

AGENDA
REGULAR BOARD MEETING NO. 1111
TUESDAY, APRIL 22, 2025
7:00 p.m.
Triphahn Center

1. ROLL CALL
2. PLEDGE OF ALLEGIANCE
3. APPROVAL OF AGENDA
Motion to approve the agenda as presented.
4. RECOGNITION
 - A. Employees of the 1st Quarter 2025
 - Part-Time: Sharon Hornig
 - Full-Time: Frankie Rodriguez
 - B. Best of Hoffman 1st Quarter 2025 – Kristy Hopkins
5. COMMENTS FROM THE AUDIENCE
6. RECESS FOR A&F COMMITTEE MEETING
Motion to recess the Board Meeting for the purpose of convening the Administration & Finance Committee Meeting.
7. RECONVENE FOLLOWING A&F COMMITTEE MEETING
Motion to reconvene the Board Meeting.
8. CONSENT AGENDA ([Click here to access all Board & Committee Packets](#))
Motion to approve the Consent Agenda items A through N.
 - A. Purchase of Vogelei Park Playground Equipment / M25-038 (see B&G April packet)
 - B. Purchase of Vogelei Park Splash Pad Equipment / M25-039 (see B&G April packet)
 - C. Purchase of Vogelei Park Shelter / M25-040 (see B&G April packet)
 - D. Website Redesign RFP Selection / M25-036 (see Rec & Facilities April packet)
 - E. Organizational Chart / M25-046 (see A&F April packet)
 - F. Comcast Agreement / M25-042 (see A&F April packet)
 - G. Garibaldi's Agreement / M25-041 (see A&F April packet)
 - H. Naming of Park / M25-044 (see A&F April packet)
 - I. Open and Paid Invoice Register: \$823,421.52 (see A&F April packet)

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- J. District-Wide Operations Statement, Revenue and Expenditure Report and Financial Statement Analysis (see A&F April packet)
 - K. Acceptance of B&G Minutes 3/18/2025 (see B&G April packet)
 - L. Acceptance of Rec & Facilities Minutes 3/18/2025 (see Rec & Facilities April packet)
 - M. Acceptance of A&F Minutes 3/25/2025 (see A&F April packet)
 - N. Approval of Regular Board Meeting Minutes 3/25/2025
9. PRESIDENT’S REPORT
10. ADOPTION OF EXECUTIVE DIRECTOR’S REPORT
Motion to adopt the Executive Director’s Report as presented.
11. OLD BUSINESS
12. NEW BUSINESS
13. COMMISSIONER COMMENTS
14. ADJOURNMENT
Motion to adjourn the meeting.

**MINUTES
REGULAR BOARD MEETING NO. 1110
March 25, 2025**

1. Roll Call:

A regular meeting of the Hoffman Estates Park District Board of Commissioners was held on March 25, 2025, at 7:00 p.m. at the Triphahn Center in Hoffman Estates, IL.

Present: President Chhatwani, Commissioners Dressler, Evans, Friedman, Kaplan, MacGregor, and McGinn

Absent:

Also Present: Executive Director Talsma, Deputy Director Bechtold, Director of Administrative Services Rivas, Executive Assistant Flynn, Superintendent of IT Agudelo

Audience: Comm Reps Harner, Musial, and Winner

2. Pledge of Allegiance:

Everyone present stood for the Pledge of Allegiance.

3. Approval of Agenda:

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

4. Comments from the Audience:

None

5. Recess for A&F Committee Meeting:

Commissioner McGinn made a motion, seconded by Commissioner Evans to recess the Board Meeting at 7:01 p.m. for the purpose of convening the A&F Committee meeting. The motion carried by voice vote.

6. Reconvene Following A&F Committee Meeting:

Commissioner Kaplan made a motion, seconded by Commissioner McGinn to reconvene to the Regular Board Meeting at 7:15 p.m. The motion carried by voice vote.

Comm Reps Harner, Musial, and Winner left the meeting.

7. Consent Agenda:

Commissioner Kaplan made a motion, seconded by Commissioner MacGregor to approve the consent agenda items A through L.

On a Roll Call: Carried 7-0-0

Ayes: 7 Chhatwani, Dressler, Evans, Friedman, Kaplan, MacGregor, McGinn

Nays: 0

Absent: 0

- A. WRC Renovations Construction Plan and Contract / M25-024 (see B&G March packet)
- B. Sycamore Playground Installation / M25-026 (see B&G March packet)
- C. Sycamore Park Fall Surface and Installation / M25-031 (see B&G March packet)
- D. Cipri Park Playground Equipment / M25-027 (see B&G March packet)
- E. Cipri Park Fall Surface/Installation and Playground Equipment Installation / M25-032 (see B&G March packet)
- F. District Utility Vehicles and Mower Purchase / M25-028 (see B&G March packet)
- G. Open and Paid Invoice Register: \$608,969.90 (see A&F March packet)
- H. District-Wide Operations Statement and Revenue and Expenditure Report (see A&F February packet)
- I. Acceptance of B&G Minutes 2/18/2025 (see B&G March packet)
- J. Acceptance of Rec & Facilities Minutes 2/18/2025 (see Rec & Facilities March packet)
- K. Acceptance of A&F Minutes 2/25/2025 (see A&F March packet)
- L. Approval of Regular Board Meeting Minutes 2/25/2025

8. President's Report

President Chhatwani said The Club renovations look amazing. You have to work extra hard on the new turf! She wished good luck to her fellow commissioners in the April 1 election. She said that her volunteer work with the Junior Achievement program is going well. She has begun working with Operation Hope, an organization that connects clients who need financial help in the community.

9. Adoption of Executive Director's Report:

Commissioner MacGregor made a motion, seconded by Commissioner McGinn, to adopt the Executive Director's Report as presented.

The motion carried by voice vote.

10. Old Business:

None

11. New Business:

A. Surplus Ordinance / M25-030 / O25-002

Commissioner Friedman made a motion, seconded by Commissioner Dressler to approve Ordinance O25-002, an “Ordinance Authorizing the Disposal, Sale or Trade-In of Surplus Property Owned by the Hoffman Estates Park District”.

On a Roll Call: Carried 7-0-0

Ayes: 7 Chhatwani, Dressler, Evans, Friedman, Kaplan, MacGregor, McGinn

Nays: 0

Absent: 0

12. Commissioner Comments:

Commissioner McGinn said he went to the Fish Fry, and added that the walls and floors look great over at Bridges. He also went for a swim at The Club, and said the renovations look great. He added that the swim reservations were booked but no one was in there when he arrived.

Commissioner Kaplan said good luck to everyone running for re-election.

Commissioner MacGregor said he is looking forward to nicer weather to enjoy the parks, and he is looking forward to the election.

Commissioner Friedman said he voted for everyone already. He asked if there are security cameras at all facilities. He asked if staff could provide an updated organizational chart. He asked how we are doing with lifeguards; Director Bechtold said we are doing well. He mentioned that we had a few 5th/6th grade and 7th/8th grade baseball players who were moved to the Palatine league because we didn't have a team, but he was happy they had a place to play.

Commissioner Evans did a walk-around at The Club and was able to peek at the new area before it was finished; he said it looked good. His neighbor is going to Athletico there, and his wife had good things to say about the entire facility.

13. Executive Session:

Commissioner Evans made a motion, seconded by Commissioner McGinn to move to Executive Session at 7:25 p.m. for the purposes of:

- A. Minutes, pursuant to 5 ILCS 120/2 Section 2(c)(1) of the Open Meetings Act
- May 21, 2024
 - May 28, 2024
 - February 25, 2025

- B. Appointment, employment, compensation, discipline, performance, or dismissal of any employee, pursuant to 5 ILCS 120/2 Section 2(c)(1) of the Open Meetings Act.

On a Roll Call Vote: Carried 7-0-0
Ayes: 7 Chhatwani, Dressler, Evans, Friedman, Kaplan, MacGregor, McGinn
Nays: 0
Absent: 0

14. Reconvene following Executive Session:

Commissioner Evans made a motion, seconded by Commissioner MacGregor to close the Executive Session and reconvene to the Regular Board Meeting at 7:49 p.m. The motion carried by voice vote.

15. Approval of Closed Session Minutes

Commissioner MacGregor made a motion, seconded by Commissioner Dressler to approve and release the minutes from the May 21, 2024 Executive Session. The motion carried by voice vote.

Commissioner MacGregor made a motion, seconded by Commissioner McGinn to approve and release the minutes from the May 28, 2024 Executive Session. The motion carried by voice vote.

Commissioner Dressler made a motion, seconded by Commissioner MacGregor to approve but not release, due to confidentiality, the minutes from the February 25, 2025 Executive Session. The motion carried by voice vote.

16. Approval of Executive Director’s Employment Agreement and Compensation

Commissioner MacGregor made a motion, seconded by Commissioner McGinn to approve the renewal of the Executive Director’s employment contract for one year, a 4% salary increase for the Executive Director effective May 1, 2025, plus a \$10,000 annual bonus.

On a Roll Call Vote: Carried 7-0-0
Ayes: 7 Chhatwani, Dressler, Evans, Friedman, Kaplan, MacGregor, McGinn
Nays: 0
Absent: 0

17. Adjournment:

Commissioner Dressler made a motion, seconded by Commissioner MacGregor, to adjourn the meeting at 7:52 p.m. The motion carried by voice vote.

Respectfully submitted,

Craig Talsma
Secretary

Cindy Flynn
Executive Assistant

**HOFFMAN ESTATES PARK DISTRICT
REGULAR BOARD MEETING NO. 1111**

EXECUTIVE DIRECTOR'S REPORT

April 2025

PARKS DIVISION REPORT

MOTION

Recommend to the full board to include the Parks, Planning & Maintenance April Board Report in the April Executive Directors Report.

ADMINISTRATION & CAPITAL PROJECTS

BPC Driving Range Hitting Mat Area Renovation

Forever Lawn began the installation of the new tee box area on 4/9/2025. The cold and wet weather has put them behind to start the year. Staff removed more areas of grass and asphalt in preparation for restoration. Sod has been ordered and expected to arrive on Monday 4/14/2025. We anticipate opening the new artificial tee surfaces 4/18/2025.

New Park at Seascape

The fall surface material is set to arrive on 4/18/2025 with installation taking place the following week. Staff is currently working on the restoration of the area by preparing it for sod and plants, while also completing a layout for the fence and canopy.

Hunters Ridge Playground

Staff were able to remove the old playground from Hunters Ridge park, and they also removed all existing engineered wood fibers and drainage. Team Reil was onsite to start the installation of the playground on 4/8/2025. All aspects of the installation are weather dependent, so an opening date is currently unknown.

Vogelei OSLAD

Staff began with phase two by ordering plants for the sensory garden and developing the plans for the layout. Staff and members from Ericksson Engineering have been working on the total scope of the project with the playground, splash pad and shelter being part of the April board meetings. The remainder of the multi-golf course tee boxes and greens have been built in the shop and will be installed based on the weather. Starting on 4/11/2025 we will be installing the Bank Shot Sports court poles and backboards. Staff will also be working on completing the greenhouse by installing fencing around it and completing the structure.

AQUATICS AND BUILDINGS

Triphahn Center:

- Installed new belt and adjusted pulley on exhaust fan above dance room.
- Marked and cleared electrical rooms, per OSHA guidelines.
- Started replacement of outlets in Zamboni room that need to be switched to GFCI's.
- Installed electrical box covers in upstairs off ice closet at roof access.
- Installed new burner assembly for hot tub boiler.
- Installed new pressure relief valve on spa boiler.
- Installed new shut off valve on urinal #1 on north side.
- Re-calibrated Aquasol controller probes.
- Installed a new switching relay for pneumatic system air compressor.

Bridges of Poplar Creek:

- Completed and passed elevator inspection and full load test.
- Replaced upstairs kitchen thermostat.
- Installed new light fixture in upstairs bathrooms.
- Installed fountain electrical panels.
- A replacement cooler is being ordered for upstairs back bar cooler which has a bad compressor.
- Tested and confirmed voltage to new kitchen appliances. Re-certified kitchen hood ANSUL system.
- Repaired a broken pipe in halfway house that did not drain out over winter.

The Club at Prairie Stone:

- Camera mount was installed in the back fitness area.
- Completed layout for sound panels – installed brackets and panels in the blue room.
- Installed new core module and computer board on lap pool Seresco – had core module updated and programmed by Seresco.
- Started up new exhaust fan that was previously installed. Lap pool dehumidifier is now fully operational.
- Installed new motion sensor in women's club locker room sink. Installed a new shower mixing valves in men's club locker room.
- Brand new boiler installed for the activity pool – had Modern Energy set gas pressure correctly for us.
- Marked and cleared out electrical rooms, per OSHA guidelines.
- Replaced two high bay lighting fixtures on the red wall.

Vogelei:

- Removed electric supply from gaming tables in old E-Sports area. Relocated two outlets to columns, removed data cables that fed gaming computers. Left data cables and ports that were attached to the walls for future use.

Other:

- Installed RPZ's in outdoor restrooms for season startup.

- Installed rebuilt handrails for the play feature at Seascape.
- The district 2013 International 7400 SFA 4x2 truck blew its engine this past month. In order to have a new engine installed it would be roughly \$50,000. The truck has 38,213 miles and 3,285 hours (which converts to 197,100 more miles). Staff will be looking into a replacement unit for the 2026 budget.

PARKS

Parks & Forestry

- Completed prescribed burns at Bridges of Poplar Creek and Victoria Wetlands South.
- Completed felled tree cleanup at Bridges, including removing stumps, limbs, etc.
- Inspected landscape beds at T.C., Vogelei, WRC and The Club.
- Completed algae abatement at Black Bear, Princeton Basin, Yorkshire Basin East & West and Vogelei.
- Conducted shore clean-up/litter removal at Vogelei Park.
- Completed park I.D. sign clean-up and inspections at various parks.
- Cleaned up downed trees at Bo's Run Dog Park, following storm/high winds.
- Seed processing and sorting was done at the Shop.
- Storm inspections and clean-ups for all East/Central parks and North parks.

Playgrounds:

- Conducted routine playground checks and maintenance.
- Windscreens were installed for pickle ball at Fabbrini and Pine Park, as well as court number signs. Windscreens for tennis courts also completed at Fabbrini.
- Completed raking and weed pulling for various playgrounds, along with trash removal.
- Snow removal for parks and buildings as needed.
- Mulch was removed from old playground at The Club. Drain line located, new drainage was installed and new gravel installed.
- Mulching and landscape bed maintenance was done at T.C.
- Reinstalled top caps on block walls at Canterbury and Colony Park.
- Removed the old playground at Hunters Ridge and took metal to scrap yard. Removed concrete footings and plastic slide. Mulch was taken to Cannon parking lot and dirt transported to the golf course. Drains were located and cleaned out to make sure all are clear.

Athletic Fields:

- All baseball/softball fields turned over and cleaned. Continued turning over fields at Cannon and dragged all Central and North fields with the ABI.
- Cleaned dugouts and paved areas around ball fields.
- Inspections of backstops and bleachers. Bases were pressure washed.
- Aerated both soccer fields at Cottonwood, the three baseball fields, the soccer field at Fabbrini and the ball field at Armstrong. Aerated all North fields except Huntington (since it was too wet) and the football field at Sycamore.
- Seeded Cottonwood, Fabbrini, and Pebble – along with Olmstead soccer fields.
- All soccer fields were laid out and goals set with anchors.

RECREATION DIVISION REPORT

Motion:

Recommend to the full board to include the April Recreation board report in the April Executive Director's Report.

Recreation Division

- We had a busy month with onboarding new staff, including Anna Thoma and William Anderson, our new Facility managers who started March 10. Both have hit the ground running, already offering their knowledge and expertise in enhancing customer service and new program suggestions. We look forward to their continued efforts as they settle into their new roles.
- Additionally, Connor Schwarz, our Senior/Adult Program Manager started March 17. He has been a great addition to the team.
- Jennifer Sweeney from Wheeling Park District has been hired as the new Director of Recreation starting April 14. We look forward to welcoming her soon.
- We hosted our first Friends Days event of the year, the St Patrick's Skate on March 16, where all admission fees were donated to the Friends of HEParks Foundation. We had a nice turnout; we promoted our future events and handed out St. Patrick's Day goodies.
- Staff attended the Village Fourth Fest meeting and Fishing Derby meetings this month.
- Various staff members continue to be active with IPRA as Section Chair or Director, as well as being involved in IPRA events. In addition, staff have been attending appropriate training sessions through IPRA and PDRMA.

General Programs

Theatre

- Youth Hott Theater has rehearsals for Shrek JR with 47 enrolled.
- The all-ages Hott Theatre production of Jersey Boys has started with 22 enrolled.

General Programs

Program	Spring Session 2024	Spring Session 2025 (as of 4/3)
Shotokan Karate	136	110
Tae Kwon Do	19	14
Gymnastics	119	120

Contractual:

- **Karate** begins a new session on 4/4
 - Another "Try Karate For Free" class took place on Monday, March 10
 - We finished the Winter '25 session with 138 people enrolled across youth and adult levels

- **TKD** began a new session on 4/1, meeting Tuesdays and Thursdays at Willow Recreation Center.
- **The Gymnastics** winter session began on February 17 with 120 enrolled, and the next session begins on April 7. To date, we have 100 enrolled in the April session. Planning is underway for equipment purchases and new flooring for the new gymnastics center at Willow. We are looking forward to a fresh new look at the gym with some trending equipment.
- We have reached out to new contractual vendors to expand our offerings:
 - **Skyward Fencing**, currently offering classes at Harper College, began 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 has started offering programs for the District. They offer language classes via Zoom for various ages and skills levels.
 - **Chess-Ed** will be another new contractor that we plan to bring in to bolster our non-athletic youth offerings.
 - Our General Program manager is in communication with several other contractual companies and hope to have additional new programming in place for the Summer 2025 season.

Hot Shot Sports Birthday Parties

- We currently have three Hot Shot Sports birthday parties scheduled for April. This continues to strengthen, and we already have eight parties completed/scheduled for this year with more requests continuing to come in.

Winter Baton Numbers: (classes started January 3 and ended March 21)

Style	Winter 2024 Classes running	Winter 2025 classes being offered	Winter 2024 Numbers	Number enrolled as of 4/1/2025
Performance baton	2	2	18	19
Baton	8	7	29	29
Total	10	9	47	48

*New session of baton starts week of March 30th -April 4th

Dance:

Things that happened in March:

1. 15 Private Lessons
2. Applause Dance Competition 3/14-3/16, This was one of our best award weekends ever in Wisconsin.
3. Recital information was sent home recently.

Things that will be happening in April:

1. Recital t-shirt sales end 4/1
2. Dance Competitions: April 4 and 6 - Hall of Fame in Schaumburg, and April 25-27 - Rainbow Dance Competition in Joliet.
3. Recital Picture days 4/29, 4/30 and 5/1

Winter Spring Dance Numbers: (Classes started January 4)

Style	Recital 2024 classes offered	Recital 2025 Classes offering	2024 Recital Enrollment	Number enrolled as of 4/1/2025
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
Total	23	30	217	258

Special Events

Upcoming events include the Kids' Egg Hunt(s) scheduled for April 19, and the free Kite Day on Saturday, May 3. The Egg Hunt will take place in three locations throughout the day, Pine Park, Fabbrini Park and Cannon Crossing. To date, we have 440 children registered, with Fabbrini being the most popular.

In addition, our Earth Day volunteer event at Victoria Park will take place the morning of April 26. So far we have ten volunteers registered to attend.

Early Childhood Programs

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	10
3's & 4's	32	3's & 4's	33	3's & 4's	79	3's & 4's	62
Total	43	Total	42	Total	86	Total	78

March 5 was our 4th family event for preschool. Bonding with Buddies was the theme and the children made green egg slime and got a green eggs and ham treat.

25-26 WRC		25-26 TC	
Threeschool	C	Threeschool	5
2's Playschool	C	2's Playschool	3
3's & 4's	32	3's & 4's	47
Total	32	Total	55

LSC:

2024	2025
53(3 rooms)	42 (3 rooms)

5 Days: **33** 3 Days: **5** 2 Days: **4**

Rock'n'Kids

Baby Rock (NEW): C

Tot Rock: C

Kid Rock: 7

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

Camp	Session 1	Session 2	Session 3	Session 4
Pre Camp 3-day TC	2	2	2	2
Pre Camp 2-day TC	1	1	1	1
Pre Camp 2-day WRC	5	6	5	5
KinderCamp TC	3	5	3	4
KinderCamp WRC	3	8	9	9
Ready For Kinder	5	9	8	7

Camp	Session 1	Session 2	Session 3	Session 4	Session 5	Session 6	Session 7	Session 8	Session 9	Session 10
CIT	1	1	2	2	2	2	2	2	0	0
Splash WRC	13	15	20	23	18	21	19	20	24	32
Splash TC	12	11	12	12	12	12	11	12	12	N/A
Splash Before WRC	0	0	3	4	2	4	2	4	3	6
Splash After WRC	3	3	8	10	7	10	8	9	7	14
Splash Before TC	2	2	3	3	3	3	2	3	3	N/A
Splash After TC	6	6	7	7	7	6	5	6	6	N/A

Seniors/Adults

<u>March/April 50+ Events</u>	<u>Date</u>	<u>Enrolled</u>
Pub Trivia- March	3/20	22
Pub Trivia- April as of 3/31	4/30	4
Lunch and Learn- Woodlands	4/09	11
March Birthday Lunch	3/28	20
April Birthday Lunch as of 3/31	3/12	5
St. Paddy's Luncheon	3/14	11
Beautiful Musical- Drury Lane	3/19	11
Out Socializing Early Bird- Granite City	3/21	25
Out Socializing Early Bird- Bahama Breeze	3/05	16
Out Socializing- Early Bird- Longhorn as of 3/31	4/2	10
Out Socializing Lunch- Maxfields	4/18	4

Group Exercise Enrollments for 50+

Class	Winter 2024	Winter 2025	Spring 2024	Spring 2025
50+ Basic Exercise as of 3/31	77	55	72	11
Tai Chi (Daytime) as of 3/31	14	6	14	3
Line Dancing as of 3/31	36	30	20	N/A- Looking for new instructor
Gentle Yoga as of 3/31	25	21	22	9

Our New Adult and Senior Program Manager started on March 17, 2025. He will be dedicated to all programming moving forward. We are actively looking to expand art, music, dance, and a wide range of fitness programs for all of our 50+ participants.

Program Ideas and when we are looking to implement them:

Chair Yoga: May-June

Restorative, Gentle Flow, Barre Yoga: May-June

Club and Group Music classes involving the piano: An individual from our 50+ center wants to do free lessons and music therapy classes: May-June

Art Programs; Basic Painting and drawing programs; Expressive Arts: June-July

Lunch and Learns: Alzheimer's Organizations, Dementia Organizations, Fall Prevention,

Medicare Fraud, Technology and Senior Care

School-Age STAR and Day Camps

STAR 24/25

- To date, 434 enrollments across all STAR Before and After School Locations (enrollment is ongoing)
- Registration for the 2025-2026 school year opened March 12 for currently enrolled families, and March 17 opened to the public.
- Currently we have 337 enrollments across all STAR Before and After School Locations for the 2025-2026 school year (enrollment is ongoing)

	3 days before	3 days after	5 days before	5 days after	Total enrolled 24/25	<i>Waitlist</i>	<i>Total enrolled last year 23/24</i>	Current enrollment for 2025-2026
Armstrong	6	10	17	26	59	1	51	40
Fairview	3	15	7	14	39	0	52	20
Lakeview	2	7	8	19	36	0	56	15
MacArthur	1	11	34	47	93	1	86	92
Muir	4	9	15	22	50	0	43	15
Lincoln Prairie	4	11	20	13	48	0	53	40
Total for D54 24/25	20	63	101	141	325	2	341	
Whiteley	7	14	25	63	109	12	71	115

Schools Day Out

- District 54 and District 15 had Spring Break March 24-28 with District 54 having two additional days of March 31 and April 1.
- We brought in JG's Reptile Road Show for the participants as well as ice skating at TC, trips to SafariLand, Chasers Laser Tag, The Zone, and more!
- District 54 had 105 enrollments across all 7 days
- District 15 had 35 enrollments across all 5 days

Summer Camp 2025 – Ages 7-13

- Summer Camp Registration began January 15
- Across all 10 weeks we have 1,633 registrations for our school-aged camps
- We are offering two new camps for school-aged campers: Arts in the Parks and Adventure Camp.

Camp	Current enrollment across 10 weeks
Camp Hoffman 5-day South	120
Camp Hoffman 3 day	231
Camp Hoffman 5-day North	248
Teen	113
Sports	107
STEAM	191
Arts in the Parks	73
Adventure	11
Early Arrival	256
Late Stay	283
	1,633 Total Enrollments
<i>*Camp registration opened in January, which is earlier than in previous years.</i>	

Athletics

Adult Sports/Youth Sports

- Indoor spring pickleball started March 31. We ended registrations with 15 teams in the 3.5 division and 8 teams in our beginner division. The season will conclude May 19.
- Pickleball tournament – Our next pickleball tournament will be this summer outdoors at Fabbrini Park. The date is TBA.
- The youth basketball league concluded March 15. It was a successful season with minimal issues during the season. Staff learned a lot and look to improve and enhance the quality even more next season. Players were all encouraged to participate in the Park District fundamental programs for continuous improvement until the next season.
- Little Hoopers basketball concluded March 7. We had a great season and saw so many improvements in the players. As players get older, transitioning into our youth programs should be smoother since we used the same structure for all divisions. Athletes were given trophies, and an MVP awards. MVP awards were given to the boy/girl in the entire league who demonstrated Leadership, Integrity, Teamwork, Sportsmanship,
- The Adult Basketball League currently has 28 participants registered for the league, which is set to start April 9.

Baseball Registration			
	Spring 2024	Fall 2024	Spring 2025 (As of 3.12.2025)
Shetland/ T-ball	74	No T-ball	54
Pinto	46	18	38
Mustang	22	9	19
Bronco	14	No team	Merged w/ PCBS
Pony	6	No team	Merged with PCBS
Colt	22	13	5
Total	184	40	116

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.
- Canterbury has every single day in May booked out for cricket league games and practices.
- Grand Sports are in the process of reserving several fields for their soccer programs. They are considering Eisenhower soccer fields
- 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).
- Overtime Athletics will use Fabbrini Park for youth flag league classes starting this May.

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 30 students enrolled in volleyball classes (22 were enrolled in the previous session). We continue to push marketing efforts for our youth volleyball program and look forward to seeing the program grow in popularity.
- There are a total of 56 participants enrolled across all Sports Kids classes for this session. They are bolstering our camp programming by offering camp options during Spring Break as well as offering various fun Summer options.
- A total of 12 participants enrolled in their Spring Break Camp offerings
- The next session of Sports Kids will begin on April 14
- 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.

E-Sports: Esports closed March 10 after one last Fort Night Tournament with 12 kids. Parks and IT staff have cleared out the space to begin renovations at the Vogelei barn.

<u>Soccer Registration Comparison</u>		
	<u>Spring 2024</u>	<u>Spring 2025</u> (As of 4-2-2025)
Pre-K	25	36
Kinder	63	50
1/2 Boys	43	58
1/2 Girls	25	23
3/4 Boys	66	37
3/4 Girls	13	15
5/6 Boys	22	40
5/6 Girls	9	4
7/8 Boys	0	Not Offered in 2025
7/8 Girls	0	Not Offered in 2025
7/8 Coed Intervillage	18	Not Offered in 2025
3/4 Girls Intervillage	14	Not Offered in 2025
<u>Total</u>	<u>298</u>	<u>263</u>

Aquatics

The Club Swim Lessons:

Spring lessons will start back up on April 1 and will continue with another five-week swim session. Spring has a current enrollment of 96.

Type of Lesson	2024	2025
Parent/Tot	28	41
Tots	16	26
Group Classes	185	230
Adult	16	10
Swim Lessons for All	0	6
TOTALS	245	313

Seascope

Seascope membership passes have been on sale since January 1 with a promotion of 2 FREE guest passes with a purchase of a membership. This sale will come to an end April 30. Numbers below reflect sales for the same time period in 2025 vs 2024.

Type of Membership	2024	2025
Seascope Membership	25	70
Senior Seascope Membership	0	21
TOTALS	25	91

Tent rentals have also opened to the public for this upcoming summer at Seascope:

Seascope Tent Rentals	2024	2025
	1	6

Recreation Facilities

Triphahn Center Fitness

Membership	<u>03/31/2024</u>	<u>01/01/2025</u>	<u>03/31/2025</u>	<u>2025 YTD</u>
Total	607	710	739	+29
Billed Members	522	623	660	+ 37
Healthcare Numbers	85	87	79	-8

TC Rental Information: We had a total of 67 rentals in the month of March.

The TC fitness memberships continue to increase. We saw 42 new membership sign-ups in the month of March. We continue to push our membership offerings and look forward to expanding our fitness class offerings. A survey went out to all fitness members getting feedback on what types of fitness offerings they would like to see offered.

Willow Rec Center Fitness & Racquetball

Membership	<u>3/31/2024</u>	<u>01/01/2025</u>	<u>03/31/2025</u>	<u>2025 YTD</u>
Fitness	142	135	143	+8
Racquetball	37	20	21	+1
Total	179	155	164	+9

WRC Billed Healthcare Members 11

WRC Rental Information: We had a total of 33 rentals in the month of March.

*DOG OFF-LEASH AREAS

Membership	<u>03/31/2024</u>	<u>01/01/2025</u>	<u>03/31/2025</u>	<u>2025 YTD</u>
Total	557	453	432	-21

FACILITIES AND MARKETING DIVISION REPORT

Motion:

Recommend the April Facilities & Marketing Report be included in the April Executive Director’s Report for Board approval.

Bridges General Programs:

- March Madness had 21 teams this season and the weather was one of the nicer days in March. Congratulations to our winning team of Dave Williams + Keith Mitsch + Jeff Giesel + Kevin Pare with a fantastic score of -18.
- The Masters Toptracer event is sold out with 10 teams for this Masters themed event scheduled for April 11.
- Par 3 Challenge is also sold out with 36 players for this event on April 9.
- We also hosted our first family day in Toptracer with over 80 guests on a chilly Saturday. Mickey was there to greet all the kids as they enjoyed all the Toptracer games.
- Breakfast with the Bunny was held April 5 with 251 registered guests.
- The Fish Fry continues thru April 18!

Golf Rounds

MONTHLY ROUND TOTALS					
2021	2022	2023	2024	2025	5 Year Average
960	751	248	1,400	914	855
YTD ROUND TOTALS					
2021	2022	2023	2024	2025	5 Year Average
960	751	248	1,737	914	922

Range Information

MONTHLY RANGE BASKET SALES TOTALS					
2021	2022	2023	2024	2025	5 Year Average
1,324	615	351	1,014	681	797
YTD RANGE BASKET SALES TOTALS					
2020	2021	2022	2023	2024	5 Year Average
1,324	648	553	1,739	757	1,004

Toptracer Hour Totals

MONTHLY TOPTRACER RESERVATION HOUR TOTALS				
2022	2023	2024	2025	4 Year Average
409	584	696	781	618
YTD TOPTRACER RESERVATION HOUR TOTALS				
2022	2023	2024	2025	4 Year Average
409	965	1,412	1,217	1,001

Food & Beverage

March

2 breakfasts servicing 55 guests
 1 shower servicing 41 guests
 1 birthday party servicing 85 guests

April

1 breakfast servicing 64 guests
 3 showers servicing 125 guests
 2 lunch meetings servicing 65 guests
 1 ceremony only servicing 25 guests
 1 baptism servicing 100 guests

Breakfast With Bunny

8:30am 58 adults, 22 kids, 5 free
 11am 104 adults, 38 kids, 24 free

Top Tracer Parties

3/15 Kids party for 6 kids
 4/6, Kids party for 8 kids

Golf Outings

2025 - 29 Shotgun golf outings contracts sent out

2024 Total shotgun events: 36

Weddings

2025

9 ceremony and receptions (we did have 2 weddings unfortunately cancel. Deposits have been shifted toward a future event)

2024

9 ceremony and receptions, 2 reception only

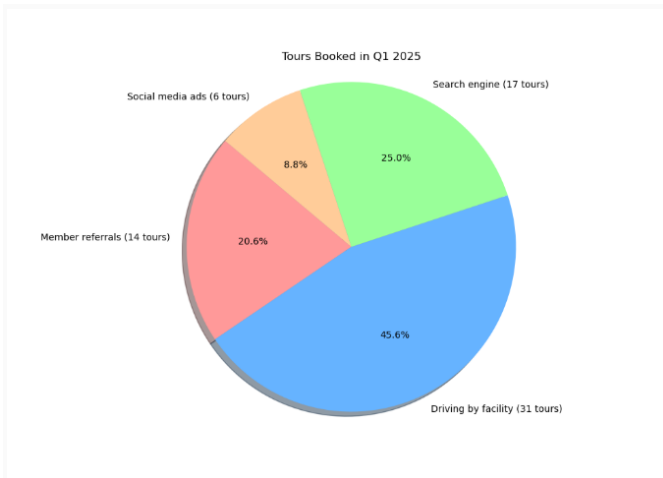


March 2025

Membership Totals	<u>03/31/2024</u>	<u>01/01/2025</u>	<u>03/31/2025</u>	<u>Var. +/-</u>
Totals	2,835	3,020	3,179	+159

Member Services/Sales & Fitness

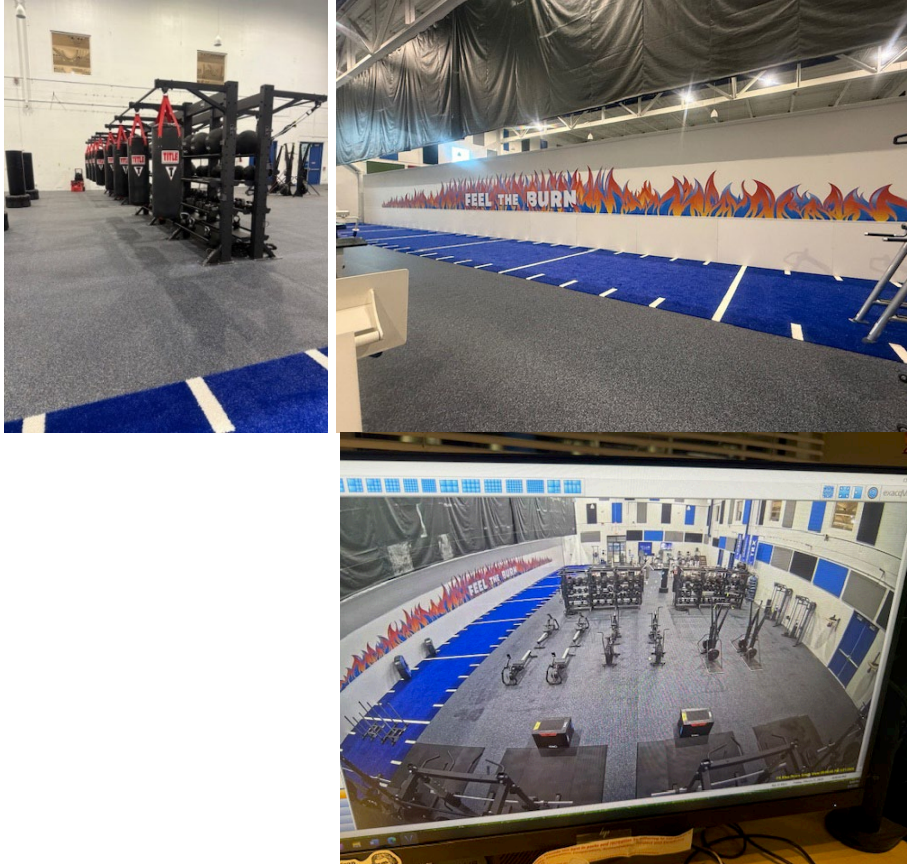
- **March New Member Enrollments:** The Club is continuing the strong start in Q1 with new member enrollments coming in at 134 new members in March. This is the strongest March number we have had in several years. We offered new members a discounted enrollment fee of \$17 in March as an incentive to join.
 - Membership sales staff now offer an online option to sign up for a facility tour. Thr
 -
 - ough this process, Club staff conducted a total of 66 scheduled tours, converting 42 of those tours into memberships (64% conversion). The breakdown below shows how these people heard about us.



*these are exclusively the tours booked through the online process, NOT the total number of tours given in Q1

- **Referral Program Success:** Our referral number continues to grow, a key indicator of membership satisfaction. For comparison, in Q1 of 2024 we had a total of 55 new member referrals from existing members. This year, at the end of Q1, we had 103 new member referrals, almost doubling the number from the year prior. In March 2025 alone, we had 35 new member referrals. This means 26% of the enrollments in March were the result of a current member referral. This is a very encouraging number for us, as current satisfied members are one of the best marketing tools we could ask for!

- **United Healthcare Renew Active Program:** We had 120 Renew Active pass holders visit the Club in March, with two new members joining through this program in March.
- **Member Engagement and Facility Usage:** March saw unique member visits, meaning approximately 78% of our total members actively used the facility during the month.
- **Community Outreach:** The Club, in partnership with Ascension, offered a free Colorectal Cancer Awareness/Blood Pressure Screening Health Table at The Club on March 27.
 - **Facility Rentals:** At the end of Q1, facility rentals are still very busy. Our facility rental revenue is trending ahead of budget at the end of Q1 as well. March was another busy rental month.
 - 64 volleyball rentals
 - 3 birthday parties
 - 17 pickleball court rentals
 - 9 basketball court rentals
 - 3 soccer rentals
 - 5 Windy City Bulls practices
 - 7 pickleball group classes were held in March along with a single day pickleball clinic that filled to capacity
 - 2 overnight lock-ins
 - 1 all court weekend basketball tournament
- **Fitness Team/Operations Team Initiatives:** The Club team had an extremely busy March with renovations and new equipment delivery and set-up. March was the month of completion of a few major projects here at The Club:
 - The “Blue Room” renovation was completed. With the turf and rubber floor installed, the Parks crew continued the work on this room installing a protective panel along the east wall of the room, as well as all the cabling work, tv hanging, and the major job of installing the acoustic panels.
 - All equipment for the blue room was delivered and set up by the vendor, Club staff arranged existing equipment around the new equipment.
 - An outside vendor installed wall graphic along the east wall of the room.
 - We reopened this “blue room” space at the very end of March, with incredibly positive feedback from members.
 - In addition to the blue room, Club staff and Parks staff worked on modifying the cycling studio, building a stage, receiving 18 NEW Life Fitness spin bikes, installing LED ceiling lighting with effects optional, and installing window graphics across the studio windows.
 - LOTS of great feedback about the changes in this room as well, including from Life Fitness (our new bike vendor) who came in to take photos of the room for their portfolio!



TC Ice Operations

General

- Hosted 14 Northwest Hockey League playoffs games 3/1, 3/2 & 3/8
- In April we usually host 2 tournaments but due to Easter both tournaments are now on the same weekend; we will be hosting the MYhockey Tournament 4/25-4/27.
- Locked in a tournament for MLK weekend 2026 with 200x85 for “Mite Madness”
- Finalizing Rink 2 shutdown for early July
- Getting tryout schedules and pre-skate dates ready for fall
- Hosting a Sled Hockey tournament (12 Games total) on 4/11-4/13
- Glen Ellyn Speedskating will be renting ice in June and July
- Starlights Synchro Skating team will be hosting their boot camp here in August
- CSDHL/ NIHL Hockey League updates: CSDHL will be the single league for Tier 2 boys’ hockey this Fall, NIHL is in discussion to offer a Girls Only league.
- Hosted ten ice parties including two home school groups and a church outing.
- Barrington Fillies Girls high school hockey team, who skates out of our rink, took 2nd place in the State Championship

Figure Skating

- Due to ice complications at Evanston (Robert Crown Center) and the event being cancelled, we hosted a Pre-Season Exhibition for our own skaters totaling 25 numbers.
- Hosted a figure skating spring break mini-camp with 14 enrolled compared to 10 last year.
- Ice Show rehearsal times, music and costumes are set; we will start measuring students and ordering costumes later this month
- Secured DJ, planning décor and staffing for both ice shows; this year we will add a photographer to take individual pictures and group shots at no cost to us.
- Ice Show will feature 13 HEParks skate school group numbers in addition to Solos, Duets, Trios and our HSA Teams
- Hoffman Skating Academy (HSA) performed during the intermission of the Chicago Wolves game on 3/8.
- Figure Skating classes for spring currently have *267 registered; registration is still on going

Public Skate

- Skate with the Easter Bunny is 4/6; we are doing 2 times slots as we expect it to be busy (177 last year for 1 skate)
- Hosted our St. Patrick's Day public skate on 3/16 hosting 106 skaters raising \$880.00 going to HEParks Foundation in our new Friends of HEParks Days series.
- Held daily afternoon Public Skates over spring break week that were well attended
- (10) Public Skate sessions totaling 688 patrons for March

Hockey

- Fall season is complete with teams finishing playoffs on 3/9; three of our Wolf Pack teams took second place.
- Wolf Pack Spring teams have been drafted and finalized; the spring season runs through early June.
- At 8U, 10U, and 18U Wolf Pack we had waitlists as we tried to accommodate enough kids, coaches, goalies to field additional team(s).
- Wolf Pack should have (1) 12U Prime and (1) 14U Prime teams. Selection for these teams will be later in the season.
- Jerseys and socks have been ordered; due to spring jerseys being out of stock we opted for yellow/white reversible which will save all our returning players money as they already have these jerseys from fall. Additionally, we were able to save money on socks by utilizing old stock.
- Wolverines Girls will field 3 teams 12U, 14U, 16U for spring. These teams will play 2 tournaments each and be an additional fee to the current program fee.
- We ran a 3v3 Spring Break Scrimmage for different age levels totaling 85 players; 2025 NCAA National Champion Kelly Gorbatenko from Wisconsin Badgers stopped by our Wolverines 3v3 and skated with the girls.

Jr. Wolf Pack	Class	Spring 2025	Spring 2024
242459	Learn to Skate (L1)	*53	30
242460	Learn to Play (L2)	*33	48
242469	Skills & Game (L3)	*32	N/A
	Totals	*118	78

*Jr. Wolf Pack Registration is still open; with classes starting next week (4/5, 4/8, 4/10) we expect numbers to increase.

Leagues & Program	Spring 2025	Spring 2024
8U Wolf Pack	13	23
10U Wolf Pack	17	16
12U Wolf Pack	36	32
14U Wolf Pack	23	15
18U Wolf Pack	20	20
Wolverines 12U-16U	49	33
Practice Only	4	4
Totals	162	143



Marketing

BRIDGES

Created marketing collateral for upcoming golf outings, Toptracer Range, and events:



Designed and promoted now hiring for select positions:



Redesigned the “Private and Small Group Lessons” web page for Brian Dumler
<https://www.bridgesofpoplarcreek.com/private-and-small-group-lessons/>

Created and updated additional events on Events page

Purchased and implemented new weather-proof A-Frames



Email Blasts

- 3-4-25 TTR Best Ball; TTR Spring Leagues; BW Bunny; Fish Fry; March Madness
- 3-10-25 Course Open 3-13; BW Bunny; Fish Fry; March Madness; TTR Family Day
- 3-14-25 Callaway Performance Fitting Event 3-25
- 3-15-25 Course Open; BW Bunny; Fish Fry; March Madness; TTR Family Day
- 3-16-25 Callaway Performance Fitting Event 3-25 (2nd Email)
- 3-18-25 March Madness; TTR Discount; BW Bunny; Fish Fry; TTR Family Day
- 3-19-25 Callaway Performance Fitting Event 3-25 (3rd Email)
- 3-20-25 March Madness; TTR Discount; BW Bunny; Fish Fry; TTR Family Day
- 3-21-25 Callaway Performance Fitting Event 3-25 (4th Email)
- 3-25-25 BW Bunny; Fish Fry; TTR Family Day; TTR Masters; Senior Scramble

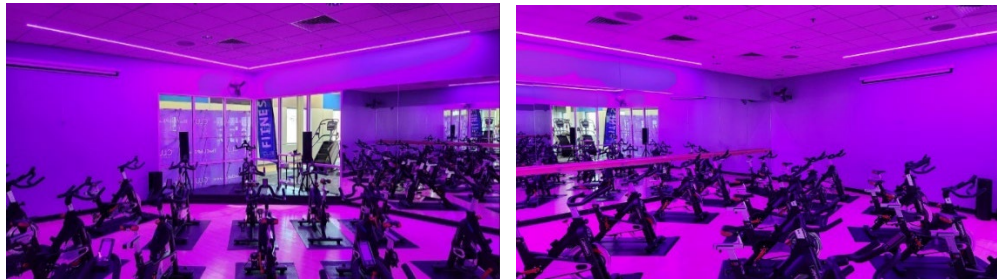
3-27-25 Fish Fry; TTR Family Day; BW Bunny; TTR Masters; Senior Scramble; Golf Outings
 3-30-25 Fish Fry; BW Bunny; TTR Masters; Senior Scramble; Golf Outings; Now Hiring

THE CLUB

Created marketing collateral for promotions, pop-up classes, etc.:



Installed interactive lighting in new Spin Studio:



Created new business cards for general Club Membership and FREE Guest Passes.

Designed new wall graphic and hanging banners in new renovated room:



Quarterly Calendly report (online club tour booking platform):

<https://theclubps.com/schedule-tour/>

66 people scheduled tours; 42 joined

Sources: Referrals = 14; Drove by Facility = 31; Search Engine = 17; FB/IG Ads = 6

OTHER

Reported Park District updates at Hoffman Estates Chamber of Commerce board meeting

Attended community events to promote park district programs and events

March C&M Production Metrics

- 15 Integrated Campaigns: Youth Soccer Campaign continued, Refer a Friend Campaign, Bear Fundamentals Basketball Campaign, Refer a Friend Campaign, Youth Baseball Campaign continued, VolleyKids Campaign continued, 3v3 Basketball Campaign, Summer Hiring Campaign continued, Seascape Tent Rental Campaign, Egg Hunt Campaign, Public Skate Campaign, Kite Day Campaign, Foundation Events Campaign, Dance Recital Campaign, and Camps Campaign.
- The C&M department dedicated time to creating the Summer Program Guide/Flipbook in collaboration with the Rec department, while analyzing and developing a new strategy and persona for social (while the volume of social posts have increased from 3 posts on average per week to 3-4 social posts per day, the effectiveness of messaging on social has decreased from over saturation with too many posts; we developed a plan for new social tactics to be more effective with less frequency going forward). Likewise, C&M has analyzed our newsletter content to develop a plan to slowly integrate the new narrative persona into newsletters going forward, and at the same time taking steps to reduce the bi-weekly newsletter staff-production time.)
- The Website Redesign Project demanded a large time commitment and included both internal and external communication efforts with candidates and selection committee members.
- C&M production tasks with 99 production sub-tasks

March Email Performance Metrics

Email Campaign Name	Open Rate	Click Rate	Bounce Rate	Unsubscribe Rate
TH_Newsletter 3/27/25	35.92	1.07	0.05	0.05
3/25/25_TU Newsletter	35.82	1.08	0.05	0.06
3/20/25 TH_Newsletter	29.76	0.67	0.03	0.08
3/18/25_TU Newsletter	35.34	0.45	0.03	0.05

3/14/25 Golf Rose Animal Svs. Blast	34.97	1.07	0.00	0.15
3/13/25 TH_Newsletter	36.18	0.73	0.04	0.07
3/12/24 Save the Date Friends of Heparks Days	52.34	3.13	5.47	0.00
3/12/25 Soccer Extended	47.60	1.72	0.02	0.13
3/11/25_TU Newsletter	36.71	0.80	0.03	0.06
3/06/25 TH_Newsletter	37.14	0.61	0.05	0.08
3/4/25_TU Newsletter	38.63	1.23	0.07	0.12
11 Email Blasts	38.22	1.14	0.53	0.08

March Social Media Performance Metrics:

Total social media activity across Facebook, Instagram, LinkedIn, & Twitter = 154 posts, reels, & stories (content volume up by 42.59% from February)

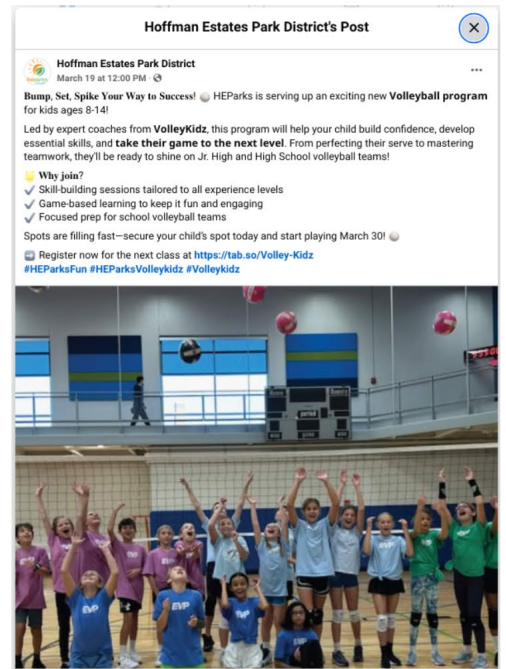
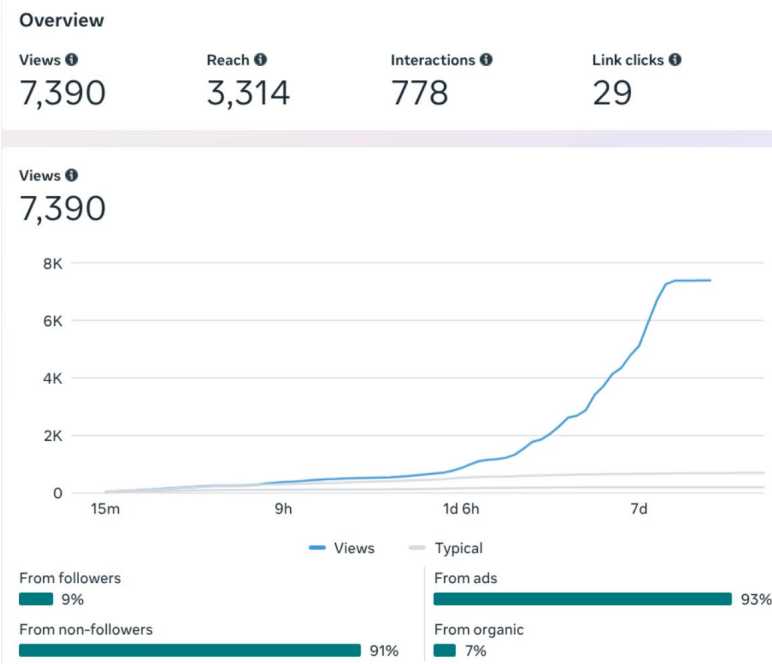
Facebook March Metrics: Reach 43.6k (up 80.91% from February), content interactions 1.2k (up 288.1% from February), new followers 34 (up 13.3% from February). Views were at 137.1k, showing a significant increase from last month's 84.5k, with 66% of views from organic sources (indicating strong organic engagement), and 34% from ads. This blend shows a dynamic approach to engagement, balancing organic reach and paid advertisements effectively.

Instagram March Metrics: Reach was 3.3k, a significant decrease of 30.1% from February, with views totaling 19.5k, up 5.7% from the previous month. Content interactions saw a substantial increase, reaching 585 interactions, up 306.3% from February. New followers grew by 15.6%, with 37 new followers gained. Link clicks remained relatively stable at 15, marking a 7.1% increase from the previous month.

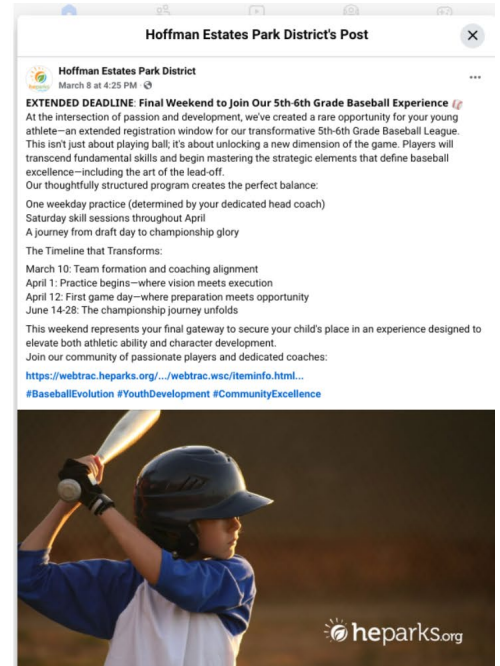
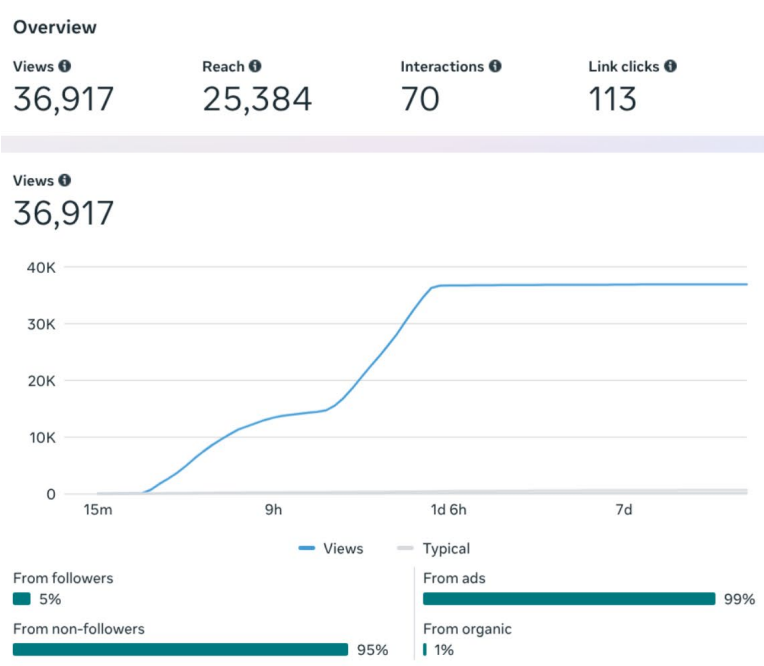
The Top posts were on Facebook:

- EXTENDED DEADLINE: Final Weekend to Jo...**
 Sat Mar 8, 2:25pm
 36.9K views, 74 likes, 1 share
- Bump, Set, Spike Your Way to Success! ...**
 Wed Mar 19, 10:00am
 7.4K views, 767 likes, 11 shares
- Mentors Who Shape Champions: More Th...**
 Thu Mar 20, 5:49am
 1.9K views, 21 likes, 8 shares
- Thank you all for supporting Friends o...**
 Sun Mar 16, 10:04am
 1.6K views, 11 likes, 0 shares
- Ready to make a difference and have f...**
 Sat Mar 22, 8:00am
 1.5K views, 4 likes, 0 shares, 2 shares

The most popular post in March (combined organic/paid)



The widest reach post in March (combined organic & paid)

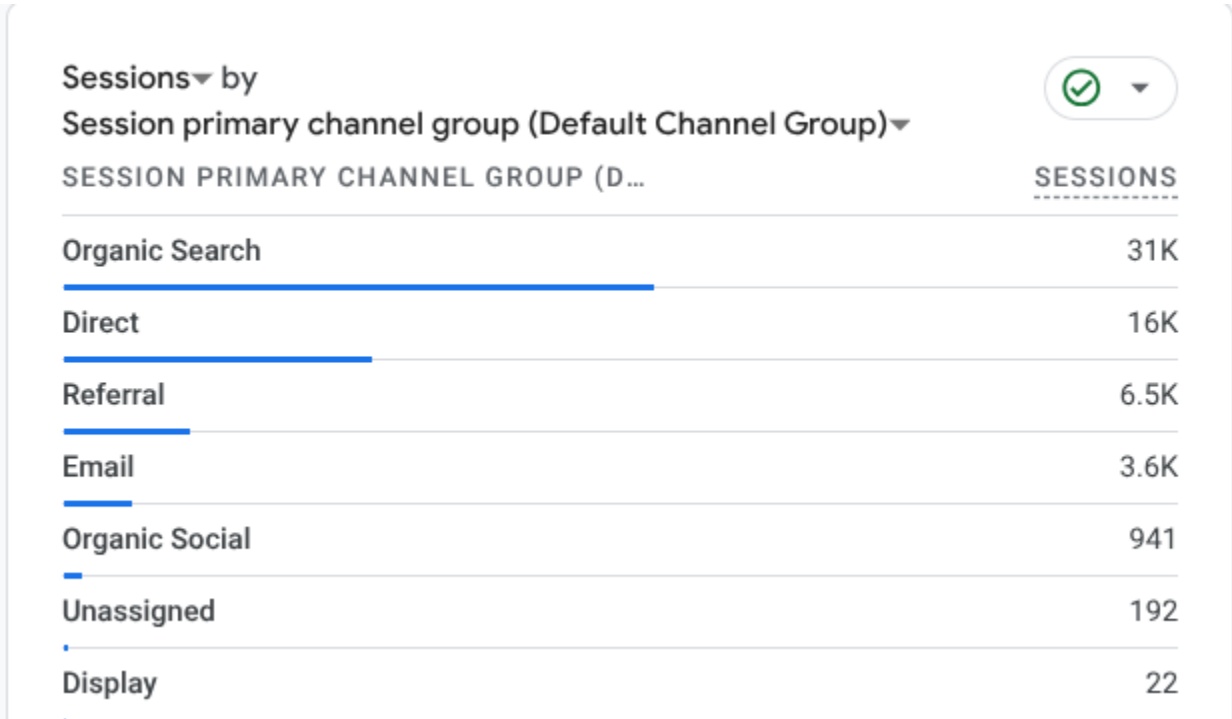


March Website Performance Metrics:

- Website Snapshot: 18k users visited the website in the month of March (not including bot anomaly of 2k on Mar 7). 15k were NEW website visitors (not including same 2k bot anomaly) with an average engagement time of 3 minutes 18 seconds (user time spent on the page increased 45.59% from last month) with 57,822 sessions.

*The increase in time spent on the page is likely due to users experiencing some difficulties or delays when logging into WebTrac. Users spent an average of 5 minutes on the login page, highlighting that there are obstacles or inefficiencies that could be streamlined. This is evidence that user experience needs to be improved for registering for programs.

Where do ALL users Come From?



Top Website Pages:

Pages and screens: Page title and screen class					
Page title and screen class	Views	Active users	Views per active user	Average engagement time per active user	
Total	158,797 100% of total	19,959 100% of total	7.96 Avg 0%	3m 18s Avg 0%	
1 Hoffman Estates WebTrac - Splash	36,749 (23.14%)	3,961 (19.85%)	9.28	27s	
2 Hoffman Estates WebTrac - WebTrac Activity Search	36,417 (22.93%)	7,395 (37.05%)	4.92	2m 51s	
3 Hoffman Estates Park District - Gold medal awarded parks, programs, and facilities	11,388 (7.17%)	5,860 (29.36%)	1.94	29s	
4 Hoffman Estates WebTrac - Login	7,113 (4.48%)	2,549 (12.77%)	2.79	5m 07s	
5 Hoffman Estates WebTrac	5,514 (3.47%)	1,968 (9.86%)	2.80	26s	
6 Hoffman Estates WebTrac - Shopping Cart	4,259 (2.68%)	1,818 (9.11%)	2.34	39s	
7 Hoffman Estates WebTrac - Checkout	2,694 (1.7%)	1,511 (7.57%)	1.78	1m 35s	
8 Explore Programs - Hoffman Estates Park District	2,106 (1.33%)	1,370 (6.86%)	1.54	27s	
9 Hoffman Estates WebTrac - Checkout Confirmation	2,067 (1.3%)	1,407 (7.05%)	1.47	32s	
10 Hoffman Estates WebTrac -	1,826 (1.15%)	947 (4.74%)	1.92	47s	

Terms how we were found on Google Search in March

Top search queries for your site	Clicks	Impressions
1. hoffman estates park district	2,773	3,695
2. heparks	363	457
3. he parks	97	117
4. hoffman park district	97	156
5. hoffman estates park district jobs	88	155
6. triphahn center	86	739
7. hepd	66	1,063
8. hoffman estates summer camp	66	83
9. hepark	64	100
10. hoffman estates park district summer camp	59	76

Landing Pages from Google Search in March

Google organic search traffic: Landing page + query string 📄 📊 📅 Custom Mar 1 - Mar 31, 2025

Landing page + query string	Organic Google Search clicks	Organic Google Search impressions	Organic Google Search click through rate	Organic Google Search average position	Active users	Engaged sessions	Engagement rate	Average engagement time per active user
Total	13,549 100% of total	458,639 100% of total	2.95% Avg 0%	19.73 100% of total	8,756 100% of total	12,707 100% of total	44.13% Avg 0%	3m 42s Avg 0%
/	3,984 (29.4%)	34,769 (7.58%)	11.46%	9.83 (49.84%)	3,534 (40.36%)	4,597 (36.18%)	90.21%	4m 33s
/camp/	432 (3.19%)	4,012 (0.87%)	10.77%	24.24 (122.84%)	318 (3.63%)	363 (2.86%)	80.31%	4m 46s
/parks-facilities/triphahn-center/	335 (2.47%)	6,333 (1.38%)	5.29%	10.10 (51.18%)	236 (2.7%)	230 (1.81%)	77.18%	2m 26s
/wp-content/uploads/2019/08/i-SWOT-Analysis.pdf	307 (2.27%)	16,824 (3.67%)	1.82%	22.64 (114.73%)	0 (0%)	0 (0%)	0%	0s
/general-information/jobs-2/	292 (2.16%)	3,051 (0.67%)	9.57%	9.13 (46.29%)	216 (2.47%)	111 (0.87%)	41.42%	20s
/ice-arena/public-skate/	287 (2.12%)	4,989 (1.09%)	5.75%	23.42 (118.72%)	198 (2.26%)	217 (1.71%)	87.85%	1m 42s
/event/easter-egg-hunt/	265 (1.96%)	3,813 (0.83%)	6.95%	13.79 (69.91%)	226 (2.58%)	189 (1.49%)	63%	1m 45s
/general-information/program_guide/	261 (1.93%)	10,653 (2.32%)	2.45%	5.24 (26.53%)	210 (2.4%)	204 (1.61%)	82.59%	3m 27s
/ice-arena/	254 (1.87%)	8,616 (1.88%)	2.95%	14.13 (71.63%)	157 (1.79%)	166 (1.31%)	89.73%	1m 56s
/parks-facilities/seascape/	241 (1.78%)	6,114 (1.33%)	3.94%	22.83 (115.71%)	174 (1.99%)	153 (1.2%)	64.02%	1m 30s

ADMINISTRATION AND FINANCE DIVISION REPORT

Motion:

Forward the April Administration & Finance Report to be included in the April Executive Director's Report for Board approval.

Finance/Administration:

- Assisted with STAR 2025-26 Registration Live
- Summer Conflict Report and rooms booked
- Created new programs for Rec Summer Guide – Sky High & Flag Football
- Worked on WebTrac link structures for marketing/divisions sending out registration emails
- Continued work with desks to inform customers of new changes with RecTrac upgrade
- Entered new sponsorships for upcoming events
- Assisted with STAR option movement and waitlist registration
- Sold/invoiced memorial items once installed by Parks dept
- CC Billing retries after billings for kickouts
- Automated/adjusted additional reports out of RecTrac to staff
- Verified ICA Invoices for correct payment
- CCAP enrollments/payments
- Payroll Cycle Processing
 - 03/14/2025 \$335,873.47
 - 03/28/2025 \$362,087.61

Administrative Registration/EFT Billing:

- EFT Billings for:
 - Sponsorship/Marquee; LSC (weekly); Club/TC/WRC Fitness; Locker; summer camp
 - STAR; Preschool; Dance Company; Freestyle
- Administrative
 - Database Maintenance
 - Duplicate Households/Employee Pass/Aged Punch Passes
 - Program Fee/Rule Adjustments
 - Assisted in Training New Staff

Technology:

- Security Cameras Upgrades
 - Prairie Stone - IT completed fitness area camera installation.
- Seascape Opening Preparation
 - IT is in the process of setting up the network hardware and computers at Seascape.

- IT researched and purchased a subscription for Soundtrack, the business music service of Spotify. Our Aquatics manager was given access to create custom playlists for background music at Seascape.
- Vogelei/E-Sports
 - IT disconnected and removed all computer hardware from our E-Sports room. The space will be utilized by the group HOTT Theater.
- Website/New Website Interviews
 - IT worked with our current website vendor, Invex Design, to address an issue with our hosting server being flagged as a malicious website.
 - IT was part of the committee to interview and provide input on vendors for the development of a new District website.
- Comcast Renewal
 - IT discussed with Comcast about renewing our contract for Fiber. A new GSA (General Services Administration) contract is available for government entities that waive taxes, surcharges, and fees. See memo.

Human Resources:

- New Hires: Processed 17 part-time seasonal rehires
- Rehires: Processed 30 part-time seasonal rehires
- Hired two full-time staff: the Director of Recreation, and the HR/Risk Manager.
- Investigating HRIS and Payroll Systems.
- Working on Personnel Policy Manual revisions.
- Updating first aid kits and AEDs throughout the park district.
- Other:
 - Training: 60 employee records were updated for completed training
 - Continue working on the reorganization and cleanup of all personnel files.
 - Trained and reminded full-time staff on Procedures for U.S. Immigration and Customs Enforcement (ICE) and/or U.S. Department of Homeland Security Investigations and First Amendment Audits.

Weekly Board Updates 3.21.2025

Upcoming Events

- Mar 21 - Fish Fry**
- Mar 23 - Public Skate**
- Mar 26 - 14th Annual Community Job Fair**
- Mar 28 - Fish Fry**
- Mar 29 - Toptracer Range: Sensory Sensitive Event**
- Mar 29 - Toptracer Range: Family Day**
- Mar 30 - Public Skate**
- Apr 4 - Fish Fry**
- Apr 5 - Breakfast with Bunny**
- Apr 6 - Skate with Bunny**

Apr 11 - Fish Fry: Live Music with Ivy Noemi

Apr 13 - Public Skate

Apr 18 - Fish Fry

Apr 19 - Kids' Egg Hunt

Reminder – Executive Director Review on Tuesday 3/25

Just a quick reminder that Craig's review will take place during the Executive Session of the Board meeting this coming Tuesday, March 25.

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Breakfast with Bunny – Bridges of Poplar Creek – Saturday, April 5 – Reservations Now Open

Join HEParks and the Easter Bunny for breakfast on Saturday, April 5 at Bridges of Poplar Creek. Seatings are available at 8:30 a.m. and 11:00 a.m. Adults are \$28.95; Children 4-12 are \$17.95 (3 and under are free). Reservations can be made by calling Jennifer Fuller at 847-781-3658. Bring your camera for photos!

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- Wednesday, May 21 – Oak Park
- Wednesday, May 28 - Westmont
- Thursday, May 29 - Plainfield
- Tuesday, June 10 – Virtual (Zoom)

IAPD Financial Stability Certificate Program – May 14-16 – Bridges of Poplar Creek CC

This year's IAPD Financial Stability Certificate Program will be hosted locally at our own Bridges of Poplar Creek. This is a 2 ½ day intensive training (8:30 a.m. -4:00 p.m. Wednesday and Thursday, and 8:30 a.m. – Noon on Friday), which will address complex issues including the pressing need to practice financial discipline and acknowledge the responsibility professionals and elected officials have as stewards of tax dollars. Taught by Jamie Sabbach from 110%, this class is designed to help improve financial management competencies to influence decisions that have an impact on communities. If interested in attending, please let Cindy know.

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Craig



AGENDA

Boardmanship: 6:00 p.m. – 6:20 p.m.

- How to be an effective board member
- Board member's role and responsibilities

Legislative Advocacy: 6:20 p.m. – 6:40 p.m.

- Your role in legislative advocacy
- How to succeed in legislative advocacy
- How to effectively communicate with your legislators
- The importance of developing relationships with your legislators

Finance: 6:40 p.m. – 7:10 p.m.

- Revenue and Expenditure as it relates to funds/use limits
- Budget and Appropriation Ordinance - Purpose, timing, transfer, amendments
- Levy/Tax Cap - Process, purposes & timing/relationship to budget and appropriations
- Debt Service/Bonds - Basic only
- Investments - Basic rules/Investment policy
- Audit/Treasurer's report - Basic requirements

Open Meetings Act: 7:10 p.m. – 7:40 p.m.

* Fulfill your one-time training as required by the Attorney General's Office

- Email / remote participation
- Agendas, minutes and records
- Closed / executive session
- Voting

7:40 p.m. - 7:50 p.m. – Break

Board/Executive Director/Staff Relations: 7:50 p.m. – 8:10 p.m.

- Respective roles and expectations
- Communication
- Interaction
- Evaluations

Inclusivity: 8:10 p.m. – 8:30 p.m.

- Bringing Inclusivity to the forefront
- Kickstart moments to address Inclusivity
- Buy in
 - Inclusivity team
 - Strategic Plan
 - Communication
- Training

Board Ethics: 8:30 p.m. – 9:00 p.m.

- Prohibited interests & exceptions in contracts
- Common law conflicts of interest
- Ethics Act: Prohibited political activity and the gift ban
- Social Media



Park District Updates 3.28.2025

Upcoming Events

- Mar 28 - Fish Fry**
- Mar 29 - Toptracer Range: Sensory Sensitive Event**
- Mar 29 - Toptracer Range: Family Day**
- Mar 30 - Public Skate**
- Apr 4 - Fish Fry**
- Apr 5 - Breakfast with Bunny**
- Apr 6 - Skate with Bunny**
- Apr 11 - Fish Fry: Live Music with Ivy Noemi**
- Apr 13 - Public Skate**
- Apr 18 - Fish Fry**
- Apr 19 - Kids' Egg Hunt**
- Apr 26 - Friends of HEParks Days – Toptracer Range**
- Apr 26 – Earth Day with HEParks**

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Park District Updates 4.4.2025

Upcoming Events

Apr 4 - Fish Fry

Apr 5 - Breakfast with Bunny

Apr 6 - Skate with Bunny

Apr 11 - Fish Fry: Live Music with Ivy Noemi

Apr 13 - Public Skate

Apr 18 - Fish Fry

Apr 19 - Kids' Egg Hunt

Apr 26 - Friends of HEParks Days - Toptracer Range

Apr 26 - EARTH DAY with HEParks

May 3 - Kite Day - FREE EVENT

May 10 - Spring Seed Bombing

May 10 - Community Garage Sale

Congratulations to our Commissioners on their Re-Election!

We are proud to have our five commissioners who ran for re-election remain on the HEParks Board. Raj Chhatwani has been elected to a two-year term, while Linda Dressler, Keith Evans, Pat McGinn and Chris MacGregor will be serving four-year terms. Including Commissioners Robert Kaplan and Marc Friedman, who are in the middle of their four-year terms, we are incredibly grateful for all seven of these community members who dedicate their time and energy to the park district. Their service and guidance allow HEParks to provide the best in parks and recreation to our residents!

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Park District Updates 4.11.2025

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- Apr 13 - Public Skate**
- Apr 18 - Fish Fry**
- Apr 19 - Kids' Egg Hunt**
- Apr 26 - Friends of HEParks Days - Toptracer Range**
- Apr 26 - EARTH DAY with HEParks**
- May 3 - Kite Day - FREE EVENT**
- May 10 - Spring Seed Bombing**

May 10 - Community Garage Sale

May 17 - Kids to Parks Day – FREE

Jun 2 - Friends of HEParks – Golf the Green

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Live Music Tonight at the Friday Fish Fry - Bridges of Poplar Creek

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Park District Updates 4.18.2025

Upcoming Events

Apr 18 - Fish Fry

Apr 19 - Kids' Egg Hunt

Apr 26 - Friends of HEParks Days – Toptracer Range

Apr 26 - EARTH DAY with HEParks

May 3 - Kite Day – FREE EVENT

May 9 - Live Music @ Bridges Beer Garden: The Dynamix

May 10 - Spring Seed Bombing

May 10 - Community Garage Sale

May 17 - Kids to Parks Day – FREE

Jun 2 - Friends of HEParks – Golf the Green

Jun 6 - Freezy Fridays

Jun 6 - Friday Fun Day In The Park – Barefoot Hawaiian

Last Chance for the Friday Fish Fry - Bridges of Poplar Creek

Join us tonight for the final Friday Fish Fry of the season at the Tap Inn Grill at Bridges of Poplar Creek. Dine in or carry-out is available from 4:30 to 9:00 p.m. (to-go order must be placed by 8:30 p.m.). The full menu for the Fish Fry can be found at this [link](#) (burgers, chicken and kids meals also available).

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