

**AGENDA**  
**RECREATION & FACILITIES COMMITTEE MEETING**  
**TUESDAY, FEBRUARY 18, 2025**  
**7:15 P.M.**

1. ROLL CALL
2. APPROVAL OF AGENDA  
*Motion to approve the agenda as presented.*
3. APPROVAL OF COMMITTEE MINUTES
  - January 21, 2025  
*Motion to approve the minutes from January 21, 2025 as presented.*
4. COMMENTS FROM THE AUDIENCE
5. OLD BUSINESS
6. NEW BUSINESS
  - A. Bridges Patio Furniture Purchase / M25-015  
*Motion to recommend to the full board the approval to purchase Patio Furniture from The Prestwick Group DBA Sister Bay Furniture for a total of \$57,726.20.*
  - B. Recreation Board Report / M25-013  
*Motion to recommend the February Recreation Board Report be included in the February Executive Director's Report.*
  - C. Facilities and Marketing Board Report / M25-014  
*Motion to recommend the February Facilities and Marketing Board Report be included in the February Executive Director's Report.*
7. COMMITTEE MEMBER COMMENTS
8. ADJOURNMENT  
*Motion to adjourn the meeting.*

**MINUTES**  
**RECREATION & FACILITIES COMMITTEE MEETING**  
**January 21, 2025**

**1. Roll Call:**

A regular meeting of the Hoffman Estates Park District Recreation & Facilities Committee was held on January 21, 2025, at 7:17 p.m. at the Triphahn Center in Hoffman Estates, IL.

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

Absent: Comm Reps Bettencourt and Ostermeyer

Also Present: Executive Director Talsma, Deputy Director Bechtold, Director of Parks, Planning & Maintenance Huguen, Director of Recreation Miletic, Executive Assistant Flynn, IT Specialist Hassler

Audience: President Chhatwani, Commissioners McGinn, Kaplan, Friedman and Evans, Comm Rep Dowling

**2. Approval of Agenda:**

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

**3. Approval of the Minutes:**

Commissioner Dressler made a motion, seconded by Comm Rep Beranek, to approve the minutes of the November 19, 2025, meeting as presented. The motion carried by voice vote.

**4. Comments from the Audience:**

Commissioner Kaplan announced that his daughter passed her veterinarian test!

**5. Old Business:**

None

6. **New Business:**

A. LifeFitness Spin Bike Purchase for The Club / M25-006

Comm Rep Beranek made a motion, seconded by Comm Rep Kulkarni to recommend to the full board the approval to purchase LifeFitness Indoor Cycle Bikes and Accessories from LifeFitness through Sourcewell Contract #081120-LFF for a total of \$48,914.91.

Executive Director Talsma noted that many purchases are now available through the coop purchasing groups and we are not seeing as many bids.

Comm Rep Dowling asked how input was solicited from members for this purchase. Deputy Director Bechtold said they did bring in demos for the current class participants. The LifeFitness bike was the winner for both the participants and instructors.

Commissioner Evans asked if the classes usually fill. Deputy Director Bechtold said there will be 18 bikes and yes, they will likely fill, in which case we will add more classes.

There was a discussion about recumbent bikes for the spin classes, but these are not appropriate for this type of class. We do have them, as well as Pelotons, at The Club.

The motion carried by voice vote.

B. Fitness Equipment and Flooring Purchase for The Club / M25-006

Commissioner Dressler made a motion, seconded by Comm Rep Kulkarni, to recommend to the full board the approval to purchase fitness equipment from Direct Fitness Solutions through the Sourcewell Contract #052324PCR for \$93,025.90. In addition, to purchase sports flooring and turf through OMNIA Contract #08-18 for \$49,654.44 for a grand total of \$142,680.34.

Executive Director Talsma explained that this is separate from the Spin Bike purchase. This is for the old tennis court area. Deputy Director Bechtold added that this will include four new weight racks, cardio equipment, and functional machines. The HIIT class will use this equipment in this new area, and when no class is going on, it will be open to all members. This finishes off the three tennis courts for the final renovation.

The committee discussed the expected completion date of mid-March; the Bluetooth sound system and new sound panels; and the younger characteristic of the membership.

The motion carried by voice vote.

C. Recreation Board Report and 4Q2024 Goals / M25-010

Comm Rep Beranek made a motion, seconded by Comm Rep Henderson to forward the January Recreation Board Report and 4<sup>th</sup> Quarter 2024 Goals to be included in the January Executive Director's Report.

Commissioner Friedman noted that with Will Lieb now being certified to teach CPR, who will he be teaching? Director Miletic explained that we run classes for in-house staff to make sure that all staff keep up their certification. Commissioner Friedman asked if Commissioners and Community Reps could be included in this training. Executive Director Talsma said we could look into that this year.

The motion carried by voice vote.

D. Facilities and Marketing Board Report and 4Q2024 Goals / M25-005

Comm Rep Henderson made a motion, seconded by Comm Rep Beranek, to forward the Facilities & Marketing January Board Report and 4<sup>th</sup> Quarter 2024 Goals to be included in the January Executive Director's Report.

Executive Director Talsma stated that we have been trying to get to pre-Covid numbers of 3,000 members and have reached that goal. For usage, we are at about 77%, with the industry standard at 35%:

Commissioner MacGregor noted that the open rates on email campaigns are phenomenal. Executive Director Talsma said that we have grown our C&M staff to four and the work they do has been a great help in that area.

The motion carried by voice vote.

7. **Committee Member Comments:**

Commissioner Dressler said someone asked about the racquetball court, and is the plan finalized. Executive Director Talsma said this will be presented at the February meeting.

Commissioner MacGregor said Happy New Year, and he is looking forward to attending the IAPD/IPRA Conference this week.

8. **Adjournment:**

Comm Rep Beranek made a motion, seconded by Comm Rep Henderson to adjourn the meeting at 7:51 p.m. The motion carried by voice vote.

Respectfully submitted,

Craig Talsma

Secretary

Cindy Flynn  
Executive Assistant

The following questions were asked and answered via email prior to the meeting:

1. Any recumbent bikes for the spin room? Seems like maybe 1 or 2 would be a good idea, I know upright riding can be a challenge for some people. It might attract a few older people to the class, or allow for a less strenuous class for those looking for a challenge but are not able to comfortably use an upright bike.  
Recumbent bikes can be a great option for some, they don't quite align with the traditional format and intensity of a spin class. Spin classes typically focus on high-energy, standing intervals, and the positioning of an upright bike is key for those movements. Introducing recumbent bikes might change the flow and structure of the class. Additionally, with limited space in the room, we're trying to maximize the number of upright spin bikes to accommodate as many participants as possible.
2. The sound system is not mentioned – seems like sound would be part of the same project and should be considered to give the committee an idea of total cost – speaking of, any other costly room improvements to get these spin bikes ready to use?  
While the sound system is included in the total scope, it is not part of the vendor for this particular purchase. The overall cost for the project, including the sound system and any other necessary improvements, is expected to be within the \$51k budget. This will cover everything needed to get the spin bikes and the room fully prepared and ready for use.
3. Did regular participants at The Club spin class have any input in the new system, or opportunity to test drive a bike? I wondered how appealing the sprint position will be for an hour for most regular spinners, and how motivating colors will be. I find competition and calorie counts the most motivating.  
Yes, we receive continual feedback from class participants, as well as the instructors. This feedback was used in the planning for the space.
4. May I take the 6-hour on-line course “ICG Coach by Color” to learn more about the concept?  
Unfortunately, this course is only provided to the instructors.
5. Re: November 19, 2024 minutes. “Comm Rep Dowling said she appreciated seeing Commissioner Evans’ notes from the. conference in Atlanta, especially regarding street art.” To add: Craig reminded us that the mural at The Club was an outstanding example. Dowling readily agreed it gave the space palpable energy and spirit.  
We do not record minutes verbatim, but we do try to capture the main message of the comment. The submitted minutes do capture the message.

**MEMORANDUM M25-015**

**TO: Recreation & Facilities Committee**  
**FROM: Craig Talsma, Executive Director**  
**Brian Bechtold, Deputy Director**

**RE: Bridges Patio Furniture Purchase**  
**DATE: February 18, 2025**

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**Motion:**

Recommend to the full board the approval to purchase Patio Furniture from The Prestwick Group DBA Sister Bay Furniture for a total of \$57,726.20.

**Background:**

The board has approved a budget of \$55,000 for this purchase, as part of the 2025 overall budget. The purchase amount is slightly over budget as shipping fees were higher than anticipated.

In 2011 when Bridges of Poplar Creek completed its enhancement project the District purchased patio furniture for the back patio area. Those pieces have serviced Bridges well but have reached the need for replacement after 14 years.

Staff prepared a bid for the replacement of furniture. We developed the bid specifications to match our existing furniture in the Toptracer building. This will bring continuity to the facility with outdoor fixtures.

**Bid Opening: February 12<sup>th</sup>, 2025**

The bid included the following specifications:

All products must be made with recycled plastic.

All products must be commercial grade.

All products must come with a minimum 7-year commercial warranty.

All products must be suitable for all climates; stands up to rain, snow, wind, and sunlight for outdoors all-year use.

All products must have UV inhibitors added to plastic to prevent fading and keep colors vibrant

All products must be available in two tone color options. Standard Colors or Optional Wood Grain Option.

**Items**

1. NAPA 43x76 COUNTER TABLE - MAHOGANY BASE AND TOP PERIMETER WITH BIRCHWOOD TABLETOP SLATS - Dimensions: 76" W x 43.25" D x 35" H : Base Width 46"- QTY 2 (Must include umbrella hole to add umbrella feature)
  
2. BRISTOL 42" DINING TABLE - MAHOGANY BASE AND TOP PERIMETER WITH BIRCHWOOD TABLETOP SLATS - Dimensions: 42" W x 42" D x 29 5/8" H Base Width 26"- QTY 10 (Must include umbrella hole to add umbrella feature)

3. MILANO DINING CHAIR - MAHOGANY FRAME WITH BIRCHWOOD SEAT/BACK – Dimensions: 24 7/8" W x 23 1/2" D x 35 7/8" H (Seat Height: 17 1/2) – QTY 52

**Rational:**

Staff had the bid opening on February 12. A summary of the bid results is listed below.

**2025 Bridges of Poplar Creek Patio Furniture**

Scope of Work	The Prestwick Group	Taza Supplies Inc.	American Patio Designs LLC
<b><i>Bid Bond</i></b>	N/A	N/A	N/A
NAPA 43x76 COUNTER TABLE - MAHOGANY BASE AND TOP PERIMETER WITH BIRCHWOOD TABLETOP SLATS QTY: 2			
Per table	\$2,402.10	\$2,970.00	\$3,157.00
<b>Total (2)</b>	<b>\$4,804.20</b>	<b>\$5,940.00</b>	<b>\$6,314.00</b>
BRISTOL 42" DINING TABLE - MAHOGANY BASE AND TOP PERIMETER WITH BIRCHWOOD TABLETOP SLATS QTY: 10			
Per table	\$1,182.60	\$1,403.00	\$1,493.00
<b>Total (10)</b>	<b>\$11,826.00</b>	<b>\$14,030.00</b>	<b>\$14,930.00</b>
MILANO DINING CHAIR - MAHOGANY FRAME WITH BIRCHWOOD SEAT/BACK QTY: 52			
Per chair	\$715.50	\$845.00	\$904.00
<b>Total (52)</b>	<b>\$37,206.00</b>	<b>\$43,940.00</b>	<b>\$47,008.00</b>
<b>Shipping</b>	\$3,890.00	\$0.00	\$0.00
<b>BID TOTAL:</b>	<b>\$57,726.20</b>	<b>\$63,910.00</b>	<b>\$68,252.00</b>

Prestwick Group was the lowest qualified bidder. They are also the company that supplied us with the Toptracer Range furniture with no challenges.

**Prestwick Group Total Furniture Bid Price Amount \$57,726.20.**

**MEMORANDUM M25-013**

**TO:** Recreation & Facilities Committee  
**FROM:** Craig Talsma, Executive Director  
Karrie Miletic, Director of Recreation  
**RE:** Recreation Board Report  
**DATE:** February 18, 2025

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**Motion:**

Recommend to the full board to include the February board report in the February Executive Director’s Report.

*Recreation Division*



- The Adult/ Senior/ Community Outreach Program Manager interviews are under way.
- The Recreation Department had eight staff attend the IPRA/ IAPD Conference . Kimberly Barton and Natalie Wood spoke at the conference.
- Registration for summer camp began January 15 and General Spring/Summer Programs January 20.
- Director Miletic, Director Bechtold, Executive Director Talsma and Superintendent Flynn all attended the Martin Luther King Breakfast on January 20 at Village Hall.
- February and March will be our big push for Sport League registration.



*General Programs*

**Theatre**

Youth HOTT, Frozen Junior performance is scheduled for February 28 at Prairie Center for the Arts. For 2025 they will be doing Shrek Junior and Beautiful in the spring.

**General Programs**

<b>Program</b>	<b>Winter 2024</b>	<b>Winter 2025</b>
Shotokan Karate	124	138
Tae Kwon Do	35	22
Gymnastics	127	115



**Contractual:**

- **Karate** began a new session on 1/4
  - We are in the process of planning another “Try Karate for Free” class due to the success of the first offering.
- **TKD** began a new session on 1/7 on Tuesdays and Thursdays at Willow Recreation Center.
- **Gymnastics** began a new session the week of 1/6 and the second winter session will begin on February 17. We have met with Jody, owner of Tumbling Times, to further discuss the move to Willow Recreation Center in 2025 and will keep that communication strong throughout the project.
- We have reached out to new contractual vendors to expand our offerings:
  - **Skyward Fencing**, currently offering classes at Harper College, will begin offering classes at Willow Recreation Center beginning in January 2025. Currently, there are 6 enrolled in Fencing They are also looking to copy the Karate model by offering a “Try Fencing for Free” class to help boost awareness and enrollment
  - **Language in Action** is a new contractor that we have started offering programs for. They offer language classes via Zoom for various ages and skills levels.

**Winter Baton Numbers: (classes started January 3)**

<b>Style</b>	<b>Winter 2024 Classes Running</b>	<b>Winter 2025 Classes Running</b>	<b>Winter 2024 Number Enrolled</b>	<b>Number enrolled as of 2/7/2025</b>
Performance baton	2	2	18	19
Baton	8	7	29	29
<b>Total</b>	<b>10</b>	<b>9</b>	<b>47</b>	<b>48</b>

**Dance:**

Things that happened in January:

- 9 Private Lessons
- Classes started January 4
- Dance Idol was our first competition of the year at Des Plaines Park District January 31-Feb 2
- Recital class costumes are ordered

Things that will be happening in February:

- KAR dance competition in Chicago is February 21-23
- Start distributing costumes

**Winter Spring Dance Numbers: (Classes started January 4)**

Style	Recital 2024 Classes Offered	Recital 2025 Classes Offered	2024 Recital Enrollment	2025 Recital Enrolled as of 2/7/25
Junior Company	1	1	5	7
Performance Company	0	1	0	9
Stars Dance Company	1 (4 levels)	1 (4 levels)	26	28
Ballet/Tap	8	8	72	65
Ballet/Jazz	5	4	43	50
Jazz/Hip Hop	4	5	51	53
Tap	2	3	9	18
Specialty	2	4	11	26
Adult Ballroom	1	1	0	2
<b>Total</b>	<b>23</b>	<b>30</b>	<b>217</b>	<b>258</b>

**Special Events:**

- **Daddy-Daughter dance** with a Barbie theme was Saturday, January 25 with 165 in attendance
- **Mom-Son Event** was Saturday, February 8th with 80 enrolled. The theme was Super Hero.

Our dance Coordinator and her dance teachers run the above events.



*Early Childhood*

**Preschool:**

23-24 WRC		24-25 WRC		23-24 TC		24-25 TC	
Threeschool	C	Threeschool	C	Threeschool	7	Threeschool	6
2's Playschool	11	2's Playschool	9	2's Playschool	C	2's Playschool	12
3's & 4's	33	3's & 4's	32	3's & 4's	82	3's & 4's	64
<b>Total</b>	<b>44</b>	<b>Total</b>	<b>41</b>	<b>Total</b>	<b>89</b>	<b>Total</b>	<b>82</b>

- Preschool Resumed on January 6. Parent/Teacher conferences occurred on January 23, 24, 30, and 31.
- Preschool Priority Registration for 2025-2026 opened on January 27 for currently enrolled students and siblings.
- Open enrollment started on February 3.

**Enrollment so far:**

25-26 WRC		25-26 TC	
Threeschool	C	Threeschool	2
2's Playschool	C	2's Playschool	1
3's & 4's	27	3's & 4's	34
<b>Total</b>	<b>27</b>	<b>Total</b>	<b>37</b>

\*Playschool classes at WRC will begin in January 2026 due to Willow construction.

**LSC:**

2023	2024
42(3 rooms)	43 (3 rooms)

5 Days: 34    3 Days: 5            2 Days: 4

- Winter Concert was held on January 17. Each class performed a couple of songs for their families.
- Three students have canceled to date due to the closure.

**Rock'n'Kids**

Baby Rock (NEW): C            Tot Rock: C            Kid Rock: 6

**Enrichment Classes**

Name	TC	WRC
Lunchbox Adventure	5	5
Little Innovators	4	7
Preschool Book Club	C	6
Four Seasons	7	N/A
Culinary Kids	N/A	4
Playdough Power	10	N/A

**Summer Camp – Ages 3-6**

Camp	Session 1	Session 2	Session 3	Session 4
Pre-Camp 3 day TC (ages 3-4)	0	0	0	0
Pre-Camp 2 day TC (ages 3-4)	0	0	0	0
Pre-Camp 2 day WRC (ages 3-4)	3	4	4	4
KinderCamp TC (ages 5-6)	2	3	4	4
KinderCamp WRC (ages 5-6)	2	5	4	5
Ready For Kinder (ages 5-6)	2	3	2	2

<b>Camp/ Sessions</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>
CIT	1	2	2	2	0	0	0	0	0	0
Splash WRC	6	7	13	12	11	12	12	12	13	16
Splash TC	6	6	6	7	6	7	7	8	8	N/A
Splash Before WRC	0	0	3	3	2	3	2	3	3	4
Splash After WRC	2	2	6	6	4	6	6	6	5	8
Splash Before TC	0	1	1	1	1	1	1	2	2	N/A
Splash After TC	3	4	4	4	4	4	4	5	5	N/A

Splash Camps are new this year, offered primarily for those students who were enrolled in the full-day childcare program, as a full-day transition through the summer.



### 50+ Club

<b>January 50+ Events</b>	<b>Date</b>	<b>Enrolled</b>
Seniors out Socializing Early Bird-First Watch	1/17	6
Birthday Lunch- January	1/24	21
Pub Trivia	1/29	32
Seniors out Socializing-Later - Wildfire	2/5	10

### **Group Exercise Enrollments for 50+**

	<b>Winter 2024</b>	<b>Winter 2025</b>
50+ Basic Exercise	27	0
Tai Chi (Daytime)	4	4
Line Dancing	12	12
Gentle Yoga	11	9

With the new Adult/Senior and Special Events Program Manager position expected to be filled soon, we will have a dedicated staff member to focus on senior programming.



### School Age - STAR and Day Camps

#### **STAR 24/25**

- To date, 441 enrollments across all STAR Before and After School Locations (enrollment is ongoing)
- Priority registration for the 2025-2026 School Year begins March 12<sup>th</sup>. Open enrollment begins March 17<sup>th</sup>.

	3 days before	3 days after	5 days before	5 days after	<b>Total enrolled 24/25</b>	<i>Waitlist</i>	<i>Total enrolled last year 23/24</i>
Armstrong	6	8	17	25	<b>56</b>	<b>1</b>	<b>51</b>
Fairview	3	14	7	16	<b>40</b>	<b>0</b>	<b>52</b>
Lakeview	2	7	9	21	<b>39</b>	<b>0</b>	<b>56</b>
MacArthur	1	11	34	48	<b>94</b>	<b>1</b>	<b>86</b>
Muir	3	9	15	21	<b>48</b>	<b>0</b>	<b>43</b>
Lincoln Prairie	4	13	22	12	<b>51</b>	<b>0</b>	<b>53</b>
<b>Total for D54 24/25</b>	<b>19</b>	<b>62</b>	<b>104</b>	<b>143</b>	<b>328</b>	<b>2</b>	<b>341</b>
Whiteley	7	13	26	66	<b>113</b>	<b>12</b>	<b>71</b>

### Schools Day Out

- Winter Break School Day ran at both Triphahn Center and Willow Recreation Center.
- Triphahn Center had 62 enrollments across the six days and Willow Recreation Center had 50 enrollments across the six days. Participants went on field trips to places including Play and Spin, WaterWorks, and Xtreme Wheels.
- School Day Out ran at both Triphahn Center and Willow Recreation Center on January 20. We had 19 enrollments, and they went to Nickle City
- Willow Recreation Center had 19 enrollments for their School Day Out on January 21.

### Summer Camp 2025 – Ages 7-13

- Summer Camp Registration began January 15
- Across all 10 weeks we have 597 registrations for our school-aged camps
- We are offering 2 new camps for school-aged campers Arts in the Parks and Adventure Camp

<b>Camp</b>	<b>Current enrollment across 10 weeks</b>
Camp Hoffman 5 day South	48
Camp Hoffman 3 day	67
Camp Hoffman 5 day North	100
Teen	33
Sports	26
STEAM	54
Arts in the Parks	29
Adventure	6
Early Arrival	89
Late Stay	145
	<b>597 Total Enrollments</b>
<i>*Camp registration opened in January, which is earlier than in previous years.</i>	



### **Adult Sports/Youth Sports**

- Our second session of indoor pickleball started January 13. We have 22 teams participating: 12 in the 3.5+ division and 10 teams in the beginner division.
- A pickleball tournament will be hosted at the NOW Arena on February 23, after first group rounds at The Club on February 16. This tournament is a joint partnership with THE Club and Windy City Bulls, and is open to the public and players in the current league.
- We're currently in the middle of our youth basketball season with 271 players participating, compared to 286 in 2024. We made sure to make communication a top priority on top of providing a high-quality program.
- Little hoopers basketball started their games on January 17, with the kids into 8 teams. Teams practice for 25 minutes focusing on fundamentals and drills. The remaining time is spent playing a scrimmage against an opposing team. Feedback for this new structure has been positive. We have 70 kids registered and 17 volunteer coaches. Home games are at Triphahn Center and Willow Recreation Center.
- Soccer, baseball and t-ball registration has begun for the spring session. These programs begin in early April.
- VolleyKids, Clinics and Leagues at Willow Rec Center start up the second week of February.

### **Field Rentals**

- Canterbury Park is booked each weekend from the first week of May until mid-September, with Century Cricket using the field on Sundays, and a church group using the field on Saturdays.
- A large cricket tournament is scheduled for Memorial Day weekend at Canterbury Park.
- Seminole Sports will be renting Cannon Crossings for three weekend tournaments (April 25-27; May 2-4; May 31-June 1).

### **E-Sports**

We hosted two birthday parties at the E-Sports facility in January.

### **Youth Contractual Sports**

- Sports Kids, Inc. continues to offer great youth athletics programming:
  - Volleyball has been their most popular class, but we are beginning to gain traction with Family Archery. There are currently 22 students enrolled in volleyball

classes on Monday nights. There are a total of 61 participants enrolled across all Sports Kids classes for this session. They are bolstering our camp programming by offering camp options during Spring Break.

- Brazilian United Corporation will be offering a week-long soccer summer camp. They will offer a full-day option, half-day, and an afternoon-only class for the pre-K age group.

**Contractual Athletic League**

**Aces Soccer** league registration has opened, and we are looking forward to a great Spring 2025 season. We are currently at 53 enrolled and we have plans to roll out an incentive program that will assist in recruiting volunteer coaches.



**The Club Swim Lessons:**

Winter Session 1 swim lessons started on January 7. During the first class of this session, families received their free swim pass punch card as a token of appreciation for joining the district's swim lesson program. Prior to the start of the winter session, all swim instructors received up-to-date training to ensure we are meeting the needs of the families per our end-of-the-year survey results!

Type of Lesson	2024	2025
Parent/Tot	5	14
Tots	4	8
Group Classes	72	77
Adult	6	3
Swim Lessons for All	0	2
TOTALS	87	104



## *Recreation Facilities*

### **Willow Rec Center Fitness & Racquetball**

<u>Membership</u>	<u>1/31/2024</u>	<u>01/01/2025</u>	<u>01/31/2025</u>	<u>2025 YTD</u>
Fitness	152	135	140	+5
Racquetball	31	20	21	+1
<b>Total</b>	<b>183</b>	<b>155</b>	<b>161</b>	<b>+6</b>

WRC Billed Healthcare Members 6

**WRC Rental Information: We had a total of 5 rentals for January.**

### **\*DOG OFF-LEASH AREAS**

<u>Membership</u>	<u>01/31/2024</u>	<u>01/01/2025</u>	<u>01/31/2025</u>	<u>2025 TTD</u>
<b>Total</b>	<b>551</b>	<b>453</b>	<b>460</b>	<b>+7</b>

### **Triphahn Center Fitness**

<u>Membership</u>	<u>01/31/2024</u>	<u>01/01/2025</u>	<u>01/31/2025</u>	<u>2025 YTD</u>
<b>Total</b>	<b>563</b>	<b>659</b>	<b>710</b>	<b>+51</b>
Billed Members	487	583	623	+ 40
Healthcare Numbers	76	76	87	+11

**TC Rental Information: We had a total of 94 for the month of January.**

The TC Fitness Center has seen a steady growth in memberships since the renovations in 2023. At the end of April 2023, there were 493 members. The grand re-opening was held May 6, 2023. With total memberships at 710 as of January 31 of this year, we have seen an overall increase of 44%. As seen in the examples below, C&M staff continue to market this neighborhood fitness center with positive results.

The Triphahn Center hosted a Fitness Center open house on Saturday, January 11. The purpose of our open house was to create awareness of the TC fitness facility to our community. We offered a \$0 enrollment promotion and currently have the promotion extended through the month of February. We had a table set up with HEParks merchandise, where participants spun the wheel and picked out their prize. The open house was from 10am to noon. We led 15 tours and sold 3 memberships.

Marketing also created a goals board for the fitness members. Members are able to write their goals on a sticky note and place them on the board to help motivate them through their workouts. We will continue to look at ways to promote our fitness center and build our membership base.



**MEMORANDUM NO. M25-014**

**TO: Recreation & Facilities Committee**  
**FROM: Craig Talsma, Executive Director**  
**Brian Bechtold, Director of Golf & Facilities**  
**RE: Facilities Board Report**  
**DATE: February 18, 2025**  
**Bridges of Poplar Creek, The Club, and Marketing Board Report**

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**Motion:**

Recommend the February Facilities and Marketing Report be included in the February Executive Director's Report for Board approval.

**Bridges General Programs:**

- Preferred Tee Time contracts have once again been sent out using our electronic form software PandaDoc. The deadline for the renewal is February 14 for early bird discount. So far, we have 14 contracts that have been renewed for this season.
- Bridges staff has created our Event Schedule for 2025, with the following events planned:

Golf Events – 8 Total

- March Madness – Saturday, March 22
- Par 3 Challenge – Wednesday, April 9
- Senior Spring Scramble #1 – Wednesday, April 23
- Senior Spring Scramble #2 – Wednesday, May 14
- Senior Fall Scramble #1 – Wednesday, October 1
- 4 Person Fall Scramble – Sunday, October 12
- Senior Fall Scramble #1 – Wednesday, October 22
- Turkey Shoot - Saturday, November 2
- Foundation Days
  - Saturday, April 26, 2025 – Toptracer
  - Monday, June 2, 2025 – Golf
  - Friday, September 5, 2025 – Golf
  - Saturday, October 4, 2025 – Toptracer

Golf Leagues

- Ladies 9 Hole League – June 3 to August 26 (13 Weeks)

Toptracer Events – 5 Events

- TT 2 Person Best Ball Event – Saturday, March 8
- TT 4 Person Masters Scramble – Friday, April 11
- TT 4 Person Scramble – Saturday, November 15
- Two New Events Coming: High School Individual Event and a Summer Event

Toptracer Leagues – 8 Leagues

- Spring 2-Person Team League – Mondays, March 10 – April 21
- Spring 4-Person Team League – Wednesdays, March 12 – April 16
- Spring 2-Person Team League – Thursdays, March 13 – April 17
- Couples League #1 - Wednesdays, June 18 – July 23
- Couples League #2 - Wednesdays, August 13 – September 17
- Fall 2-Person Team League – Mondays, October 6 – November 10
- Fall 4-Person Team League – Wednesdays, October 8 – November 12
- Fall 2-Person Team League – Thursdays, October 9 – November 13

Holiday Events, and Bar & Beer Garden Schedule (Additional Events will be added as entertainment and vendors are secured)

- Fish Fry
  - March 7 – April 18 – Fish Fry
  - March 14 – Live music (Brian Castillo)
  - April 11 – Live music (Ivy Noemi)
- April 5 – Breakfast with Bunny
- March 29 - Toptracer Family Day (1pm-3pm)
- May 24 – Live Music – The Dynamix (unconfirmed)
- June 14 – Live Music – The Sting Rays
- July 19th – Live Music – Lakeside City
- August 2nd – Yappy Hour Event – As Good As Gold Rescue
- August 15th – Live Music – Pop Fix ft. Denise Armour
- September 26th – Oktoberfest Event –HOTT Productions
- October 25th – Yappy Hour Costume Party
- November 29th – Light Up the Garden – Dickens Carolers
- November 30th - TT Family Day(1pm-4pm)
- December 6<sup>th</sup> – Winter Fest & Breakfast with Santa
- December 13th – Yappy Hour Pics with Santa

**Golf Rounds**

MONTHLY ROUND TOTALS					
2021	2022	2023	2024	2025	5 Year Average
0	0	0	0	0	0
YTD ROUND TOTALS					
2021	2022	2023	2024	2025	5 Year Average
0	0	0	0	0	0

**Range Information**

MONTHLY RANGE BASKET SALES TOTALS					
2021	2022	2023	2024	2025	5 Year Average
0	0	84	12	15	22

YTD RANGE BASKET SALES TOTALS					
2020	2021	2022	2023	2024	5 Year Average
0	0	84	12	15	22

### Toptracer Hour Totals

MONTHLY TOPTRACER RESERVATION HOUR TOTALS				
2022	2023	2024	2025	3 Year Average
Still under construction.	126	106	163	132
YTD TOPTRACER RESERVATION HOUR TOTALS				
2022	2023	2024	2025	3 Year Average
Still under construction.	126	106	163	132

### Food & Beverage

#### January

- 1 meeting servicing 11 guests
- 1 anniversary party servicing 77 guests
- 1 breakfast meeting servicing 25 guests
- 1 in-house event Family Night Dance servicing 87 guests

#### February

- 1 breakfast meeting servicing 30 guests
- 1 birthday party servicing 77 guests
- 1 memorial servicing 90 guests
- 1 shower servicing 40 guests

#### March

- 2 breakfasts servicing 55 guests
- Breakfast with Bunny - currently over 250 guests registered
- 1 shower servicing 50 guests

#### Golf Outings

2025

26 Shotgun Golf Outings Contracts sent out

2024 Total Shotgun Events: 36

#### Weddings

2025

11 ceremony and receptions

2024

9 ceremony and receptions, 2 reception only



**January 2025**

<b>Membership Totals</b>	<u>01/31/2024</u>	<u>01/01/2025</u>	<u>01/31/2025</u>	<b>Var. +/-</b>
Totals	2,792	3,020	3,107	+87

**Member Services/Sales & Fitness**

- **January New Member Enrollments:** The Club team continued to experience an influx of new member enrollments in January. With an offer of the discounted \$25 enrollment fee plus a gift of a Club logoed Puma sling bag, the team enrolled 214 new members in the month of January! This is the best January enrollment we have experienced in several years and The Club team has done an incredible job getting all of these memberships processed and orientated in a very busy time of year.
- **Referral Program Success:** We had 27 new members join as a result of being referred by a current member. Each of these members who referred somebody received a free month of dues.
- **United Healthcare Renew Active Program:** We had 113 Renew Active pass holders visit the Club in January, with 12 new members joining through this program this month.
- **Member Engagement and Facility Usage:** January saw 2,386 unique member visits, meaning approximately 78% of our total members actively used the facility during the month. This number reflects the busy atmosphere we are experiencing at the club.
- **Community Outreach:** The Club, in partnership with Ascension, offered a free body composition testing and target heart rate table on January 23 at The Club.
- **Facility Rentals:** Facility rentals continue to increase. Open Pickleball Night (Tuesdays) continues to gain popularity, using six courts and is full every session.
  - 40 volleyball rentals
  - 5 birthday parties
  - 22 pickleball court rentals
  - 3 basketball court rentals
  - 3 soccer rentals
  - 8 pickleball group classes were held in January
  - Windy City Bulls were here practicing 13 days in January
  - 2 overnight lock-ins
  - 1 all court weekend basketball tournament

**Fitness Team/Operations Team Initiatives:** The Club team has been very busy in January preparing for what will be an active next couple of months. The team has been preparing spaces

and ordering equipment in expectation of the renovation project of the old tennis court area. In addition to this, the team has placed an order for new spin bikes with an expected arrival sometime mid to end of March. Club team management is working closely with the parks department to create a timeline for the projects so we can minimize the downtime of any specific area as much as possible. The team is very excited for what is sure to be a very busy and exciting year!

## **TC Ice Operations**

### **Ice Operations**

- Hosted TCS Tournament over MLK weekend
- Hosted 6 USPHL Junior games for the Chicago Cougars and Chicago Crush (16–21-year elite hockey)
- Hosted 6 birthday parties and 3 Church/Home School groups in January
- Working on finalizing Spring Ice for all user groups as we transition from Fall/Winter league play which ends at the end of February
- Hosted Senior Nights for Timberwolves and Barrington Fillies organizations

### **Public Skate**

- Hosted MLK School day off public skate totaling over 220 patrons
- Added some specialty public skates for the upcoming months (Valentine’s Day Skates, St. Patrick’s Day Skate, Skate with the Bunny; two time slots each)
- (5) Public Skates in January totaling 1,134 patrons

### **Figure Skating**

- Held a 2-day Winter Mini Camp over the holiday break
- Our High School team started their competition season. They competed in Rockford on 1/9 where our Low team finished second out of 14 teams.
- We registered our Hoffman Skate academy teams (3) for their final competition of the season in Evanston on March 16.
- Our Spring Ice show is set for 6/7 & 6/8; the theme will be “Hoffman’s Academy Awards” with skaters performing to Broadway, musicals, and movies.
- The Spring Ice Show will feature two shows, one Saturday night and one Sunday afternoon. There will be a lot more planning with costumes for the group numbers and more décor.

### **Hockey**

- Championship win for Wolf Pack Pee wee 1 in their Glacier King Tournament, Wisconsin Dells, Jan 17-20.
- Championship win for Wolf Pack Pee wee 2 in their Frozen Face Off Tournament, Chicago IL, Jan 31-Feb 2.
- Hosted a try hockey free event on Jan 20 (MLK) with over 75 participants.
- Hosted senior celebration for 4 graduating seniors on our Wolf Pack midget 18U team on Jan 26.
- Playoffs will begin at the end of February for all Wolf Pack and Wolverine teams
- Spring Hockey information is out, and registration opens 2/7

Hockey Classes	Winter 2025	Winter 2024
Jr Wolf Pack (Level 1)	73	27
Jr Wolf Pack (Level 2)	47	59
Jr Wolf Pack (Level 3)	27	New Class for 2024

Hockey League	2024	2023
Mites	17	32
Squirts	17	29
Peewee	36	26
Bantam	13	15
Midget	17	20
U12 Wolverines	16	15
U16 Wolverines	17	16



## hoffman estates park district

### Marketing

#### BRIDGES

- Created marketing collateral for upcoming events and specials
- Continued gathering content for new digital brochure to promote weddings
- Worked with EverBridal to get landing page and funnel process for wedding tours
- Updated pricing and selections for 2025 Wedding Packages and Golf Outings
- Promoted select Toptracer Range dates (open during good weather)
- Created and started promoting Spring Fish Fry dates

**FRIDAYS**  
MAR. 7 - APR. 18  
4:30-9:00 PM

**FISH FRY**

**JOIN US!**

No reservations required!  
BridgesofPoplarCreek.com

**FRIDAY,**  
MAR. 14TH  
4:30-9:00 PM

**FISH FRY**

**LIVE MUSIC** 5-8 PM

**BRIAN CASTILLO**



## Email Blasts

- 1-14-25 Toptracer Range Open: Thursday - Saturday
- 1-22-25 Toptracer Range Opens Saturday
- 1-31-25 Toptracer Range Open: Extended Hours on 2-2-25

## THE CLUB

- Created marketing collateral for upcoming pop-up classes and events

**FIT FOR FEB** **POP-UP CLASSES**

**SATURDAY, FEBRUARY 1ST - 11:00 AM - 12:00 PM**  
**CORRECTIVE EXERCISE MOBILITY with James**  
 Experience foam rolling, targeted activation, and dynamic mobility drills to release tight muscles, strengthen underactive ones, and improve alignment. This class will leave you feeling taller, looser, and ready to move pain-free. The perfect blend of corrective exercise and hands-on movement to hit "reset" on your body!

**MONDAY, FEBRUARY 3RD - 9:30 - 10:20 AM**  
**AQUA BLAST with Bridgett**  
 Get stronger and leaner with low-impact on your joints using water resistance, aquatic dumbbells, noodles, steps and more. Come jump, kick and splash your way through this energizing class. Set to music and all fitness levels welcome.

**THURSDAY, FEBRUARY 6TH - 10:00 - 11:15 AM**  
**SLOW FLOW RESTORE with Maria**  
 This class will be a slow paced yoga practice that will gently release tension and stress. We will start off nice and slow, add some strengthening, standing poses and close with a nice restorative practice. All levels are welcome.

**THURSDAY, FEBRUARY 13TH - 10:00 - 11:15 AM**  
**SLOW FLOW RESTORE with Maria**  
 This class will be a slow paced yoga practice that will gently release tension and stress. We will start off nice and slow, add some strengthening, standing poses and close with a nice restorative practice. All levels are welcome.

**FRIDAY, FEBRUARY 21ST - 9:30 - 10:20 AM**  
**AQUA BLAST with Mary**  
 Get stronger and leaner with low-impact on your joints using water resistance, aquatic dumbbells, noodles, steps and more. Come jump, kick and splash your way through this energizing class. Set to music and all fitness levels welcome.

**FRIDAY, FEBRUARY 21ST - 6:00 - 7:15 PM**  
**SOUND BATH with Trinity Bednarz Middleton**  
 Gentle and soothing full body yoga, finding proper alignment for crystal bowl sound meditation. Align your chakras with the cosmic divine. Props and eye mask encouraged for support and comfort.

**SATURDAY, FEBRUARY 22ND - 11:00 AM - 12:00 PM**  
**CORRECTIVE EXERCISE MOBILITY with James**  
 Experience foam rolling, targeted activation, and dynamic mobility drills to release tight muscles, strengthen underactive ones, and improve alignment. This class will leave you feeling taller, looser, and ready to move pain-free. The perfect blend of corrective exercise and hands-on movement to hit "reset" on your body!

**MONDAY, FEBRUARY 24TH - 9:30 - 10:20 AM**  
**AQUA BLAST with Bridgett**  
 Get stronger and leaner with low-impact on your joints using water resistance, aquatic dumbbells, noodles, steps and more. Come jump, kick and splash your way through this energizing class. Set to music and all fitness levels welcome.

**THURSDAY, FEBRUARY 27TH - 10:00 - 10:50 AM**  
**YIN YOGA with Mary**  
 Yin yoga requires a series of passive poses that are held at a minimum of 3 to 5 minutes. They are designed to reduce stress and anxiety, improve flexibility, sleep, mental focus and balance.

**WE ❤️ OUR MEMBERS!** **THE CLUB**

**PICKLEBALL CLINIC**

In our DRILL programming, you'll have the opportunity to develop intermediate skills and fundamentals of pickleball in a small group setting. Our instructors will run through ways to improve your skills and technique to take your game to the next level. This 90-minute session will be split between skill development, practice, and match play with leveled players.

Prerequisite to join this DRILL session is the completion of a 102 class or 3.0 equivalent experience in gameplay. (This is not for beginners).

**PROGRAM# 210458-A SUNDAY 2-9-25**  
**1:00pm - 2:30pm | 18 - 99 yo | \$30 / \$30**

**REGISTER TODAY!**

**MEMBER APPRECIATION EVENT**  
**FRIDAY, 2-7-25 6:00 - 8:00 PM**

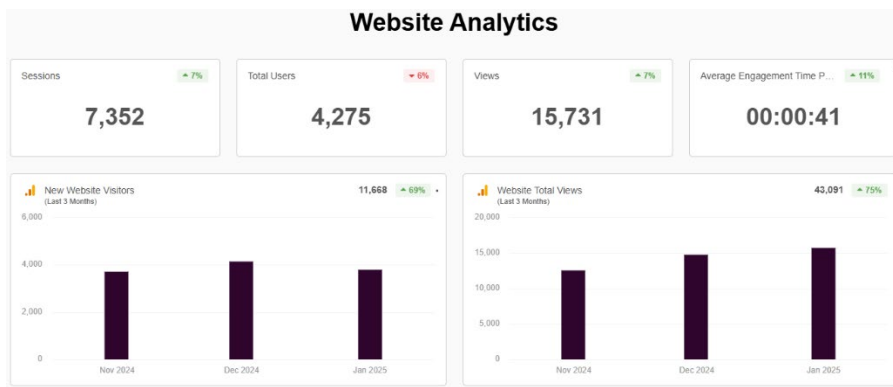
**FUN, INSTRUCTOR-LED PAINT PARTY!**  
**5 PM: DOORS OPEN - 6 PM: PAINTING BEGINS**  
 COFFEE, COCOA, AND LITE BITES INCLUDED.

**SCAN TO REGISTER** **GET \$10 OFF!**  
**USE CODE: HEP27**

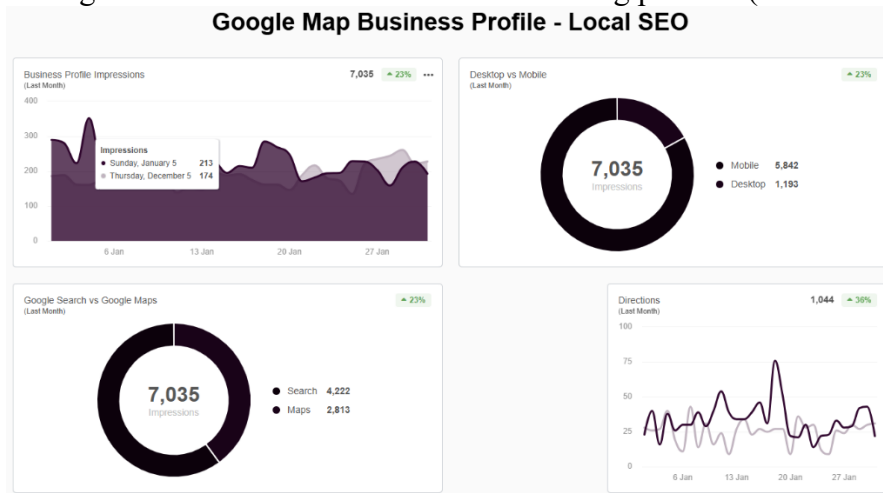
- Started brainstorming branding ideas for upcoming room and spin studio remodel
- Created branded step & repeat backdrop for branded shots of members of the quarter, etc.



- Website statistics are trending positive, more sessions, views, and increased engagement time (see below chart)



- Google Business Profile/Local SEO is trending positive (see below chart)



## OTHER

- Attended IPRA/IAPD Soaring to New Heights conference; gathered new marketing strategies
- Won 1st Place (out of 26 entries) at the Agency Showcase for Video: Short Form (The Club Testimonial video: <https://theclubps.com/testimonials/> )



- Took 4th place (out of 23 entries) at The Agency Showcase for Website (The Club website: [www.TheClubPS.com](http://www.TheClubPS.com) )



## January C&M Production Metrics

- 12 Integrated Campaigns: Spring Programs Campaign, Camp Registration Campaign, Spring Sports Campaign, Preschool Campaign, Seascope Tent Rental Campaign, Seascope Membership Promo Campaign, Star Registration Campaign, Soccer Campaign, Baseball Campaign, VolleyKids Campaign, Fencing Campaign, Windy City Bulls Pickleball Campaign
- The C&M department collaborated with the Rec department to develop the Spring Program Guide as an interactive downloadable Flipbook on the website. The two teams also worked together to plan the timeline and deliverables for 2025 Program Guide Flipbooks and integrate into the C&M marketing calendar. Mini Flipbooks for Camp and Youth Sports were also created and posted on the website.
- 67 C&M production tasks with 93 production sub-tasks

## January Email Performance Metrics

Email Campaign Name	Open Rate	Click Rate	Bounce Rate	Unsubscribe Rate
TH_Newsletter 1/30/24	35.22%	0.86%	0.06%	0.04%
1/28/25_TU Newsletter	37.05%	1.42%	0.06%	0.06%
TH_Newsletter 1/23/25	38.91%	0.63%	0.03%	0.08%
1/21/25_TU Newsletter	38.78%	0.92%	0.03%	0.05%
Preschool Open House	87.28%	2.04%	0.00%	0.25%
TH_Newsletter 1/16/25	38.73%	0.94%	0.05%	0.08%
1/15 Rose Jan email	47.29%	0.15%	0.00%	0.30%
1/14/25_TU Newsletter	38.72%	0.99%	0.07%	0.04%
TH_Newsletter 1/09/25	38.86%	0.81%	0.05%	0.08%
1/7/25_TU Newsletter	40.65%	1.42%	0.07%	0.07%
TH_Newsletter 1/02/25	37.49%	0.73%	0.07%	0.12%
<b>11 Email Blasts</b>	<b>38.38%</b>	<b>0.97%</b>	<b>0.05%</b>	<b>0.07%</b>

## January Social Media Performance Metrics:

Total social media activity across Facebook, Instagram, LinkedIn, & Twitter = 97 posts, reels, & stories (content volume down by 20.3% from December)

**Facebook:** Reach 25k (down 30.7% from prior month's 159% increase), content interactions 306 (down 42.4%), new followers 43 (up 26.5%), 30.7 Views (metric replaced Visits)

**Instagram:** Reach: 1.3k (down 85.2% from prior month's 371% increase), content interactions 127 (down 80.7%), new followers 32 (up 33.3%), 12.5 Views (metric replaced Visits).

The most popular post in January was a Facebook post Announcing Preschool Open House. The post reached 2,619 people (1,923 organically and 713 with a paid boost at a cost of \$59.95 and had 8,922 Impressions, & 11 organic Interactions and 37 interactions in the paid boost.

📞 Calling all future preschool families! 📞

Come explore what makes our preschool special! Join us at one of our Preschool Open Houses to learn more, tour the classrooms, and meet our amazing teachers! 💕

Join us at one of our two locations:  
Triphahn Center | January 21 | 6:30 PM - 7:30 PM  
Willow Recreation Center | January 22 | 6:30 PM - 7:30 PM

P.S. Registration for new families starts February 3rd! 📅 (A \$75 registration fee is due at sign-up.)

✨ Don't miss this chance to kickstart your little one's learning journey! ✨

#HEParksPreschool #PreschoolFun  
#PreschoolOpenHouses

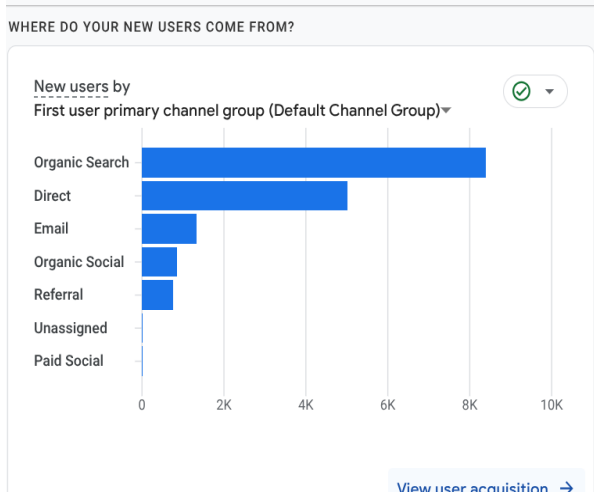
The graphic features a green header with the text "Preschool hoffman estates park district". Below the header is a pattern of colorful handprints in blue, green, and yellow. The main text reads "Open Houses" in a large, bold, green font. Underneath, it lists two locations: "Triphahn Center: Jan. 21 | 6:30pm-7:30pm" and "Willow Recreation Center: Jan. 22 | 6:30pm-7:30pm".

📷 Write a comment... 📺 😊

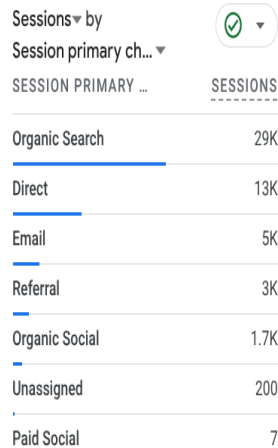
## January Website Performance Metrics:

Website Snapshot: 19k users visited the website in the month of January. The majority 16k were new visitors with an average engagement time of 2 minutes 31 second and 51,099 sessions

### Where do NEW Users Come From?



### Where do ALL users Come From?



## Top Pages:

WHICH PAGES AND SCREENS GET THE MOST VIEWS?

Views by Page title and screen class



<u>PAGE TITLE AND SCREEN ...</u>	<u>VIEWS</u>
Hoffman Estates WebTrac - ...	34K
Hoffman Estates WebTrac - ...	33K
Hoffman Estates Park Distri...	12K
Hoffman Estates WebTrac - ...	5.9K
Hoffman Estates WebTrac	3.8K
Hoffman Estates WebTrac - ...	2.8K
Explore Programs - Hoffman...	2.4K