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**MINUTES
RECREATION & FACILITIES COMMITTEE MEETING
August 16, 2022**

1. Roll Call:

A regular meeting of the Hoffman Estates Park District Recreation & Facilities Committee was held on August 16, 2022 at 7:48 p.m. at the Triphahn Center in Hoffman Estates, IL.

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

Absent: Comm Rep McIlrath

Also Present: Executive Director Talsma, Director of Golf & Facilities Bechtold, Superintendent of Recreation Dietz, Director of Parks, Planning and Maintenance Hugen, Director of Administration and Finance Hopkins, Director of Administrative Services Cahill, Executive Assistant Flynn

Audience: President Kinnane, Commissioners Kaplan and McGinn, Superintendent of Communications & Marketing Burgess, Kimberly Barton, Kim Harrison, Scott Meyer and Alexis Kolberg

2. Approval of Agenda:

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

3. Approval of the Minutes:

Comm Rep Bettencourt made a motion, seconded by Comm Rep Beranek to approve the minutes of the July 19, 2022 meeting as presented. The motion carried by voice vote.

4. Comments from the Audience:

None

5. **Old Business:**

None

6. **New Business:**

A. New Website Proposal / M220-066

Executive Director Talsma noted that this is to revamp our website, which is budgeted for this year. This has been a team project including Directors Hopkins, Kapusinski and Bechtold, as well as IT Manager Agudelo and Superintendent of Communications & Marketing Burgess.

Director Bechtold explained the following:

- The current site was developed in 2013 with Invex. As technology changes and advances, our current site has grown out of date.
- This went to RFP, from which we received 31 proposals. We identified six companies to interview. These were narrowed down further, but to be sure we completed a thorough search, we interviewed five more companies. All 11 were from different backgrounds.
- Our main goals are to be mobile-friendly, have the ability to use fillable forms; have data collection for reporting; fully ADA compliant; multi-language capability; strong security aspects.
- We narrowed the 11 candidates down to five and after much discussion, we chose Aardonyx. We feel this company can take us to the next level with flexibility, full functionality, mobile-friendly, and it does not have proprietary software. They will work with RecTrac, and will enable the least amount of touches to get to the information the customer wants.
- The cost is \$31,982.

Executive Director Talsma added that we did take cost into consideration, and there may have been more to offer with a more expensive company.

Comm Rep MacGregor said that using ADA standards just means “reasonably accessible”. Superintendent Burgess noted that Aardonyx has confirmed that we will meet A and AA levels from the start.

Comm Rep MacGregor asked if the search engine optimization (SEO) will be optimized at the page level. Superintendent Burgess said that each page will be matched as we build it.

Comm Rep Macdonald asked what we pay now in annual fees. Director Bechtold explained that the \$31,982 includes the first year of service fees, and this is actually less.

Commissioner McGinn asked about the hosting fee. Director Bechtold said that the hosting fee is included the first year, and after that will be \$3,829 each year, which is much less than what we are currently paying.

Commissioner Dressler asked if references were checked. Director Bechtold responded that the committee did reach out to the references. Commissioner Dressler said kudos to choosing a woman-owned and minority-owned company.

Comm Rep MacGregor made a motion, seconded by Comm Rep Henderson to recommend to the full board the approval of hiring Aardonyx, LLC for the new HEParks website revamp project at a cost of \$31,982. The motion passed by voice vote.

B. Recreation Board Report / M22-074:

Superintendent Dietz highlighted the following:

- Superintendent Dietz introduced new staff members Kimberly Barton (Program Manager for camps and STAR), Kim Harrison (Aquatics Manager), Scott Meyer (Willow Rec Center Facility Manager) and Alexis Kolberg (Communications & Marketing Manager).
- Staff visited two more sites in July for the MORE program.
- More than 30 dancers auditioned for the Dance Company; 26 were placed.
- Senior programs have remained active with several well-attended events/outings in July and August.
- The 2022/2023 preschools year is beginning soon. The District was awarded another \$58,000 in child care grant funding, bringing our total to approximately \$600,000.
- Summer camp had a successful summer with most weeks sold out.
- Fall baseball and soccer registration is underway.
- Late summer pickleball enrollment continues to grow.
- Seascape is open for weekends only now through Labor Day. We had a successful season.
- Communications & Marketing has been busy supporting all areas of the District. This month there was a NRPA Parks & Recreation initiative. We submitted 189 social media posts this month.

Commissioner Dressler noted that E-sports numbers seem low, and asked if there is a better way to market this facility. Executive Director Talsma said the facility has been marketed extensively and we are looking at other demographics and new initiatives.

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

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

Director Bechtold noted the following regarding Bridges of Poplar Creek:

- We received the new GPS units for the golf carts just as the 3G service was depleting.
- New events and activities are being added at TopTracer, including a Monday night league and a couple of November scramble events.
- There have been 5,478 rounds of golf played, which is the highest in the last five years. Outings are going well too.
- Staffing is an issue now that high school and college students have returned to school.
- The food and beverage staff has been busy with events and golf outings. Wedding showings ebb and flow, but potential guests really like the flowers.
- The maintenance team is finishing the TopTracer area and the driving range. The artificial turf tee will be in soon, and the grass/sod is growing in nicely. The golf course is in great shape, and we have received many positive comments.

Comm Rep MacGregor congratulated staff on the strong numbers at TopTracer. Director Bechtold said that a couple of promotions have helped.

Director Bechtold noted the following regarding The Club:

- The Club has had a net +65 memberships this year.
- The facility is getting a lot of use, especially early evenings and early mornings. We had 80% usage during the month of July.
- We are planning a fall push, with an open house scheduled for October 1. A postcard will go out soon.
- Club instructors have been busy with pop-up classes, and they are advertising inside classes while at these locations.
- Maintenance finished the pool cleaning at The Club. The pool was drained, pumps were cleaned and tile work was completed. The pool is now back up and running, ready for the winter season.

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

7. **Committee Member Comments:**

Comm Rep Beranek enjoyed the park tour; it makes her want to go explore other areas of Hoffman Estates. She added that it is cool that all residents are within walking distance of a park (95% within ½ mile).

Comm Rep Henderson said great job to Director Hugen. She likes what staff is doing to take care of the parks, and thanked Executive Director Talsma for leading the staff.

Comm Rep Bettencourt said great job with the parks.

Comm Rep Macdonald said great job on the park tour. The shots along the lakes are well done. Thank you for cleaning up the fairways at the Black Bear course. He added it is great to see the growth of TopTracer, and good job on the website selection – questions were answered confidently.

Commissioner Dressler made her fourth visit to TopTracer. Great to see the community out there. She added that the Chamber has an event out at Bridges on Wednesday, August 17 from 4:30 to 6:30 p.m.

8. Adjournment:

Comm Rep Bettencourt made a motion, seconded by Comm Rep MacGregor to adjourn the meeting at 8:23 pm. The motion carried by voice vote.

Respectfully submitted,

Craig Talsma
Secretary

Cindy Flynn
Executive Assistant