

**Minutes of the Waukegan Park District
Committee of the Whole
November 30, 2009**

The Committee of the Whole of the Waukegan Park District met in a regular meeting on November 30, 2009 at the Rose Administrative Center, 2000 Belvidere Street, Waukegan, Illinois.

I. Call to Order

The meeting was called to order by President Durkin at 4:00 p.m.

II. Roll Call

Present: Commissioners Sarocka, Duffy, President Durkin, Absent: Commissioner Foley; Commissioner Motley arrived at 4:06 p.m. Also present were Greg Petry, Jim Glogovsky, Mike Steele, Alicia Mentell, Tim Govern, Greg Benson and Board Attorney Charles Smith.

III. Topics

Golf Operations – Jim Glogovsky and Tim Govern reviewed with the Commissioners the golf operations for 2009. There was an increase in the number of rounds played; revenue was up approximately \$15,000, due in large part to a dramatic 19% increase in play at Greenshire. Two new leagues were added and the one day golf schools also added to the increase in revenue.

Goals for the season will be to add at least one new league, and hopefully two. Tim also reported that he is attending a seminar regarding how reservations are made for tee times and believes that the computer software may help food and beverage operations. He is also putting together a promotion for gift cards in conjunction with the holiday season. Tim also saw the need to work on integrating gift certificates for golf and/or food and beverage. This will start on January 1, 2010.

Goals for 2010 also include improving the website; trying to package more food and beverage operations with golf; improve customer service; enlarge the e-mail data base to 4,000; start the new indoor learning center; and monitor budget and expenses.

President Durkin commented that it was a very good year for golf operations and commended the staff for their work.

Commissioner Duffy suggested installing a new outdoor grill as a further enhancement to food and beverage.

Food and Beverage Operations – Mike Steele provided the Board with the final draft of the folder that will be used to market Bonnie Brook. Wedding receptions will have the availability of including sleeves for menu inserts and other promotions. A number of reservations have already been made for weddings and other functions at Bonnie Brook.

Wednesday night dinners were discussed. Mr. Steele advised that the menu was expanded to include several new ethnic dinners and this has been well received. He also commented that he is trying to expand the e-mail web base to advertise upcoming dinner specials.

A lengthy discussion was held concerning the Friday night fish fry and whether the dinner is a positive revenue idea for the Park District. The Board decided to wait until all five commissioners were present before making any final decision on the Friday night fish fry.

Mr. Steele advised that the clientele who frequent the dinners are elderly and are very cost conscious. He needs to be very careful about the types of food he orders so as not to drive up the cost of the dinners.

Banquet sales increased in November, 2009 and there are between 20 and 24 events already booked for December. Sales are up significantly over the previous year.

Commissioner Duffy asked if the Bonnie Brook project was over budget and if so, by how much. Mr. Glogovsky advised that that the project is approximately \$75,000 over budget.

The commissioners were advised that the issue regarding the type of music has been resolved and music will be available in the dining area.

Indoor Learning Center – The Howie Robinson Indoor Learning Center project is moving forward. There is room in the basement and it seems to be a good fit. Staff is still exploring two different software options and turf options. Waukegan High School golf coaches have been advised that the area will be available for use by members of the golf teams. January 15, 2010 is the target date to open the center. There are still some issues to resolve regarding ceiling height and safety issues.

During the discussion, Commissioner Foley asked if part of the basement could be used as a bride's room for weddings. Staff thought that this was a good idea and said a small seating area could be set aside for brides and honorees at events held at Bonnie Brook.

Future Improvements for the Course - Greg Benson discussed the possible improvement of tee boxes. President Durkin and Commissioner Sarocka stated that they are going to supply Mr. Petry with statistical data concerning the degree of difficulty of each hole on the course. Mr. Petry will also look at adding some new tee boxes.

Plans for a continuous cart path are being reviewed. This will be discussed at a future meeting. There was lost play this past season that could have been avoided if there was a continuous cart path.

Commissioner Comments

Commissioner Sarocka stated that he supports the idea of continuing the Friday night fish fry at Bonnie Brook and thinks that this would generate positive cash flow from beverage sales such as was the case when Friday fish fries were held at Orchard Hills.

Commissioner Foley stated that she agrees with the idea of the Friday fish fry but does not want it to be an all you can eat menu. She further pointed out that the pancake breakfast sponsored by Concert Call in October brought out a lot of people who were not aware of the location or the availability of food at Bonnie Brook. She suggested that improvements in signage could help bring people in. Mr. Petry will look

into the City's regulations on signage. Due to the location on Lewis Avenue and the surrounding residential properties, increased signage may be difficult.

Commissioner Duffy discussed the signage restrictions. He also asked that staff provide him with figures relative to the revenue loss due to no carts on those days when the ground was too wet.

President Durkin praised Mike Steele for bringing in banquets and commended all the employees and staff for an excellent golf season.

IV. Adjournment

Motion by Commissioner Sarocka, seconded by Commissioner Duffy, to adjourn. Motion carried. Meeting adjourned at 5:06 p.m.

Respectfully submitted,

Charles W. Smith
Secretary