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**MINUTES
RECREATION & FACILITIES COMMITTEE MEETING
July 19, 2022**

1. Roll Call:

A regular meeting of the Hoffman Estates Park District Recreation & Facilities Committee was held on July 19, 2022 at 7:17 p.m. at the Triphahn Center in Hoffman Estates, IL.

Present: Chairman Dressler, Commissioner Friedman, Comm Reps Beranek, Bettencourt and MacGregor

Absent: Comm Reps Henderson and McIlrath

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

Audience: Commissioners Chhatwani, Evans, Kaplan and McGinn

2. Approval of Agenda:

Comm Rep Bettencourt 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 MacGregor made a motion, seconded by Comm Rep Beranek to approve the minutes of the June 21, 2022 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 and 2Q Goals / M22-064:

Director Kapusinski highlighted the following:

- This month's board report summarizes summer activities. The Recreation Department has been busy with special events and camps.
- The MORE (Mobile Outreach and Education) program visited two sites in June and one in July, with another visit planned for July. The first three were very successful. The timing was 1:00 to 3:00 p.m. Each event drew a good crowd, as these kids are not in camps. We may be able to have an even larger attendance if we change the time to 4:00 to 6:00 p.m., and we have spoken to apartment staff about this.
- Our Dance program is doing well, with 170 enrolled compared to 95 last summer. Jessica is working hard to revamp and rebrand our Dance Company. We had 30 people audition for the dance company, and we may create a pre-company prep program.
- The first Disc Golf tournament had 26 teams. The next one is scheduled for August 17. We have been bringing the baskets out to special events to promote the sport.
- Seniors have been busy with all of their programs.
- Preschool camp numbers are similar to last year. School-aged camps have more than doubled (330/week this year vs 170/week last summer). This requires a lot of movement of children and a lot of coordination, and includes school sites plus Willow Rec Center.
- Summer sports are coming to an end and fall sports will begin soon.
- Moosejaw, our 3v3 hockey league, is up a bit from last year.
- Enrollment in hockey lessons is at 76 this summer compared to 45 last summer. These lessons feed into our league.
- Figure skating is doing very well.
- Outdoor swim lessons have exceeded last year's numbers. Indoor lessons are down.
- The Communications & Marketing department has been quite busy with the 4th of July Parade and events and all of the set up involved. The produced 146 media posts this month, and all but one social media platforms experienced growth.
- More than ½ of the people that open our emails open them on their phone, so the mobile version is important.

Commissioner Evans stated that he attended Gentle Yoga in the Park, and each one had about 12 people at each. He asked if those attending were likely already Club members. Director Bechtold replied that the instructors do have a following, so some may be from there.

Commissioner Evans mentioned that with the Wolves winning the Calder Cup, will they do anything with us in terms of promotions. Director Kapusinski responded that she is working on two Wolves hockey clinics, including one in August when the coaches will be in attendance, and one in September. Last season they were under COVID protocols and could not participate in any events with us.

Commissioner Dressler asked how the ice being down affects the programs. Director Kapusinski said that programs share the ice and we do some creative scheduling/programming.

Comm Rep Bettencourt made a motion, seconded by Comm Rep MacGregor to forward the Recreation and Communications/Marketing July Board Report to be included in the July Executive Director's Report. The motion carried by voice vote.

B. Facilities Board Report and 2Q Goals / M22-067

Director Bechtold noted the following regarding Bridges of Poplar Creek:

- The golf course had a busy month in June, with more rounds than in the last five years, which made up for the bad spring weather.
- The grand opening of the Beer Garden will be this Friday from 3:00 to 11:00 p.m., with the ribbon cutting with the mayor at 5:30 p.m. Raffle prizes and other activities are planned.
- TopTracer had 291 reservation hours for the month of June. We were booked for the entire evening last Friday during the rain, and people did not want to leave!
- We have put together promotions for parties at TopTracer.
- The golf course maintenance staff has been working hard, laying sod and other projects. The shrubs on hole 18 will receive attention, as well as behind the 11th green and the 12th tee.
- The food and beverage staff has been keeping up with running events, golf outings and weddings, and we are starting to look at next year's bookings as well.
- Raul Miranda, our new full-time Building Maintenance Technician, started Monday.

Commissioner McGinn asked if the staffing level is okay. Director Bechtold said that yes we are set right now, but it will be a challenge for the servers when the high school and college students go back to school.

Director Bechtold noted the following regarding The Club:

- The Club had a net +49 memberships in June.
- We continue to sell student membership passes for the summer. We have sold 220 passes compared to 125 last year. This is a good sign when Planet Fitness is offering student summer memberships for free.
- 80% of our members visited The Club at least once per month. The industry standard is around 60-65%.

- The age/demographic range of our members is moving toward the younger age groups.
- The heat map shows where memberships are coming from. We will target the light green areas with marketing.
- The Zumba pop-up had 70 people attend. If the weather is good, these do very well. There was a mixture of current club members and community members.

Comm Rep Bettencourt made a motion, seconded by Comm Rep Beranek to forward the Facilities Board Report to be included in the July Executive Director's Report. The motion carried by voice vote.

7. Committee Member Comments:

Comm Rep Beranek said that the social media effort is impressive with so many posts. Good job.

Comm Rep Bettencourt said good job to staff.

Comm Rep MacGregor said he follows the Parks department on Facebook, and is impressed with the amount of information. Congratulations to Executive Director Talsma on 25 years (he was absent last week and missed the Mayor's proclamation).

Commissioner Friedman said the 4th of July parade was fun, and the Unplug and Play event at South Ridge was phenomenal. The Disc Golf tournament was big too. He gave a shout out to the Boomers, and mentioned that he and a couple of his 7th and 8th grade players were able to participate in an all-star game at Boomers' Stadium.

Commissioner Dressler had a great time at the 4th of July parade. She enjoyed passing out cards. She treated her husband to TopTracer on the 4th of July, and they had a nice time.

Commissioner Evans said that the Buy One Get One Free cards that were passed out at the parade were very popular!

8. Adjournment:

Comm Rep MacGregor made a motion, seconded by Comm Rep Bettencourt to adjourn the meeting at 7:37 pm. The motion carried by voice vote.

Respectfully submitted,

Craig Talsma
Secretary

Cindy Flynn
Executive Assistant