



1685 West Higgins Road, Hoffman Estates, Illinois 60169
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**AGENDA
RECREATION & FACILITIES COMMITTEE MEETING
TUESDAY, SEPTEMBER 13, 2022
7:20 P.M.**

1. ROLL CALL
2. APPROVAL OF AGENDA
3. APPROVAL OF COMMITTEE MINUTES
 - August 16, 2022
4. COMMENTS FROM THE AUDIENCE
5. OLD BUSINESS
6. NEW BUSINESS
 - A. Recreation Board Report / M22-085
 - B. Facilities Board Report / M22-086
7. COMMITTEE MEMBER COMMENTS
8. ADJOURNMENT

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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 As technology changes and advances, our current site has grown out of date.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

MEMORANDUM NO. M22-085

TO: Recreation & Facilities Committee
FROM: Craig Talsma, Executive Director
 Alisa Kapusinski, Director of Recreation
RE: Recreation & Communications/Marketing Board Report
DATE: September 13, 2022



Triphahn Center Fitness

<u>Membership</u>	<u>8/31/2021</u>	<u>01/01/2022</u>	<u>8/31/2022</u>	<u>2022 YTD Var. +/-</u>
Total	521	523	442	-81

Membership numbers do not include the free health insurance members.

Pass	% Visited in July 2022	% Visited in Aug 2022
TCIA Fitness Adult	53%	56%
TCIA Fitness Junior/Student	54%	55%
TCIA Fitness Senior	60%	66%
Average Paid Members	56%	55%
TCIA Gym Pass*	23%	23%
TCIA Renew Active*	24%	23%
TCIA Tivity Prime*	18%	15%
TCIA Silver Sneakers*	24%	26%
Average Insurance Members	20%	22%

Passes with * are the free health insurance memberships.

Willow Rec Center Fitness & Racquetball

<u>Membership</u>	<u>8/31/2021</u>	<u>01/01/2022</u>	<u>8/31/2022</u>	<u>2022 YTD Var. +/-</u>
Fitness	94	103	116	+13
Racquetball	29	36	35	-1
Total	123	139	151	+12

Membership numbers do not include the free health insurance members.

Pass	% visited in July	% visited in August
WRC Fitness Adult	53%	50%
WRC Fitness Junior/Student	14%	21%
WRC Fitness Senior	35%	25%
Average Paid Members	34%	32%
WRC Gym Pass *	-	-
WRC Silver Sneakers *	18%	18%
WRC Tivity Prime *	0%	0%
WRC Renew Active *	18%	9%
Average Insurance Members	12%	9%

Summer Group Fitness enrollment:

Class	Summer 2021	Summer 2022
50+ Basic Exercise	42	47
Fitness Boot Camp	44	45
Women of Steel	25	40
Tai Chi	13	12
Feel Better Workshop	n/a	2
Line Dancing	n/a	6
Gentle Yoga	n/a	canc



Dog Off-Leash Areas

<u>Membership</u>	<u>8/31/2021</u>	<u>01/01/2022</u>	<u>8/31/2022</u>	<u>2022 YTD Var. +/-</u>
Total	720	700	629	-71



General Programs

General Programs: Summer programs ended in August.

Program	Summer 2021	Summer 2022
Baton & Poms	31	60
Singing & Acting (w/ Palatine PD)	5	5
A&A Music (piano & guitar)	10	5

Shotokan Karate	93	129
Tae Kwon Do	29	33
Gymnastics	278	288
Racquetball lessons	5	5
Racquetball leagues	9	17
New! Art Painting & Comic Drawing	n/a	9
New! Skateboard Lessons	n/a	3

Dance:

- Summer classes have ended. There were 170 registered in summer dance compared to 95 last summer. Summer private lessons had a total of 30 lessons in the month of August.
- Company parent meeting was on August 24.
- First Dance Company Stars Day was held on August 24.
- Company dancers from last year performed at a benefit concert in Buffalo Grove to raise money for Highland Park.
- Fall classes start mid-August.

Outdoor Recreation:

- Archery: 21 total enrolled for summer.

Fishing:

- Summer Parent-Tot had 5 participants. This was not offered last summer.
- Fishing lessons had 29 enrolled compared to 78 last year.

Special Events:

- Staff is prepping for the busy fall season of special events!



50+ Club

Senior Center August events:

<u>August 50+ Events:</u>	<u>Date:</u>	<u>Attended:</u>
Minute to Win It	8/2	Cancelled
St. Charles Paddle Wheel Boat/Lunch	8/11	24
Four Winds Casino	8/17	Cancelled
Seniors Out Socializing	8/19	13
Birthday Lunch	8/26	13
Pub Trivia	8/25	43

The Elderwerks organization rented the entire TC facility on Wednesday, August 31 for a senior expo. Workshops and vendor booths were provided for the attendees to learn about everything Senior!



Early Childhood

Little Stars Child Care

There are 39 children enrolled in LSC compared to 35 last year.

Part-Day Preschool 22/23

21-22 TC		22-23 TC		21-22 WRC		22-23 WRC	
Threeschool	12	Threeschool	16	Threeschool	4	Threeschool	c
2's Playschool	24	2's Playschool	12	2's Playschool	10	2's Playschool	c
3's & 4's	85	3's & 4's	83	3's & 4's	25	3's & 4's	34
Total	121	Total	111	Total	40	Total	34

We were down a preschool teacher at WRC for the start of the school year. Natalie has been in the 4 year old classroom to make sure we stay within our DCFS ratio guidelines. Josephine Parker was hired as lead preschool teacher/director designee for WRC and will be starting September 6. Training will take place the week of September 6 and in-class shadowing will take place the week of September 12.

Alexandra Boyarshinova was hired as a new Playschool teacher and started on August 29 at TC due to a teacher leaving. Alexandra also works as a figure skating instructor for HEParks.



School Age - STAR and Day Camps

School started in mid-August for both District 54 and 15. STAR training was completed. We are still hiring for STAR counselors to move more children off the waitlist.

STAR Enrollment 22/23

	3 days before	3 days after	5 days before	5 days after	Total enrolled 22/23	<i>Total enrolled last year 21/22</i>
Armstrong	6	11	20	27	64	47
Fairview	3	8	13	28	52	58

Lakeview	1	6	12	24	43	55
Lincoln Prairie	5	19	25	16	56	43
MacArthur	1	12	22	34	69	58
Muir	5	5	15	18	43	41
Total for D54	21	61	107	147	327	302
Whiteley	2	10	28	33	73	85
Thomas Jefferson	4	8	16	41	69	54
Total for D15	6	18	44	74	142	139

Kinder STAR 22/23 enrollment:

K-star currently has 28 children enrolled compared to 34 last year.

	AM	PM
Whiteley	3	9
Thomas Jefferson	9	5



Youth Athletics

**Hoffman Basketball Academy
Summer League:**

Our summer league played games and practices in the month of August with the final games of the season played on August 27. We had a very successful season with two pods going at some levels. We also developed a great relationship with HEHS varsity team. HEHS sent varsity players as volunteer coaches for our 3/4th grade pods which was a huge hit!

	1 st /2 nd	3-5 th girls	¾ Boys	6-8 th girls	5/6 Boys	7/8 Boys	Total
2021	16	12	19	12	18	16	93
2022	0	0	30	0	30	29	89

Summer Camp

This camp was created for those registered in the cancelled summer league. This is the first year running these camps.

Summer Camp	K-2nd Coed	3rd- 8th Girls	Total Campers for August
Enrolled	20	15	35

Fall Baseball

Fall baseball is up and running! Practices and games for all levels started in the month of August. Our Bronco, Pony and Colt teams competed in their opening day on August 27. All other leagues will have their first games on September 10.

	Pinto	Mustang	Bronco	Pony	Colt	Total
2021	26	32	13	11	12	94
2022	37	22	21	11	11	102

Adult Softball League

Opening day for our fall league was held on August 8. This season has 7 teams, same as last fall (2021).

New to the league this season-

- Homerun Derby- new this season, to grow interest to our leagues we're offering a home run derby to our adult softball league players. This will add value to our league and bring in new teams. The home run derby is scheduled for September 19.
- Double elimination tournament – instead of a post season tournament for top teams only we have opened it up to all teams by creating a double elimination tournament. This gives it a March madness feel where any team can win it, not just the top teams.

Soccer

- Soccer Fundamentals classes run by HUSC for summer had 245 children enrolled to date compared to 140 last year.

Fall Soccer league:

- There are 247 enrolled in the in-house league compared to 113 last year and 68 enrolled in the inter-village league compared to 102 last year. A total of 315 soccer players are participating compared to 215 last year.
- This fall was our first fall season with teams enrolling by “area” and enrolling for their specific practice day/time. We launched this in Spring 2022, and this new format is proving to be very successful.

Cricket

- Fundamentals class: 17 enrolled. This is a new program this summer.

E-Sports

- Code Ninjas had two camps run at their facility:
 - Become a YouTuber with 1 enrolled
 - Program and Play in Python with 2 enrolled

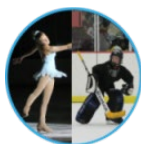
Staff is working on a plan to re-energize E-sports. Last year we had lower attendance in summer as well. Staff has plans to bring in new tournaments, training programs and adult options.

Adult Pickleball League

- Late summer Pickleball league started August 1.
 - o Beginners League: 24 players (up from 20 in spring)
 - o Social League: 18 teams (up from 12 in spring)
 - o Advanced league: 8 teams (up from 6 in spring)
- An outdoor Pickleball tournament is scheduled for October 1.
- Fall Pickleball league registration is open which will start mid-October and will move indoors to TC.

Disc Golf

- Another disc golf tournament was held on August 17. There were 16 teams enrolled in the adult division and two teams in the adult/junior division. The next tournament will be held on Saturday, October 8.



Ice Operations

Hockey:

Registration for the fall hockey league opened mid-July. There are currently 191 players enrolled in the league and 103 skaters enrolled in the August pre-skates clinics.

An adult hockey league will begin in October.

Figure Skating:

- Summer figure skating classes has 211 participants (compared to 177 last year).
- Registration for fall session is now open. Classes start mid-September.

Public Skate for July

- August 14: 41 pre-registered and 68 walk-ins
- August 28: 34 pre-registered and 57 walk-ins



Aquatics

Indoor Swim Lessons: Swim lessons ended for summer. There were 277 participants compared to 286 last summer.

Seascape Swim Lessons: Swim lessons ended the last week of July at Seascape. There were 387 participants compared to 261 last summer.

Seascape: Seascape was open weekends only starting August 13. Many of the staff returned to college and a small amount of staff remained for the final weekends. The pool closed for the season on September 5.

Daily admission ended the year at \$182,112 in sales compared to \$161,162 last year. Group and party rentals totaled \$32,992 compared to \$23,455 last year.

<u>Membership</u>	<u>7/31/2021</u>	<u>7/31/2022</u>	<u>Var. +/-</u>
Total	1,642	1,641	-1

Last summer we offered a 50% discount for passes sold after July 4. This year that discount was not offered so this summer’s revenue still exceeded last summer.



Communications and Marketing

Community Involvement:

- Arts Commission – Village Commission
- Hoffman Estates Chamber of Commerce Board Meeting
- Hoffman Estates Chamber of Commerce Golf Committee
- Haunted Hoffman Family Fest
- John Muir Back To School Family Event
- Community Resource Fair at Eisenhower Jr High
- Vogelei House Open House – Procured images for use at the facility, took photos and videos

Special Projects:

- Started the launch of the website revamp project with intro meetings
- Drone training and certification
- IAPD Best of Best awards
- “Try Something New” campaign

Recreation

- Swim lessons
- Fall disc golf tournament
- Preschool
- Public skate

Club

- Basketball programs
- September promo
- Open House post card
- Group Exercise schedule

Bridges

- Beer Garden promo
- Menu updates
- TopTracer ad
- Design template with staff training

Parks

- Park survey for Pine Park
- Pine Park community meeting

Email campaigns: 13 e-blasts were sent out this month.

- All District Email – About upcoming registration
- All District – Registration Now Open
- Sneak Peek Fall Guide
- All District – Fall Guide Kids 0-5
- All District – Fall Guide 5-18
- All District – Fall Guide Adult
- All District - Seascape End of Season Hours
- All District - What is happening now
- All District - Family Activities
- All District - What is happening now
- All District – Events and party rentals
- All District - What is happening now
- All District – Focus on Bridges facility and offerings
- Fitness member email – BMI
- All District – What is happening now

Of Followers:

Account	Social Media Platform	August 2022	July 2022	June 2022	May 2022	April 2022	March 2022	February 2022	January 2022
Bridges of Poplar Creek	Facebook	1,233	1,201	1,170	1,160	1,149	1,142	1,131	1,118
	Instagram	159	155	154	151	150	148	145	142
	Twitter	161	161		160	159	158	159	160
The Club	Facebook	1,725	1,707	1,697	1,698	1,627	1,688	1,683	1,687
	Instagram	438	425	419	418	407	381	365	361
	Twitter	46	46	46	46	46	46	46	40
HEParks	Facebook	6,526	6,190	6,066	6,007	5,883	5,817	5,425	5,300
	Instagram	1,092	1,072	1,056	1,041	1,041	1,020	1,011	1,002
	Twitter	1,121	1,114	1,110	1,107	1,103	1,097	1,091	1,092
Ice Academy	Facebook	116	115	115	115	113	113	113	111
Wolf Pack	Facebook	473	467	460	449	437	432	427	408
	Instagram	432	424	418	416	414	412	402	388
Senior Center	Facebook	137	137	138	138	137	133	134	134

HEParks Facebook page has gained over 1,000 followers this year.

126 Social Posts to HEParks Facebook and Instagram. 19 ads were run on social media from the District to support fall programs, club promotion, beer garden, and now hiring posts

Website:

- Top Five Visited webpages: Home, Program Guide, Seascape, Now Hiring and Swimming (compared to last year: Home, Program Guide, Seascape, Youth Sports and E-Sports)
- August numbers traditionally have been the lowest of the summer months. The majority of the traffic was to the program guide (it launched at the end of July/early August) and Seascape. A large push for STAR positions, Preschool Staff and Servers accounted for the presence of the Now-Hiring page.

Recommendation

Staff recommends that the Recreation and Facilities Committee forward the September Recreation Board Report to be included in the September Executive Director’s Report for Board approval.

MEMORANDUM NO. M22-086

TO: Recreation Committee
FROM: Craig Talsma, Executive Director
 Brian Bechtold, Director of Golf & Facilities
RE: Golf & Facilities Report
DATE: September 13, 2022
 Bridges of Poplar Creek & The Club Board Report

Bridges General Programs

- An exciting Fall Event schedule is out! We have added a few new events. Come on out this fall and participate in some of the great golf and entertainment events! Event registration is available at www.bridgesofpoplarcreek.com.

Fall Event Schedule

- Octoberfest Beer Garden Event – Live Music and More! – September 23
- Live Music – Beer Garden Event – Oct 2
- TopTracer 2-Person Monday Night League – Starts Oct. 3
- Senior Scramble – October 5
- ProAm Scramble – October 9
- Bags Tournament – Oct 15
- Turkey Shoot – November 5
- TopTracer 4-Person Scramble – November 12
- Breakfast with Santa & Winter Fest – Dec 10

Golf Rounds

MONTHLY ROUND TOTALS					
<u>2018</u>	<u>2019</u>	<u>2020</u>	<u>2021</u>	<u>2022</u>	5 Year Average
4,433	4,277	5,938	4,877	5,219	4,949
YTD ROUND TOTALS					
<u>2018</u>	<u>2019</u>	<u>2020</u>	<u>2021</u>	<u>2022</u>	5 Year Average
20,563	18,551	16,740	22,178	20,908	19,788

Range Basket Sale Totals

MONTHLY RANGE BASKET SALES TOTALS					
<u>2018</u>	<u>2019</u>	<u>2020</u>	<u>2021</u>	<u>2022</u>	5 Year Average
3,164	4,130	4,574	3,243	3,133	3,649
YTD RANGE BASKET SALES TOTALS					
<u>2018</u>	<u>2019</u>	<u>2020</u>	<u>2021</u>	<u>2022</u>	5 Year Average
13,972	16,102	11,596	15,868	12,860	14,080

TopTracer Hour Totals

MONTHLY TOPTRACER RESERVATION HOUR TOTALS
2022
619 Hours
YTD TOPTRACER RESERVATION HOUR TOTALS
2022
2,682

Food & Beverage

August

5 outings servicing 658 guests
2 ceremony/receptions servicing 199 guests
1 birthday party servicing 45 guests
1 memorial luncheon servicing 76 guests
1 breakfast meeting servicing 50 guests

September

10 golf outings servicing 900 guests
1 breakfast meeting servicing 25 guests
2 showers servicing 135 guests
1 ceremony/reception servicing 50 guests

Wedding Counts

2022

13 ceremony/receptions (4 cancelled in January to move to different county); 1 reception only

2023

1 ceremony only

4 ceremony/reception

2021

13 ceremony and reception, 3 reception (we did have one reception cancel in June as they moved to a facility that was not enforcing any Covid-19 guidelines).

2020 All weddings have been cancelled or rescheduled to 2021.

We had 10 ceremony and reception, 4 reception only booked for 2020.

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

2018 = 16 ceremony and reception and 3 reception only, 2 ceremony only (2 weddings cancelled in 2018)

2017 = 14 ceremony and reception, 5 reception only, 5 ceremony only

Golf Maintenance Summary

The maintenance staff has be hard at work on general maintenance this past month. With temperatures starting to cool off in the evening, we have had some great growing weather. So this month we focused on the following standard practices:

- Hover mowed bunker banks and trimmed edges.
- Mowed down Phragmite in front of 18 tee, along 18 cart path and 1 fairway, and around 6 tee box plus any areas where Phragmite was impeding vision for play and safety.
- Mowed down the range hill and behind range net so clubhouse staff can collect as many range balls for the upcoming winter.
- Identified trees that have begun decaying or have died and started creating a winter removal plan for all necessary trees to be removed, along with a replacement plan.
- Fertilized tees with a granular application.
- Low depression areas have been soiled, seeded, raked, paper mulched and staked off to provide a chance for grass to fill in these areas.
- Range tee and TopTracer grass has been mowed down to 2” and top dressed.
- Staff has been hard at work with irrigation repairs all around the golf course.



August 2022

Membership Totals	<u>8/31/2021</u>	<u>1/01/2022</u>	<u>8/31/2022</u>	<u>Var. +/-</u>
Totals	2,093	2,160	2,272	+112

Member Services/Sales

- The Club team enrolled 121 members in August, a great number for one of our slower months of the year. Another month of low cancellation numbers (74) continues to keep us well into the positive for the year. The consistency and follow up with members and potential members by the Club’s staff contribute to these favorable numbers as well!
- Visit numbers were strong in August with a total of 15,128 check-ins for the month. In comparison to August 2021 where we had a total of 11,736 check-ins for the month. We did expand the hours (closing one hour later each day in Aug 2022) which can account for some of this increase, however we have definitely observed it becoming busier overall in the facility.
- We had 1,980 unique visits in August, including the student passes meaning approximately 79% of members and student pass members are visiting/using the facility at least once a month. The student pass ended on August 21, and staff noticed a significant drop in daytime visits after these passes expired, however it did not seem to affect the overall usage stats.

Operations and Fitness Departments:

- The Club instructors finished up the outdoor pop-up fitness events as well as specialty classes at The Hideaway in August. Staff hosted classes on August 12 (Pilates Party) and August 26 (Zumba) at The Hideaway; as well as August 7 (Gentle Yoga at Fabbrini), and August 10 (Zumba at South Ridge)



- The Club hosted a Parents Night Out event on August 6, with a smaller turnout, but successful event.
- Club staff used the slower month of August preparing for a busy fall at The Club with lots of member incentive programs, open house planning, and budget preparations.
- Club staff spent time with the C&M Department planning out the remainder of the year's promotions and events and creating timelines for the different marketing support needed for these things. Club staff and C&M have been meeting every two weeks to touch base on the timeline and plan which has been working well.
- Planning is underway for an Oct 1 open house. Staff are confirming vendors, creating a postcard that Club staff will distribute to area businesses and handing to members and guests. Staff will be offering a bonus referral incentive in October (highlighted on postcard) where members who refer friends will have a chance to win Apple air pods, a JBL portable speaker, a gift card to Dick Pond, or a tailgate package with stadium seats, a cooler and a blanket.

RECOMMENDATION

Staff recommends that the Recreation and Facilities Committee forward the Golf and Facilities September Board Report to be included in the September Executive Director's Report for Board approval.