



1685 West Higgins Road, Hoffman Estates, Illinois 60169

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



**AGENDA
RECREATION & FACILITIES COMMITTEE MEETING
TUESDAY, AUGUST 17, 2021
7:30 P.M.
TRIPHAHN CENTER – ROOM 113**

1. ROLL CALL
2. APPROVAL OF AGENDA
4. APPROVAL OF COMMITTEE MINUTES
 - July 20, 2021
5. COMMENTS FROM THE AUDIENCE
6. OLD BUSINESS
7. NEW BUSINESS
 - A. Triphahn Center - Garibaldi's Liquor License / M21-071
 - B. Recreation Board Report / M21-070
 - C. Facilities Board Report / M21-072
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.



1685 West Higgins Road, Hoffman Estates, Illinois 60169
heparks.org t (847) 885-7500 f (847) 885-7523



**MINUTES
RECREATION & FACILITIES COMMITTEE MEETING
July 20, 2021**

1. Roll Call:

A regular meeting of the Hoffman Estates Park District Recreation & Facilities Committee was held on July 20, 2021 at 7:28 p.m. at the Triphahn Center in Hoffman Estates, IL.

Present: Chairman Chhatwani, Commissioner Kaplan, Comm Reps Beranek, Henderson, MacGregor

Absent: Comm Rep Macdonald

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

Audience: President Kinnane, Commissioners Friedman, McGinn, Dressler, K. Evans, Community Member Jennifer McIlrath

2. Approval of Agenda:

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

3. Approval of the Minutes:

Commissioner Kaplan made a motion, seconded by Comm Rep MacGregor to approve the minutes of the June 15, 2021 meeting as presented. The motion carried by voice vote.

4. Comments from the Audience:

None

5. Old Business:

Director Kapusinski introduced Jennifer McIlrath, who was observing this meeting and had applied to be a new Community Representative for the Recreation & Facilities

Committee. Ms. McIlrath has been a frequent patron of the District's preschool and other programs and facilities.

6. New Business:

A. Recreation Board Report and 2Q Goals / M21-066

Director Kapusinski highlighted the following:

- As of the June announcement of the Phase 5 COVID-19 guidelines, everyone is back at 100%. The seniors are the most excited to be back. We have a full summer schedule for them, including game nights, Bingo nights and special events. We have expanded the Wii bowling group and pickleball times. The Vegas Dinner Night at Bridges was a success.
- Natalie is working hard on preschool promotions. Since numbers were down last year, she is thinking outside the box. Natalie has included advertising on the swim lesson report cards, and is doing verbal advertising by engaging with parents of small children at the various splash pads.
- The summer camps have added a third site and all are sold out.
- Kyle Thomas organized a successful Girls Summer Slam Shootout, which included six high school-level basketball teams.
- The fishing program organized by Kyle Goddard is going well.
- The pickleball program continues to grow. The seniors group recruited the #2 player in the world to come to our courts and provide lessons. The event was sold out.
- In the aquatics department, Seascape is very busy! Our pool pass sales have surpassed those of 2019. Swim lessons, both indoor and outdoor, have returned with good numbers.
- The marketing staff have been working hard promoting everything across the entire district via social media, marquis, and newspapers.

Commissioner Kaplan asked about concessions at the pool. Director Kapusinski stated that sales are going well. They do close if attendance is low after camps leave. Patrons do like the food, and Garibaldi's also caters every party tent event. He seems pleased with the business.

Comm Rep MacGregor made a motion, seconded by Comm Rep Henderson to send the Rec Board Report and 2Q Goals to the full Board as presented. The motion carried by voice vote.

B. Facilities Board Report and 2Q Goals / M21-069:

Director Bechtold highlighted the following for Bridges:

- The beginning of the summer went well for golf, before we were more recently impacted by rain in 9 of the last 13 days of the month.
- Events are picking up for Food & Beverage; we are receiving many inquiries for smaller events. The biggest challenge is supplies. Vendors are still having a difficult time filling orders.
- Golf outings are doing well. We've had a couple of larger outings recently.
- In terms of maintenance, we recently completed some root pruning around the tees and greens to keep the roots from pushing the turf up in these areas. Director Bechtold presented a photo of the tool that was rented and explained its function.
- Director Bechtold provided a reminder that applying sunscreen or bug spray while standing on the turf will kill the grass. He presented a photo example of footprints with dead grass around them.
- Commissioner Dressler asked if it was possible to add signage regarding sunscreen and bug spray. Director Bechtold stated they have considered this.
- Comm Rep Henderson asked if there is a ride along fee at the golf course for non-playing guests. Director Bechtold stated that there is a \$12 fee, but it is common at most facilities for a ride-along fee to be charged.

Director Bechtold highlighted the following for The Club:

- Membership numbers are up with 124 new memberships in June, and 100 new student members as well.
- Outdoor fitness classes are being offered, partnering with the Village of Hoffman Estates. Program Manager Sarah Koeckritz and her staff have worked hard to organize this. These are pop-up events offered at various locations, including Hideaway and South Ridge.
- An open house is planned for October 2 as a sales push heading into the late fall/winter months. More details to follow.

Comm Rep Kaplan asked if membership was doing well. Executive Director Talsma stated that the goal was to add 1,000 new members in 2021, and we are at 683. We are timing the open house to push for the winter months.

President Kinnane asked for an update on the Windy City Bulls contract. Director Bechtold stated that this is moving forward. Court resurfacing and other items are still being worked out.

Commissioner Evans asked if the outdoor fitness classes are open to the public or only members of The Club. Director Bechtold stated that these are open to the public, and are offered at several locations. The classes held at Hideaway Brew Garden are the most attended.

Director Bechtold stated that we are looking for part-time help, so please spread the word. There are job postings on the website. Kudos to the full-time staff for working extra shifts to cover what is needed

Commissioner Kaplan made a motion, seconded by Comm Rep MacGregor to send the Facilities Board Report and 2Q Goals to the full Board as presented. The motion carried by voice vote.

7. Committee Member Comments:

Commissioner Kaplan congratulated Comm Rep Beranek on the birth of her son. He said goodbye to Executive Assistant Logan and welcome to Executive Assistant Flynn.

Chairman Chhatwani thanked Executive Assistant Logan, and welcome Executive Assistant Flynn.

Comm Rep MacGregor thanked Executive Assistant Logan, and welcome Executive Assistant Flynn. He congratulated Director Huguenot on the great work at Black Bear.

Comm Rep Henderson thanked Executive Assistant Logan.

8. Adjournment:

Comm Rep Henderson made a motion, seconded by Comm Rep MacGregor to adjourn the meeting at 7:53 pm. The motion carried by voice vote.

Respectfully submitted,

Craig Talsma
Secretary

Cindy Flynn
Executive Assistant

MEMORANDUM NO. M21-071

TO: Recreation & Facilities Committee
FROM: Craig Talsma, Executive Director
Alisa Kapusinski, Director of Recreation
RE: Triphahn Center / Garibaldi's Liquor License
DATE: August 17, 2021

Background:

Garibaldi's currently leases concession space at the Triphahn Center ice rink. For the past year, Garibaldi's has been closed, but will resume operations in September when fall hockey league returns.

In addition to the youth hockey league and the travel youth hockey league practices and games, the hockey department will be offering an adult hockey league. Based on the number of teams enrolled, the league could run 3-5 evenings a week.

A large advantage to the growth of the adult hockey league is offering alcohol on site for the teams to purchase after their games. Many of the private hockey rinks in the area serve alcohol on site. This increases the interest in the adult hockey league players as they can play on site and then stay on site post-game to socialize with their team.

Implications:

Garibaldi's currently has a liquor license through the Village for their store location on Higgins Road. We have spoken to them and they are interested in serving beer and wine at the concession stand. Garibaldi's would need to apply for an additional liquor license for the Triphahn Center concession stand and be approved by the Village liquor commission.

The facility would remain open until one hour after the last hockey game, which would mean we still would close by approximately midnight.

Staff Recommendation:

Staff is recommending to the Recreation Committee to recommend to the Board approval of the sale of liquor by Garibaldi's at the Triphahn Center concession stand.

MEMORANDUM NO. M21-070

TO: Recreation & Facilities Committee
FROM: Craig Talsma, Executive Director
Alisa Kapusinski, Director of Recreation
RE: Recreation & Communications/Marketing Board Report
DATE: August 17, 2021

Recreation Division



Staff Update:

- Jodi Schultz, the current Camps/STAR Program Manager, will be transitioning to a new position with HEParks at the end of August. Jodi's new position, Facility Manager, will be responsible for the following areas: Triphahn Center operations, Senior Center programs & events and all district-wide events. Jodi will also oversee Brian Johnson, the Facility Operations Manager who manages the desk and rental operations at Triphahn Center. We plan to replace Jodi's current position by mid-September; the job is currently posted and applications are being accepted.
- Stephan Dietz will begin on August 20 as the Facility Manager at Willow Rec Center. Stephan comes to HEParks from Arlington Heights Park District as a Facility & Athletic Manager. Stephan will oversee all Willow and dog park operations in addition to Vogeley and E-Sports Zone. Stephen replaces Debbie Albig who retired last year.

Enrollment & Budget:

Summer enrollments listed in the board report do not compare 2021 enrollment to prior year 2020 enrollment due to the pandemic impacting enrollment in 2020.

In comparing 2021 actual revenue to 2021 budgeted revenue, the following programs have already exceeded (or will soon exceed) the 2021 budgeted revenue prior to fall registration:

Program	2021 Budgeted Revenue	7/31/21 Actual Revenue
General Programs (Baton, Garden Plots)	\$5,823	\$8,446
General Contractual Programs (Young Rembrandts, Pickleball workshop)	\$5,279	\$8,716
Music Contractual lessons	\$2,736	\$2,437
Tumbling Times Gymnastics	\$24,630	\$21,665
Explorers Camp	\$68,120	\$224,254
Kinder Camp	\$9,552	\$22,724
Preschool Kids Camp	\$8,064	\$10,610

Outdoor Adventure (fishing)	\$3,590	\$5,231
Contractual Athletic lessons	\$5,256	\$36,328
Basketball Academy	\$5,180	\$34,606
Baseball	\$30,000	\$43,204
Outdoor Soccer	\$22,860	\$25,043
Indoor Soccer	\$3,150	\$4,986
Cricket Rentals	\$6,000	\$10,140
Figure Skating lessons	\$224,140	\$224,037
Youth Hockey League	\$100,612	\$107,012



Triphahn Center



Willow Recreation Center

Triphahn Center Fitness

<u>Membership</u>	<u>07/31/2020</u>	<u>01/01/2021</u>	<u>07/31/2021</u>	<u>2021 YTD Var. +/-</u>
Total	673	509	528	+19

Pass	% of members who visited in July	Total Members
TCIA Fitness Adult	50%	337
TCIA Fitness Junior/Student	55%	74
TCIA Fitness Senior	59%	101
TCIA Gym Pass	25%	4
TCIA Silver Sneakers	16%	107
TCIA Tivity Prime	12%	76
TCIA Renew Active	11%	44
Total	45%	674

Willow Rec Center Fitness & Racquetball

<u>Membership</u>	<u>07/31/2020</u>	<u>01/01/2021</u>	<u>07/31/2021</u>	<u>2021 YTD Var. +/-</u>
Fitness	150	93	92	-1
Racquetball	69	52	29	-23
Total	219	145	121	-24

Pass	% of members who visited in July	Total Members
WRC Fitness Adult	39%	54
WRC Fitness Junior/Student	86%	14
WRC Fitness Senior	35%	23
WRC Gym Pass	0%	0
WRC Silver Sneakers	18%	11
WRC Tivity Prime	6%	16
WRC Renew Active	14%	7
Total	36%	125

Group Exercise Enrollments

Class	July
50+ Gentle Yoga	5
50+ Forever Strong	25
50+ Basic Exercise	17
Sunrise Yoga	0
Fitness Boot Camp	17
Women of Steel	6



Dog Off-Leash Areas

<u>Membership</u>	<u>07/31/2020</u>	<u>01/01/2021</u>	<u>07/31/2021</u>	<u>2021 YTD Var. +/-</u>
Total	664	586	704	+118



General Programs

Special Events:

- On Saturday, July 10, we hosted Unplug Illinois Day at South Ridge Park. This event was a great event and had a big turnout. With the newly renovated splash pad, we offered a park-wide scavenger hunt that ended at South Ridge, continued our walking campaign, offered free fishing clinics and had children show their best artwork with chalk. The Village of Hoffman Estates also collaborated with us and provided a lot of the games and activities for the day.

General Programs:

Program	Summer Enrollment 2021
Baton & Poms	31
A&A Music (piano & guitar)	10
Palatine Choir	4
Horsemanship	4
Shotokan Karate	90
Tae Kwon Do	40
Gymnastics	244
Kid/Tot Rock (2 sessions)	47
Youth Drawing (2 sessions)	21
Dance Class	95
Dance Camps	22

A one-day Magic class was held on July 28 with 11 participants.



50+ Club

- Pub Trivia had 37 participants at the June event.
- Vegas Dinner Party held on July 15 was a huge success with 57 participants. The theme was “Rat Pack” with a singer & piano player entertaining the crowd after dinner.
- Minute to Win It on July 26 ran with 17 participants.
- Upcoming events include: Lunch with the Mayor (8/18), Kinky Boots Tour (9/1)



Early Childhood

Preschool & Kinder Camps ended in July at both Triphahn and Willow.

Camp	TC- PSK 4 day	TC- PSK 2 day	TC- Kinder camp	WRC- PSK	WRC – Kinder camp	WRC- Ready for Kinder
Session 1	16	6	18	14	14	15
Session 2	15	8	16	15	19	17
Session 3	10	11	16	12	12	15
Session 4	13	7	15	9	12	16

Little Stars Child Care has 29 children enrolled; last July there were nine children.

Little Stars Grand Opening event became a family event called “Fun in the Sun”. About 80 people attended. They all seemed to have a great time playing the games, making a tie-dye bandana, eating some popcorn, and getting some balloon art. Five tours were given and all five have enrolled starting in August or September.

Registration for next fall’s 2021/22 part-day preschool is currently open. There are 158 children enrolled for school next year (an increaser of 19 students that enrolled in July), 109 at Triphahn and 49 at Willow. In addition, for “pre preschool” program, there are 18 enrolled in 2’s Playschool at TC and 11 at WRC. There are 10 in 3’s Playschool at TC and 5 at WRC.



School Age - STAR and Day Camps

Summer Camp

Summer Camps ran from 9:00 am to 3:30 pm at four locations: Lincoln Prairie School, Macarthur School, the Triphahn Center and Willow Recreation Center. Early Stay (7:00 am-9:00 am) and Late Stay (3:30 pm-6:00 pm) were offered at Lincoln Prairie School, Macarthur School and Willow Recreation Center. Those in Jr. Explorers at Triphahn Center were offered transportation to and from Early Stay and Late Stay at Macarthur and Lincoln Prairie Schools. Registration is listed in the chart below.

Field trips were kept within our park district facilities bringing in a few outdoor vendors, as well as just using our wonderful resources within the park district. Swimming at Seascape was also brought back this summer; two days per week for each camp.

Lincoln Prairie School

	<u>July 5-9</u>	<u>July 12-16</u>	<u>July 19-23</u>	<u>July 26-30</u>
Early Stay	10	11	8	6
Explorers Camp	49	49	49	47
Late Stay	15	17	10	11

Macarthur School

	<u>July 5-9</u>	<u>July 12-16</u>	<u>July 19-23</u>	<u>July 26-30</u>
Early Stay	7	6	7	7
Explorers Camp	48	54	54	52
Late Stay	11	9	12	11

Willow Recreation Center

	<u>July 5-9</u>	<u>July 12-16</u>	<u>July 19-23</u>	<u>July 26-30</u>
Early Stay	9	10	12	7
Explorers Camp	51	50	51	52
Jr. Exp.	13	12	14	11
Late Stay	8	8	11	9

Triphahn Center

	<u>July 5-9</u>	<u>July 12-16</u>	<u>July 19-23</u>	<u>July 26-30</u>
Explorers Camp	15	15	15	16

STAR

We are looking forward to our 2021-2022 STAR season, and planning is underway. We currently have 272 registrations for district 54 (up 62 from last month) and 154 registrations for district 15 (up 18 from last month), plus 34 registrations for Kinder STAR (up 3 from last month).



Youth Athletics

Athletics

Hoffman Basketball Academy

- We hosted two weeklong fundamentals camp in July during the day.
 - Our Feeder Basketball camp had 44 players in it!
 - It was coached by the boys' and girls' varsity basketball coach from HEHS.
 - Our HBA weeklong fundamentals camp had 20 players in it!
- Our now 13U (was 12U in the spring) AAU team competed in a tournament in Aurora the last weekend in July.
 - They went 2-1! This is their fourth tournament and first time with a winning record. The improvements have been remarkable
- Our HBA Summer In-house basketball league started the week of July 12 with practices and games on July 24.
 - We have 57 players competing in our summer league.
- Every Tuesday and Thursday in July we ran our Shooting and Ball Handling camps.
 - Each camp had 20 players

Overall, we had 171 players come through the Academy's door this month.

Baseball / Softball

- HEParks youth baseball and Rage baseball have formed a relationship to help offer HEParks residents a higher level of quality baseball.
 - Rage will help grow our baseball program by offering:
 - Travel A and B level teams
 - Camps during the summer
 - Additional baseball facilities (indoor cages, turf, portable mounds)
 - Coaching clinics
- Fall Baseball registration ended on July 31. Practices begin the week of August 9.
 - 86 players are registered.

Adult Softball

- Adult Softball league ran with eight teams. The league ended July 12.

Soccer

- On July 23, we conducted Try Soccer for Free Day at Cannon Crossings and we had a great turnout for the event. Our goal was to continue to promote soccer and introduce those to the sport that may have never played it. We had 44 kids come out for the event.
- Fall outdoor soccer registration is now open. Currently we are at 206 registrations, as the season is getting ready to start in August.
- New HUSC Soccer Essentials classes for summer:
 - 94 in soccer basics
 - 10 in soccer skills
 - 8 in personal training
 - 38 in summer camp

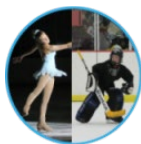
Fishing: 31 participants in the July session of Learn to Fish and 42 in the free Fishing Clinic on July 10.

E-Sports

- There are 16 members of E-sports Zone.
- During the month of June, we had 44 total visitors to the ESports Zone.
- We have booked our first two birthday parties in August and have a lot more interest for more parties.
- We have added new events named Kid's Night Out.
- Our grand opening event will take place on August 28.

Pickleball

- On Thursday, July 22, we hosted Zane Navratil at the outdoor Pickleball courts at Fabbrini. Zane is the #2 ranked Pickleball player in the world. He was a pleasure to work with and we offered four training sessions at two hours a piece with Zane. The groups were maxed out eight people and we had 27 total people register for the event. It was an amazing turnout and we hope to have Zane back again during the winter.



Ice Operations

Hockey:

- Summer hockey clinics ended this month with 48 participants.
- Hockey development lessons ended this month with 45 participants.
- MooseJaw 3v3 league ran through the beginning of August. There were 29 teams and 64 players enrolled as individuals that joined teams.
- Summer Camps were offered full day 9am-3pm or half day 9am-noon. July camp enrollment:
 - o Week of July 6: 14 full day & 4 half day
 - o Week of July 12: 15 full day & 3 half day
 - o Week of July 19: 10 full day & 7 half day
- Great Lakes Hockey Camp was offered to our community the week of July 26. An ex-Wolves player ran this program.
- Fall Hockey league registration opened July 7. To date, there are 115 players registered. There are 43 players registered for the August pre-skates clinics.
- A new Back-to-School Tournament will be held the weekend of August 21-22.
- Adult Hockey league registration is open for fall.

Figure Skating:

- Summer figure skating lessons ended the last week of July with 178 skaters.
- There were 83 skaters enrolled in July freestyle.
- 256 private lessons were taught in July.
- Summer Camp enrollment:
 - o Week of July 12: 22
 - o Week of July 19: 21
 - o Week of July 8: 18

Public Skate:

- Public Skate was offered on July 11 and July 25. There were 47 pre-registered and 49 walk-ins on July 11. Public skate on July 25 had 43 pre-registered and 51 walk-ins.



Aquatics

There were 1,647 pool passes sold by the end of July 2021 compared to 1,366 in 2019. That is an increase of 140 sold in July compared to 75 sold in July 2019.

Seascape Admission & Membership

Membership Type	Sold in May	Sold in June	Sold in July
Seascape Memberships	470	977	147
Seascape Memberships-Senior	28	24	1
TOTAL YTD Memberships sold	498	1,499	1,647

Membership Daily Scans	May	June	July
Seascape Member Visits	52	3,823	4,875
TOTAL YTD member visits		3,875	8,750

Daily Admission	May	June	July
Daily 2-61	96	6,686	7,472
Senior 62 +	3	114	218
TOTAL YTD daily admission	99	6,899	14,589

On July 12, Seascape Season passes were sold at 50% off to mark the halfway point through summer. We have sold an additional 110 passes since July 12.

Seascape has extended their end of season hours to include Monday 8/9 11:30-7:30pm, Tuesday 8/10 11:30-7:30pm, and Fridays 3:30-7:30pm starting 8/13 through Labor Day.

Seascape Swimming Lessons:

Seascape swim lessons ended for the 2021 season on July 29.

Swim Lessons Enrollment	June session	July session
Group/Tot/Parent Tot	103	104
Private Lessons	24	17

The Club Swimming Lessons:

Swim Lessons	June	July
Group/Tot/Parent Tot	104	106
Private Lessons	17	26



Communications and Marketing

Special Projects:

- Fall brochure conversion to a web-based digital guide
- COVID masks updates & communication
- Summer Concert Series – community engagement
- July National Park & Recreation Month – Did you Know Campaign
- Safari Scavenger Hunt

Design Work:

- Sunderlage Farm open house
- Dance Company tryouts
- Try Soccer for Free
- Fall Hockey League
- Try Figure Skating for Free
- Senior Center Trips

Promotions:

- Seascape Mid-Summer Pass Sales
- Safari Scavenger Hunt
- Pop Up Fitness in Parks
- Unplug & Play Day
- Kids Night Out at E-Sports Zone
- Birds of Prey Display
- Storytime in Park
- Little Stars Fun in Sun

Email campaigns: Three e-blasts were sent out this month, mainly highlighting the launch of fall registration. Two group specific emails went out: Senior July newsletters and Fall Hockey registration.

Social Media:

- 72 posts in July
- Top interactive posts:
 - 1) South Ridge Splash Pad
 - 2) South Ridge & Princeton zip lines
 - 3) Preschool registration open
 - 4) Mask updates
- C&M continues to push information out into the community. Not being able to rely on getting program information into the public's homes via the printed quarterly program guide, C&M has increased social media presence and ad spending. Some of the ad spending includes facility location ads, special events promotions, and program advertisements.
- Variety in posting schedules. C&M incorporated videos, carousel images, lives, drone footage, still photos and graphics into this month's social media schedule.
-

of Followers:

Follower Count of HEParks Managed Social Media Accounts by Month					
Monthly Follower Count					
Account	Social Media Platform	Jul7 2021	June 2021	May 2021	April 2021
Bridges of Poplar Creek	Facebook	1,096	1,091	1083	1081
	Instagram	130	129	129	128
	Twitter	160	161	161	163
The Club	Facebook	1,646	1647	1642	1644
	Instagram	350	346	344	333
	Twitter	40	40	39	39
HEParks	Facebook	5,489	5,369	5293	5213
	Instagram	954	912	888	866
	Twitter	1,076	1,073	1073	1072
Ice Academy	Facebook	101	100	100	98
Wolf Pack	Facebook	366	358	356	349
	Instagram	369	366	362	354
Senior Center	Facebook	123	122	121	120

Website:

Mobile usage of website and significant changes to website structure:

- In July 2019, of the 17,934 HEParks.org users, 11,847 (66.06%) of the users accessed the site via mobile devices. 5,254 (29.30%) via desktop and 832 (4.64%) via tablets. In July of 2021, of the 19,467 website users, 14,192 (73.44%) of users accessed the website via mobile device. Desktop viewers accounted for 25.22% of users (4,874) and tablet users accounted for 1.34%.
- During July, C&M Staff streamlined website information by combining pages, updating navigation systems, removed redundant pages, and expanded the type of information included on pages.
- Increased information on pages included FAQs, forms, and information typically provided by program managers to class participants. The goal is to make the website the hub for all information.
- The combination of webpage information was the groundwork required for the production/rollout of the fully web integrated fall program guide.

Highest visited pages

- Highest visited pages in July 2021: Seascape, Program Guide, Splash Pad, Dog Park

Press Releases:

- Stars Tryouts
- Soccer Registration

MEMORANDUM NO. M21-072

TO: Recreation Committee
FROM: Craig Talsma, Executive Director
Brian Bechtold, Director of Golf & Facilities
RE: Golf & Facilities Report
DATE: August 13, 2021
Bridges of Poplar Creek & The Club Board Report

Bridges General Programs

- Our third class in our Junior series, the Tigers program, rounded out our summer series. This class was sold out with 24 students. This class offers both range and on course classes.

Golf Rounds

MONTHLY ROUND TOTALS					
2017	2018	2019	2020	2021	5 Year Average
4,950	5,062	4,592	5,282	5,315	5,040
YTD ROUND TOTALS					
2017	2018	2019	2020	2021	5 Year Average
17,061	16,130	14,274	10,802	17,301	15,114

Range Information

MONTHLY RANGE BASKET SALES TOTALS					
2017	2018	2019	2020	2021	5 Year Average
3,227	2,967	3,762	3,835	3,407	3,440
YTD RANGE BASKET SALES TOTALS					
2017	2018	2019	2020	2021	5 Year Average
12,085	10,306	11,972	7,022	12,625	10,802

Food & Beverage

Event Totals:

July Events

1 breakfast meeting servicing 20 guests
5 golf outings with food servicing 511 guests
2 ceremony/receptions servicing 191 guests
50+ club dinner for 60 guests
1 memorial luncheon for 200 guests
1 shower for 30 guests

August Events

3 showers servicing 188 guests
8 outings with food servicing 775 guests
1 reception only servicing 108 guests
2 ceremony/receptions servicing 220 guests

Weddings Remaining in 2021

7 ceremony/receptions

2022

1 reception only
7 ceremony/reception

Golf Maintenance Summary

In July our high averaged 80.5 degrees (3 degrees below average) and low averaged 67 degrees (3 degrees above average). We received about 1.57" (3.70" average) of rain which comes to 42% of our normal totals. This makes 6 out of 7 months this year where we received less than 50% of our normal rainfall totals. For the month we saw 28 total playable* days and weekends in July we had 7 playable* days. *Playable is being defined as highs between 55-90 degrees and less than .05" rain.

With aerification coming up quickly I think it is worth answering a few common questions.

What is aerification?

In its most basic form aerification is the process of poking holes in the playing surfaces.

What are the benefits of aerification?

Aerification loosens compacted soils allow oxygen and moisture deep into the soil profile. The increased oxygen can help stimulate microbial activity which can help with thatch breakdown. Additionally, the increased air exchange can help with healthy root development.

What types of machines are used to aerate?

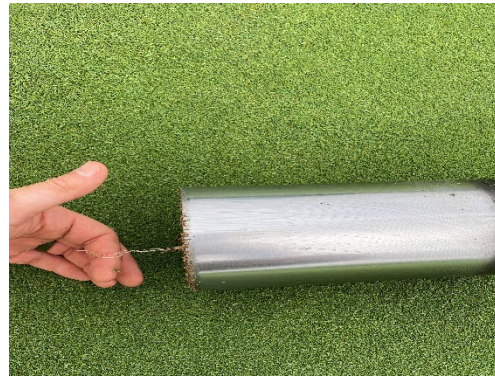
We have three aeration machines at the golf course, two are traditional machines that will accept tines up to 7" in length. The last machine is called a deep tine and is able to accept tines up to 14" in depth. We are able to get tines in a wide range of diameters to work with these machines. We use tines as small as 8mm (about size of pencil) once a month on greens to help with gas exchange. During fall and spring aerification we can increase those sizes to 1/2" all the way to 7/8" to make sure we are impacting areas appropriately.

Why do you aerify just when everything is getting good?

We try to schedule aerification when we know we will have some of the best growing conditions. The goal is to try and have surfaces healed as quickly as possible. If done at the proper time it is not uncommon to be 90% healed within 5-6 days. If done too late in the year that 5-6 days can quickly turn into 10-12+.



You can see healthy turf in all the old aerification holes.



Additional support shown in the first week of August found multiple plugs while cutting cups with 9"+ roots from this springs deep tine aerification.

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

- Regularly mowed or rolled all playing surfaces.
- Setup course for daily play.
- Hand-watered surfaces regularly to make up for inadequate irrigation coverage.
- Edged and fly mowed bunker faces.
- Applied preventative chemical applications on playing surfaces.
- Applied granular fertilizer applications to multiple playing surfaces.
- Spot sprayed around course for weeds.
- Vented and topdressed greens.
- Repaired irrigation system failures to pipes, heads, and control systems.
- Worked on detail items like string trimming, edging sprinklers, cleaning up sticks, trimming yardage plates, and checking ornamental beds for weeds.
- Filled divots on tees and fairways regularly.
- Worked to edge all mulch beds and rock beds on course.
- Pruned trees and removed suckers on trees.
- Installed some drainage in 18 approach.



July 2021

Membership Totals	<u>7/31/2020</u>	<u>1/01/2021</u>	<u>7/31/2021</u>	<u>Var. +/-</u>
Totals	2521	1992	2089	+97

Member Services/Sales

- We enrolled 138 new members in July, adding another net positive month of membership enrollments in this year. Again, we exceeded our 2019 new enrollment number for the month (129 new enrollments July 2019)
- We sold a total of 125 student summer passes. These passes will expire on Aug 15th, as the students return to classes and school.
- We had 1627 unique visits in July. That is, 77% of our members with active passes used the facility in June. This is another increase from the month prior.
- We do expect membership numbers and visit frequencies to slow a bit in August, which is traditionally one of our slowest months for both new members and visits due to other activities (i.e. school beginning again) keeping people very busy.
- The promotional email we sent to previous members with an offer of \$0 enrollment had an awesome response bringing in over 30 new members in July. We will send out something similar toward the end of August to help boost August enrollment numbers.
- We will continue to use targeted email communications, member referral incentives and social media marketing to target new member enrollments.
- We are beginning to plan for an Open House at the facility on Saturday, October 2. Updates will be provided in upcoming Board Reports.
- Kids Club was set up to open in August, but after the covid resurgence and an in-depth review of this area of operations, staff has created a new plan for this service. The Club has seen positive membership growth this year without offering the full service child card option at the Club. This area of operations comes with a large expense with little to no additional revenue. Staff is in the process in developing specialized kids programing for this area that will coincide with a specialty group fitness class for parents. Members may be charged a nominal fee for these specialty classes for the children to participate, while they enjoy their group fitness classes. Offering these programs will allow us to ensure staffing and class expenses are budgeted at a minimum break-even mark for the facility. With this new programing direction, we estimate the annual savings for the facility to exceed \$30,000.
- Staff has continued to work with the Windy City Bulls on updating the 3-year agreement as originally discussed. Per the board's approval, the final contract has been executed to make The Club the official practice center of the Windy City Bulls. It was agreed upon to go with the moveable basketball hoops, instead of the permanent dropdown hoops. This worked better for both parties. No additional changes were made to the executed contract beyond what was previously discussed.

Operations and Fitness Departments:

- Open climbs have started again on Saturdays 10a-12p, averaging between 5 and 10 climbers.
- Staff is prepping for the gymnasium refinishing where new lines will be painted for the NBA-sized court that will run sideways along the middle and east gyms. We will also be painting some additional NBA 3-point lines on the floor of the existing baskets. Because some areas will be closed for this project, adjustments were made to the group fitness schedule with some classes needing to be cancelled and some classes running outdoors (weather permitting).
- The Club offered an outdoor class at The HE Village's Hideaway Brew Garden in July, a "HIIT the Happy Barre" class (approx. 25 in attendance).
- The Club instructors also ran three "Pop-Up Fitness in the Parks" events in July. On Sat. July 10 we offered a Bootcamp at 7a at Vogelei (11 participants); on July 21 we offered Zumba at South Ridge Park (over 25 participants); and on July 25 we offered an early morning gentle yoga (11 participants). We continue to receive very positive feedback from the participants about all of these outdoor classes.
- The Fitness Program Manager and General Manager have been working on developing a model for team strength and conditioning coaching/training for youth teams. Staff hope to offer this first to one club/team as a beta test to work out the details/pros/cons and then use this model to carry and offer to other teams and organizations.