spotlights are being posted in the facility along with social media/website.</i>	
Offer new educational programs based on trends in health and wellness	Develop and offer at least four new educational programs with a focus on health and wellness (i.e. nutrition, fitness myths, etc.) at The Club that are innovative and fit with industry trends.	O
1Q Comments:	The first quarter program consisted of Meet and Great with our Registered Dietitian Shannon Stevens and Dick Pond offered complimentary gait analysis.	

DISTRICT GOAL 2: SOCIAL EQUITY

Objective/Goal	Performance Measures/Action Plan	Status
Provide introductory sport specific athletic trainings for our community.	Offer a complimentary sport or athletic youth classes per quarter for underprivileged youth in Hoffman Estates community	O
1Q Comments:	Options Basketball offered complimentary skills training classes in February.	

DISTRICT GOAL 3: FINANCIAL STEWARDSHIP

Objective/Goal	Performance Measures/Action Plan	Status
Obtain PDRMA Accreditation	Achieve Level A – 95 to 100% Loss Control Review (LCR) Score. Complete by Q4	O
1Q Comments:	<i>The complete score will be calculated in the 4th qtr.</i>	

DISTRICT GOAL 4: OPERATIONAL EXCELLENCE

Objective/Goal	Performance Measures/Action Plan	Status
Finalize contract with Ellis Management company to plan, coordinate and instruct our indoor swim lesson programs.	Partner with Ellis to create a new lesson program to offer to our community. Ellis will be providing all instruction and life guards for these classes. Introduce new program by Q1.	D
1Q Comments:	<i>The district has moved to hiring a FT Aquatics supervisor that will be enhancing our swim lesson program district wide.</i>	
Continue to promote operational safety excellence utilizing procedures and best practices to maintain PDRMA accreditation	Provide Medic AED, CPR, First Aid Course educational training opportunities to all HEParks staff. Ensure all staff attend training within first 90 days of employment.	O
1Q Comments:	<i>Staff is researching class options that are Covid compliant.</i>	
Evaluate how space is utilized at The Club and explore options to create new or modified programs that will draw in new members, rentals and programs.	Create programming or usage plan for all areas for COVID-19 guidelines and social distancing.	O
1Q Comments:	<i>The club continues to monitor guidelines. The tennis court is still in high use for those members looking for further spacing.</i>	
Increase participation in membership and facility use at The Club from area corporations.	Member Services team will foster local corporate relationships by scheduling on or off site visits to area corporations. Complete by Q4	O
1Q Comments:	<i>We are establishing local connections with companies such as Dick Pond, GNC, and Hideaway. We will continue to add more in future months.</i>	
Offer online membership sales on Club Website	Simplify the membership sales process and highlight online memberships on The Club website.	O

1Q Comments:	<i>Online memberships are available on our heparks.org website.</i>
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DISTRICT GOAL 5: ENVIRONMENTAL AWARENESS

Objective/Goal	Performance Measures/Action Plan	Status
Minimize paper files – continue migrating to electronic storage and fully utilize all software.	Give directive to staff to organize files electronically by using scanning system and file organization methods. Reduce facility paper use by 10%.	O
1Q Comments:	<i>Staff has progressed to scanning all membership files for electronic record.</i>	

DISTRICT GOAL 6: CUSTOMER SERVICE

Objective/Goal	Performance Measures/Action Plan	Status
Ensure website is current and relevant at all times	Use the marketing plan and regular meetings with C&M to update the website every month to reflect most current information, monthly promos and facility announcements.	O
1Q Comments:	<i>Monthly meetings are taking place. C&M is working on a major fall campaign to increase membership.</i>	
Improve technology in all program areas	Expand usage on MyZone system with the opening of the functional training area.	O
1Q Comments:	<i>We currently 37 members using the My Zone Belts but have transition to all class signups are completed through the My Zone software.</i>	