



1685 W. HIGGINS, HOFFMAN ESTATES, IL 60169-2998 • (847) 885-7500
(847) 885-7523

The mission of the Hoffman Estates Park District is to enhance the quality of life of our residents and guests by providing first class parks, facilities, programs and services through environmentally and fiscally responsible management practices.

**AGENDA
REGULAR BOARD MEETING NO. 953
TUESDAY, DECEMBER 20, 2011**

IMMEDIATELY FOLLOWING THE A&F COMMITTEE MEETING

1. ROLL CALL
2. PLEDGE OF ALLEGIANCE
3. APPROVAL OF AGENDA
4. APPROVAL OF MINUTES
 - November 8, 2011 Special Board Meeting
 - November 15, 2011 Regular Board Meeting
5. COMMENTS FROM THE AUDIENCE
6. CONSENT AGENDA
 - A. Playground replacement Olmstead & Sundance, M11-157
 - B. Additional playground equipment Cannon Crossings, M11-158
 - C. Emergency Management Warning Siren, M11-172
 - D. Telephone Service Provider, M11-177
 - E. Annual Meeting policy change, M11-173
 - F. I&I Leave Policy, M11-179
 - G. Employee Longevity Recognition policy change, M11-174
 - H. B&A Ordinance / M11-180
 - I. Tax Levy / M11-181
 - J. Tax Levy Limitation / M11-182
 - K. A&F Detail Reports
 - Manual checks
 - Monthly Invoices
 - L. Financial Statements

REGULAR BOARD MEETING NO. 953
DECEMBER 20, 2011
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- M. Acceptance of B&G Minutes 11/8/11
 - N. Acceptance of Rec Minutes 11/8/11
 - O. Acceptance of A&F Minutes 11/15/11
- 7. ADOPTION OF EXECUTIVE DIRECTOR'S REPORT
 - 8. PRESIDENT'S REPORT
 - 9. OLD BUSINESS
 - 10. NEW BUSINESS
 - A. BPC/Fairway Suites MOU-2 / M11-178
 - B. Review of Closed Session Minutes, Resolution R-11-10 / M11-175
 - C. 2012 Calendar of Board/Committee Meetings / M11-176
 - 11. COMMISSIONER COMMENTS
 - 12. EXECUTIVE SESSION
 - A. Minutes 11/15/11 – Section 2 (C)(21)
 - B. The purchase or lease of real property for the use of the public body, pursuant to Section 2(C)(5) of the Open Meetings Act.
 - C. Appointment, employment, compensation, discipline, performance or dismissal of an employee, pursuant to Section 2(C)(1) of the Open Meetings Act.
 - 13. DISCUSSION AND VOTE ON MATTERS DISCUSSED IN EXECUTIVE SESSION
 - 14. ADJOURNMENT

ALL MEETINGS ARE HELD IN THE BOARDROOM OF THE HOFFMAN ESTATES PARK DISTRICT COMMUNITY CENTER, 1685 W. HIGGINS ROAD, HOFFMAN ESTATES UNLESS OTHERWISE SPECIFIED.

WE INVITE THOSE WHO MAY NEED AN ACCOMMODATION DUE TO A DISABILITY TO CONTACT US 48 HOURS IN ADVANCE. PLEASE CONTACT JANE KACZMAREK, EXECUTIVE ASSISTANT, AT 847-885-7500.



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**MINUTES
SPECIAL BOARD MEETING
November 8, 2011**

1. Roll Call:

A special meeting of the Hoffman Estates Park District Board of Commissioners was held on November 8, 2011 at 6:45 p.m. at the Triphahn Center in Hoffman Estates, IL.

Present: Commissioners Bickham, R. Evans, Greenberg, Guiney, McGovern, Mohan, K. Evans

Absent: None

Also Present: Executive Director Bostrom, Deputy Director LaFrener, A&F Director Talsma, P&D Director Buczkowski, Parks Director Giacalone, Facilities Director Kies

Audience: Mike Victor of 1930 Fairhaven, Schaumburg; Comm Rep Pureza, Patel, Cohen, Winner, Wittkamp, Koltz, Kinnane; Program Manager Jones, GM PSSWC Basile, GM Ice Doschadis, GM Golf Bechtold, Superintendent of CM Manisco, Superintendent Finance Cotshott, Superintendent Rec Chesak, Member Services Burnham, Facility Manager Albig and Clark

2. Pledge of Allegiance:

Everyone present stood for the Pledge of Allegiance.

3. Agenda:

Commissioner Mohan made a motion, seconded by Commissioner Guiney to approve the agenda as presented. The motion carried by voice vote.

4. Old Business:

None

5. **New Business:**

A. BINA Hearing:

Finance Director Talsma explained that this hearing was to take public input on the issuance of the district's bonds. He noted that it had been advertised in the newspaper as was required and it was the final, formal notification.

There were no comments on this item.

6. **Comments from the Audience:**

None

7. **Adjournment:**

Commissioner Bickham made a motion, seconded by Commissioner Mohan to adjourn the meeting at 6:50 p.m. The motion carried by voice vote.

Respectfully submitted,

Dean R. Bostrom
Secretary

Peggy Kusmierski
Recording Secretary



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**MINUTES
REGULAR BOARD MEETING NO. 952
November 15, 2011**

1. Roll Call:

A regular meeting of the Hoffman Estates Park District Board of Commissioners was held on November 15, 2011 at 8:30 p.m. at the Triphahn Center in Hoffman Estates, IL.

Present: Commissioners Bickham, R. Evans, Greenberg, Guiney, McGovern, K. Evans

Absent: Commissioner Mohan

Also Present: Executive Director Bostrom, Deputy Director LaFrenerre, A&F Director Talsma, Facilities Director Kies

Audience: None

2. Pledge of Allegiance:

Everyone present stood for the Pledge of Allegiance.

3. Agenda:

Commissioner McGovern made a motion, seconded by Commissioner Guiney to approve the agenda as presented. The motion carried by voice vote.

4. Minutes:

Commissioner Guiney made a motion, seconded by Commissioner Bickham to approve the minutes of the October 18, 2011 Special Meeting and October 25, 2011 Regular meeting as presented. The motion carried by voice vote.

5. Comments from the Audience:

None

6. Consent Agenda:

- A. Additional tennis courts M11-141
- B. Athletic Fields ADA Compliance M11-142
- C. Brochure Print Bids M11-145
- D. Palatine Library M11-151
- E. Illinois Park District Liquid Asset Fund Plus Resolution R-11-09 / M11-152
- F. Budget Documents / M146
- G. 2011 Bond Issue: Ordinance 11-08 (Limited Bonds)
- H. 2011 Bond Issue: Ordinance 11-09 (Alternate Bonds)
- I. Fund Balance Reserve Policy 7.31 / M11-156
- J. A&F Detail Reports
 - o Manual checks
 - o Monthly Invoices
- K. Financial Statements
- L. Acceptance of B&G Minutes 10/4/11
- M. Acceptance of Rec Minutes 10/11/11
- N. Acceptance of A&F Minutes 10/18/11

Commissioner Greenberg made a motion, seconded by Commissioner Guiney to approve the consent agenda.

On a Roll Call: Carried 6-0-1

Ayes: 6 Bickham, R. Evans, Greenberg, Guiney, McGovern, K. Evans

Nays: 0

Absent: 1 Mohan

7. Adoption of Executive Director's Report:

Commissioner Greenberg made a motion, seconded by Commissioner R. Evans to adopt the Executive Director's Report as presented. The motion carried by voice vote.

8. President's Report:

President K. Evans thanked staff for their hard work and in particular, Director Talsma for doing an excellent job presenting the budget.

9. Old Business:

None

10. **New Business:**

A. **Budget and Appropriation Ordinance in Tentative Form/O11-07/M11-154:**

Director Talsma reviewed the ordinance. Commissioner McGovern requested a paper copy of the budget.

Commissioner Greenberg made a motion seconded by Commissioner Bickham to approve O11-07 in tentative form as presented and outlined in M11-154.

On a Roll Call Vote: Carried 6-0-1
Ayes: 6 Bickham, R. Evans, Greenberg, Guiney, McGovern, K. Evans
Nays 0
Absent: 1 Mohan

B. **Intent to Levy Taxes for the 2012 Budget year in the amount of \$8,060,000:**

Commissioner Greenberg made a motion, seconded by Commissioner McGovern to approve the intent to levy \$8,060,000 for the Budget Year 2012 Ordinance O11-08 and O11-09.

On a Roll Call Vote: Carried 6-0-1
Ayes: 6 Bickham, R. Evans, Greenberg, Guiney, McGovern, K. Evans
Nays 0
Absent: 1 Mohan

11. **Commissioner Comments:**

Commissioner Greenberg said the budget process had been very smooth this year.

Commissioner McGovern agreed with the statement and noted that she had received her District Guide for the winter.

Commissioner Evans agreed that the budget process had been very smooth.

12. **Executive Session:**

Commissioner Bickham made a motion, seconded by Commissioner McGovern to move to Executive Session at 8:40 p.m. for the purposes of:

- A. Minutes - Section 2 (C)(21)
- B. Appointment, employment, compensation, discipline, performance or dismissal of an employee, pursuant to Section 2(C)(1) of the Open Meetings Act.
- C. Pending or probable litigation, pursuant to Section 2 (C)11 of the Open Meetings Act.

On a Roll Call Vote: Carried 6-0-1
Ayes 6 Bickham, R. Evans, Greenberg, Guiney, McGovern,
K. Evans
Nays 0
Absent 1 Mohan

Commissioner Greenberg made a motion, seconded by Commissioner Bickham to reconvene to regular session at 9:25 p.m. The motion carried by voice vote.

13. Discussion and Vote from Executive Session:

None

14. Adjournment:

Commissioner Greenberg made a motion, seconded by Commissioner Guiney to adjourn the meeting at 9:30 p.m. The motion carried by voice vote.

Respectfully submitted,

Dean R. Bostrom
Secretary

Peggy Kusmierski
Recording Secretary

**HOFFMAN ESTATES PARK DISTRICT
REGULAR BOARD MEETING NO. 953
DECEMBER 2011**

EXECUTIVE DIRECTOR'S REPORT

PARKS DIVISION

Staff removed infield lip on all four baseball fields at Cannon and re-sodded.

Lakeshores were scarified, native & wildflower seed was planted and the shorelines were rolled to provide good seed to soil contact.

Swans on all lakes were brought in for the winter.

Brush clearing along the Hunter's Ridge creek line is under way in preparation for the controlled burn.

All burn permits for the in house burns have been received and resident notifications were mailed.

Silt fence and turf covers were installed at Triphahn Center to help protect the turf along the sidewalk from salt this winter.

Thorguard systems have been shut down for the winter and the batteries brought in.

Staff has repaired and installed seven Park ID signs: Wilmington, Charlemagne, Canterbury, MacArthur, Pine (2) and Willow.

Staff replaced corner fence post, top and bottom rail on northeast side of playground at Salem-Bode Park. Staff also repaired cable on suspension bridge at Highpoint Playground (Saturn). Staff removed graffiti from Huntington, Evergreen, Highpoint and Highland Playground.

Staff installed the ground posts for Highpoint's new home run fence.

Backhoe tractor installed new starter and two new batteries; and truck 498 installed new battery.

Installed new tires on 495 and truck 512.

Trucks 498 and 453 installed new thermostats and gaskets.

502 installed new thermostat and air temperature controller.

521 replaced headlight switch.

520 installed water pump.

526 replaced rear pinion seal and exhaust pipe from engine to muffler and replaced thermostat and gasket on lower hose housing .

Conducted snow plow training with the current entire parks division staff.

PLANNING & DEVELOPMENT

Playground Improvements 2012

Planning staff is currently identifying performance spec equipment to be bid as part of the 2012 playground replacement program. In an effort to obtain competitive pricing, a number of manufacturers' equipment has been given "equal" status to ensure that more than one vendor can bid on a type of equipment. Bids on this equipment will be released in early January with the results presented to the February 2012 B&G meeting.

Tropicana Park

Final detailing of the proposed project is currently underway so as to better define the scope of each of the amenities to be bid in January 2012. In particular, the custom fabric sail shelter concept has been adjusted so as to not fall within the old pool footprint. This change has increased the size of the structure which may affect pricing. If, however, this increase in size is found to be cost prohibitive, it may be necessary to eliminate this structure from the project. Should this occur, at minimum, the total shaded area provided by the primary structure will be approximately 1490 square feet.

Vogelei Raptors

The NIRC has installed the shingles on the first mew and are currently working on the wire screen enclosures around the front porch area. Upon completion of the screening, the mew will be ready for occupancy. Along with completing the first mew, NIRC and park volunteers have begun the construction of the second mew. The wood foundation for this mew was installed the week of November 14th.

RECREATION

General Programs

General Programs

- Fall programs are starting to wrap up for the session. Winter brochure has been distributed to residents of Hoffman. Winter classes will begin the first week of January.

Dance Programs

- Instructors are preparing for the upcoming Celebration of Lights. Dancers from both TC and WRC classes will be participating in the performance. Celebration of Lights t-shirts have been ordered and handed out to all the girls to wear as their costumes. Dancers will perform from 3:00-5:00pm at PSSWC.

Youth Athletics

- Youth Rec. League Soccer
Fall 2011 soccer came to an end on Sunday Oct. 30th with the last games and trophy handout. Pictures were handed out on 10/30/11. Indoor soccer league registration has begun and will continue until the end of December. Indoor soccer games will start on Sunday January 8th, 2012 with a coach's meeting in mid-December and a referee meeting the 1st week of January.
- Youth Basketball
Youth basketball coach's meetings for 1st/2nd grade, 3rd/4th boys, and all girls' teams took place the week of Nov. 7th. These grades also started practicing the week of Nov. 14th in various Dist. 54, Dist. 15 and Dist. 46 schools. We had a free youth basketball clinic on Saturday Nov. 12th that took place at PSSWC. It was run by one of the Hoffman Estates High School boys' basketball coaches and assisted by various varsity basketball players. We had nearly 65 kids show up in the 1st/2nd – 3rd/4th grade levels and 35 kids show up for the 5th/6th-7th/8th grade levels. The 5th/6th grade boys and 7th/8th grade boys had their skills evaluations on Sat. Nov. 19th at Willow Rec. Center. We had 86% of the 7th/8th graders show up for their evaluation and 63% of the 5th/6th graders show up for their evaluations. Staff and volunteer coaches then drafted teams after the 1 hour evaluations. Team numbers and registration numbers are below:

<u>Grade</u>	<u># of registrations</u>	<u># of teams</u>
1st/2nd Grade	80	9
3rd/4th Boys	111	10
3rd/4th Girls	13	1
5th/6th Boys	100	10
5th/6th Girls	22	2
7th/8th Boys	71	7
7th/8th Girls	21	2
Total	418	41
2010 Total	392	40

- HUSC (Hoffman United Soccer Club)
HUSC did not have a meeting in November. Next scheduled meeting is Wednesday Dec. 7th.

Adult Athletics

- All outdoor Adult Leagues have ended for the season

STAR Program

Enrollment to date	2010-2011	2011-2012
MacArthur:	25	33
Lakeview:	33	30
Fairview:	58	57
Armstrong:	26	35
TJ:	31	32
Whiteley:	12	17
KinderSTAR 15 WRC:	14	10
KinderSTAR 54 TC:	15	24

This month we have enrolled 6 additional kinder STAR participants from the waitlist moved into room 106 and everything is working out well to accommodate all the children.

Day off school trips

District 54

November 11th	39
November 23rd	28

District 15

November 21	19
November 22	16
November 23	11

Preschool

- Last year at the end of November, there were 204 children enrolled. This year there are currently 214 children. The preschool program donated 12 Thanksgiving meals to the Palatine Township Food Pantry. Each family donated 1-2 items for the meal baskets.
- Preschool Fundraisers
The HEPD Parent Club organized a fundraiser at Fuddruckers on November 18. To date, we have not received notification on the amount of money raised from this fundraiser.
- Threeschool
There are currently 21 children enrolled for the 2011-2012 school year (compared to 19 last year).
- 2's Playschool
There are 37 children enrolled for the 2011-2012 school year (compared to 30 enrolled last year).

- Early Learning Center
There are 22 children enrolled (compared to 16 last year). Four new children began this month.
- Tot Classes
The second session of tot classes began in early November. These classes will run through mid-December. For the child-only classes we have 94 children enrolled compared to 77 last year.

50+ Activities

- Membership
New - 21
Renewing - 4
- Classes
Winter enrollment began almost immediately in Croquet and Tai Chi
Spring schedule will include Golf, Hoola Hoop Fitness - Swimming discussions with PSSWC are still outstanding
- Flu shots
Provided by the Hoffman Estates Village Health & Human Services Dept) – 7 members received their shots
- Promotions
Posters created by C & M for area adult communities promoting clubs (working on greater promotion of classes)
- Trips
Ran 2 Chi Ethnic Tour trips this month. Response was so positive that we added a 3rd tour in the Spring of 2012

Administration

- Attended the PDS conference November 13-16th.
- Celebration of Lights and Polar Express
- Spring Brochure

Upcoming Events

- Santa's Mailbox will be available at TC and WRC from December 1-17th.
- Celebration of Lights will take place on December 10th at PSSWC. The event will feature dance performances by HEPD students, activities and a visit from Santa. The dancer showcase is from 3:00-5:00pm and the COL events will run from 5:00-6:30.
- Our annual Polar Express will take place on December 17th between 9:00-11:00am, leaving Schaumburg train station and going to Elgin. Enrollment is maxed at 115.

Ice Arena

Figure Skating

- Participation for the fall Basic Skills lesson program has a total of 491 skaters. In 2010 there were 501 skaters. Considering it is a non-Olympic year, the retention rate of the program is very encouraging.
- Staff is offering a four day winter skating camp the week of Dec. 19 – 22. In previous years one day seminars were offered with little success.
- There is a winter skating exhibition on Dec. 10th at 7pm. HEPD skaters along with vocalists from the area will be taking part in the show.
- The Skate with Santa event will take place on Sunday Dec. 11 from 3:15 – 5:00pm. Skating for the public will be from 3:15 – 4pm and then a program will follow. Appearances by Santa, Rudolph, Snowflake, Frosty, the Grinch, and the Chicago Express Mascot will all be attending the event. Cookies and hot chocolate will be provided.
- Staff finalized plans for the Candy Cane Classic on January 8. Packets have been mailed to all area rinks.

Hockey

- The Wolf Pack hockey program participation numbers for the 2011 / 2012 hockey season is 419 players. In 2010 / 2011 there were 237 players. This includes NWHL and NIHL. The growth of the program has staff evaluating a number of items for the fall of 2012.
- Hockey Development program participation numbers for the fall had 180 skaters. In 2010 there were 204 skaters. Even though the program is under a little from last year, staff is very satisfied to have so many skaters at the developmental level.
- The Squirts Bronze team of the Hoffman Estates Wolf Pack Hockey Club was selected by Eddie Olczyk and Comcast SportsNet to be showcased during intermission at a Blackhawks hockey game and on the website, CSNChicago.com. The team was selected as part of a program developed by Eddie Olczyk and CSN to highlight stand-out local youth hockey teams. A film crew will tape the team during practice on December 6 and give the players Eddie O's Galaxie Youth Hockey All-Star t-shirts and hats.
- The Silver Mites participated in a Jamboree in Glenview on Nov. 5. HEPD will be hosting a Jamboree on January 8.
- The Wolf Pack in conjunction with the United States Marine Corp is sponsoring a Toy for Tots drive at the Triphahn Center until Dec. 13. Wolf Pack members will also be donating time at the Marine drop off center to assist with toy sorting. Members of the Marine Corps will also be attending a hockey skills night on Dec. 19 to talk to the players about a number of things from respect, responsibility, bullying, etc.
- Staff will be conducting a 3 day winter hockey camp Dec. 27 – 29. HEPD staff will be conducting the camp. Mark Brunner (coached two state high school championship teams) and Norm Janus (coached multiple championships) with additional on and off ice specialized training from world class speed skating champion and Olympic trainer Frank Filardi. The Wolf Pack program is very fortunate to have this type

of experience conducting the camp and hope this will increase participation in a program that has had very little success.

Ice Rink Information

Daily Skate Nov.	# People '09	# People '10	# People '11
Child Res.	349	502	409
Child NR	25	79	75
Adult Res.	196	246	159
Adult NR	4	77	69
TOTAL	574	904	712
Freestyle	126	154	207
Drop In	135	218	219
Rat Ice	29	5	49
Home School	54	19	0

Parties/Outings and Information:

- 8 public skate parties took place in November. A Girl Scout and Cub Scout group also held skating events.
- November 4 – 6 the Triphahn Center hosted the Bauer Invitational.
- The Triphahn Center was awarded the Girls State Blackhawk Cup for all divisions which will be played on Feb. 22 – 26.
- Staff is working on hosting an International Hockey Tournament in April

COMMUNICATIONS & MARKETING

EVENTS

At the end of October and into November staff attended the Halloween Bash, Pumpkin Swim and Great Pumpkin Skate. Staff promoted the Texas Hold ‘Em, Movie Night and began promoting Celebration of Lights, Breakfast with Santa, the Holiday Skating Exhibition and Skate with Santa. Staff used banners, posters, Facebook, email, ads in the Daily Herald and press releases on TribLocal in addition to our web site advertising.

PROGRAMS

Spring Guide 2012– Staff began working on the Spring Guide, which will be delivered in early February.

Youth Athletics – Staff developed logos to “brand” youth athletics with the tagline, My Game, Your Game, Our Game. Staff has worked to promote

Basketball League registration and Winter Break Figure Skating Camp this month. We used postcards designed and printed in house on our color printer, and mailed to a targeted group of members selected from our Rectrac database. The results of the Basketball League postcard were very good – staff reported a big lift in registrations after the postcard arrived in homes.

"No School Day" Field Trips – Staff promoted the field trips planned for school aged kids for Thanksgiving break, and now are working to promote Winter Holiday Field Trips. Staff used email, web banners, Triblocal and Facebook.
Senior Center – Staff assisted with updating the photo montage bulletin board.
Wolf Pack December Clinics – Worked with program managers to develop materials to promote the late December clinics and the Toys for Tots toy drive.
Figure Skating Camp – worked with program manager to develop posters and handout materials for Skating Exhibition, Candy Cane Classic, and Figure Skating Winter Break Camp.

PUBLIC RELATIONS & ADVERTISING

Triblocal Postings on Triblocal Website

- "Bridges of Poplar Creek Country Club welcomes New Food and Beverage Manager" – 11/23
- "North Hoffman Library Branch Now Open at Willow Recreation Center" – 11/22
- "Texas Hold 'em Tournament" - 11/15
- "FREE Movie Night, 'Tangled' at Willow Rec Center -11/11
- Triblocal's Email Newsletter
- "North Hoffman library branch opens today " – 11/12
- "FREE Movie Night, 'Tangled' at Willow Rec Center"- 11/5 and 11/2
- "FREE Movie Night, 'Tangled' at Willow Rec Center" – 11/1
- "Field Trips for No School Days Are Fun For Kids" – 10/31
- "Hoffman Estates Preschoolers Trick or Treat Parade" – 10/28

Other Media:

- Daily Herald Display Ads
- Holiday Events ad – 11/6 & 11/20
- Hoffman Estates Chamber eBlast
- Bridges of Poplar Creek Book your holiday party 11/23

Social Media Tracking - Hoffman Estates Park District Facebook page increased "likes" in November from 951 to 967. Check-ins increased to 152, with the majority of those checking in being in the 13-24 age range. Staff has posted signs in the facilities with QR (Quick Response) codes that lead consumers to the Facebook page to "Like" us when they scan the code. The Park District page is nearing 1,000 fans and will offer a small prize to the 1,000th fan.

Web stats

10/31-11/30	2010	2011
Visits	9,199	9,116
Unique Visitors	6,379	6,449
Page views	25,579	25,504

Time on Site	2:18	2:24
Bounce Rate	47%	44%
New Visitors	53%	52%

GOLF

General Programs

- Turkey Shoot was a big success on November 5th. The weather was great which helped the turn out. This is a 2 person event featuring 3 different formats. 6 Holes Scramble, 6 Holes Alternate Shot, and 6 Holes Best Ball. We had 108 players in the field. Each participant will receive a 10 to 14lb turkey which was a big hit.
- Make a Wish Golf Outing on Saturday, November 19th was able to raise over \$1500 for local area needy families. Families were selected with the help of local school social workers. They were kind enough to help us select a great group of families that are in need for this holiday season. Staff will be shopping for them the first part of December and all the gifts will be wrapped and delivered before the holidays. Thanks to all those who participating in this great event.
- Bridges of Poplar Creek was proud to host a wedding on November 11th which will be televised on the TV Show "Four Weddings" on the TLC Channel. The bride and groom were extremely happy with our venue. We will keep you posted on the air date of the show so you can all see the special event.

November Golf Rounds

2009	2010	2011
1,605	0	868

November Range Information

RANGE BASKET SALES

2009	2010	2011
492	0	145

Communications & Marketing

Marketing/Advertising

- Staff did 4 email blasts for the month advertising Fall Rates, special events, golf shop sale, Turkey Shoot, Make a Wish Event, and Breakfast with Santa.
- Staff has begun working with the C&M department on creating all new 2012 marketing pieces.

Golf Maintenance – November Activities

- Regular maintenance
- Leaf cleanup
- Edged all irrigation heads
- Irrigation blowout

- Installed extra curbs in designated areas
- Removed all course equipment
- Winterized both on course restrooms and driving range building
- Removed six Willows and replaced them with eight Autumn Blaze and three Norway Spruce
- Had all tree stumps removed and cleaned up
- Dormant seeded struggling trees and covered with winter covers
- Cut down perennials and removed all annuals from flower beds
- Applied snow mold prevention to all greens, approaches, fairways and tee's
- Covered greens four and seventeen with winter covers
- Covered all greens with a layer of sand to protect the crown of the plant over the winter months.
- Removed fountains

Food & Beverage

For the month of November, we had a total of 19 events. The breakdown is as follows:

- 11 breakfast meetings servicing 256 people
- 4 luncheons servicing 190 people
- 1 reunion, 1 awards banquet servicing 268 guests
- 1 wedding servicing 200 guests
- 1 ceremony servicing 200 guests

We currently have 15 events booked for the month of December :

- 5 breakfast meetings servicing 104
- 4 luncheons servicing 477 people (one being the holiday lunch for Schaumburg seniors and disabled)
- 1 birthday servicing 25 people, 3 holiday parties servicing 120 people
- 1 wedding servicing 100 guests
- Breakfast with Santa on the 17th

2012 Wedding Booking Update: 24 weddings and 2 ceremonies only. Currently we only have 2 prime (Saturdays) summer dates remaining.

Facility Division Summary:

- The district wide membership numbers are listed below by facility comparing November 2011 to November of 2010.

Facility/Month/Year/Variance +/-	<u>11/2011</u>	<u>11/2010</u>	<u>Var. +/-</u>
PSS&WC	3,378	3,128	+ 250
TC	980	987	- 7
WRC	371	381	- 10

Total district fitness membership as of the end of November 2011	4,729	4,496	+ 233
Bo's Run Off-Leash Area	521	430	+ 91
Seascape FAC	<u>1,864</u>	<u>1,562</u>	<u>+ 302</u>
Total district memberships/passes as of the end of November 2011	7,114	6,488	+ 626

Prairie Stone™ Sports & Wellness Center (PSS&WC)

Facility/Month/Year/Variance +/-	<u>11/2011</u>	<u>11/2010</u>	<u>Var. +/-</u>
PSS&WC	3,378	3,128	+ 250

Member Services:

- The enrollment promotion for the month of November reflected a special 11-11 theme, which offered the opportunity/incentive to pay a discounted enrollment fee of \$11.00 on any enrollments processed between November 11th and November 21st. The November direct mail postcard also reflected a 1-day complimentary guest pass to the facility. This targeted duration mid-month created a positive surge in membership inquiries and enrollments during a period which would otherwise be slow in pace.
- The ongoing Friends in Fitness member referral program continues to be a powerful force in generating new memberships.

Marketing:

- The Member Services team utilized an enhanced targeted direct mail initiative in November that included a 15,000 piece mailing sent to single family homes in the Hoffman Estates and immediate surrounding areas within select postal codes. Targeted demographics included households in which prospective clients ages 30-65 with bachelor's degrees likely reside and who have household income levels above 70k. This targeted initiative will continue for an additional few months in order to determine its marketing effectiveness/rate of return.
- Both internal and e-based targeted marketing were utilized to inspire member referrals as well as to reach all HEPD clients throughout the community. Targeted emails through Retention Management were sent consistently throughout the month to promote the club cash incentive for member referrals with additional incentives promoted on Facebook and the HEPD and PSS&WC websites. The ENROLLMENT FEE SPECIALS banner remains on the north side exterior of the building to capture the attention of those commuters traveling on Route 72.
- The Member Services Manager continues to work with various team members within the Facilities Division to discuss the design, coordination, and

launch of a new divisional customer service program. This training program includes the integration of components from the SERVICE initiative, Membership Magnetism, and the FISH philosophy to form a customized program that will support the District's I2CARE philosophy and vision. Intentions are to complete the design and coordination of this new program for potential launch in Q4.

- In an effort to inspire membership interest and enrollments during Q4, the Member Services team has continued with a targeted mailing to new homeowners within Hoffman Estates referencing the monthly mailing lists provided by Welcome Wagon. Given that PSS&WC is featured exclusively as the premier fitness center in the Welcome Wagon correspondence that is sent to new movers, this secondary effort will help reinforce the club's presence and visibility among them. The mailing includes an offer to receive (2) complimentary guest passes for a trial workout experience at PSS&WC with the opportunity to enroll at \$0 enrollment and receive the first month of dues free.
- The Member Services Manager continues to work with the C&M Superintendent at HEPD on the design of a facility-specific survey for PSS&WC. The survey will include an assortment of targeted questions designed to generate honest and specific feedback regarding service levels, program quality, and value associated with membership at the club. The survey will be administered electronically thru Constant Contact potentially in late fourth quarter.
- The Member Services Manager met with an account executive from South Barrington Life Magazine to discuss advertising opportunities for the club within the publication. The club has secured a monthly ad within the publication beginning in January 2012 and continuing through FY12. The ¼ page ad will include the opportunity for the facility to host a spotlight event for South Barrington residents as well as a 2-page spotlight article about the club in an upcoming issue.
- The Member Services team has extended a special corporate enrollment incentive to Career Education Center in response to the organization's inquiry regarding membership. The satellite location, located in the Prairie Stone business park, recently launched a relocation effort that will bring many CEC employees to the business park location. As such, PSS&WC is offering a limited \$0 enrollment offer with the opportunity to also receive December dues free.
- The Member Services team is working with the leasing manager for the Avalon Apartment complex in Hoffman Estates to promote membership opportunities to residents of the complex.
- The Member Services Manager met with the Personal Training Supervisor and General Manager of Operations to review the process of contacting new personal training clients, who purchase training packages at the time of enrollment to ensure a timely and efficient welcome. The Member Services team continues to promote personal training packages to those who express interest at the time of enrollment.
- The Member Services team introduced the promotion of Student Holiday/Winter passes to current members of PSS&WC. These passes are

available for sale to children of current members as well as those of non-members who have returned from college for winter break. Durations include 1-week, 1-month, and 2-month options priced aggressively to match the current monthly rates offered to junior and student members. Passes will be sold thru December 31, 2011.

Fitness Department:

- Email blasts continued through the month of November reminding members to schedule their fitness assessments and orientations.
- F.O.R.C.E., PSS&WC's new-member incentive/retention program took on 6 new participants this month. These members log their work outs and receive phone calls from a personal trainer assigned to them. Trainers provide guidance, encouragement and information about club services for the first 12 weeks of their membership. A total of 88 members have participated in this program to date this year.
- The Prairie Dogs (PSS&WC's multi-sport club) has 32 members to date having combined with the members of the Road Runners group.
- The "Team Combat" program which started in October is running well. Winners will be announced in December. This 8-week program has participants placed on teams (led by personal trainers, "Drill Sergeants") that compete weekly in pounds and body fat lost. The 20 registrants were placed on one of three teams.
- "Weight-No-More", a nutrition-based weight-loss class/support, began on September 24th and ended earlier this month. The class had 5 participants all of whom experienced a weight loss.
- Registered Dietitian, Amy Daum, will be hosting a Nutrition Table on Saturday, December 3rd and Saturday, December 17th from 9:30-10:30am. She will provide information about our nutrition services, answer questions about diet/nutrition, promote the next session of "Weight-No-More" and offer members a chance to win a free 30-minute nutrition consultation.
- A "Training Table" was in place on Wednesday, November 16th. Members were able to ask questions about training, sign up for free workshops; sign up for small group specialty groups and enter a raffle for a free training session. The table was very well-attended.
- Several complimentary training workshops were offered in November. Workshops include information on areas such as training intensity, related to Compound Sets, and specific topics of interest including Kettlebell Training. A total of 16 members participated in these sessions. Requests for additional workshops were made by members.
- The average number of personal training sessions conducted per week at PSS&WC in November was 52. This number is above the number of sessions performed last month.
- There were 10 members who signed up for personal training sessions for the first time at PSS&WC in November. Many of these new participants signed on due to the efforts of the Sales Team during their enrollment as new members.
- The Group Exercise / Program Manager monitored the classes held on Thanksgiving Day to ensure a positive experience for the participants. A sign

in sheet was used for the Spin class to properly track the first-come first-served approach to class attendance.

- The Group Exercise / Program Manager developed a Group Exercise incentive program for the month of December. The "Snowman Challenge" will run from December 5th through December 18th. One class per day will be featured as the "Snowman Challenge Class". One participant per class will be awarded \$25 Club Cash. A general raffle at the end of the contest will award an additional 5 winners.
- The Group Exercise / Program Manager is developing the class schedule for the Christmas and New Year's holidays.
- The Group Exercise / Program Manager is evaluating the class schedule changes and additions that will be necessary to proactively prepare for the influx of new members within January 2012.

Operations Department:

- The Operations Supervisor attended the IPRA Environmental Committee meeting during the month of November. Ideas were shared and will be taken back to the HEPD Green Team for potential implementation.
- The second session of fall indoor swim lessons is currently in week 4 of 6 with 255 participants compared to 289 participants in this session in 2010.
- In the area of private swim lessons there were 27 private lessons sold compared to 17 lessons sold in 2010.
- The Pumpkin Swim ran very smoothly on Saturday, October 29th. The event filled up with 72 participants. Kids swam in the activity pool with the pumpkins for 45 minutes followed by a pumpkin craft. Parent and participant feedback was very positive.
- PSS&WC's Parents Night Off ran in November with 21 participants. The kids did a craft, played active games; rock climbed, watched a movie, and ate a pizza dinner. There will be another Parent's Night Off scheduled for December 17th.
- In the area of the indoor rock wall the Rock Hoppers class is currently in week 4 of 6 with 7 participants.
- Jelly Bean Sports had 56 participants for the month of November between all facilities.
- The internship relationship between Judson University and the Hoffman Estates Park District continues to be strengthened with the acceptance of another student, Haley Welding, majoring in Exercise Science. The student will begin the 480 hour internship within January, extending into April. The main facility for the internship will be PSS&WC, with experiences including multiple facilities within the district.
- The PSS&WC MOD list has been modified to include ADA information for opening and closing check-list. In addition, the ADA list has been forwarded to the Maintenance department so that the maintenance team can provide support with ADA compliance within the facility.
- The seasonal team has been formed for PSS&WC. The team members include 2 overnight crew members and 1 team member working during the day. Special projects, which include items such as painting and high dusting, are the main areas of emphasis to be completed by the crew.

- The final fourth quarter Medic AED/CPR class was taught by the TC Facility Manager and the PSS&WC General Manager of Operations on Nov 12th. Fourteen district team members were certified. An annual plan for quarterly training for 2012 is in process of development.
- The CHEER customer service training program is in the final phrase of production. The presentation and training plan will be rolled out first quarter of 2012. As the training moves through the stages of final revisions, the CHEER committee team members are focusing on the aspect of incorporating the CHEER philosophy into the daily culture. The overall plan will be provided within the first portion of 2012 (first quarter).
- The management team continues to closely monitor the 2011 budget to ensure that the financial goals are achieved. Preparation has begun for Q1 of 2012, with the new business plans as well as the 2012 budget.
- The operations team is working on completing a locker audit within the month of December. Lockers will be updated to ensure all lockers that are in use are properly registered.
- In November, PSS&WC hosted several small volleyball rentals, six birthday parties, two overnight lock-ins, and some small basketball rentals. PSS&WC will also host many of the college teams, who will be playing at the Sears Centre Arena's Thanksgiving weekend basketball tournament, for their shoot-around times.
- The Rental Coordinator and Operations Supervisor are now busy scheduling for the upcoming winter season.
- The third fall session of PSS&WC tennis group classes has begun with 159 junior participants and 17 adult participants.
- The Kids Korner has been steadily busy. Schedule adjustments have been made recently to accommodate for lots of new infants.
- The Kids Korner December schedule is complete. Additional Kids Korner team members will be needed beginning in Dec-Jan to accommodate for some of our team members leaving for college in January. The Operations department will post an employment ad mid-November on the PSS&WC website.

Triphahn Center (TC)

<u>Facility/Month/Year/Variance +/-</u>	<u>11/2011</u>	<u>11/2010</u>	<u>Var. +/-</u>
TC	980	987	- 7

General Operations:

- There were 8 gym rentals and 15 room rentals, as compared to 3 gym rentals and 9 room rentals in November 2010.
- The monthly Dance World rental was held on November 12, 2011.
- There were 36 guest fees collected in November as compared to 26 in November 2010.
- There have been 49 fitness memberships sold in November as compared to 67 in November of 2010.

- The new session for fitness classes started the week of October 31st. The Triphahn Center Facility Manager found a new instructor to teach Fitness Boot Camp. There are currently 20 participants (Women of Steel – 6; wedding Boot Camp – 6; Fitness Boot Camp - 4; and Kindercise – 6).
- The Triphahn Center Facility Manager is working with Communications & Marketing to improve the online registration splash page.
- The Triphahn Center Facility Manager is working with Communications & Marketing to update the website for Black Bear Park to include a layout of each hole and a printable scorecard.

Willow Recreation Center (WRC)

<u>Facility/Month/Year/Variance +/-</u>	<u>11/2011</u>	<u>11/2010</u>	<u>Var. +/-</u>
WRC	371	381	- 10

General Operations:

- There have been 174 courts sold in November. There were 163 courts sold in November 2010.
- Open gym had 440 participants compared to 522 in November 2010. Staff feels numbers are slightly down due to additional in house programs utilizing the gym space.
- Open volleyball had 106 participants in November as compared to 102 in November 2010.
- Racquetball leagues continue to run smoothly. Registration is underway for the winter 2012 leagues.
- The Willow Recreation Facility Manager continues to work with the facilities team on the CHEER customer service program. This program will be rolled out in the first quarter of 2012.
- The Palatine Library moved into Willow Recreation Center the first week in November. The library is planning a grand opening during the week of December 5th. Hoffman Estates Park District is participating by offering a raffle for anyone visiting the library that week to enter. There will be 1 daily prize of a gift bag of guest passes to Park District Facilities.
- Light sensors were installed throughout the facility.
- The second fall session of fitness classes began the week of November 1. There are 9 classes running with a total of 81 participants. There were 10 classes with 72 participants in the fall session in 2010.

Bo's Run Off-Leash Area

<u>Facility/Month/Year/Variance +/-</u>	<u>11/2011</u>	<u>11/2010</u>	<u>Var. +/-</u>
Bo's Run Off Leash Area	521	430	+ 91

General Operations:

- There were 28 guests to Bo's Run in November as compared to 18 in November 2010.

- There are currently 521 members to Bo's Run (482 at the end of October 2011). There were 430 members at this time in 2010.

Vogelei House / Barn

General Operations:

- There were 4 rentals held at Vogelei in November. There were 3 rentals November 2010.
- One Zumba class ran the second fall session at Vogelei with a total of 10 participants.
- Light sensors were installed throughout the facility.

Seascope Family Aquatic Center

<u>Facility/Month/Year/Variance +/-</u>	<u>11/2011</u>	<u>11/2010</u>	<u>Var. +/-</u>
SFAC	1,864	1,562	+ 302

Season Pass Sales & Marketing:

- The SFAC season passes are now on sale. Pass holders who purchase a pass before December 31st receive a 25% discount and a free towel. So far 13 passes have been sold compared to none reported in November 2010. This discount will be promoted through the HEPD website, eblast, Facebook, and facility displays. There were 83 passes sold before December 31, 2010.

Communications and Marketing

PSS&WC

- Staff will be promoting the December special. "Likes" went up from 397 at the end of October to 411 at the end of November. In addition, more members are "checking in" on Facebook, we had 922 check in at the end of October, and 1,112 at the end of November. The majority of people checking in are in the 13-34 age range. This is very viral in that each time a member 'checks in' it increases awareness by posting on that members' site and provides a testimonial for PSS&WC. Staff also assisted with a corporate promotional flyer. Worked with staff to develop an ad for South Barrington Life magazine.

Willow Recreation Center

- Staff has promoted the new library branch at Willow and special services. Staff used Facebook and Trib Local to promote the library opening. Working with staff to promote Yoga and Zumba fitness classes with posters, web banners and postcards mailed to a list of members who have previously enrolled in those classes – a total of 58.

Triphahn Center

- Working on a new member incentive for Fall/Winter. Staff has assisted with Member Appreciation Day materials.

Bo's Run

- Facebook page "Likes" went up from 92 to 99 with 62 check-ins.

FINANCE & ADMINISTRATION

- Staff attended the NRPA Congress in Atlanta.
- Current Sears EDA legislation passed the House and Senate and is awaiting signature by Governor Quinn. The proposed legislation estimates the District should receive twice what we do now beginning in 2014. The District just received its 2011 payment of \$340k.
- Staff completed the budget process with recommended budget being presented at committee level during November meetings.
- Staff worked with Spyglass to audit the Districts telecommunication lines, and preliminary findings suggest the District could save \$500 - \$1,000 monthly converting certain lines to newer technology resulting in mileage savings as well as a couple additional disconnections. The District will pay Spyglass for their services a fee equal to 9 months for any forward savings and any refunds collected will be split 50/50. Staff will be following their recommendations and anticipate having changes completed by January 31, 2012.
- Staff completed the final set-up and testing with Hoffman Estates Community Bank, and full migration is set to begin December 1st.

A. Administrative Registration/EFT Billing

- EFT Billings for:
 - a. TC/WRC/PSSWC Fitness Centers
 - b. ELC (weekly)
 - c. Sponsorship
 - d. STAR
 - e. Preschool/Three school
 - f. NIHL
 - g. NWHL
- Administrative Registration for:
 - a. STAR 2011/12
 - b. Financial Assistance
 - c. Unemployment Package

B. Human Resources

- Prepared and coordinated full time PDRMA Health Assessment, we had close to 70% participation.
- Introduced new PDRMA online training modules for quarterly training for all full time staff beginning in December on employee appraisals, second quarter training on harassment, 3rd quarter training select one of these: back injury prevention, office ergonomics, or grounds keeping safety; 4th quarter selection is blood borne pathogens in athletics, defensive driving for government employees, or slips trips, and falls taking the right steps. All quarterly training needs to be completed for all full time staff by November 2012. Included is a PowerPoint step by step procedure to complete online with PDRMA.
- Open medical enrollment consisted of new annual certification forms required by PDRMA, new medical selection by full time staff and any medical changes. Introduced medical plan changes with PPO program.

C. Technology

- Standard desktop support.

MEMORANDUM No. M11-178

TO: Administration and Finance Committee
FROM: Dean R. Bostrom, Executive Director
Tony LaFrene, Deputy Director
Craig Talsma, Director of Administration and Finance
RE: Bridges of Poplar Creek / Fairway Suites Memorandum of Understanding 2
DATE: December 16, 2011

Background:

Park district staff was approached by Fairway Suites, LLC this summer. Their company is interested in utilizing park district land at the Bridges of Poplar Creek in order to develop an extended type stay hotel.

Fairway Suites' next step is to enter into an agreement with a hotel developer and operator so that a construction plan can be developed. For them to be able to do this, a Memorandum of Understanding (MOU) with the park district is needed to further clarify necessary financial details, timelines as well as other responsibilities.

Staff presented the original MOU and the Letter of Commitment to the Recreation Committee on Tuesday December 13th. Comments during the Recreation Committee meeting have allowed staff to clarify various points of the MOU which have been updated (as noted below) and is attached for review along with a copy of the original Letter of Commitment.

Implications:

After discussing the overall benefit package that the park district will be receiving at the Recreation Committee meeting, staff was asked to further research the market value of what the District would be receiving. Staff had previously discussed the package with a representative from the Marriott Corporation that confirmed that typically the percentage received by the lessor is between 1 and 4 % percent. The fluctuation is derived from the location, type and capacity of the hotel.

To further research the value being offered the District, staff was also able to discuss the financial arrangements with a colleague who works for Starwood Capital which is a global investment firm specializing in hotel investments. This individual confirmed that based on the variables

described that a percentage between 1.5 and 2.5% percent was the "going" rate in the current market.

Staff was also able to obtain raw hotel franchisee startup costs that addressed the typical land value. Currently hotels use a cost value for the land purchase price of \$10 per square foot. Based on this, the necessary acreage for our site would cost approximately \$ 850,000. The current MOU agreement is a perpetual lease with a \$200,000 down payment and a \$50,000 to \$80,000 annual lease payment derived from the 2% percentage discussed above. Over fifty years this is clearly in excess of what a straight start-up purchase of land would be worth to the district if we were to sell the land to a developer. This is also valuing the land at \$10 per square foot which in this economy, based on input from the Village economic representative, is probably on the high side.

In order to clarify the level of service and quality required by the specific brand of hotel, staff has investigated the concept of defining a "star" rating for the proposed hotel. As can be seen in the attached article there is no definitive criteria or single rating that can be defined for a three-star hotel. Although the definition of three-star varies from many sources, staff is proposing the language of a three-star type hotel and adding the language of "and be mutually agreed upon with park district board" to provide us with the necessary level of approval to obtain an "upscale" brand.

Fairway Suites has confirmed the financial institution involved in lending will be doing an in depth feasibility and financial study. Any bank that would finance such a large project would do a careful financial feasibility study to ensure the viability of the operation. Such a study would be very in depth looking not only at the operation but the overall economic climate of the geographic area and neighboring competition. The park district will have access to this information for review and feels confident that the lender's expertise will carefully evaluate the viable success of the project concept. Language requiring this has also been added to the MOU.

Recommendation:

Staff recommends the Administration and Finance Committee recommend to the full board approval of the attached MOU for our partnership with Fairway Suites, LLC.

SuperTips

[Home](#) > [SuperTips](#) > [Travel](#) > Hotel Star Rating Explained

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Hotel Star Rating Explained



Hotel star ratings are systems that rank hotels according to quality. Star rating systems are intended to serve as guidelines for guests who are making hotel reservations. While star ratings can be helpful when booking hotels rooms, there is no standardized star rating system. In Europe, hotels are usually ranked on a scale from one to four stars, with four stars being the highest rating possible. In the United States, hotels are generally ranked on a scale from one to five stars, sometimes using half star increments.

Star ratings in Europe are determined by local government agencies or independent organizations, and they vary greatly from country to country. In fact, star ratings in Europe can also vary from city to city within the same country, and even between hotels in the same city. In other words, there is no uniform measure that determines a hotel's star rating. Each hotel is rated based on details that often don't matter to consumers, such as the amount of tax a hotel pays annually.

Similarly, in the United States, star ratings are conferred upon hotels by several organizations. National consumer travel organizations and guidebooks assign star ratings to hotels, but each one uses its own set of criteria to determine the rating.

Additionally, travel websites, consolidators and reservation services often rate hotels as well. Most U.S. websites and organizations that rate hotels provide an explanation of their rating system so that consumers can decode the rating. The bottom line, however, is that a hotel may be given different ratings from different organizations, so it's important to inquire about what the rating means.

Even though star ratings can seem arbitrary, they can still be beneficial and can help to inform you about a hotel. For instance, a four or five star hotel is always going to be more luxurious than a one or two star hotel. And there are some basic inferences you can make about American star ratings. A one star hotel is going to be an economy motel and a two star hotel will be a higher end motel or budget hotel. Even one and two star hotels will usually have all of the amenities you require for a night's sleep.

However, if you're seeking higher end amenities such as room service, Internet access, movies, plush linens, fitness center access and the like, you'll probably want to look at hotels that are rated three stars and above. Three star hotels are moderately priced hotels that are comfortable and absolutely adequate places to stay, but may lack some of the luxury of four star hotels. A five star rating is reserved exclusively for the country's highest end chain and boutique hotels. Expect to pay a premium for five star luxuries.

5-Star Rating: A luxurious hotel, offering the highest degree of personal service. Elegance and style abound, and rooms are equipped with quality linens, VCR, CD stereo, jacuzzi tub and in-room video. There are multiple restaurants on site with extensive, gourmet menus, and room-service is also available 24-7. A fitness center, valet parking and concierge service round out the experience.

4-Star Rating: Formal, large hotels, with top-notch service. There will usually be other hotels of the same caliber clustered nearby, as well as shopping, dining and entertainment. Above-average service, beautifully furnished rooms, restaurants, room service, valet parking, fitness center and a concierge are some amenities to expect.

3-Star Rating: Usually located near a major expressway, business center and/or shopping area, these hotels offer nice, spacious rooms and decorative lobbies. On-site restaurants may be average in size but will offer breakfast, lunch and dinner. Valet and room service, a small fitness center and a pool are often available.

2-Star Rating: These hotels are generally part of a chain that offers consistent quality and limited amenities. They are small or medium in size and rooms will have a phone and TV. While you will not have the convenience of room service, there should be a small restaurant on site.

1-Star Rating: Expect a small hotel managed and operated by the owner. The atmosphere will be more personal and the accommodations basic. Restaurant service should be within walking distance, as well as nearby public transportation, major intersections and entertainment that is reasonable in price.

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Memorandum of Understanding

This Memorandum of Understanding (MOU) dated _____, 2011, is made between the Park District of Hoffman Estates ("Park District"), an Illinois Park District and Fairway Suites ("FWS").

ARTICLE 1. **BACKGROUND**

The Park District is the owner of the real property located at The Bridges of Poplar Creek Country Club, located in Cook County, Illinois, which is more particularly described in **Exhibit A** attached as a part of this MOU ("Property").

The Park District has been approached by FWS to develop the site as a Hotel. The current program for this development provides approximately 100 guest rooms in a select service hotel. The development and project elements are further described on **Exhibit B – Design Brief and Performance Specifications**. FWS has requested the right to obtain an exclusive option to develop the Property and the Park District is willing to grant an option in accordance with the provisions of this MOU.

The purpose of this MOU is to establish the framework of a partnership to develop the Poplar Creek Hotel for the purpose of creating a high-quality facility at the Bridges at Poplar Creek Country Club which will increase tourism and contribute to the vitality of the Hoffman Estates Park District's economy along with the quality of life of the citizens in Hoffman Estates.

The parties acknowledge that a great deal of work must be done, and an additional investment in time and internal legal resources must be made by the Park District and FWS to achieve fully-negotiated binding agreements for the development of this property.

Therefore, in consideration of the sum of One Hundred Dollars (\$100) paid by FWS to the Park District (the "Option Fee"), the mutual promises of this MOU and for other good and valuable consideration, the receipt and sufficiency of which are acknowledged, the Park District and Private Parties agree as follows:

ARTICLE 2. **COVENANTS**

The parties intend that pursuant to the terms of a to-be negotiated set of agreements, FWS and/or its assigns will design, build, and operate the development in accordance with the provisions of this agreement.

Consistent with the foregoing, the Park District and FWS hereby agree as follows:

2.01 Grant of Development Option. Upon execution of this MOU, there is hereby

created between the Park District and FWS a mutual option for the exclusive right to develop a hotel. This right is necessary for FWS to continue with pre-development activities, secure appropriate financing, as well as for FWS to select a hotel brand and operator.

2.02 Deadline. The Park District and FWS agree the development option shall be for a term of 180 days (the "Deadline"). At that time, the development option must be exercised by both parties to this agreement. If FWS is within the entitlement process (zoning, platting, site plan), the Deadline can be extended by either Party up to 180 additional days. If FWS is not within the entitlement process and the development option is not exercised on or before that date, this MOU will automatically terminate. If the option expires or terminates at the request or by the inaction of FWS, neither the Park District nor FWS shall have any further rights under this MOU, at law or in equity, and this MOU shall be null and void, all without further action or documentation by any party, and the Park District shall be entitled to retain the sum paid for the development option and all Reimbursements (as defined below).

2.03 Areas of Cooperation. The Park District and FWS shall cooperate actively in the pre-development phase of this development.

An initial step in this process includes the development of a project schedule, as well as the sharing of already produced plans, studies, and analysis related to the project. These plans and activities shall be paid by each entity as indicated in the table below. Any plan or activity shall be approved by both Parties prior to the Deadline.

Plans and Activity	Park District	FWS
Architectural and Site Plan Design		X
Planned Development Zoning District		X
Re-Plat		X
Traffic Impact Analysis		X
Project Engineering		X
Soil / Geotechnical Analysis		X
Flood Study		X
Drainage Analysis		X
Fuel Tank Relocation		X
Hotel Financing Plan		X

2.04 Ground Lease Agreement. The parties hereby agree to negotiate in good faith towards a binding Ground Lease Agreement to be entered into and effective by the Deadline. The Ground Lease Agreement will have the following terms, among others:

- Base term of 50 years;
- The rent for the base term and options will be \$200,000 payable in advance upon commencement of construction of the hotel;

- Following commencement of the Lease, there shall be a period of no longer than twelve (12) months to obtain all entitlements and permits (the "Permitting Period") from applicable state and local jurisdictions. Subject to payment of the Reimbursements, FWS may withdraw from the lease during the Permitting Period without penalty. From and after the expiration or earlier termination of the Permitting Period, the construction of the hotel shall be completed within twelve (12) months, subject to force majeure (including weather-related delays);
- Park District shall have the right to postpone construction until it is reasonably satisfied with the financing plan FWS presents for construction of the hotel;
- FWS shall provide performance and payment bonds to guarantee the completion of the hotel in an amount equal to an engineer's opinion of probable cost. The Park District shall be named as the co-obligor with FWS's lender on such bond(s), which shall not expire without sixty (60) days advance written notice issued by certified mail, return receipt requested.
- Additional payments will consist of a 2% (two percent) of gross room sales pass-through surcharge;
- Adequate access easements and parking easements.

2.05 Additional Agreements Prior to Signing of Ground Lease Agreement. At the present time, it is the assumption of the Park District and FWS that in addition to these plans and activities, additional operating agreements will need to be finalized, in some cases with third parties, prior to execution of a Ground Lease Agreement. These include, but are not necessarily limited to:

- a) Project Development Agreement including construction plans
- b) A hotel qualified management agreement
- c) A preliminary cooperative marketing agreement
- d) Replacement and reinvestment agreement
- e) Other Agreements (if needed)

2.06 Right of Assignment. FWS shall not directly or indirectly assign, transfer, or encumber all or any part of this MOU, the Ground Lease or any or its rights, interests, or obligations, without first obtaining the prior written consent of the Park District, which consent shall not be unreasonably withheld. In order for the MOU or Ground Lease agreement to be assigned or the hotel sold, the assignee must meet the criteria to qualify as a franchisee of one of the following three-star type or a mutually agreed upon hotel brands: Hyatt, Hilton, Marriot, InterContinental Hotels, Choice, Carlson, Drury, or LaQuinta.

ARTICLE 3.
MISCELLANEOUS MATTERS

- 3.01 Approval. The parties have indicated their approval of this MOU by signing this MOU for such purpose.
- 3.02 Reimbursements. The Developer or Hotel Developer shall be solely responsible for all costs incurred by the Developer and Hotel Developer. In addition, the parties agree and understand that, upon assignment of this Agreement, the Hotel Developer shall reimburse the Park District for the Park District's Administrative Costs (defined below) incurred from and after August 1, 2011, and Hotel Developer shall remain obligated to pay ongoing Administrative Costs incurred until completion of construction of the Hotel (or such other date as the parties specify in the Contract). The term "Administrative Costs" means actual third-party costs incurred by the Park District attributable to or incurred in connection with the negotiation and preparation of this Agreement, the Contract, the Ground Lease, and other documents and agreements in connection with Ground Lease and the Hotel, or incurred in connection with platting, real estate and title matters, and land use approvals related to the Hotel and the Property; in all cases including but not limited to legal costs, and fees charged by the Park District's financial advisor and any engineering and planning consultants. Additionally, at no charge to the district, the district will be able to review any feasibility studies from a financial or market standpoint obtained for the project from the developer or any lender associated with it.

Administrative Costs incurred from August 1, 2011 through the date of the assignment and assumption agreement between Developer and Hotel Developer (the "Assignment") shall be due and payable upon execution in full of the Assignment. Subsequent Administrative Costs shall be due and payable by Hotel Developer within ten (10) calendar days after receipt of an invoice from the Park District (delivered from time to time, at the Park District's discretion) reasonably describing the Administrative Costs then due. Upon termination of this Agreement or the Contract (after execution of the Assignment), the Hotel Developer shall remain obligated to reimburse the Park District for Administrative Costs incurred (or contracted for) through the effective date of termination.

This Section 7 shall survive termination of this Agreement and shall be binding on the Hotel Developer (upon execution of the Assignment) regardless of the enforceability of any other provision of this Agreement.

- 3.03 Commencing with the effective date of this MOU and continuing thereafter until the substantial completion of the hotel, FWS shall reimburse the Park District for all actual third party expenses incurred by the Park District, including expenses incurred for legal, financial, engineering, planning and environmental reviews (the "Reimbursements"). The Executive Director, or his designee, prior to engaging any such non-legal consultants, shall require each non-legal Park District

consultant to submit a budget estimate in advance indicating projected review costs and shall deliver a copy of such budget estimates to FWS. The Executive Director, or his designee, shall invoice FWS for an estimated amount prior to directing that work proceed on such reviews. If the actual cost for such reviews exceeds the budgeted amounts, FWS shall reimburse the Park District for such excess, and if the actual cost is less than such budget estimates, the Park District will reimburse FWS for the difference. In the event the actual costs for such reviews exceeds the budgeted amounts and a good faith estimate of the remaining costs exceeds Five Hundred Dollars (\$500), the Executive Director, or his designee, may require an additional deposit equal to the additional estimate of remaining costs and all work by the Park District and its consultants may cease pending receipt of such additional deposit.

- 3.04 Time is of Essence. Time is of the essence in this Agreement. The parties hereto will make every reasonable effort to expedite the subject matters hereof and acknowledge that the successful performance of this Agreement requires their continued cooperation.
- 3.05 Confidentiality. All information, data, plans, reports, studies and analyses, regardless of whether related to financing, construction, operation or management of the project contemplated by this Agreement (the "Trade Secrets") which are exchanged by the Parties shall be considered confidential to the fullest extent permitted by law. Each Party warrants to protect the privacy and confidentiality of the Trade Secrets provided by the other Party using the same diligence it applies to protecting the privacy and confidentiality of its own Trade Secrets.
- 3.06 No Third Party Beneficiaries. It is the intent of the Parties to this Agreement that nothing herein shall create any duty towards nor liability to any third party. Only the Parties to this Agreement shall be entitled to rely on the covenants and promises made herein.
- 3.07 Agreement Subject to Law. This Agreement is made subject in accordance with the Park District ordinances, as amended, and all applicable state/federal laws.
- 3.08 Interpretation. Each of the Parties has been represented by counsel of their choosing in the negotiation and preparation of this Agreement. In the event of any dispute regarding the interpretation of this Agreement, this Agreement will be interpreted fairly and reasonably and neither more strongly for nor against any Party based on draftsmanship.
- 3.09 Counterparts Deemed Original. This Agreement may be executed in any number of counterparts, each of which shall be deemed an original and constitute one and the same instrument.
- 3.10 Captions. The captions to the various clauses of this Agreement are for

informational purposes only and shall not alter the substance of the terms and conditions of this Agreement.

- 3.11 Complete Agreement. This Agreement embodies the complete agreement of the parties hereto, superseding all oral or written previous and contemporary agreements between the parties and relating to matters in the Agreement, and except as otherwise provided herein cannot be modified without written agreement of the parties to be attached and made a part of this Agreement.
- 3.12 Amendment. This Agreement may only be amended by the mutual written agreement of the parties.
- 3.13 Severability. In the event any section, subsection, paragraph, subparagraph, sentence, phrase, or word herein is held invalid, illegal, or unenforceable, the balance of this Agreement shall stand, shall be enforceable, and shall be read as if the parties intended at all times to delete said invalid section, subsection, paragraph, subparagraph, sentence, phrase, or word. In the event there shall be substituted for such deleted provision a provision as similar in terms and in effect to such deleted provision as may be valid, legal and enforceable.
- 3.14 Notice. Any notice to be given or served hereunder or under any document or instrument executed pursuant hereto shall be in writing and shall be (i) delivered personally, with a receipt requested therefore; or (ii) sent by a nationally recognized overnight courier service; or (iii) delivered by United States certified mail, return receipt requested, postage prepaid. All notices shall be addressed to the respective party at its address set forth below, and shall be effective (a) upon receipt or refusal if delivered personally; (b) one business day after depositing, with such an overnight courier service or (c) two business days after deposit in the United States mails, if mailed. Any party hereto may change its address for receipt of notices by service of a notice of such change in accordance with this subsection.

Fairway Suites:

Fairway Suites
7280 NW 87th Terrace, Suite 212
Kansas City, MO 64153
Attn: Brian Burton, Chief Operating Officer

With a copy to:

Jerome Murphy
Jerome E. Murphy, P.C.
4700 Belleview Ave., Ste.210
Kansas City, MO 64112

Park District:

Dean Bostrom, Executive Director
Hoffman Estates Park District
1685 W. Higgins Road
Hoffman Estates, IL 60169

With a copy to:

ANCEL, GLINK, DIAMOND, BUSH, DICIANNI &
KRAFTHEFER, P.C.
Attn: Robert K. Bush
140 South Dearborn Street, Sixth Floor
Chicago, Illinois 60603

[Signature pages to follow]

EXECUTED on the respective dates of acknowledgement, to be effective as of the date first set forth above.

APPROVED AS TO FORM AND LEGALITY:

Park District Attorney

**HOFFMAN ESTATES PARK DISTRICT,
an Illinois local government**

By: _____

Name: _____

Title: _____

Date: _____

STATE OF ILLINOIS
COUNTY OF COOK

This instrument was acknowledged before me on _____, 2011 by _____, known personally by me to be the _____ of the Hoffman Estates Park District, on behalf of said Park District.

[Notary Seal]

Notary Public, State of Illinois

**Fairway Suites
a Kansas Limited Liability Company**

By: _____

Name: _____

Title: _____

Date: _____

STATE OF _____

COUNTY OF _____

This instrument was acknowledged before me on _____, 2011 by _____, known personally by me to be the _____ of Fairway Suites, on behalf of said Company.

[Notary Seal]

Notary Public, State of _____

Exhibit A
(description of property)

Exhibit B
(Preliminary Proposed Hotel Site Plan Layout)

Exhibit C
(Design Brief and Performance Specifications)

1. Scope of Hotel
 - a. Approximately 100 rooms
 - b. Select Service hotel amenities, including, outdoor courtyard, breakfast area, convenience center, business center, touch-screen concierge service, etc.
 - c. Meets selected operator Brand standards
 - d. Engineered to result in structural elements having a useful life of at least 60 years
 - e. Architectural design to blend with Clubhouse

Exhibit D
(Draft Site Development Plan)

Exhibit E
(Proposed Ground Lease)



HOFFMAN ESTATES PARK DISTRICT
11000 N. WILSON AVENUE, SUITE 100, HOFFMAN ESTATES, ILLINOIS 60139

FAIRWAY SUITES

July 5, 2011

This letter confirms the commitment of Hoffman Estates Park District and its principles to work with Fairway Suites, LLC to explore the feasibility of an extended-stay hotel at Bridges of Poplar Creek Country Club, Hoffman Estates, Illinois. This LOC indicates a willingness to determine if the concept of a hotel on or near the golf course is feasible and beneficial to Hoffman Estates Park District. For a period of 90 days from the execution of this LOC, with the possibility of mutually agreed upon extensions, it is understood between both parties that Hoffman Estates Park District will work with Fairway Suites on the following points:

1. Both parties shall agree upon a parcel of ground that will become the hotel site.
2. Both parties shall agree upon an overall site plan indicating all property and facilities impacted by the hotel and the need for additional parking, if necessary.
3. Both parties shall agree upon the funding sources and responsibilities for the overall project.
4. Both parties shall agree upon the general timing and staging for the construction and/or relocation of all project components.
5. All necessary agreements will be negotiated.
6. The Hotel Developer / Manager shall apply for and obtain a National Hotel Franchise.
7. The Hotel Developer shall secure required financing.
8. Both parties shall negotiate a Hotel and Golf Course Operation/Services Alliance which shall include use of golf course and clubhouse facilities and a cooperative beneficial marketing agreement between the hotel and golf course.
9. During the term of the LOC, Fairway Suites, LLC will have the exclusive right to represent Hoffman Estates Park District with national brand hotel franchisors Marriott, Hilton, Hyatt, InterContinental Hotels, Choice Hotels, and La Quinta.

Hoffman Estates Park District

Brian Burton, COO

Fairway Suites, LLC

MEMORANDUM NO. M11-175

TO: Board of Commissioners
FROM: Dean R. Bostrom, Executive Director
RE: Review of Closed Session Minutes ~ Resolution R-11-10
DATE: December 17, 2011

Background

The park district is required by law to review closed session minutes semi-annually. The last review was conducted in July 2011.

Implications

Resolution R-11-10 proposes to release portions from Executive Session minutes that pertain to the review of Executive Director goals, land acquisition/lease of property, and discussion of personnel approved in open session. All other Executive Session minutes which have been determined to be confidential shall, if not released by the terms of this Resolution, remain confidential.

Recommendations

It is recommended that Resolution R-11-10 “Review of Closed Session Minutes” be approved by the board as presented.

RESOLUTION NO. R-11-10 (12/20/11)

REVIEW OF CLOSED SESSION MINUTES

WHEREAS, an amendment to the Open Meeting Acts requiring a review of the district's minutes of closed sessions became effective June 1, 1989, and

WHEREAS, the Board of Commissioners of the Hoffman Estates Park District has kept Executive Session minutes since January 1, 1982, and

WHEREAS, the Board of Commissioners has reviewed the following minutes of Executive Session,

BE IT FURTHER RESOLVED, by the Board of Commissioners of the Hoffman Estates Park District that the following minutes or portions thereof from Executive Session no longer require confidential treatment.

Meeting	Date	Entire Minutes or Topic & Item No.
Board Meeting No. 944	March 22, 2011	Litigation: B (OM&I)
Board Meeting No. 945	April 26, 2011	Personnel: B (Exec Dir Goals)
Board Meeting No. 948	July 26, 2011	Purchase/lease: B2 (Palatine Library)
Board Meeting No. 949	August 23, 2011	Purchase/lease: B2 (Palatine Library); Personnel: D (Exec Dir Goals); Selection of a person: E1 (Bernacki's vacated position)
Special Board Meeting	September 6, 2011	Selection of a person: A (Ron Evans to fill vacated position)
Board Meeting No. 951	October 25, 2011	Purchase/lease: B1 (OM&I)

BE IT FURTHER RESOLVED by the Board of Commissioners of the Hoffman Estates Park District that all other Executive Session minutes which have been determined to be confidential shall, if not released by the terms of this Resolution, remain confidential.

Passed and Approved by the Board of Commissioners of the Hoffman Estates Park District, Cook County, Illinois, on the 20th day of December 2011.

AYES:

NAYS:

ABSENT:

President

ATTEST:

Secretary

MEMORANDUM NO. M11-176

TO: Board of Commissioners
FROM: Dean R. Bostrom, Executive Director
RE: 2012 Calendar of Board/Committee Meetings
DATE: December 16, 2011

Background

In compliance with the Open Meetings Act, the park district is legally required at the beginning of each fiscal year to prepare and make available a schedule of its regular board meetings listing the times and places of such meetings. (See attached 2012 calendar).

Recommendation

Staff is recommending that the Board approve the 2012 Calendar of Board Meetings.

2012 HOFFMAN ESTATES PARK DISTRICT BOARD/COMMITTEE MEETINGS

<u>JAN</u>	03	--	NO MEETING
	10	7:00 p.m.	Buildings & Grounds Committee
		Immed follow	Recreation Committee
	17	7:00 p.m.	Administration & Finance
	24	7:00 p.m.	Board Meeting
	31	---	NO MEETING – 5 th week
<u>FEB</u>	07	7:00 p.m.	Buildings & Grounds Committee
	14	7:00 p.m.	Recreation Committee
	21	7:00 p.m.	Administration & Finance
	28	7:00 p.m.	Board Meeting
<u>MAR</u>	06	7:00 p.m.	Buildings & Grounds Committee
	13	7:00 p.m.	Recreation Committee
	20	7:00 p.m.	Administration & Finance
	27	7:00 p.m.	Board Meeting
<u>APR</u>	03	7:00 p.m.	Buildings & Grounds Committee
	10	7:00 p.m.	Recreation Committee
	17	7:00 p.m.	Administration & Finance
	24	7:00 p.m.	Board Meeting
<u>MAY</u>	01	7:00 p.m.	Buildings & Grounds Committee
	08	7:00 p.m.	Recreation Committee
	15	7:00 p.m.	Administration & Finance
		Immed follow	ANNUAL MEETING
	22	7:00 p.m.	Board Meeting
	29	--	NO MEETING – 5 th week
<u>JUNE</u>	05	7:00 p.m.	Buildings and Grounds Committee
	12	7:00 p.m.	Recreation Committee
	19	7:00 p.m.	Administration & Finance
	26	7:00 p.m.	Board Meeting
<u>JULY</u>	03	7:00 p.m.	Buildings and Grounds Committee
	10	7:00 p.m.	Recreation Committee
	17	7:00 p.m.	Administration & Finance
	24	7:00 p.m.	Board Meeting
	31	--	NO MEETING – 5 th week

<u>AUG</u>	07	7:00 p.m.	Buildings and Grounds/PARK TOUR	
	14	7:00 p.m.	Recreation Committee	
	21	7:00 p.m.	Administration & Finance	
	28	7:00 p.m.	Board Meeting	
<u>SEPT</u>	04	7:00 p.m.	Buildings and Grounds Committee	
	11	7:00 p.m.	Recreation Committee	
	18	7:00 p.m.	Administration & Finance	
	25	7:00 p.m.	Board Meeting	
<u>OCT</u>	02	7:00 p.m.	Buildings and Grounds Committee	
	09	7:00 p.m.	Recreation Committee	
	16	--	NO MEETING (NRPA)	
	23	7:00 p.m.	Administration & Finance	
		Immed follow	Board Meeting	
	30	--	NO MEETING – 5 th week	
<u>NOV</u>	06	7:00 p.m.	Buildings & Grounds Committee Mtg - Budget Fund 01 (Maint) - Budget Fund 12 (Capital) - Budget Fund 09 (Special Rec)	
			Recreation Committee Mtg - Budget Fund 02 (Facilities & Rec) - Budget Fund 11 (PSS&WC) - Budget Fund 14 (BPC)	
		Immed follow	A&F Committee Mtg - Budget Fund 01 (Admin) and Special Revenue Funds	
		Immed follow	SPECIAL BOARD - Approve B&A Ordinance in tentative form, Tax Levy amount and Bonds	
		20	NO MEETING	
		27	Regular Board Meeting	
	<u>DEC</u>	04	6:45 p.m.	Public Mtg: B&A Ordinance
			7:00 p.m.	Buildings & Grounds Committee
		11	7:00 p.m.	Recreation Committee
		18	7:00 p.m.	Administration & Finance
		Immed follow	Board Mtg-Approve Budget Ordinance and Tax Levy Ordinance	
	25	--	NO MEETING	

bold = latest change(s)