



1685 West Higgins Road, Hoffman Estates, Illinois 60169

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**AGENDA  
RECREATION & FACILITIES COMMITTEE MEETING  
TUESDAY, OCTOBER 19, 2021  
7:20 P.M.**

1. ROLL CALL
2. APPROVAL OF AGENDA
3. APPROVAL OF COMMITTEE MINUTES
  - September 14, 2021
4. COMMENTS FROM THE AUDIENCE
5. OLD BUSINESS
6. NEW BUSINESS
  - A. Recreation Board Report and 3Q Goals / M21-090
  - B. Facilities Board Report and 3Q Goals/ M21-092
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  
September 14, 2021**

**1. Roll Call:**

A regular meeting of the Hoffman Estates Park District Recreation & Facilities Committee was held on August 17, 2021 at 7:33 p.m. at the Triphahn Center in Hoffman Estates, IL.

Present: Commissioner Kaplan, Comm Reps Beranek, MacGregor, McIlrath

Absent: Chairman Chhatwani, Comm Reps Macdonald and Henderson

Also Present: Executive Director Talsma, Director of Parks, Planning and Maintenance Hugen, Director of Recreation Kapusinski, Director of Golf & Facilities Bechtold, Director of Administrative Services Cahill, Executive Assistant Flynn

Audience: President Kinnane, Commissioners Friedman, McGinn, Dressler, and Evans

**2. Approval of Agenda:**

Comm Rep Beranek made a motion, seconded by Comm Rep MacGregor to approve the agenda as presented. 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 August 17, 2021 meeting as presented. The motion carried by voice vote.

**4. Comments from the Audience:**

None

**5. Old Business:**

None

**6. New Business:**

A. Recreation Board Report / M21-080:

Director Kapusinski highlighted the following:

- August is a transition month, ending the summer programming and beginning the fall programming.
- Thank you to the commissioners and community reps who attended the volunteer night at Seascape and the E-Sports grand opening.
- Our seniors continue to be very active. We had 24 attend the pub trivia night, and 18 attend the Kinky Boots field trip.
- The Little Stars child care has 35 students enrolled, compared to 16 last year during COVID. We are prepping to fill a third room, but need a teacher.
- Preschool began in late August. We have two rooms maxed out at 10 students each, and need another teacher to add more students.
- This year, the STAR program is running at Thomas Jefferson and Whitely schools (District 54), in addition to the six District 54 locations. The numbers are good at all locations.
- The KinderSTAR has added a new morning program to serve the students who attend afternoon kindergarten. The school district is offering free busing to help with the program.
- Youth athletics – We have 8 fall baseball teams (up from 7 pre-covid); our soccer numbers are almost back to 2019 numbers; hockey registrations are similar to pre-covid numbers.
- Seascape closed as of Labor Day weekend after a successful summer. Swim lessons have expanded and are continuing year-round at The Club. We are taking students off of the waitlist.
- Communications and Marketing – August 3, the day our web-based fall program was released and registration opened, we had the highest website traffic of 2021. The top visited pages were the Guide, Seascape, Youth Sports and E-Sports. In terms of social media activity, the most engagements comes from parks-related posts regarding keeping our parks safe.

Executive Director Talsma added that the HEAA (football) has lower numbers for the second year in a row, and we continue to work with the organization, offering a 50% reduction in fees. We are hopeful that next year the program will be back on track.

Commissioner McGinn asked what drives the registration of the private skate lessons. Director Kapusinski replied that the lessons are simply very popular.

Commissioner Evans asked about the teacher to student ratio in the STAR program. Director Kapusinski explained that we have a 1:10 ratio, and all locations are staffed appropriately. We do have space in some locations, but need to hire more staff to add students.

Comm Rep MacGregor made a motion, seconded by Comm Rep Beranek 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:

- The golf season is going well; we have had over 2,000 rounds through August.
- The junior golf program has had great reviews. Both classes were sold out.
- The TopTracer project is moving quickly. Walls and trusses are up.
- Bill Meyer, who has been our Golf Course Superintendent, is moving to the Northbrook Park District. We wish him the best of luck. We will re-evaluate that position over the next month or so. For now, PJ will step in to keep everything up and running. Dustin Hugen's crew will help out for the remainder of the year.
- Our food and beverage area is doing well with good reviews. Jennifer and her staff spend countless hours answering emails and talking with brides and grooms.

Director Bechtold highlighted the following for The Club:

- July was a strong month, with a variance of 101 new memberships.
- The mask mandate will be a challenge for us in the near future.
- The demographics have changed, from 2018, when we had 38% of our members under the age of 40 to 2021; we now have 43% of our members under the age of 40.
- Sara has developed a lot of classes. September highlight is Zoombapalooza.
- We are planning the open house for October 2. Mailers will go out the last week of September. We will offer a \$0 promotional fee until November.

Commissioner Dressler said that she enjoyed seeing the member highlights in the board report. Director Bechtold said that these are on the website and up at The Club.

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 McIlrath said she is impressed with the lower age demographics of The Club.

Comm Rep Beranek went to the E-Sports open house and said it was great to see so many people there.

Comm Rep MacGregor said that the parks look fantastic and the staff is wonderful! Great job moving the program guide to the digital format.

Commissioner Kaplan made a motion to recess for a closed session for the appointment, employment, compensation, discipline, performance or dismissal of an employee pursuant to 5 ILCS 120/2(c)(1) at 7:48 p.m.. President Kinnane seconded the motion.

Commissioner Evans made a motion, seconded by Commissioner Kaplan, to reconvene to the Recreation and Facilities Committee meeting at 8:05 p.m.

**8. Adjournment:**

Commissioner Evans made a motion, seconded by Commissioner Kaplan to adjourn the meeting at 8:05 pm. The motion carried by voice vote.

Respectfully submitted,

Craig Talsma  
Secretary

Cindy Flynn  
Executive Assistant

**MEMORANDUM NO. M21-090**

**TO:** Recreation & Facilities Committee  
**FROM:** Craig Talsma, Executive Director  
 Alisa Kapusinski, Director of Recreation  
**RE:** Recreation & Communications/Marketing Board Report  
**DATE:** October 19, 2021

*Recreation Division*



HEParks partnered with the Village of HE to lead the children’s activities at Platzkonzert the weekend of September 11-12.

Kimberly Barton will be joining our team on Monday, November 1 as the new School Age Program Manager. Kimberly comes to us with a great deal of experience from the Wilmette Park District. Kimberly also lives in the Hoffman community near Fabbrini Park. Jodi Schultz will be transitioning to her new role as the TC Facility Manger and she will oversee TC Fitness, Seniors and Special Events.

NEW! Programs for All. This spring the board approved the Programs for All initiative to offer free programs for approved families if there were vacant spots in district-run (non-contractual) programs. This fall SD54 and D15 submitted applications for nineteen children. Nine children were placed in free programs this fall, which included figure skating lessons, fall soccer and an E-Sports membership. Staff will work with the children who were not placed in fall programs to place them in winter programs once it is closer to the winter program start dates.



*Triphahn Center*



*Willow Recreation Center*

**Triphahn Center Fitness**

<u>Membership</u>	<u>09/30/2020</u>	<u>01/01/2021</u>	<u>09/30/2021</u>	<u>2021 YTD Var. +/-</u>
<b>Total</b>	<b>595</b>	<b>509</b>	<b>522</b>	<b>+13</b>

Pass	% Visited in August	% Visited in September
TCIA Fitness Adult	48%	53%
TCIA Fitness Junior/Student	51%	46%
TCIA Fitness Senior	55%	51%
TCIA Gym Pass	50%	75%

TCIA Silver Sneakers	15%	14%
TCIA Tivity Prime	12%	9%
TCIA Renew Active	7%	16%
<b>Total</b>	<b>38%</b>	<b>39%</b>

### Willow Rec Center Fitness & Racquetball

<u>Membership</u>	<u>09/30/2020</u>	<u>01/01/2021</u>	<u>09/30/2021</u>	<u>2021 YTD Var. +/-</u>
Fitness	107	93	92	-1
Racquetball	57	52	28	-24
<b>Total</b>	<b>164</b>	<b>145</b>	<b>120</b>	<b>-25</b>

Pass	% Visited in August	% Visited in September
WRC Fitness Adult	39%	37%
WRC Fitness Junior/Student	86%	43%
WRC Fitness Senior	35%	37%
WRC Gym Pass	0%	0%
WRC Silver Sneakers	18%	27%
WRC Tivity Prime	6%	6%
WRC Renew Active	14%	13%
<b>Total</b>	<b>36%</b>	<b>31%</b>

### Fall Group Fitness enrollment:

Class	September
50+ Gentle Yoga	0
50+ Forever Strong	22
50+ Basic Exercise	18
Fitness Boot Camp	11
Women of Steel	12



### Dog Off-Leash Areas

<u>Membership</u>	<u>09/30/2020</u>	<u>01/01/2021</u>	<u>09/30/2021</u>	<u>2021 YTD Var. +/-</u>
<b>Total</b>	<b>608</b>	<b>586</b>	<b>718</b>	<b>+132</b>



## General Programs

### General Programs:

Program	Fall 2021	Fall 2020
Baton & Poms	43	27
A&A Music (piano & guitar)	6	2
Choir & Theater programs	9	6
Horsemanship	2	n/a
Shotokan Karate	98	61
Tae Kwon Do	47	31
Gymnastics	222 (to date)	80
Racquetball lessons	6	6
Racquetball leagues	27	n/a

### Dance:

There are 154 dancers enrolled in 22 classes this fall. This is compared to 83 dancers in 15 classes last fall. With the retirement of Ms. Judy at Willow, a new instructor was hired at Willow. The Willow dance program is running strong with the new instructor.

### Special Events:

Staff is preparing for a busy October Halloween season.

- Pumpkin Swim at The Club was October 9. The event had 47 participants.
- Preschool Halloween Bash is October 16. The program is sold out with 200 participants. Children will trick or treat around TC, play games, and decorate pumpkins.
- NEW! Haunted Hoffman Family Fest is October 23 at Fabbrini Park from 10am-3pm. This new event will replace Party in the Park and Pumpkin Fest from previous years. Activities at the event include: Pumpkin Carving Contest, Costume Contest, Doggie Costume Contest, Pumpkin (basketball) free throw contest, Hayride, Halloween Movie, 9-hole mini golf course, fishing, crafts and games. There are also 49 families enrolled to date in the Pumpkin Carving Contest. The costume contest is sold out with 45 participants. This event will surely be the new hit for fall!
- NEW! Trick or Treat Path. Within the Haunted Hoffman Family Fest is a paid event for children to trick or treat around Fabbrini Park path. Volunteers will line the path in costumes and distribute candy. To date we are sold out with 600 children enrolled in the event. Staff will be working to accommodate more children.





## 50+ Club

- Senior Bingo Night on September 13 had 18 participants.
- Trivia Nights were held on September 2 with 39 participants and September 23 with 17 enrolled.
- Senior Dinner Seminar with a panel on Senior Living specialists had eight participants.
- Lunch with the Historian on September 29 had 14 participants.
- Senior Trip to Kinky Boots ran with 18 participants.
  
- Upcoming senior events:
  - Anderson Japanese Tour on October 6.
  - Halloween Luncheon on October 13.
  - Lunch & Learn – Real Estate on October 20
  - Lunch & Learn - Medicare on October 27.
  - Morke’s Chocolate Tour on November 9.



## Early Childhood

Little Stars Child Care has 38 children enrolled; last September there were 16 children.

### Part-Day Preschool 21/22

20-21 TC		21-22 TC		+/-	20-21 WRC		21-22 WRC		+/-
Threeschool	0	Threeschool	12	+12	Threeschool	0	Threeschool	6	+6
2’s Playschool	6	2’s Playschool	24	+18	2’s Playschool	0	2’s Playschool	10	+10
3’s & 4’s	47	3’s & 4’s	86	+39	3’s & 4’s	29	3’s & 4’s	30	+1
<b>Total</b>	<b>53</b>	<b>Total</b>	<b>122</b>	<b>+69</b>	<b>Total</b>	<b>29</b>	<b>Total</b>	<b>46</b>	<b>+17</b>

Early Childhood enrichment classes began this month. There are two fall sessions. To date, there are 82 participants.

NEW! Storytime at the Park with Schaumburg Library started this month. Every Wednesday morning, the library leads a storytime at Cottonwood Park.



*School Age - STAR and Day Camps*

**STAR August Enrollment**

	3 days before	3 days after	5 days before	5 days after	Total enrolled
Armstrong	4	11	18	17	50
Fairview	1	13	15	32	61
Lakeview	1	2	13	34	50
Lincoln Prairie	3	5	17	16	41
MacArthur	2	7	24	24	57
Muir	4	3	10	20	37
Total for D54	15	41	97	143	296
Whiteley	4	14	33	43	94
Thomas Jefferson	1	13	4	37	55
Total for D15	5	27	37	80	149

**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	7

## No School Days

**A Half Day off program for district 54 was held on September 17 with 39 kids.** Half of the group went to Willow Recreation Center to participate in a martial arts activity put on by one of our contracted instructors, Jason Fymire, while the other went to play at the beautiful new South Ridge Park and then the groups switched. The group then headed back to the Triphahn Center for gym games and crafts.



*Youth Athletics*

## Athletics

### **Hoffman Basketball Academy**

- We place a heavier focus on 1v1 and group trainings to get players ready for their upcoming school and feeder tryouts.
  - We had our best month since the academy opened with 33 training sessions!
- Point guard camp ran on Tuesdays from 6 to 7pm.
  - 6 players signed up for this camp.
- Fundamental camps are back.
  - Both our K-2 and 3-8 grade camp filled up.
- Registrations for 3v3 and winter in-house league will continue throughout the month.
  - For 3v3 basketball league we will be running at the 1<sup>st</sup>/2<sup>nd</sup> grade level with 21 players.
  - The winter in-house league, which starts in December, already has a total of 111 players signed up, the league typically takes in about 230.
- Feeder drop-in clinics continued throughout the month.
- Our AAU team competed in two tournaments during the month on September 13 and 27.
  - We added training sessions for the team with Coach Adrian on Wednesdays.

### **Baseball / Softball**

- Fall league games will be taking place.
  - Pinto and mustang teams played their first game on September 11.
- Our colt team played a game at Boomers Stadium on September 18.

### **Adult Sports**

- Our seven-team adult softball fall league wrapped up on September 20.

### **Soccer**

- There are 214 players in the fall season of outdoor soccer. This is compared to 114 in 2020 and 219 in 2019.
- Fall HUSC soccer clinics have 35 participants.

**Fishing:** Fall Fishing Derby was held October 2 with 72 participants.

**E-Sports**

- E-sports Zone has 17 members.
- Staff is working this month to design new events, tournaments and opportunities to continue to grow E-Sports.
- Six birthday parties are planned for the upcoming four weeks. Birthday parties are proving to be a very successful program for the E-Sports Zone.



*Ice Operations*

**Hockey:**

- Hockey Lessons began this month. A new tot class is offered this season.

	<b>2021</b>	<b>2020</b>
Tot Level	19	n/a
Hockey Level 1	31	12
Hockey Level 2	23	23
<b>TOTAL – session 1</b>	<b>73</b>	<b>35</b>

- Fall Hockey League kicked off mid-September. New this season has an all-girls Wolverines team playing in the U10 Squirt level.
- There are no comparisons from last fall as COVID restricted league play last fall.

<b>Level</b>	<b>Enrollment</b>
New! NWHL Mites	20
CUHL Travel Mites	16
NWHL Squirts	35
NWHL PeeWees	23
NWHL Bantams	31
NWHL Midgets	30
NWHL Girls U10	13
NIHL Girls U14	16
<b>TOTAL</b>	<b>184</b>

\*\* NWHL is Northwest Hockey League. CUHL is Chicago United Hockey League which is a travel league. NIHL is Northern IL Hockey League which is a travel league.

Our travel partner, Hoffman Timberwolves play in the NIHL but do not provide a team in the Mites level or Girls-only level which is why HEParks provide these two travel teams.

- Adult Hockey League began this month with five teams. The teams play on Tuesday and Wednesday nights. Adult drop-in hockey is offered on Sunday and Thursday nights.

**Figure Skating:**

- A new format for Freestyle launched for September. Skaters will pay a monthly flat rate and get unlimited access to all freestyle timeslots. There are 26 skaters who have the monthly Freestyle membership.
- Fall figure skating lessons began this month. There are 275 skaters enrolled in lessons compared to 207 last fall.

**Public Skate:**

- Public Skate was offered on September 12 and 26. There were 13 pre-registered and 15 walk-ins on September 12. Public skate on September 26 had 22 pre-registered and 50 walk-ins.



*Aquatics*

Seascope closed for the season on Monday, September 6. We had a total of 1,642 memberships for the year. Here is a summary of season-end financials:

	<b>2021 Budget</b>	<b>YTD</b>
Seascope Pass Sales REV	\$72,000	\$97,040
Seascope Daily Admission REV	\$135,000	\$160,501
Seascope Swim Lessons REV	\$21,500	\$18,698
Seascope PT manager wages	\$30,820	\$20,771
Seascope Cashier wages	\$9000	\$9,938
Seascope Guard Wages	\$189,908	\$178,635

Fall swim lessons at The Club began this month. There are two sessions offered in fall. To date, there are 207 enrolled in indoor swim lessons. All session one classes are full, many with a waitlist. Swim lessons are proving to be quite popular!



*Communications and Marketing*

Results from the Summer Reading Program partnership with Palatine Library: Out of 5,000 buy-one-get-one-free Seascope passes distributed, 275 were redeemed during the summer. The printing cost total was \$73.50

In September, HEParks partnered with Palatine Library System for the “Show your card promotion”. During September, library patrons could show their card at the Triphahn Center on public skate days for a free skate rental. The district was highlighted in the printed library guide, social media support and emails sent to library patrons.

Web traffic to HEParks.org in September was the highest recorded September since the district began tracking visitors in 2015.

Customer satisfaction with the Online Program Guide has been high. Customer service staff have also commented how it makes their jobs easier.

### **Special Projects:**

- Digital program guide in September
  - o Continued to update program guide process
  - o Made adjustments to the custom module used to pull programs
- Headshots of all full-time staff
- Community Involvement/Engagement
  - o HEParks sponsorship of Chamber of Commerce Golf Outing
- Trick or Treat backdrop designs

### **Design Work:**

- Halloween Events
  - o Haunted Hoffman Family Fest
  - o Trick or Treat Path
- Top Tracer Facility Promo
- Park Signage

### **Promotions:**

- Halloween events: Haunted Hoffman Family Fest, Trick or Treat Path, Pumpkin Swim, Trick or Treat Climb, Preschool Halloween, Pumpkin Skate
- Fall Fishing Derby
- Senior September & October events
- Now Hiring
- Community Fitness Day
- Youth Basketball League
- Club monthly promo

**Email campaigns:** Five e-blasts were sent out this month. Group specific emails included: Senior September newsletter and Community Fitness Day to cancelled fitness members.

**Social Media:**

- 80 posts in September
- Top interactive posts:
  - Haunted Hoffman Family Fest Announcement – 4,000 reached
  - Thank you to Bass Fishing Tournament - 3,400 reached
  - Interactive Park map awareness – 3,100 reached
- Location-based, targeted social media ads for Seascope ended in the second week of September
- HEParks Business location ads began after Seascope local ads ended.
- Customer interaction with HEParks social posts increased by 7% in September over August.
- Increased posting frequency to the Club and Bridges Twitter feeds

**# of Followers:**

			<b>Follower Count of HEParks Managed Social Media Accounts by Month</b>				
			<b>Monthly Follower Count</b>				
Account	Social Media Platform	September 2021	August 2021	Jul7 2021	June 2021	May 2021	April 2021
<b>Bridges of Poplar Creek</b>	Facebook	1,098	1,094	1,096	1,091	1,083	1,081
	Instagram	139	132	130	129	129	128
	Twitter	161	161	160	161	161	163
<b>The Club</b>	Facebook	1,656	1,650	1,646	1,647	1,642	1,644
	Instagram	352	349	350	346	344	333
	Twitter	40	40	40	40	39	39
<b>HEParks</b>	Facebook	5,590	5,533	5,489	5,369	5,293	5,213
	Instagram	973	966	954	912	888	866
	Twitter	1,081	1,081	1,076	1,073	1,073	1,072
<b>Ice Academy</b>	Facebook	108	108	101	100	100	98
<b>Wolf Pack</b>	Facebook	381	370	366	358	356	349
	Instagram	373	375	369	366	362	354
<b>Senior Center</b>	Facebook	123	123	123	122	121	120

## **Website:**

### Highest visited pages

- Highest visited pages in September 2021: Program Guide, Haunted Hoffman Family Fest (event page), Hockey, and Youth Sports (Compared to September 2020: Program Guide, Dog Park, Drive Boo, Triphahn Center).
- Traffic to HEParks.org spikes every Thursday, coinciding with the all-district email delivery.
- Overall, web traffic to HEParks.org was lower in September than in the previous months. This is due to two reasons. First, this was a non-registration push month, and secondly, summer events and the pool were not as active.
- Traditionally September is a lower web-traffic month. Even though the traffic was lower than in previous months, it was still significantly higher than prior years.
- 61.72% of all HEParks Web traffic was by patrons between 18 and 44 years old. 21% of all traffic to the site was made by patrons 55 and over.

## **Press Releases:**

- Community Fitness Day
- Submitted small written articles about events leading to an increase in small community printed blurbs. These smaller informal articles are being printed more often than larger formal articles.



**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**

<b>Objective/Goal</b>	<b>Performance Measures/Action Plan</b>	<b>Status</b>
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.	
2Q Comment:	New programs for Spring included: Bass Fishing League, Hoffman Basketball Academy clinics and camps and spring league for basketball. Hoffman Basketball Academy hosted the Summer Slam High School Girls Basketball Tournament in June. We added combined events for all players who did not make the all-star night for both soccer and baseball.	
<b>3Q Comment:</b>	<b>Hoffman Basketball Academy hosted our first basketball camp in July that was run by the district. Hoffman Basketball Academy also for the first time was able to field an AAU team for this year.</b>	
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).	
2Q Comment:	Skate with Skates (Chicago Wolves mascot) was offered in spring for Public Skate.	
<b>3Q Comment:</b>	<b>With a partnership with Chicago Wolves, summer Wolves Clinics were offered and led by Wolves staff.</b>	
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.	
2Q Comment:	New programs for spring included: Park Quest Scavenger Hunt, Code Ninjas Coding Classes, E-Sports tournaments	
<b>3Q Comment:</b>	<b>New programs for summer included: Safe Sitter, Safari Scavenger Hunt, Unplug &amp; Play, Dog &amp; Cat Hike, Pop Up Fitness in the Park</b>	

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	
2Q Comment:	Spring new programs: Puzzle Mania, Sunrise Yoga at TC	
<b>3Q Comment:</b>	<b>Summer new programs: Pop Up Fitness in Parks, Senior Game Night, Senior Vegas Dinner Party, Senior Lunch with Mayor</b>	
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	
2Q Comment:	Held our first ever outdoor graduation ceremonies, as well as new open house events during the month of June which used to be offered in the winter.	
<b>3Q Comment:</b>	<b>Fun in the Sun event for Little Stars on July 10.</b>	
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, and updated branding to include photos, videos and new language.	
2Q Comment:		
<b>3Q Comment:</b>	Community Fitness Day, a community-wide drive to encourage visitors to try out WRC and TC was successful. The campaign consisted of external marketing to new customers, reconnecting with previous customers. Both clubs saw increased traffic. Community Fitness Day was the kick off for the winter fitness campaign.	
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.	
2Q Comment:	Unable to secure a performing arts instructor. Facebook post had more shares than any other job posting, but no applicants.	
<b>3Q Comment:</b>		
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.	
2Q Comment:	Cricket was offered for summer, but no registration occurred. We are researching a new vender (HUSC) to run cricket moving forward.	
<b>3Q Comment:</b>		
Promote trails and paths	Update website with interactive trail and path feature. Research promotion of trails and paths on external websites.	C
1Q Comment:	The template and draft of the interactive park website page has been designed and it being built.	

2Q Comment:	The interactive park map on website launched in spring.	
<b>3Q Comment - Complete</b>	Project completed	
Provide community and family-oriented events	Create a minimum of two new special events.	C
1Q Comment:	Donut Day, Bunny Basket, Spring Craft Fair	
2Q Comment:	Park Quest Scavenger Hunt, Outdoor Summer Kick Off Craft Fair at Seascapes, Puzzle Mania, Summer Slam Basketball Tournament	
<b>3Q Comment - Complete</b>	<b>Safari Scavenger Hunt, Unplug &amp; Play</b>	
Expand hockey program with adult leagues	Establish an adult hockey league.	C
1Q Comment:	Adult drop-in hockey offered in Q1. League will be determined once mask guidelines are updated.	
2Q Comment:	Adult drop-in hockey continues. Looking to start league in fall.	
<b>3Q Comment - Complete</b>	<b>Registration opened in late summer. League started in fall.</b>	
Develop e-sports center	Purchase computers, consoles, TVs and provide all necessary wiring to launch e-sports center for gaming and tournaments at Vogelei Barn Teen Center.	C
1Q Comment:	All items for E-Sports Zone were purchased. E-Sports Zone opened April 1.	
2Q Comment:	E-Sports Zone is open and running. We have been doing promotions and small tournaments to start out the year.	
<b>3Q Comment - Complete</b>	<b>Grand Opening was held on Saturday, August 28 and had over 100 people in attendance and 7 new members.</b>	

## **DISTRICT GOAL 2: SOCIAL EQUITY**

<b>Objective/Goal</b>	<b>Performance Measures/Action Plan</b>	<b>Status</b>
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 Dashboard art within the televised rink. Additional cooperative programming planned for Spring & Summer 2021.	
2Q Comment:	Skate with Skates public skate offered in April. Lil Wolves Hockey clinics planned for summer.	
<b>3Q Comment:</b>	<b>Wolves Summer Clinics offered three Saturdays in summer.</b>	
Expand promotional efforts and giveaways for all the community to enjoy	Purchase HEParks giveaways to distribute at all community events.	C
<b>1Q Comment - Complete</b>	<b>A limited amount of giveaways have been purchased. Giveaways are distributed at summer concert series, summer events and as raffle prizes.</b>	
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 <sup>th</sup> Fest and the Village Summer Concert Series (though the pandemic may cancel the events). The Mayor will be participating in baseball opening day.	
2Q Comment:	Staff continued to be involved with 4 <sup>th</sup> Fest, but unfortunately the festival was cancelled for 2021 due to the pandemic. The staff is in the early stages of assisting with the planning for the Platzkonzert this fall.	
<b>3Q Comment:</b>	<b>KinderPlatz at Platzkonzert run by HEParks. The district was also present at the Sounds of Summer Concerts. More events planned for 4Q including National Night out, Firehouse Open Houses and School resource fairs.</b>	
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.	
2Q Comment:		
<b>3Q Comment:</b>	<b>This document was created in a simplified version for the New mover packets and for passing out at special events.</b>	
Create “no additional cost” free usage access for programs to underserved demographics	Develop “Programs for All” program with cooperation from school district(s).	C
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.	
2Q Comment:	Application and FAQ document finalized and board approved.	
<b>3Q Comment - Complete</b>	<b>SD54 &amp; D15 distributed application to families in late summer.</b>	
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.	
2Q Comment:	Summer Kick Off Craft Fair, 50+ Pickleball at Fabbrini, Gentle Yoga, Sunrise Yoga	
<b>3Q Comment:</b>	<b>Pop Up Fitness in Parks, Pickleball Clinic with Zane Navratil on July 22</b>	
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.	
2Q Comment:		
<b>3Q Comment:</b>	<b>Social media continues to grow across the district in the 20-30 and 35-45 demographics. These populations represent the bulk of our customers (families with young children). Social media engagement with the 15-25 increased with The Club at Prairies Stone but remains low with the district’s main page.</b>	

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.	
2Q Comment:	Pub Trivia, Tai Chi, Spanish and drop-in pickleball offered in evenings in spring, 50+ Pickleball offered at Fabbrini.	
<b>3Q Comment:</b>	<b>Game Nights, Bingo Nights, Trivia Nights and Vegas Dinner Party all offered at night.</b>	
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.	C
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.	
2Q Comment:	Walking track is open and free, crafting club has been added, along with more AM Pickleball times, third day of volleyball, 2 <sup>nd</sup> day of Wii Bowling.	
<b>3Q Comment – Complete</b>	<b>Added more morning Pickleball and Volleyball options. Bike club was added as well.</b>	
Provide community free opportunities to participate in ice programs.	Offer a minimum of two free figure skating or two free hockey programs this year.	C
1Q Comment:	Plans in place to offer free trial programs in May.	
2Q Comment:	Learn to Skate for Free was offered in spring and sold out with 50 participants.	
<b>3Q Comment - Complete</b>	<b>Try Figure Skating for Free &amp; Try Hockey for Free offered in August.</b>	
Offer e-sports 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.	
2Q Comment:	We have offered free open house events, but are still going to launch the free afternoons starting with the new school this fall.	
<b>3Q Comment:</b>	<b>Hours have been expanded for Fridays in November from 3 to 9 p.m. and we are offering free afternoons on 11/12 and 12/10.</b>	
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.	
2Q Comment:	On Wednesday nights, the Hoffman Girls Basketball Feeder Program runs the girls only open gym. Fishing classes have now become over 50% in female participation. We got the 1 <sup>st</sup> /2 <sup>nd</sup> grade girls only soccer league to run in April. Hoffman Basketball Academy hosted the Summer Slam High School Girls Basketball Tournament in June.	
<b>3Q Comment:</b>	<b>Traditionally Adult Hockey League has been Men's Hockey League, but it is now the Adult Hockey League with co-ed play.</b>	
Expand facility space usage	Research opportunities to expand NWSRA program space at Vogelei House	C
<b>1Q Comment - Complete</b>	<b>HEParks Board approved lease contract for construction to begin on the Vogelei House this spring.</b>	

**DISTRICT GOAL 3: FINANCIAL STEWARDSHIP**

<b>Objective/Goal</b>	<b>Performance Measures/Action Plan</b>	<b>Status</b>
Evaluate existing contractual agreements	Create a tracking tool to organize all contracts.	C
<b>1Q Comment - Complete</b>	<b>A excel document is managed by the Rec Dept to track all contracts and expirations and contracted amounts.</b>	
Obtain PDRMA Accreditation	Achieve Level A – 95 to 100% Loss Control Review (LCR) Score. Complete by Q4	D
1Q Comment:	The complete score will be calculated in the 4 <sup>th</sup> qtr.	
2Q Comment:	The complete score will be calculated in the 4 <sup>th</sup> qtr.	
<b>3Q Comment:</b>	<b>The PDRMA LCR for loss control has been put on hold for 2021. PDRMA is working on a new accreditation process for 2022.</b>	
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.	
2Q Comment:	Pat has been meeting with his team to monitor the projections for 2021.	
<b>3Q Comment:</b>	<b>Staff continues to monitor projections for end of fiscal 2021.</b>	
Secure external management operations of Seascap.	Obtain and secure annual contract for Jeff Ellis Management (JEM) to operate lifeguard operations at Seascap.	NC
<b>1Q Comment – Change of Direction/Complete</b>	<b>Operation of Seascap will be managed internally instead of contracting with JEM.</b>	

**DISTRICT GOAL 4: OPERATIONAL EXCELLENCE**

<b>Objective/Goal</b>	<b>Performance Measures/Action Plan</b>	<b>Status</b>
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.	
2Q Comment:	Recruitment efforts have begun to secure volunteers, but there is limited interest to date.	
<b>3Q Comment:</b>	<b>One volunteer has been secured to welcome patrons at Triphahn Center north side/senior area. She works 2-3 days/week when the Senior Coordinator is not working at the desk.</b>	
Rebrand Senior Center and programs	Create new logo and brand for the revamped senior center. Promote free and paid drop-in activities.	C
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.	
<b>2Q Comment - Complete</b>	<b>Monthly newsletters are distributed via email to a larger database that includes all park district participants who are over 50 years old.</b>	

Seek Excelebrate Accreditation within preschool program	Finalize TC and begin WRC	D
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.	
2Q Comment:	In-person assessments are still delayed at this point in time and hope to resume in fall of 2021.	
<b>3Q Comment:</b>	<b>No In-Person visits will take place in 2021. Natalie has submitted all materials. Application cannot be completed until in-person visit takes place.</b>	
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.	
2Q Comment:		
<b>3Q Comment:</b>	<b>Jessica is in the process of offering an instructor training in November/December for the staff.</b>	
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.	
<b>2Q Comment - Complete</b>	<b>New tour packets were designed and new signage outside the facility.</b>	
Upgrade check-in/out procedures with STAR	Using epact's new features, provide parents an easier method for check-in/out.	C
1Q Comment:	We are looking to test during summer and implement by fall of 2021.	
2Q Comment:	Check-in/out feature set-up to use for summer camps.	
<b>3Q Comment - Complete</b>	<b>Currently using and in place for STAR program Fall 2021</b>	

### **DISTRICT GOAL 5: ENVIRONMENTAL AWARENESS**

<b>Objective/Goal</b>	<b>Performance Measures/Action Plan</b>	<b>Status</b>
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.	
2Q Comment:	Earth Day and spring park clean-up events were held in April with record enrollment participation. Pond Dipping was offered by Cook County Forest Preserve.	
<b>3Q Comment:</b>		
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.	
2Q Comment:	Park Quest Scavenger Hunt ended at South Ridge in spring. Unplug Illinois Day is scheduled for Saturday, July 10, at South Ridge.	

<b>3Q Comment:</b>	<b>Unplug &amp; Play (an event sponsored through IPRA) was offered on July 10. A free fishing clinic &amp; GO Hoffman walk was also offered at South Ridge.</b>	
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.	
2Q Comment:	Hike with your cat was offered by Cook County Forest Preserve. Pond Dipping with the Forest Preserve also was offered and ran by Cook County.	
<b>3Q Comment:</b>	<b>Hike with Dog and Hike with Cat programs offered.</b>	

### **DISTRICT GOAL 6: CUSTOMER SERVICE**

<b>Objective/Goal</b>	<b>Performance Measures/Action Plan</b>	<b>Status</b>
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.	
2Q Comment:		
<b>3Q Comment:</b>	<b>New fall digital website/guide was launched. Weekly e-blasts are sent out on Thursdays.</b>	
Enhance communication to community	Staff presence at village-wide events.	O
1Q Comment:	Pat remains on the 4 <sup>th</sup> Fest Committee and the status of the event is still up in the air for 2021.	
2Q Comment:	Fourth Fest was cancelled for 2021. HEParks will be present at Platzkonzert German Fest and National Night Out in Fall.	
<b>3Q Comment:</b>	<b>KinderPlatz at Platzkonzert run by HEParks staff.</b>	
Enhance communication to community	Create a district podcast.	O
1Q Comment:	Podcast will launch in Summer of 2021.	
2Q Comment:	Project delayed. Concept has been created, but implementation has not been completed yet.	
<b>3Q Comment:</b>	<b>In the process of ordering equipment for a launch in December.</b>	
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.	
2Q Comment:	In progress and discussed with developers.	
<b>3Q Comment:</b>	<b>The initial structure for translation features is available on the website if using the chrome browser. Full implementation of the translation function is</b>	







	<b>delayed due to other website programs. The district plans on activating the translation feature in 2022.</b>	
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.	
2Q Comment:	The interactive park map project was completed.	
<b>3Q Comment:</b>	<b>To coincide with the launch of the new web based program guide, most of the pages on HEParks.org were reimaged. New information, cleaner layouts and page flow were addressed.</b>	
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.	
2Q Comment:		
<b>3Q Comment:</b>		
Expand Seascope 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 Seascope for summer 2021.	
2Q Comment:		
<b>3Q Comment -Complete</b>	<b>Each party at Seascope was provided a party host to run food and coordinate clean-up and other needs.</b>	
Expand volunteer appreciation efforts	Develop coach appreciation for each season. Create district-wide thank you recognition.	O
1Q Comment:	Staff is giving Seascope 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.	
2Q Comment:	All spring sports participants and coaches were invited to come out for a free E-sports night if they wear their jersey from June 24-26.	
<b>3Q Comment:</b>	<b>Volunteer Appreciation Night held at Seascope in August.</b>	
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	
2Q Comment:	More videos are being taken at events/programs for social media promotion.	
<b>3Q Comment:</b>	<b>Social media content and reach continues to increase across all platforms at the district. Social media serves to provide immediate information on programs and classes and directly supports the new website program guide upgrades. Customers now have a more direct way to access program information from our website and social media.</b>	

MEMORANDUM NO. M21-092

**TO:** Recreation Committee  
**FROM:** Craig Talsma, Executive Director  
Brian Bechtold, Director of Golf & Facilities  
**RE:** Golf & Facilities Report  
**DATE:** October 19, 2021  
Bridges of Poplar Creek & The Club Board Report

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**Bridges General Programs**

-  High School golf season is coming to an end. We hosted the MSL conference meet on September 22, which consisted of seven local schools, with Hoffman Estates High School as the home sponsor team. Congratulations to Nicolas Simon on his 1<sup>st</sup> place finish in conference at Bridges and then his 5<sup>th</sup> Place finish in State!
-  We are also fortunate to be the host for the Girls High School Golf Sectionals on October 4<sup>th</sup> with Conant High School as the home sponsor team.
-  Marketing materials are up for the Turkey Shoot on November 6th. The event has returned back to its normal 11:00 a.m. shotgun event. The event is sold out already with 128 players.
-  Marketing has also begun working on the return of the 5K. This event will be held on the same day as the Turkey Shoot to capitalize on the morning of the course being closed. This event was last held in 2018, as 2019 was cancelled due to snow and 2020 due to COVID. We look to jump start this event back up, pushing it to all the members at the Club.

**Golf Rounds**

MONTHLY ROUND TOTALS					
2017	2018	2019	2020	2021	5 Year Average
4,752	3,554	3,616	4,830	4,435	4,237
YTD ROUND TOTALS					
2017	2018	2019	2020	2021	5 Year Average
27,487	24,117	22,167	21,570	26,614	24,391

**Range Information**

MONTHLY RANGE BASKET SALES TOTALS					
2017	2018	2019	2020	2021	5 Year Average
2,431	2,344	2,653	3,346	2,685	2,692

YTD RANGE BASKET SALES TOTALS					
2017	2018	2019	2020	2021	5 Year Average
18,057	16,316	18,755	14,942	18,553	17,325

## Food & Beverage

### September Events Recap

- 1 shower servicing 30 guests
- 1 memorial servicing 25 guests
- 1 breakfast meeting servicing 25 guests
- 5 golf outings with food servicing 546 guests
- 4 ceremony/receptions servicing 493 guests

### October Events

- 1 anniversary party servicing 65 guests
- 2 showers servicing 52 guests
- 1 golf outing with food servicing 50 guests
- 1 ceremony/reception servicing 150 guests
- 1 memorial luncheon servicing 28 guests
- 2 dinners servicing 300 guests

### Wedding Count Update:

**2022 = 10 Ceremony and Receptions, 1 reception only have been contracted.**

2021 = 12 ceremony and reception, 4 reception only

2020 = All weddings were cancelled or rescheduled to 2021.

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

2018 = 16 ceremony and reception and 3 reception only, 2 ceremony only

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

The golf course maintenance team has been in full swing as the weather continues to provide great golfing weather. The team has done a great job preparing for some fall highlight events with High School Golf Meets and our Annual Fall Pro Am.

PJ Bugay has brought a great amount of energy and life back in to the maintenance team, as he has taken on more responsibilities with the departure of Bill Meyer. He is showing great leadership and willing to take on more duties. His dedication to the facility and hard work is showing with great course conditions and customer comments over the last couple of weeks.

Some of the daily tasks the team has performed:

- Continuous daily mowing and maintenance in preparation for High School events and Pro-Am.
- Cleaned up course from storms moving through.
- Fertilized Par 3 tees to encourage growth for better recovery.
- Applied last fungicide and fertilizer applications on greens, tees and fairways.
- Re-edged all bunkers and fly-mowed banks.
- Cleared out over grown and dead shrubs in event area to make way for new foliage.
- Transplanted tall grasses from overgrown front island to mulch beds in need of variety.
- Continuous daily mowing and maintenance in preparation for High School events and Pro-Am.
- Hand-watered areas as needed.
- Continuous detail work on course.
- Trimming sprinkler heads/yardage plates.
- Trimming curbs, walls and tree bases.
- Raised up low hanging branches over cart paths.
- Filled divots on fairways and tees.



## September 2021

<b>Membership Totals</b>	<b><u>9/30/2020</u></b>	<b><u>1/01/2021</u></b>	<b><u>9/30/2021</u></b>	<b><u>Var. +/-</u></b>
Totals	2381	1992	2088	<b>+96</b>

## Member Services/Sales

- We enrolled 86 new members in September. Despite this being a very slow month of new enrollments (September is typically very slow), we are still net positive overall for enrollments in 2021. The mask mandate is still a challenge, but past members are slowly realizing it most likely isn't going away any time soon and are coming back.
- September is typically a transitional month, and especially this year with people adjusting to new schedules, getting kids back in school and all that comes with this.
- We had 1,383 unique visits in September. 66% of members are visiting/using the facility at least once a month. This lower number supports the thought that student members have returned to school and many people are adjusting to new schedules and visiting less frequently during this time.
- The Club Fitness Department has been working with the C&M department this month to create social media content for future organized posts.
- 2 promotional emails were sent out in September. One to previous members with a zero enrollment fee offer toward the end of the month which brought in 20 new members. Another was sent to current members at the very end of September with an announcement about the Open House Event on Oct. 2 and the special referral reward of a

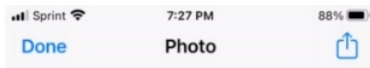
free month of dues to the member who referred someone who joined. We have had 15 member referrals so far in October. This referral special will run through October 31.

- The postcard mailers were sent at the end of September announcing the Oct. 2 Open House Event and also the Top Tracer Facility at Bridges.
- Although this is officially October Board Report details, it is too exciting not to share that the October 2 Open House Event brought in **51 new members** in just that one day alone! We will provide more details on the event in the October Board Report, but this event gave a great boost to the enrollment numbers in October.

### Operations and Fitness Departments:

- We ran a fun, interactive month-long event in September we called “Club-a-Palooza” where we had themed group fitness classes throughout the month of September (i.e. twins day, sunglasses day, crazy hair day, crazy socks day, etc.).

- 



- We have added a weekend Zumba class (Saturday) and a Monday night aqua class on to the group fitness schedule. Attendance has been good with both of these new classes. We are looking at adding one more weekday (Tuesday) Zumba which will give us a total of three Zumba classes on schedule, which is what we had prior to shut down.
- The Windy City Bulls have had an installer drill the holes for the anchoring of the portable baskets. These installers also gave us a tutorial on how to move the baskets into place and anchor them.
- Meet the most recent Club Members of the Quarter:

# MEMBER SPOTLIGHT

## Olga Hayhurst

I started at The Club at Prairie Stone in 2004 when we moved to the Streamwood area. I decided to join The Club over other fitness centers because of its location and I was also impressed with it when I visited to check it out.

Currently I take HIIT classes twice a week, plus Pilates, Forever Fit and Yoga.

The new functional fitness (HIIT) space is very comfortable and has lots of room to maintain distances. It has all the equipment we need for the different workout activities we do.

My favorite part about being a member of The Club is just the whole team at Prairie Stone are very friendly and make

*“The new functional fitness (HIIT) space is very comfortable and has lots of room to maintain distances. It has all the equipment we need...”*

it pleasant. I enjoy being there. I feel like I can ask for help and the team is willing to give it. I have been there so long because I feel comfortable.

*It's practically a new facility with the new improvements. The additional equipment and space have really been a plus. The schedule of classes has made it convenient for everybody.*

I am very grateful that during the beginning of the Covid pandemic they were able to give us programs over the internet with virtual classes to keep us going with a variety of different activities. The way things have been run since then have been safe and comfortable to use.



# MEMBER SPOTLIGHT

## Dave Pierce

I joined way back in 2006 when I first moved into the area. I remember taking a tour and being impressed with Prairie Stone's modern and ample amenities. I used the track, some light weights, and "stair climber" machines.

Jump to March of 2020, I was here on the last day before Prairie Stone had to shut down due to the Covid virus! So, like many others, I worked from home. My office was 10 ft from the fridge. So I put on a "Covid 20" to my already chubby frame, and I felt very lethargic and low energy. One day an ad popped up on my laptop, saying it had a great way to lose weight and get in shape. It consisted of a traditional low calorie diet with lots of vegetables and stuff like that.



*"I was totally gassed after that first class!  
... I average about 3 classes per week...  
I haven't been in this kind of shape  
since my late twenties."*

gassed after that first class! The classes got easier as time went on, and I totally enjoy them now. I average about 3 classes per week, and the weight loss has been great, 30 additional pounds of weight loss. I haven't been in this kind of shape since my late twenties.

***The HIIT facilities are incredible, and the equipment is top notch.  
The people I work out with are fun to be around, and the instructors  
excellent as well. I look forward to my workouts.***

So, I established the diet and lost most of my Covid 20! But the other part of the program was "HIIT Training" I would have to do by myself.

Once The Club reopened, I was back and walking down the hallway when I noticed the HIIT training classes posted on the bulletin board. So I decided to try a class, I was totally



**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
<b>1Q Comments - Complete</b>	<b>All GL's have been combined to one GL for green fees.</b>	
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:	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.	
2Q Comments:	The season round totals are still promising as they are the highest total within the last four seasons despite multiple ran events to round out the month of June. Multiple email blasts will continue to go out for open play shotguns.	
<b>3Q Comments:</b>	<b>The third quarter rounds continued to stay strong. We have hosted 26,614 rounds thru September exceeding the 5 year average of 24,391.</b>	
Provide 22 Preferred Tee Times Groups (23 Groups in 2020).	Secure 2021 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
<b>1Q Comments - Complete</b>	<b>We have secured 25 groups for the 2021 Season.</b>	
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:	We have hosted our first event March Madness and sold out with 144 players.	
2Q Comments:	We hosted our second in-house event in the 2 <sup>nd</sup> qtr with the Par 3 Challenge and were sold out with 36 players.	
<b>3Q Comments:</b>	<b>We have two events remaining in the 4<sup>th</sup> qtr.</b>	
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.	C
1Q Comments:	Jr Program classes will begin in 2 <sup>nd</sup> qtr.	
2Q Comments:	We offered two classes in 2 <sup>nd</sup> qtr with both classes sold out with 24 players. We will continue to offer three more in the 3 <sup>rd</sup> qtr.	



<b>3Q Comments - Complete</b>	<b>Fall sessions were a big success as well and sold out with 18 in each class. This concludes the 2021 Jr Program Series.</b>	
Host multiple wedding functions	Host events following current COVID-19 guidelines and regulations.	O
1Q Comments:	Our first wedding is scheduled in 2 <sup>nd</sup> qtr. We are still monitoring COVID-19 guidelines and hoping we reach the Bridge phase prior to our first event.	
2Q Comments:	We have hosted multiple events in the 2 <sup>nd</sup> qtr with all events returning to normal operations. Guests have been very excited to get back to normal activities.	
<b>3Q Comments:</b>	<b>Events continue to be hosted and booked following all guidelines. We are seeing an intake of calls for weddings in 2023 earlier than normal which all leads to being another cautious year in 2022 for larger events.</b>	
Offer Winter Fest and Breakfast with Santa	Staff will contact all past participants one month out reminding them of special events. Start email campaign minimum one month prior to events.	O
1Q Comments:	This is a 4 <sup>th</sup> qtr event and will be offered based on COVID-19 restrictions.	
2Q Comments:	Marketing will begin in 3 <sup>rd</sup> qtr for this event on December 11.	
<b>3Q Comments:</b>	<b>Winter Fest &amp; Breakfast with Santa advertising has begun. We look forward to offering two seatings this year. One at 8:30am and another at 11am.</b>	

**DISTRICT GOAL 2: SOCIAL EQUITY**

<b>Objective/Goal</b>	<b>Performance Measures/Action Plan</b>	<b>Status</b>
Provide golf activities to the special needs community	Partner with Freedom Golf Association (FGA), NWSRA or a similar organization to provide golf activities.	D
1Q Comments:	These activities are currently being developed and to be planned for late 2 <sup>nd</sup> qtr or early 3 <sup>rd</sup> qtr.	
2Q Comments:	Staff has reached out to Freedom Golf Association and working on planning a special event for the 3 <sup>rd</sup> qtr.	
<b>3Q Comments:</b>	<b>Staff is currently working with the Freedom Golf Association and this year they have decided to postpone the event to 2022 to ensure participation as they have individuals with COVID concerns. Staff will look at a TopTracer event in the Spring.</b>	

**DISTRICT GOAL 3: FINANCIAL STEWARDSHIP**

<b>Objective/Goal</b>	<b>Performance Measures/Action Plan</b>	<b>Status</b>
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:	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.	

2Q Comments:	We have a total of 224 passes sold in 2021.	
<b>3Q Comments:</b>	<b>We have a total of 228 passes sold through 3<sup>rd</sup> quarter.</b>	
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:	Rate structure is monitored on a daily basis. We are off to a great start with limited discounted rounds.	
2Q Comments:	We hosted 11,986 rounds through 2 <sup>nd</sup> qtr. With the average fee of \$41.46 per round. 2020 Average Fee = \$41.95 2019 Average Fee = \$37.06	
<b>3Q Comments:</b>	<b>We hosted 26,614 rounds through 3<sup>rd</sup> qtr. With the average fee of \$41.51 per round.</b> <b>2020 Average Fee = \$41.95</b> <b>2019 Average Fee = \$37.06</b>	
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
<b>1Q Comments - Complete</b>	<b>A bulk purchase was completed in 1<sup>st</sup> qtr.</b>	
Renovate the Learning Center to offer 10 stations of covered stalls and TopTracer 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:	Concept plans are completed and bid documents will be released in early 2 <sup>nd</sup> qtr.	
2Q Comments:	All bids have been approved and construction is set to start 3 <sup>rd</sup> qtr.	
<b>3Q Comments:</b>	<b>Construction is in full swing. The project is on scheduled to be completed this season.</b>	
Finalize lease agreements for TopTracer and Lighted Target Greens for the Learning Center.	Complete by end of Q2.	C
1Q Comments:	Lease agreement has been finalized with TopTracer. Lighted target greens will be finalized in 2 <sup>nd</sup> qtr.	
2Q Comments:	TopTracer lease is in place and the lighted target greens lease is still being negotiated based on confirmation of project timelines.	

<b>3Q Comments – Complete</b>	<b>TopTracer lease is set and will be active after installation in 4<sup>th</sup> qtr.</b>	
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:	Parks department is finishing final touches on the range building. The equipment has been ordered and due to arrive early 2 <sup>nd</sup> qtr.	
2Q Comments:	Parks department has completed the final renovation of the range building. Ball Dispenser and ball washer is installed and operational. Holding bin and auto filler to be installed in 3 <sup>rd</sup> qtr.	
<b>3Q Comments:</b>	<b>All equipment has been installed and is operation with the exception of the holding bin as it still on back order. Vendor has been checking and updating us on a monthly basis. With the supply chain challenges they are predicting a late November delivery.</b>	
Purchase new batteries for golf cart fleet.	Complete by Q1.	C
<b>1Q Comments – Complete</b>	<b>All batteries have been purchased and installed with a joint effort of the Parks Team and Golf Course Maintenance Team.</b>	
Obtain PDRMA Accreditation	Achieve Level A – 95 to 100% Loss Control Review (LCR) Score. Complete by Q4	D
1Q Comments:	The complete score will be calculated in the 4 <sup>th</sup> qtr.	
2Q Comments:	The complete score will be calculated in the 4 <sup>th</sup> qtr.	
<b>3Q Comments:</b>	<b>The PDRMA LCR for loss control has been put on hold for 2021. PDRMA is working on a new accreditation process for 2022.</b>	

**DISTRICT GOAL 4: OPERATIONAL EXCELLENCE**

<b>Objective/Goal</b>	<b>Performance Measures/Action Plan</b>	<b>Status</b>
Have key staff attend HEParks AED & CPR training.	Have staff attend district certification classes during the course of the year.	O
1Q Comments:	Staff is researching class options that are COVID-19 compliant.	
2Q Comments:	The Club staff and Rec staff have started training staff with a new hybrid class option. Staff is working with fitness center and Rec staff first and then golf staff will follow at open dates in the fall.	
<b>3Q Comments:</b>	<b>District trainings are in full swing and staff are completing all necessary requirements.</b>	

## 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:	Burns and mowing have been completed. Two chemical applications are planned for 2 <sup>nd</sup> qtr and late 3 <sup>rd</sup> to early 4 <sup>th</sup> qtr.	
2Q Comments:	The first chemical application was applied in the 2 <sup>nd</sup> qtr.	
<b>3Q Comments:</b>	<b>Burns and chemical applications are planned for early 4<sup>th</sup> qtr.</b>	

## 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 <sup>nd</sup> qtr.	
2Q Comments:	Weekly staff meetings are being held regarding events. We had our first two weddings in the 2 <sup>nd</sup> qtr and both received rave reviews from the guests and Bride & Groom.	
<b>3Q Comments:</b>	<b>We have received six (6) 5-star reviews to date. We continue to receive great email recap reviews from all our guests. We look forward to more reviews to be submitted this fall.</b>	
Enhance communication to community about golf rates, events, and programs.	Send monthly email blasts throughout the 2021 season to encourage patronage	O
1Q Comments:	Email blast schedule has been created and we continue to execute our plan on a variety of topics.	
2Q Comments:	Email blasts are being sent with highlights of events, golf specials and more. We will start a significant push for the TopTracer facility in 3 <sup>rd</sup> qtr.	
<b>3Q Comments:</b>	<b>Email blasts are being sent out to promote Fall events and TopTracer facility.</b>	
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:	Email blast schedule and social media schedule plans have been created. Working with C&M on special posts to increase our followers.
2Q Comments:	Continued working with C&M on social media posts during the 2 <sup>nd</sup> qtr.
<b>3Q Comments:</b>	<b>The 3<sup>rd</sup> qtr saw significant increases in postings in all areas of operation. We will continue the social media push with TopTracer and weddings for 2022.</b>

**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:	We enrolled 355 new members in the first quarter.	
2Q Comments:	We enrolled 337 new members in the second quarter, for a YTD total of 692 new members.	
<b>3Q Comments:</b>	<b>We have reached our annual goal and enrolled 316 new members in the second quarter, for a YTD total of 1,008 new members.</b>	
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:	We are currently offering 31 classes per week. Attendance is being monitored accordingly.	
2Q Comments:	We are currently offering 33 classes per week. We plan to add additional classes in the fall.	
<b>3Q Comments:</b>	<b>We are currently offering 35 classes per week heading into the peak winter season. With our new MyZone app we launched this year all participants register for each class. This gives staff real-time data on class participation. Members earn points with participation as well to win club prizes and are all tracked thru the App. The class participation data has been analyzed over the course of the year and the schedule is adjusted accordingly.</b>	
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:	These classes are going to be offered in the Summer months for youth market.	
2Q Comments:	Options Basketball provided sports specific training camps in Q2.	
<b>3Q Comments:</b>	<b>Options Basketball continued to offer sports specific training camps in Q3.</b>	
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:	Quarterly Member spotlights are being posted in the facility along with social media/website.	

2Q Comments:	Members of the Quarter were selected for both Q1 and Q2 (2 each quarter). Please check The Club website and social media platforms for their success stories.	
<b>3Q Comments:</b>	<b>Members of the Quarter were selected for Q3. Please check The Club website and social media platforms for their success stories.</b>	
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.	
2Q Comments:	The Club partnered with Athletico to provide a “Spine Health” talk to our members given by a doctor from AMITA. We have also partnered with Dick Pond again in Q2 to offer a “Walk to Run” program.	
<b>3Q Comments:</b>	<b>We continued the success of the “Walk to Run” program and offered again in 3<sup>rd</sup> Qtr. We are also working with this group to participate in our Bridges 5k.</b>	

### **DISTRICT GOAL 2: SOCIAL EQUITY**

<b>Objective/Goal</b>	<b>Performance Measures/Action Plan</b>	<b>Status</b>
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.	
2Q Comments:	The Club fitness instructors have led several free, all ages, outdoor fitness classes throughout our parks and in partnership with The Hideaway here in the corporate park.	
<b>3Q Comments:</b>	<b>The Club fitness staff continued to offer free outdoor classes with the partnership with the Hideaway.</b>	

### **DISTRICT GOAL 3: FINANCIAL STEWARDSHIP**

<b>Objective/Goal</b>	<b>Performance Measures/Action Plan</b>	<b>Status</b>
Obtain PDRMA Accreditation	Achieve Level A – 95 to 100% Loss Control Review (LCR) Score. Complete by Q4	D
1Q Comments:	The complete score will be calculated in the 4 <sup>th</sup> qtr.	
2Q Comments:	The complete score will be calculated in the 4 <sup>th</sup> qtr.	
<b>3Q Comments:</b>	<b>The PDRMA LCR for loss control has been put on hold for 2021. PDRMA is working on a new accreditation process for 2022.</b>	

**DISTRICT GOAL 4: OPERATIONAL EXCELLENCE**

<b>Objective/Goal</b>	<b>Performance Measures/Action Plan</b>	<b>Status</b>
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/O
1Q Comments:	The district has moved to hiring a FT Aquatics supervisor that will be enhancing our swim lesson program district wide.	
2Q Comments:	The swim lesson program is in full swing at The Club and Seascape.	
<b>3Q Comments:</b>	<b>The swim lesson program is gaining speed as we move into the indoor season at The Club. Classes are filling up and waiting lists are being monitored and adjusted to allow for maximum participation.</b>	
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:	Staff is researching class options that are Covid compliant.	
2Q Comments:	Staff started holding AED/CPR certification classes again using a new hybrid format, where students take the majority of the class online and then have only 90 minutes of in-person instruction.	
<b>3Q Comments:</b>	<b>Staff is in full swing with training classes and all key staff are participating in the district's new class layout to receive certification.</b>	
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:	The Club continues to monitor guidelines. The tennis court is still in high use for those members looking for further spacing.	
2Q Comments:	The Club will continue with its current layout through the remainder of 2021. The tennis court will be painted to create a more permanent feel with plans to evaluate the space in 2022.	
<b>3Q Comments:</b>	<b>The tennis court is painted to provide a nice fresh look and permanent feel. We will continue to monitor the usage and COVID affects to evaluate future use of the space.</b>	
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:	We are establishing local connections with companies such as Dick Pond, GNC, and Hideaway. We will continue to add more in future months.	
2Q Comments:	We continue to make connections with local businesses. We would like to especially thank Coopers Hawk, Dick Pond, GNC, Tony's, Old Navy, Rookies for their donations.	
<b>3Q Comments:</b>	<b>We continue to reach out to local community businesses. We currently are working with Dick Pond, Battle Bar, doTerra, GNC, and Walgreens for participation in our open house event.</b>	
Offer online membership sales on Club Website	Simplify the membership sales process and highlight online memberships on The Club website.	C
<b>1Q Comments - Complete</b>	<b>Online memberships are available on our heparks.org website.</b>	

### **DISTRICT GOAL 5: ENVIRONMENTAL AWARENESS**

<b>Objective/Goal</b>	<b>Performance Measures/Action Plan</b>	<b>Status</b>
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:	Staff has progressed to scanning all membership files for electronic record.	
2Q Comments:	Staff continues to follow processes to record all data and files electronically.	
<b>3Q Comments:</b>	<b>Staff continues to follow processes to record all data and files electronically.</b>	

### **DISTRICT GOAL 6: CUSTOMER SERVICE**

<b>Objective/Goal</b>	<b>Performance Measures/Action Plan</b>	<b>Status</b>
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:	Monthly meetings are taking place. C&M is working on a major fall campaign to increase membership.	
2Q Comments:	Staff meets weekly with C&M staff to review and update all online content.	
<b>3Q Comments:</b>	<b>Staff continues to meet with C&amp;M staff and are heavily preparing for our Open House event on October 2<sup>nd</sup>.</b>	
Improve technology in all program areas	Expand usage on MyZone system with the opening of the functional training area.	O
1Q Comments:	We currently 37 members using the My Zone Belts, but have transition to all class signups are completed through the My Zone software.	
2Q Comments:	We currently have 57 members using the MyZone belts and will continue to offer incentives to grow the program.	

**3Q Comments:**

**We currently have 60 members using the MyZone belts and will continue to offer incentives to grow the program.**