

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

**Golf Advisory Committee Meeting
May 12, 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 May 12, 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 Commissioners Sarocka and Kilkelly were present. Absent were Commissioners Foley and Motley. Also present was Executive Director Greg Petry, Superintendent of Finance and Administration Jim Glogovsky, Superintendent of Parks Mike Trigg, Staff Greg Benson, Tim Govern and Mike Steele... Committee members and others present were R. Seremak, E. Keirnan, S. Chess, S. Llewellyn, Jack Bradbury.

The following information was presented by staff at the meeting:

Greg Petry

Presented an overview of Waukegan Park District financial status. WPD is in a strong financial position, with good fund balances. Bond rating went up, attributed to the work through the years. Some cuts through the years to adapt to changing economic conditions. Because of the adjustments, have been able to build cash balances.

Continued, Greg noted that things are going well, the district is facing challenges as necessary and doing more with less. Tax funds that are received are based on a three year average, are currently in the second year of that cycle. Will not be making any major capital commitments, in a conservative mode at this time. Will be doing "necessities" but not the "niceties".

Greg responded to questions from the members.

Jim Glogovsky

Just finished budget process, Jim noted that a much bigger equalized assessed valuation (EAV) loss was anticipated than it actually turned out, was about 8%. Discussed the equalized assessed value (EAV). Golf revenue is anticipated to be flat this year, not anticipating growth. We are expecting growth in the food and beverage area, however.

In the last fiscal year, golf was pretty much flat and Greenshire was down a little in revenue. Food and beverage was up a little. At this meeting in the past, calendar year numbers have been presented. Jim presented actual numbers, and noted that we are currently down \$30,000 in revenue due to a very poor April. Jim noted that some of the expense numbers are not entirely accurate due to things that are charged to the last fiscal year have not been posted yet.

Jim noted that under clubhouse expenses, in February 2011 there is a negative expense due to a Commonwealth Edison error which resulted in a credit. He also pointed out that last April, we had over 3,000 rounds and this April, we have had only 1700 rounds.

Jim responded to questions from the group.

Tim Govern

Tim opened his presentation by letting the group know that we will exceed last year's numbers in pass sales. He also said that there has been more play recently with the better weather. Pro shop sales are up \$7,000 year to date as compared to last year. One reason Tim attributes that to is that with the Howie Robinson Learning Center downstairs, he has been able to fit golfers with irons, etc.

Tim compared April 2009 with this year's numbers and they are almost identical. From that standpoint, it appears that April 2011 out of the ordinary. Greg added that with April being the end of the fiscal year, things overall went well.

Continuing, Tim informed the group that Tony Tinetti had moved into a Head Golf Professional position, and John LaFoone was promoted here. He has some good experience despite being young. He also discussed the reciprocal golf program and said they are considering adding Bristol Oaks to the list of courses in this program.

Continuing to communicate with golfers, and use programs such as the award points, which can now be used on merchandise. These programs help build course loyalty. Using the website, internet and Facebook to communicate. The database now contains over 5,000 names.

Disappointed with Greenshire's performance last year. Will be working to get the numbers up for this year by having more events there and more aggressive marketing. Also implemented a loyalty program at Greenshire. Tim noted that we received a grant from the National Recreation and Park Association for ten sets of junior golf clubs that we can use for underprivileged kids. Have some free clinics coming and are also looking at obtaining a grant to be a PGA Family Course, with tee markers to make the course more family friendly. First group of junior lessons has filled, Tim plans to be more involved with that program to try and help build things from end. Also involved with the Play Golf America program through the PGA, they have initiatives such as Family Golf Month and Bring your Daughter to the Course Week.

Tim noted that it has been tough economically, but he remains excited about the course, programs and food and beverage customer service. He responded to questions raised by the group. Comments were received indicating that the leagues are happy with both the course and Tim's leadership.

Michael Steele

Mike began by noting he has been here 18 months and has been working to build banquet business. All of last year, there were 246 banquets and food events and as of now, there are 118 already lined up. Great deal of opportunity here. Last year, there were 5 weddings and 14 quinceaneras, this year there 17 weddings and 14 quinceaneras booked. Mike said he is looking forward to working on this. He has hired an assistant and with her in place, will concentrate on other areas, including things pertaining to the golfers. He noted that he continues to work with the staff on customer service and training; he is happy overall with the performance.

Also looking at new ways to advertise, including the website and Facebook as well as looking at ways to bring in new advertising. Will be continuing to do things such as the "taco Tuesday" which has gone over well.

Mike responded to questions from the members. The conversation led to an extensive discussion about a fish fry and impact on local restaurant businesses.

Greg Benson

Course came out better than last year with no major damage. Hoping weather will hold for the rest of the summer. Greg said that he believes the work done last fall helped prevent more damage during the winter. Will be seeding next week which will help a lot. Discussion about spray painting an area to protect it took place and Greg noted that he typically does not do this when there is no tournament underway. Tree pruning program is going well, had 106 tree pruned at Bonnie Brook this year. Also had an opportunity to do some pruning work at Greenshire and we were able to prune 19 trees there as well.

On holes 12 and 13, relocated the irrigation satellites that have been underwater at times. This was done as the boards for the irrigation system shorted out once underwater. Also made some capital improvement repairs already this year, including the sprinkler system automatic valve, which will now flush automatically at set intervals and also replaced a leaking valve at Greenshire.

Continuing, Greg noted that some timers were put in at Greenshire, Bonnie Brook already has them. Mike Trigg said that the state requires them now, and timers were also added at the SportsPark.

Mike Trigg noted that upcoming projects on the schedule include decking for the three bridges (17, 3 and 11), which were evaluated by McClure Engineering and found to be structurally sound and just in need of decking. This will be done in house with WPD staff. Also have some new signage underway (on order), which were based on input from prior Golf Advisory Meetings. Greg Benson spoke about the particulars for the signage. He noted that we are going to a grid system on the greens and Tim will hand out maps once this is in place. Other rules about carts and signage will be on the maps. Mike noted that signage style matches existing so that all is uniform throughout the course. An aerator will be installed to help alleviate the smell from algae formation later in the season. Also have budgeted for three new forward tees. Commissioner Duffy said that white tees will be added at 4, 15 and 18. Other tees under discussion such as 10, 11 and 7.

Question was raised about who establishes the handicap and Tim noted that this is done by the Chicago District Golf Association, which is the only licensed association in northern Illinois who can do a course rating. They are scheduled to do this in July, the last one was 2003. This is good timing with the new tees. Extensive discussion followed.

III. Questions and/or Comments

Extensive discussion took place at this time about rating of the course and individual holes as well as the cart path, geese control and other topics. Also discussed were season pass purchase incidents at the Recreation Center, where the buyer was not asked if they were a resident before being sold a resident pass. Another situation was a where a check was dropped off for a donation following published instruction and the staff was not aware of how to handle it. Greg P. noted that these last two items will be discussed with Senior Staff at their weekly meeting.

IV. Next Meeting

The date of the next meeting is to be determined but will likely be in October.

V. Adjournment

Motion by Commissioner Duffy, seconded by Commissioner Sarocka, to adjourn the meeting. Meeting adjourned at 8:15 p.m.

Respectfully submitted,

James Glogovsky
Acting Secretary

JFG:ss