

**Minutes of the Waukegan Park District
Special Meeting of the Board of Commissioners**

**Golf Advisory Committee Meeting
December 1, 2011**

The Board of Commissioners of the Waukegan Park District and staff met for a Special Meeting to hold a Golf Advisory Committee Meeting on December 1, 2011 at 7:00 p.m. at the Bonnie Brook Clubhouse, 2800 North Lewis Avenue, Waukegan, Illinois.

I. Call to Order

Chairman Duffy called the meeting to order at 7:00 p.m. and directed the roll.

II. Roll Call

Chairman Duffy and Commissioner Sarocka were present. Absent were Commissioners Foley, Kilkelly and Motley. Also present was Executive Director Greg Petry, Superintendent of Finance and Administration Jim Glogovsky, Tim Govern, Rafael Ayala and Mike Steele. Committee members and others present were: Emilio Perez, Sandra Chess, Sandy Bradbury, Jack Bradbury, Sandy Llewellyn and Rich Seremak.

The following information was presented by staff at the meeting:

No action was taken due to lack of a quorum.

Jim Glogovsky

Presented an overview of golf operations financial status, noting that revenue is down overall. He reminded all that this was for the calendar year, not the fiscal year. The storms were noted to affect revenue since play was impacted. In addition, costs for tree removal and storm cleanup (including overtime) were added. The majority of the rounds were lost in July, but there were two other storms. Overall, not a good year financially, down about 2,350 rounds. He noted that these numbers are through the end of November and December numbers will be presented at the April 2012 meeting.

A variance of \$102,000 from the previous year was noted, as there was a surplus of \$69,000 in 2010 and this year there is a \$33,000 deficit which creates the variance of \$102,000.

Continuing, Jim reviewed large variances such as the \$40,000 increase in expenses. These include charge card fees and accounting changes for promotional type discounts. There was noted to be a favorable change for utilities, with a \$20,000 Com Ed refund.

Maintenance and repair is up \$74,000 over the previous year and most of this is attributed to outside contractor fees for course cleanup.

Jim then discussed the food and beverage portion of the golf operation. He feels that the figures do not accurately reflect the year with a slight increase in net revenue. He believes that it will be a much better year as of the end of the fiscal year. Expenses are up during the summer months, but Mike has many banquets booked and Jim feels that there will be improvement over the current \$71,000 total net, which is \$1300 over last year.

He then drew the attendees' attention to some expense numbers. It was noted that Mike is attempting to better allocate restaurant/banquet expenses and more consistency from year to year should be apparent.

Continuing, he provided the financial information for Greenshire. The weather also affected Greenshire, with storm damage and cleanup expenses. There is a negative \$30,000 swing from the previous year, which had a \$4,000 surplus and this year's \$26,000 deficit.

If looking at all three, Greenshire, Bonnie Brook food and beverage and Bonnie Brook golf, there is a \$58,000 deficit at this point in time. Last year's actual fiscal year did see a substantial increase in food and beverage, close to \$90,000. Jim felt that for the fiscal year, there would still be an improvement seen over last year.

With the budget process beginning in 2012, capital improvements and priorities will be reviewed. Jim noted that the EAV continues to drop in Waukegan and is being closely watched. Despite this, a balanced budget was passed for the park district.

Jim then responded to questions from the members. Discussion followed.

Tim Govern

Tim noted that this was his most challenging year with the storms. Gained some momentum in June, but that was lost with the July 11th storm. In addition, there was the robbery in August.

On a brighter note, merchandise sales have been strong and are up about 15%. There was a lot of club fitting. Friday night golf events are popular and league play remains strong. Permanent tee times went well and John LaFoone did a great job of stepping in as the assistant pro. The database is on goal and would like to increase it to 7500 for 2012. The award point program differentiates Bonnie Brook from the competition and he is looking to expand it for next year. Junior league play was up and more than 1,000 e-mail addresses were collected from Greenshire. Planning lots of player development at Greenshire for 2012. Looking forward to the off season to add a putting green to the Howie Robinson Learning Center space downstairs.

The customer appreciation event is coming up in a couple of weeks and information will be forthcoming. Also during the off season, there will be a fun event associated with the Wednesday night dinners.

It was noted that he is hoping to upgrade the golf cart fleet since there were some problems due to aging carts. Also looking at other potential improvements and planning to add a few new events.

Overall, Tim felt that in his four years here, this is the best he has felt about the staff consistency, course condition despite the weather challenges, and support from Jim.

Tim then responded to questions from the attendees. Extensive discussion followed on multiple topics including cart issues and delays in and pace of play.

Mike Steele

Despite a difficult economic year, Mike said that food and beverage had an okay year. There are three areas in food and beverage: the grill and bar, Wednesday night dinners, banquets and golf events. Mike said that the bar and grill is primarily for the golfers and did well, and spoke of the different areas, noting that Wednesday night dinners are holding their own and he continues to work on new ideas, such as the theme nights. He continues to try and keep the costs affordable. The fish and pot roast nights always do well, and Mike said he continues to try and find new things that work well for Wednesday night dinners. He can occasionally do higher cost foods but try to keep within the budget of the guests.

The other area is banquets and Mike feels that they are doing well on these. He noted that there are increases in wedding and quinceaneras since his first year here and that the Hispanic events are increasing. Though the best advertising is word of mouth, Mike noted that they are using other means to get the word out, including e-mail and newspapers. He said that he believes that the facility and staff help sell the services and that they do a good job. They are looking into a dedicated, professional wedding and quinceanera website for future marketing. The bridal room was completed this past spring, and is working well. He has received compliments on this amenity.

In the off season, Mike said they will look at new menu choices and ideas. A new assistant has been hired, Karina Escobedo. He stated that she has been a tremendous asset in working with the Hispanic population and helps translate.

Mike responded to questions and an extensive discussion ensued.

Rafael Ayala for Greg Benson

Rafael has been working at the golf course for many years, but said he with all his experience, this past one has been the most challenging. He described the damage caused by the storms and the impact it had on rounds. In addition, he noted that the heavy rains added to the challenge. Even with difficulties such as these, he feels that they made the most of the year.

Continuing, he said he hopes that in the future more time can be spent on maintenance rather than storm damage clean up. He distributed information from Greg Benson on the number of hours involved in the storm damage remediation and course maintenance.

Rafael then described the work done following the ice damage to the greens. He noted that work on the 18th hole is awaiting a permit. He distributed a document to the group that showed costs for the storm damage repairs.

Rafael noted that much work was done this year on the course with the cleanup.

III. Questions and/or Comments

Rich Seremak asked if it was possible to have a private cart on the course and pay an annual fee. Executive Director Petry stated that the district has assessed this in the past and will not be offering such a program.

IV. Next Meeting

The next meeting is scheduled for Thursday, May 3, 2012 at 7 pm.

V. Adjournment

Motion by Commissioner Duffy, seconded by Commissioner Sarocka, to adjourn the meeting. Meeting adjourned at 8:45 p.m.

Respectfully submitted,

James Glogovsky
Acting Secretary

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