

**Minutes of the Waukegan Park District
Special Meeting
Golf Advisory Committee Meeting
April 22, 2010**

The Board of Commissioners of the Waukegan Park District and staff met for a Special Meeting to hold a Golf Advisory Committee Meeting on April 22, 2010 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 Durkin, 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, Mike Steele and Tim Govern. Committee members and others present were W. Lindquist, E. Kiernan, S. Llewellyn, D. Dieck, E. Perez, J. Kantola, D. Parske, S. Kantola and R. Seremak.

Staff Updates

Tim Govern

- Up one tee time on Sundays, three on Saturdays. Moving in the right direction.
- Will monitor pace of play differently this year.
- Will continue to do weekly events like we have in the past. Have the Mother's Day event coming up. Best of Brook in June, Couples Championship. Monthly Friday events continue this year, will begin in June, 9 hole evening event, will use the patio more.
- Held Spring Scramble on April 10th, 60 players participated. Filled early season tee times. Everyone that played had a nice time.
- Howie Robinson Indoor Golf Center has been a nice addition. Lesson, merchandise and club revenue is up significantly. Also adds credibility to the instruction program. Real nice tool and investment, appreciate the donation toward it.
- Opened slightly later than last year, but has been the best April in memory. Is reflected in rounds and revenue, which are up 41% from last year at this time. Nice to get off to a good start.
- At Greenshire, pleased with how it has done in the last year. Up 25% in revenue, have been more aggressive with promotions. Affordable golf fills a need in this economic time.

- Will make a bigger push with junior program at Greenshire. Flyers out at Waukegan and Beach Park schools. Gurnee Grade School has link to our flyer. Also contacted the parochial schools. Mailer will go out soon to previous junior program participants.
- Working hard, staff additions and ensuring that great customer service is provided.
- Is optimistic, expecting a real good year. Appreciates everyone's support in the process.
- E-mail database is around 3,000, up 800 from this time last year.

Extensive discussion followed. A question was raised about winter hours at Greenshire, response that the issues were discussed and resolved. Will focus on operations at Greenshire and make sure appropriate hours are kept going forward.

A discussion about e-mails not being received was raised by a member, Tim will follow up. He reviewed the e-mail software process, and noted that it is efficient and works well. Also working on the website, would like to have league information and permanent tee time results posted.

Members complimented Tim and his staff on a job well done.

Mike Steele

- Things are going well, St. Patrick's Day was first special day meal of the year. 308 Dinners sold that day, sales just under \$5,000. Weather was good, turnout better than expected. Ran out of corned beef last 45 minutes of the day, won't happen again.
- Easter had a nice setup of tables, great decorations. 169 guests, had three seatings. Later seatings were more popular. Had just over \$4,000 in sales.
- Next event is Mother's Day (May 9th), will have two seatings. Made adjustments after seeing how Easter went. Looking forward to great day, have beautiful dining room, great product and service is good.
- Wednesday night dinners have been up and down. Have seen daily sales go up significantly since golf course is open. Making progress on work with service, varying menu and adding interest.
- Banquets up significantly over last year. Will see how the summer turns out, Tim has many events lined up. First summer doing golf outings, excited about that. Should surpass last year. There is an increase in larger banquets as compared to last year due to the facility.

- Last week was first international event, Prime Minister of Belize was here. Great exposure. Had a call back today from Belizean consulate, they want to do more events at Bonnie Brook. Look forward to uphill growth with dining and banquets. All who experience it are excited by the new facility. Satisfied with the food and service. Looking forward to nice growth in this area.
- Started fish baskets again a couple of weeks ago. Discussion about Mike's survey on profitability of holding fish fry dinner at Bonnie Brook on Friday night. His professional opinion shows a continued loss unless at least 100 dinners are served. Also have new Friday night leagues using the facility.
- Bathrooms need to be renovated. Will need to be budgeted for the future.

Compliments were given about the new pizza, much better product.

Question about bathroom renovation, want to redo completely within a couple of years.

Discussion about décor in the banquet room. Need to keep it neutral so that it fits the needs of the various guests. Will be looking at décor for the hallway.

Discussion about changes to the patio. New tables, chairs and replacing picnic tables. Long term, when capital funds are available, will look at additional changes. Discussion about having BBQ's on the patio.

Beverage cart will be out when weather is better in a week or two.

Marketing using coupon incentives and direct mail.

Discussion about special events, themed dinners and wine tastings.

Greg Benson

- Difficult winter, went into fall with greens in good shape. Rain in December, greens frozen and water sheeted off greens and snowfall on this. Damage to golf courses along the lake. Working to restore the greens, tarped and heated. Will aerate and seed soon.
- Will open #4 green this weekend if weather is good.
- Had 125 trees on southeast corner of course pruned this winter.
- Area on hole #13 where burr oaks came up from acorns. Moved them to create oak savannas.
- Will sealcoat and stripe at Greenshire.

- Repairing land bridge.
- Gypsy moth control at Bonnie Brook, did not spray last year, will spray this year as cocoons are back. Discussion about spraying to control.
- Items brought up at last meeting and have been working on some of them. See Greg if any questions.

Questions were raised about the new pin placement for this year, new pin placement map will be implemented.

Mr. Petry spoke to the group about many of the park district capital improvements being on hold for the next fiscal year. There may be some work done in house, but larger projects are on hold.

Banquet Room Renovation

- Mostly done, except for banquet bar, few things there.
- Will address the lighting issue, have exhausted options, will have to keep the custom made 4 x 4 lights. Will replace some of the can lights and add additional can lights along the four by four. Issue with ballast, working with manufacturer and architect to find a resolution. Have re-evaluated, with work to ensure that lighting can be dimmed to meet guest needs.

Golf Financial Report

- With EAV and the corporate replacement tax going down, coupled with the uncertain economy, budget was done very conservatively. Expecting to do better than planned with revenue projections.

Extensive discussion ensued in response to a question about the process.

- Discussion about the financial reports. Jim asked for input as to what reports would be most useful and described what was provided in the reports distributed at tonight's meeting. He reviewed each report and discussed it with the group. He drew their attention to the projected budget for the upcoming fiscal year.
- Jim drew the attendees' attention to a report created to show banquet revenue separate from the golf outing food and beverage revenue. He noted that past figures appear estimated, and stated that going forward, number should be very accurate.
- Restaurant financials were noted to be stable. Salaries were increased slightly, will watch labor costs closely this year. Projected loss of \$20,000 on food & beverage, which includes the Wednesday night dinners.

- Greenshire golf course financials show they had a great year last year. Smaller operation, tough to increase numbers. Great job was done last year.
- Rounds for the last four years show an increase in the last couple of years.
- Trying to provide useful information, report is a work in progress.
- Comparison of actual numbers from 2008 and 2009 calendar years. Can review month by month. Income increased about \$4,000. Revenue and expenses were both up.
- Rounds by month based upon type was reviewed. A question was raised about reducing greens fee charge. Tim acknowledged and responded to it, noting that it is a tough balance to reduce fees to generate use. Need to maximize dollars, yet remain competitive within the local market. Have used "Great Green Fees" and "Chicago Golf" tools to maximize revenue and not devalue the product. Extensive discussion followed.

III. Questions and/or Comments

- Question about having breakfast available something other than doughnuts. Long term golfers recall that there were issues with collecting payment for these items as well as sandwiches that are pre-made and available.

IV. Next Meeting

The next meeting date has not yet been determined.

V. Adjournment

Motion by Commissioner Duffy, seconded by Commissioner Sarocka, to adjourn the meeting. Meeting adjourned at 8:25 p.m.

Respectfully submitted,

James Glogovsky
Acting Secretary

JFG:ss