



1685 West Higgins Road, Hoffman Estates, Illinois 60169

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**AGENDA  
RECREATION & FACILITIES COMMITTEE MEETING  
TUESDAY, SEPTEMBER 14, 2021  
7:20 P.M.**

1. ROLL CALL
2. APPROVAL OF AGENDA
3. APPROVAL OF COMMITTEE MINUTES
  - August 17, 2021
4. COMMENTS FROM THE AUDIENCE
5. OLD BUSINESS
6. NEW BUSINESS
  - A. Recreation Board Report / M21-080
  - B. Facilities Board Report / M21-081
7. COMMITTEE MEMBER COMMENTS
8. ADJOURNMENT

All meetings are held in the boardroom of the Scott R. Triphahn Community Center & Ice Arena at 1685 W. Higgins Road in Hoffman Estates, unless otherwise specified. If an accommodation or modification is required to attend this public meeting please call 847-885-8500 with at least 48 hours' notice.



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**MINUTES  
RECREATION & FACILITIES COMMITTEE MEETING  
August 17, 2021**

**1. Roll Call:**

A regular meeting of the Hoffman Estates Park District Recreation & Facilities Committee was held on August 17, 2021 at 7:20 p.m. at the Triphahn Center in Hoffman Estates, IL.

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

Absent: Commissioner Kaplan, Comm Rep Macdonald

Also Present: Executive Director Talsma, Director of Recreation Kapusinski, Director of Golf & Facilities Bechtold, Director of Finance Hopkins, Director of Administrative Services Cahill, Executive Assistant Flynn

Audience: President Kinnane, Commissioners Friedman, McGinn, Dressler, Evans, community member (previous Commissioner) Michael Bickham

**2. Approval of Agenda:**

Comm Rep Beranek made a motion, seconded by Comm Rep MacGregor to approve the agenda as presented, with agenda topic numbers corrected. The motion carried by voice vote.

**3. Approval of the Minutes:**

Comm Rep Beranek made a motion, seconded by Comm Rep MacGregor to approve the minutes of the July 20, 2021 meeting as presented. The motion carried by voice vote.

**4. Comments from the Audience:**

None

**5. Old Business:**

None

**6. New Business:**

**A. Triphahn Center – Garibaldi’s Liquor License / M21-071**

Executive Director Talsma stated that Director Kapusinski oversees the hockey leagues, including the adult hockey league. Garibaldi’s currently serves food at Seascope and Canton Crossings, and they had a counter open in the Triphahn Center before COVID. We are requesting the ability to serve beer and wine during and after the games for the adult hockey leagues. This would be favorable to bring teams and other leagues to our facility.

Executive Director Talsma stated that Garibaldi’s would obtain the liquor license through the Village of Hoffman Estates through an application and interview process. He also said that we have not spoken to the Hoffman Estates Police Department at this point.

Director Kapusinski stated that adult hockey leagues are popular at private rinks, mostly due to the sale of liquor. We have a six-team league, and are hoping for a larger league. Adult hockey is a social event, and the main factor in attracting more teams is liquor sales.

Commissioner Dressler asked if this would increase our liability. Executive Director Talsma responded that it doesn’t increase our cost of insurance to cover the liability. Yes, if someone is overserved and something happened, we would likely be named in a lawsuit. Executive Director Talsma added that we do serve alcohol at Bridges, including golf outings and weddings, where the hours are longer. Garibaldi’s would have the first level of liability as the server.

Commissioner Evans asked what the hours of liquor sales would be. Executive Director Talsma responded that the hours would likely be 7:00 to 12:00 p.m. during the week, in addition to the weekend evening hours, and possibly during tournaments if we host them.

Commissioner McGinn asked what the cost of the license would be. Executive Director Talsma said that there are two levels, which may be \$1,500 ad \$3,000, and the more expensive license is for locations which are open later (beyond midnight). We may share the cost of the license with Garibaldi’s. That is yet to be determined.

Commissioner McGinn asked if having the liquor license would change our rates through PDRMA. Executive Director Talsma stated that no, our rates could only increase if we have negative history; they are not based on providing the service.

Commissioner Evans asked if we need to notify the neighborhood. Executive Director Talsma stated that we would follow any rules that go along with obtaining the license.

Commissioner Friedman asked if we have had any issues with this group of hockey players. Executive Direct Talsma responded that we have not had any issues. We do pick up beer cans from the parking lot every weekend, so if they are going to be consuming it, we could be getting the revenue. We are also hoping to bring back tournaments, so that would help with the revenue as well.

Comm Rep MacGregor made a motion, seconded by Comm Rep Henderson to send the Triphahn Center – Garibaldi’s Liquor License Memo M21-071 to the full board as presented. The motion carried by voice vote.

B. Recreation Board Report / M21-070:

Director Kapusinski highlighted the following:

1. Digital Program Guide

- We published a new digital Program Guide for Fall. Due to the pandemic, we switched last year from a print version to a PDF version, and the community got used to using this, and many opened it on their phones. However, Android users cannot open a PDF on their phones. Therefore, we switched this year to a non-PDF format, which is all web-driven. This has been very successful.
- You can pick what you look up, and they system “talks” to RecTrac, so you can register by clicking through the guide. You can look up anything by age or topic. RecTrac is live, and updates/edits/removal of programs is immediate in this system. We are one of five park districts in the state of Illinois to launch this format. The front desk staff is a great help if anyone needs help logging in.
- During the summer session, we had around 70% of people register for programs online.
- Executive Director Talsma gave kudos to the Communication and Marketing team for getting the online program guide up and running. It was costing us over \$100,000 to print the program guides, and would have had to generate between \$300,000 and \$400,000 in new business to make it worthwhile.
- Comm Rep Henderson asked if people can still walk in to register. Director Kapusinski said that yes, you can still walk in, and there are a few copies of the program printed out so the front desk staff can walk through the guide with someone.
- Commissioner Evans asked if there is a shopping cart. Director Kapusinski responded that yes, you may add multiple items to a cart before checking out.

## 2. New Staff

Director Kapusinski announced the hiring/transition of two full-time staff members.

- Jodi Schultz is currently the Camp/STAR Program Manager. She will be transitioning to the Triphahn Facility Manager, and will oversee senior programs, fitness programming, and will supervise Brian Johnson, our Triphahn Center Operations Manager who oversees the front desk and rentals. Jodi's current position is posted and we are accepting applications.
- Steve Dietz is our new Willow Facility Manager, filling the vacancy from Deb Albig's retirement. Steve comes to us from the Arlington Heights Park District and lives in North Hoffman. Part of Steve's role will be to oversee the new E-Sports Zone.

## 3. Year-to-Date Revenue

Director Kapusinski highlighted the following revenue items:

- We budgeted the same number for camps that we reached last year. At the end of July, we are already exceeding the budget by \$224,000.
- The basketball academy was budgeted for \$5,000 in revenue, and we are already at \$34,000. Baseball is also doing well.
- The numbers for soccer have met our budget without including any fall soccer registrations.
- The numbers for hockey have met our budget without including any fall hockey registrations.
- In general, our programs are running well and we are proud. In addition, our seniors are eager and active.

Commissioner McGinn asked about Willow, noticing that membership numbers are down. Executive Director Talsma responded that there isn't a real health club there (2 treadmills, 2 bikes and some weights). In addition, we have not had a manager there for seven months, so we are hoping for some new ideas with the hiring of Steve Dietz. We tried to get a PARC grant to revitalize the facility, but did not receive it.

Commissioner Dressler commented that the small library is being renovated by the Hoffman Estates Library, after they passed a referendum. Director Kapusinski stated that we have only 29 racquetball members. Commissioner Dressler suggested that the racquetball courts be turned into indoor pickle ball courts. Executive Director Talsma noted that is an idea, but this is currently the only location for the racquetball players. Staff will be working on other ideas for 2022.

Comm Rep Henderson made a motion, seconded by Comm Rep MacGregor to send the Recreation Board Report to the full Board as presented. The motion carried by voice vote.

C. Facilities Board Report / M21-072:

Director Bechtold highlighted the following for Bridges:

- This past month has been the best we've had for golf in the last five years.
- Storm damage: we lost nine trees completely (removed), and six additional trees lost 25% or more of their branches. These additional trees were trimmed up if needed and are marked for a fall/winter removal. The staff did a great job of reacting quickly and cleaning up.
- Weddings/golf outings: We've had five outings with food and beverage, plus two weddings with 150 or more people. Our showings had been up recently, but the last two weeks they are down, likely due to the surge in the Delta variant. We are still facing a challenge in terms of receiving product and keeping food/offerings consistent. Sergio Cabral and Jennifer Fuller are doing a good job shopping for product and finding good costs and quality.
- Executive Director Talsma reminded everyone that the City of Chicago passed an indoor mask mandate, and if this goes to a county and/or state level, this could affect weddings and fitness centers.

Director Bechtold highlighted the following for The Club:

- July was a good month for memberships, with 97 new members, and we are on pace for 100 new members for August. We will also keep track of cancellations.
- 77% of our members are using the club
- Sarah Koeckritz and her team hosted three pop-up classes, with a good turnout of 46 total participants.
- Our Kids Club was set to open in mid-August, aligned with the start of school. However, we have decided to put this on hold and are looking at having it tied to certain programs and either charging a nominal fee or no fee to have the kids club available for those programs only. This should save The Club approximately \$30,000 over the course of a year, by not operating it as a drop-in service.

Commissioner Dressler asked what the demographics are of the age of new members. Director Bechtold responded that in June, the average age was definitely lower, and the student memberships had reached a record high. Executive Director Talsma added that

we have received positive feedback to the newly designed weights area. It seems the younger crowd can be found in the weight/HIIT area, with the older patrons in the cardio areas. Commissioner Dressler gave kudos to Brian for the positive changes, saying the energy just feels higher in The Club.

Director Bechtold added that the spin classes are being held in the larger tennis court area, giving the ability to spread out.

Commissioner Evans asked what the spin room is currently being used for. Director Bechtold responded that they are currently refinishing the floors, but the area will likely be used as a stretching space.

Comm Rep Beranek made a motion, seconded by Comm Rep MacGregor to send the Facilities Board Report to the full Board as presented. The motion carried by voice vote.

7. **Committee Member Comments:**

Comm Rep MacGregor enjoyed the park tour, and said it had fantastic drone footage. He attended a disc golf tournament at Black Bear Park on Saturday, August 14 with about 65 people competing. The event was organized by a couple of teens and their father, and participants ranged in age from 13 to 50 years old. The low score was 14 under. The star of the show was the course and the work that went into it recently.

Comm Rep Beranek was excited to see her house in the Huntington Park drone footage, and is looking forward to the changes there.

Comm Rep McIlrath thanked everyone for getting all of the storm damage cleaned up so quickly.

Executive Director Talsma welcomed Comm Rep McIlrath to her first full Rec Committee meeting, saying she brings a lot of family experience with the park district to the table.

President Kinnane welcomed back former Commissioner Michael Bickham, saying it was good to see him.

Chairman Chhatwani welcomed Jen McIlrath, and thanked Dustin Hugen and his staff for the quick storm cleanup. She also said that the virtual tour was amazing, but she did miss the bus tour and the turkey sandwich, and finally noted that Commissioner Evans asks very good questions.

**8. Adjournment:**

Comm Rep MacGregor made a motion, seconded by Comm Rep Henderson to adjourn the meeting at 8:39 pm. The motion carried by voice vote.

Respectfully submitted,

Craig Talsma  
Secretary

Cindy Flynn  
Executive Assistant



**MEMORANDUM NO. M21-080**

**TO:** Recreation & Facilities Committee  
**FROM:** Craig Talsma, Executive Director  
 Alisa Kapusinski, Director of Recreation  
**RE:** Recreation & Communications/Marketing Board Report  
**DATE:** September 14, 2021

*Recreation Division*



Volunteer Appreciation Night was held on Tuesday, August 3 at Seascap from 5:30-7:30 p.m. The event was a huge success and all of the volunteers loved it. We had 113 people rsvp for the event. Thank you to the board for coming to the event. All of the volunteers loved speaking with the board and getting to know them even more!



*Triphahn Center*



*Willow Recreation Center*

**Triphahn Center Fitness**

<u>Membership</u>	<u>08/31/2020</u>	<u>01/01/2021</u>	<u>08/31/2021</u>	<u>2021 YTD Var. +/-</u>
<b>Total</b>	<b>625</b>	<b>509</b>	<b>521</b>	<b>+12</b>

Pass	% Visited in July	% Visited in August
TCIA Fitness Adult	50%	48%
TCIA Fitness Junior/Student	55%	51%
TCIA Fitness Senior	59%	55%
TCIA Gym Pass	25%	50%
TCIA Silver Sneakers	16%	15%
TCIA Tivity Prime	12%	12%
TCIA Renew Active	11%	7%
<b>Total</b>	<b>45%</b>	<b>38%</b>

**Willow Rec Center Fitness & Racquetball**

<u>Membership</u>	<u>08/31/2020</u>	<u>01/01/2021</u>	<u>08/31/2021</u>	<u>2021 YTD Var. +/-</u>
Fitness	127	93	94	+1
Racquetball	64	52	29	-23
<b>Total</b>	<b>191</b>	<b>145</b>	<b>123</b>	<b>-22</b>

Pass	% Visited in July	% Visited in August
WRC Fitness Adult	39%	36%
WRC Fitness Junior/Student	86%	122%*
WRC Fitness Senior	35%	39%
WRC Gym Pass	0%	0%
WRC Silver Sneakers	18%	18%
WRC Tivity Prime	6%	6%
WRC Renew Active	14%	0%
Total	36%	35%



### Dog Off-Leash Areas

<u>Membership</u>	<u>08/31/2020</u>	<u>01/01/2021</u>	<u>08/31/2021</u>	<u>2021 YTD Var. +/-</u>
<b>Total</b>	<b>612</b>	<b>586</b>	<b>720</b>	<b>+134</b>



### General Programs

#### General Programs:

Program	Summer Enrollment 2021
Baton & Poms	31
A&A Music (piano & guitar)	10
Horsemanship	4
Shotokan Karate	93
Tae Kwon Do	40
Gymnastics (3 sessions)	279
Kid/Tot Rock (July/Aug session)	24
Youth Drawing	9
Dance Class	95

#### Dance:

The Stars Company held tryouts on August 14. Sixteen dancers were offered a spot in the Company program. Stars Dance Company will compete during the school year in dance competitions as a team, as well as solos, duets & trios.



### 50+ Club

- Senior Game Night – Minute to Win It had 17 participants!
- Lunch with the Mayor took place on August 18 with 11 attendees.
- Pub Trivia had 35 participants at the 9/2 event.
- Kinky Boots Senior Trip to Paramount Theater had 18 participants.



### Early Childhood

Little Stars Child Care has 35 children enrolled; last August there were 16 children. Little Stars has come back to full strength and currently both of the rooms are completely full at this point in time. We are looking for more teachers to open the third room hopefully in the next couple months. HEParks was also granted a third round of funds from the same grant totaling \$58,671 to be used for the months of July, August and September.

2021/22 preschool program began the end of August. Parent orientations and Meet the Teacher events were held mid-month.

20-21 TC		21-22 TC		+/-	20-21 WRC		21-22 WRC		+/-
Threeschool	0	Threeschool	12	+12	Threeschool	0	Threeschool	4	+4
2's Playschool	6	2's Playschool	24	+24	2's Playschool	0	2's Playschool	10	+10
3's & 4's	43	3's & 4's	85	+42	3's & 4's	25	3's & 4's	26	+1
<b>Total</b>	<b>49</b>	<b>Total</b>	<b>121</b>	<b>+78</b>	<b>Total</b>	<b>25</b>	<b>Total</b>	<b>40</b>	<b>+15</b>

The preschool program is still looking to hire one more teacher. One classroom at Willow has been maxed at 10 students since we are unable to find a second teacher at this time.

Two COVID cases were reported in the first two weeks of school. The classroom did close for 10 days per state guidelines.



### School Age - STAR and Day Camps

#### Summer Camp

To end the summer, Hoffman Estates Park District Summer Camps ran at three locations; Lincoln Prairie School, the Triphahn Center and Willow Recreation Center. Early Stay (7 am-9 am) and Late

Stay (3:30-6:00) were offered at Lincoln Prairie School, Triphahn Center and Willow Recreation Center. Registration is listed in the charts below.

Lincoln Prairie School – week of August 2: 45 campers, 11 in Early Stay & 16 in Late Stay

Triphahn Center – week of August 2: 50 campers, 8 in Early Stay & 12 in Late Stay

Willow Rec Center – week of August 2: 47 campers, 6 in Early Stay & 8 in Late Stay

**STAR**

STAR began this month when the school year started. New this school year, HEParks is running the STAR program at D15 Thomas Jefferson & Whiteley schools. With the addition of these two new schools we are able to serve more kids than we have in the past. KinderSTAR is held at the Willow Recreation Center again. AM KinderSTAR is new this year, offered to those in the PM kindergarten classes and while it was a slow start to registration, it is now at 10 kids.

The STAR program is still looking for before & after school staff. The program enrollment can continue to grow if we have more staff to meet child:staff ratios.

**STAR August**

	3 days before	3 days after	5 days before	5 days after	Total enrolled
Armstrong	3	10	16	16	45
Fairview	1	10	15	29	55
Lakeview	0	2	14	33	49
Lincoln Prairie	3	5	19	19	46
MacArthur	5	6	26	21	58
Muir	3	3	10	20	36
Total for D54	15	36	100	138	289
Whiteley	3	15	31	42	91
Thomas Jefferson	1	13	4	32	50
Total for D15	4	28	35	74	141

KinderSTAR enrollment:

NEW! Morning KinderSTAR (in afternoon Kindergarten at school)

	3 days	5 days
Whiteley	1	2
Thomas Jefferson	3	4

Afternoon KinderSTAR (in morning Kindergarten at school)

	3 days	5 days
Whiteley	6	8
Thomas Jefferson	3	5



*Youth Athletics*

**Athletics**

**Hoffman Basketball Academy**

- Our summer AAU team competed in a tournament on August 8. They took first place out of five teams!
  - This team will be back this fall for a two-month season
  - Our AAU experiment is going very well, and we hope to grow to 2-4 teams in the spring of 2022.
- Our summer league season came to an end on August 28
  - Players were given info on our camps, 3v3 league and winter league for this upcoming fall and winter
- 3v3 fall league registration opened up and will continue to be open throughout September
- Continue to host Feeder nights for both girls and boys on Sundays and Mondays.
  - These drop-in clinics are coached by feeder and high school coaches from HEHS.

**Baseball / Softball**

- Fall baseball teams began their practices and our upper levels (bronco, pony, colt) played their first games on August 28
  - We have a total number of 8 teams signed up for the fall across all levels
    - In 2019 (last fall season) we had 7 teams registered

## **Soccer**

- There are 214 players in the Fall season of outdoor soccer. This is compared to 114 in 2020 and 219 in 2019.
- Summer HUSC soccer clinics ended with 241 participants in their classes, skills clinics and camps.

## **Fishing**

- Summer fishing ended the season with 76 participants in Learn to Fish, 42 in free fishing clinics and 14 in the new Bass Fishing Tournaments.

## **E-Sports**

- There are 20 members of E-sports Zone.
- Two birthday parties were held in the E-Sports Zone this month. Birthday parties are scheduled during normally closed time for the entire group to access the facility.
- On Saturday, August 28, we hosted our E-Sports Grand Opening from 4 to 9 p.m. The Mayor, trustees, chamber, and board members came out for a ribbon cutting ceremony to kick off the event. Northern Illinois University and DePaul University brought their E-Sports teams and competed against each other in the game Rocket League. We also had Code Ninjas come out and promote some of the new games that they will be showcasing this fall with their new classes. Overall the event was a huge success and we had over 100 people attend and accepted 7 membership registrations at the event.

## **HEAA Football**

- The HEAA fall football and cheer season began in July. Enrollment is down this year, as it was last year. There are 71 football players and 23 cheerleaders, compared to 125 football players and 60+ cheerleaders pre-covid.
- Due to the decrease in enrollment, staff made the decision to decrease the HEAA rent by 50% for their use of Sycamore Park & Cannon Crossings field. The 2021



## *Ice Operations*

## **Hockey:**

- MooseJaw 3v3 league ran through the beginning of August. There were 29 teams and 64 players enrolled as individuals that joined teams.
- Fall Hockey Pre-Skates clinics were held in August. There were 90 players enrolled.
- A new Back to School Tournament was held the weekend of August 21-22. There were 10 teams that played in the tournament.
- The Try Hockey for Free event was held on August 21. There were 40 participants in this event.
- This summer, we partnered with the Chicago Wolves to offer three Little Wolves clinics at Triphahn. The event on August 14 was the final clinic with 80 players.

- Adult Hockey league will start mid-September. There are five teams enrolled this season with 75 players.
- Fall Hockey league registration opened July 7. To date, there are 174 players currently registered. Registration closes mid-September as the league starts September 13.
- Registration for Fall hockey lessons is open. A new tot-level class will be offered as well as the regular level 1 and level 2

**Figure Skating:**

- There were 96 skaters enrolled in August freestyle, compared to 106 skaters last year.
- 274 private lessons were taught in August, compared to 157 lessons last year.
- The Try Figure Skating for Free event was held on August 14 with 61 participants. This event is held before the fall session to promote fall enrollment.

**Public Skate:**

- Public Skate was offered on August 8 and August 22. There were 29 pre-registered and 30 walk-ins on August 8. Public skate on August 22 had 26 pre-registered and 30 walk-ins.



*Aquatics*

There were 1,642 pool passes sold by the end of August 2021 compared to 1,366 in 2019.

**Seascape Admission**

<b>Membership Daily Scans</b>	<b>May/June</b>	<b>July</b>	<b>August/Sept</b>
Seascape Member Visits	3,823	4,875	2,429
<b>TOTAL YTD member visits</b>	<b>3,875</b>	<b>8,750</b>	<b>11,127</b>

<b>Paid Daily Admission</b>	<b>May/June</b>	<b>July</b>	<b>August/Sept</b>
Daily 2-61	6,782	7,467	4,094
Senior 62 +	117	218	135
<b>Groups</b>	215	679	198
<b>TOTAL YTD daily admission</b>	<b>7,114</b>	<b>8,364</b>	<b>4,427</b>

Seascape’s extended season included Monday 8/9 11:30-7:30pm, Tuesday 8/10 11:30-7:30pm, and Friday 3:30-7:30pm starting 8/13 plus weekends.

**Seascape Swimming Lessons:**

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

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

### **The Club Swimming Lessons:**

<b>Swim Lessons</b>	<b>June</b>	<b>July</b>	<b>August</b>
Group/Tot/Parent Tot	104	106	56
Private Lessons	17	26	8

Enrollment for indoor swim lessons at The Club for fall is currently open. An additional night of lessons will be added to accommodate the high interest and waitlists for fall.



## *Communications and Marketing*

### **Highlights:**

#### Online registration:

- During August, almost 80% of all Webtrac registration portal traffic was sent directly from links provided through C&M promo. This includes social media, email and website based links.
- C&M launched the web-based program guide, allowing patrons to access program information quickly and easily without having to download a program guide. Website pages were changed, added and updated to provide new information to customers.
- The Fall program guide was promoted both virtually and physically! Signs promoting program registration were posted at the major parks and facilities around the district.
- On the first day of program registration, August 3, HEParks.org had the highest single-day traffic of any day so far in 2021, with 5,027 pages viewed on that day. The next highest day was on June 3 with 3,207 visits. The increased number is due to in-park signage, district-wide emails and social media content informing the community that registration began that day.

#### HEParks website:

- Web traffic to HEParks.org in August was higher than any other month during 2021 with 61,135 page views.
- There were more unique page views at HEParks.org in August than in any month in the past three years. Unique page views removes duplicate page views. Meaning that patrons visited more pages during August. This is due to the program guide being web-based now. The page views per session also increased in August.
- In August, 68.5% of all HEParks.org website traffic was mobile.

#### Social Media:

- HEParks social media ads were seen 480,400 times during August. 171,000 people viewed at least one HEParks social media ad.



- 149,196 different people viewed non-paid content from HEParks social media in August of 2021. In August of 2020 the non-paid reach of HEParks social media was 8,654.

### **Special Projects:**

- Fall brochure conversion to a web-based digital guide.

240845 - Swim Parent-Tot

SECTIONS & DETAILS					
240845-A Swim Parent-Tot		Details		M Tu W Th F Sa Su	
09/14/2021 - 10/26/2021	Ages	Res / Non Res	Location	Availability	VIEW
5:30pm - 6:00pm	6 - 4	\$105.00 / \$115.00	The Club at Prairie Stone	Available	
240845-B Swim Parent-Tot		Details		M Tu W Th F Sa Su	
09/16/2021 - 10/28/2021	Ages	Res / Non Res	Location	Availability	VIEW
5:30pm - 6:00pm	6 - 4	\$105.00 / \$115.00	The Club at Prairie Stone	Available	

- Fully mobile friendly and interactive web-based program Guide.
  - Information on the internal web pages improved to include FAQs and important program information.
  - Each webpage now acts as both the program guide landing page and a program hub page which recreation supervisors can link directly to program participants.
  - Web-based program information pulls directly from Rectrac to include up-to-date and accurate program information, including program availability.
  - HEParks is one of the first park districts to have this type of customer-facing registration information available to customers.
- COVID masks updates & communication: Cook County updates & Illinois updates
  - E-Sports Grand Opening: signage, social media, paid ads, yard signs

### **Design Work:**

- TopTracer
- Park vandalism notice campaign
- Now Hiring

### **Promotions:**

- E-Sports Grand Opening
- Ice: Fall Hockey & Figure Skating
- Indoor Swim Lessons
- Storytime in the Park
- Seascape end of season hours
- Senior – August newsletter & events
- Monthly Club promotions

**Email campaigns:** Five e-blasts were sent out this month. Group specific emails included: Senior August newsletter, Seascape end-of-season email and the Now Hiring campaign.

**Social Media:**

- 79 posts in July
- Top interactive posts:
  - 1) Park Vandalism Hurst – 3,624 reached
  - 2) Triphahn Center – 1,974 reached
  - 3) STAR positions available – 2,017 reached with 15,416 paid reach
- Paid Social Media posts:
  - 1) Basketball, E-Sports, STAR hiring, Girls Hockey, Adult Hockey, Hockey Leagues, Learn to Skate, Now Hiring Servers
  - 2) Location ads for HEParks

**# of Followers:**

		<b>Follower Count of HEParks Managed Social Media Accounts by Month</b>				
		<b>Monthly Follower Count</b>				
<b>Account</b>	<b>Social Media Platform</b>	<b>August 2021</b>	<b>July 2021</b>	<b>June 2021</b>	<b>May 2021</b>	<b>April 2021</b>
<b>Bridges of Poplar Creek</b>	Facebook	1094	1,096	1,091	1083	1081
	Instagram	132	130	129	129	128
	Twitter	161	160	161	161	163
<b>The Club</b>	Facebook	1650	1,646	1647	1642	1644
	Instagram	349	350	346	344	333
	Twitter	40	40	40	39	39
<b>HEParks</b>	Facebook	5,533	5,489	5,369	5293	5213
	Instagram	966	954	912	888	866
	Twitter	1,081	1,076	1,073	1073	1072
<b>Ice Academy</b>	Facebook	108	101	100	100	98
<b>Wolf Pack</b>	Facebook	370	366	358	356	349
	Instagram	375	369	366	362	354
<b>Senior Center</b>	Facebook	123	123	122	121	120

### Website:

- C&M Staff added new pages to the website to coincide with the program guide. These included the program guide landing page, hub pages for youth sports, adult sports, youth programs, adult programs, Family Tot programs, and early childhood programs. New pages for Martial Arts, Gymnastics and Programs at the Club were added to HEParks.org
- Three of the top ten pages visited on the website in August were newly created pages – program guide, Youth Sports and Youth Programs Hub pages.
- In August, 68.5% of all website traffic was mobile.
- The E-Sports Page was the 5<sup>th</sup> highest visited page during August. This is due to increased marketing efforts leading up to the grand opening event.
- Traffic to the Hockey Page was significantly higher in August 2021 than in the past three years. In 2021 Hockey had 1,202 Visits to its page, in 2020 there were 417, and in 2019 there were 627. In July and August, C&M focused on expanding hockey advertising, driving customers directly to the Hockey webpage.
- On August 3, the first day of fall registration, HEParks.org had the highest single-day traffic of any day so far in 2021, with 5,027 pages viewed on that day. The next highest day was on June 3 with 3,207 visits. The increased number is due to in-park signage, district wide emails and social media content informing the community that registration began that day.
- Highest visited pages: The highest visited pages on the website in August 2021 were Program Guide, Seascape, Youth Sports and E-Sports.

### Press Releases:

- E-Sports Grand Opening
- COVID Vaccination Policy
- Seascape facility review

**MEMORANDUM NO. M21-081**

**TO: Recreation Committee**  
**FROM: Craig Talsma, Executive Director**  
**Brian Bechtold, Director of Golf & Facilities**  
**RE: Golf & Facilities Report**  
**DATE: September 14, 2021**  
**Bridges of Poplar Creek & The Club Board Report**

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**Bridges General Programs**

- We have completed our Fall Series of JR Golf classes. Both classes were sold out with 16 participants.
- Staff has been working hard with golf course companies with the challenges in supply chains for golf balls and other items for the golf shop. Orders are constantly being changed and updated by vendors. Staff is working on prebooking items for 2022 with additional product allocated for late summer to secure product. These items will have the ability to be adjusted next season based on sales.
- The TopTracer project is coming along nicely. The foundation is poured and they have started framing the building. Staff has met with Perfect Turf for the new 50 yard targets and the mat layout of turf as well.
- After working with the District for just over four years, our Golf Course Superintendent, Bill Meyer, will be leaving us to join the Northbrook Park District. His last day with us will be Saturday, September 18. Staff is working on the structure of the golf maintenance team, and do not anticipate any changes or replacements before the end of this year. Staff will re-evaluate the position and the structure and determine any necessary changes in the new year.

**Golf Rounds**


<b>MONTHLY ROUND TOTALS</b>					
<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>5 Year Average</b>
<b>5,674</b>	<b>4,433</b>	<b>4,277</b>	<b>5,938</b>	<b>4,877</b>	<b>5,040</b>
<b>YTD ROUND TOTALS</b>					
<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>5 Year Average</b>
<b>22,735</b>	<b>20,563</b>	<b>18,551</b>	<b>16,740</b>	<b>22,178</b>	<b>20,153</b>

## Range Information

MONTHLY RANGE BASKET SALES TOTALS					
2017	2018	2019	2020	2021	5 Year Average
3,541	3,164	4,130	4,574	3,243	3,730
YTD RANGE BASKET SALES TOTALS					
2017	2018	2019	2020	2021	5 Year Average
15,626	13,972	16,102	11,596	15,868	14,633

## Food & Beverage

- Staff has been working with the business department and reviewing new point of sale options for our F&B operations that would include mobile app ordering from the new Top Tracer Range facility.
- Jennifer and her F&B team continue to receive great reviews from our Brides and Grooms. The latest Knot review is below:



You received a new review on The Knot!

★★★★★

posted 09/06/2021

I cannot even thank Jennifer enough. She has been INCREDIBLE and extremely accommodating. She's also very easy to talk to and promptly responded to every single one of my emails. By choice I postponed my wedding twice and Jennifer made the changes very smooth. She remembered many little details that I mentioned about my wedding even though she's currently working with so many other brides. I've absolutely loved working with Jennifer and HIGHLY recommend booking Bridges of Poplar Creek.

## F&B Event Totals:

### 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

### September 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

Weddings Remaining in 2021  
7 ceremony/receptions

2022  
1 reception only  
7 ceremony/reception

## **Golf Maintenance Summary**

In August our high averaged 85 degrees (3 degrees below average) and low averaged 69 degrees (6 degrees above average). We received about 3.61" (4.90" average) of rain which comes to 74% of our normal totals. This makes 7 out of 8 months this year where we received less than average rainfall totals, we are about 10" behind on rain this year. For the month we saw 18 total playable\* days and weekends in August we had 5 playable\* days.

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

As I write this at the end of Labor Day week we have just wrapped up aerification on the greens. It was a very successful two days, with a lot of holes and sand. This fall we used our deep tine aerifier on greens, which is fitted with ½" solid tines that go down 10-12". After a few million holes the next step is sand. About 25 tons of sand was applied over 3.5 acres of greens surfaces. Sand is followed by verticutting. The verticutting unit is set up with vertical blades that cut slightly into the greens surface and do an excellent job of working the loose sand into the holes and canopy of the greens. Next step is brushing any remaining sand on the surface into the holes, we have a dual spinning brush that is very efficient at moving dry sand around. The brush is followed by the roller to try and smooth out greens as much as possible. Last step is water, a few heavy irrigation cycles are run to help push any loose sand into holes and the canopy. We were able to go out with our back-up mower on greens the day after with no major issues. The forecast looks great so we expect to see full recovery within the next week.

On hole #10 we took a slightly different approach with punching of holes, using 5/8" hollow tines to pull cores about 6" deep. This was done to try and break up a soil layer, about 2 ½" below the surface, which was brought in with the sod 5-6 years ago. The goal we are trying to accomplish by doing this is to promote rooting past this soil layer; currently roots are not able to pass through this layer. All other steps were the same as the other greens.

We have also started punching holes on other areas of the course too. All collars and approaches and been aerified with 5/8" solid tines. We are about halfway through the tees, hopefully wrapping up in the next few days. We will look to do some heavy traffic areas on fairways and in the rough in the next few weeks also. All of these areas will only be getting holes punched, no sand will be added.

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.
- Fixed bunkers after rain events.
- Cleaned up major storm damage, multiple trees came down.
- Applied preventative chemical applications on playing surfaces.
- Applied granular fertilizer applications to multiple playing surfaces.

- Vented and top-dressed 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.



<b>Membership Totals</b>	<b><u>8/31/2020</u></b>	<b><u>1/01/2021</u></b>	<b><u>8/31/2021</u></b>	<b><u>Var. +/-</u></b>
Totals	2453	1992	2093	<b>+101</b>

**Member Services/Sales**

- We enrolled 101 new members in August, adding another net positive month of membership enrollments in this year. Again, we exceeded our 2019 new enrollment number for the month (97 new enrollments August 2019)
- August is typically one of our slowest months in terms of use and new member enrollments (September also) due to all of the changes in schedules that happen in these months.
- We had 1564 unique visits in August, which is definitely less than usual; that is 75% of our members with active passes used the facility in August.
- The latest state-wide mask mandate will unfortunately keep people from signing up sooner than they typically would as folks will try to stay outside as long as the weather allows.
- We are working with the C&M department to increase our social media presence by providing content such as photos, videos, and information to create more activity and engagement on our social sites.
- We will continue to use tools such as targeted email communications, member referral incentives and social media marketing to target new member enrollments. We have 2 emails scheduled for mid-September and a weekly calendar being created for social media posts.
- We are working on the schedule for an Open House here at the facility on Saturday, October 2. We have finalized a postcard mailer inviting the community to this event that will hit houses the last week of September.

**Operations and Fitness Departments:**

- We are working on adding some group fitness classes back for the fall and winter that have been repeatedly requested by members. We will be adding an evening aqua, and a weekend Zumba class in September.
- The floor refinishing project went really well with minimal impact on the facility and members. NBA court lines were added to the floor for the anticipated Windy City Bulls practices to begin in October.

- The Windy City Bulls have had two portable baskets delivered again in anticipation of practices to begin this fall.
- The Fitness Program Manager has been working with a few of our group fitness instructors to design some new classes and programs targeting specific ages and interests.
- We introduced a milestone incentive program for HIIT Club members in August where we will give “milestone gifts” at 25, 50, 100 and 250 classes. We are beginning to see a couple of people hit the first milestone already!

### **Member Spotlights:**

- We continue our Member Spotlights this month with the following members who have had different paths to wellness, but are both experiencing the positive physical and mental effects of their Club memberships. Please click on the following links to read about their journeys:

[Francesca's Member Spotlight](#)

[Cameron's Member Spotlight](#)