

**LAKE BLUFF PARK DISTRICT
FACILITIES & PROGRAMS COMMITTEE
MINUTES OF SPECIAL MEETING
APRIL 11, 2018**

The Special Facilities & Programs Committee Meeting of the Lake Bluff Park District, Lake County, Illinois, was held at the Recreation Center, 355 W. Washington Avenue, Lake Bluff, Illinois.

The meeting was called to order at 8:00 a.m. by Chair Mosbarger.

The following Committee Members were present when the roll was called: Chris Mosbarger and Nikki Walsh. France Pitera present at 8:01 a.m.

Staff members present were Ron Salski, Ed Heiser and Rob Foster.

Also present were Bill Rehanek, Bill Colgan, Dominic Flood and Abby Marrinan from Billy Casper Golf (BCG).

Approval of Agenda

Member Walsh moved, seconded by Chair Mosbarger, to approve the April 11, 2018 Agenda, as presented. The motion carried by unanimous voice vote.

Statement of Visitors – None

MINUTES

Approve Minutes of February 28, 2018 Facilities and Programs Committee Meeting

Member Walsh moved, seconded by Member Pitera, to approve the Facilities and Programs Committee meeting minutes of February 28, 2018, as submitted. The motion carried by unanimous voice vote.

ITEMS FOR DISCUSSION/ACTION

2018 Golf Club Marketing Plan – Presentation

Chair Mosbarger said that he reviewed materials from 2017 and the work done by BCG to reach people beyond the community has been great. He said he was excited to hear what they will be doing in the future to reach out to the local community.

Mr. Rehanek gave a quick review of national trends and a regional review of the Chicago area. He noted that in the last five years, one out of every fifteen golf facilities has closed in the country. He said he hopes the trend has finally hit bottom.

Mr. Flood reported that despite the challenges last year, there were highlights. There was a \$14,000 increase in cart revenue, \$1,200 increase in golf shop revenue and rounds were up. The goal for 2018 is to increase rounds by 5% and increase total revenue of the facility by \$49,000.

April 11, 2018

Mr. Flood said they plan to hold in-house events for residents. He noted season pass sales are projected to be the same as 2017. They are not as popular as they used to be because people now shop on the internet rather than stay at one course all year. Some also like variety of golfing at different courses.

Residents present asked about the new loyalty card BCG was introducing this season at the golf course. Mr. Flood said the new loyalty program was free and golfers could register for the program in the golf shop. A resident asked if the loyalty card could be distributed by mail to all households within the Park District. Mr. Rehanek stated BCG could look into a possible mailer.

Golf Club Fee Structure – Recommendation

Mr. Colgan presented recommendations from BCG on golf course fee structure. He stated BCG recommended continuing to sell memberships and keeping the fees already in place for the season. He also recommended no increases to currently established rack rates or riding cart fees. He stated that many of these fees, except for riding carts, were already increased between 2% and 5% this season.

Mr. Colgan outlined how BCG determines nominal pricing at the golf course and when to incorporate special pricing to maximize usage and revenues.

Commissioner Pitera asked if nominal rates were posted on the golf course website and if these rates could be provided to the Committee. Mr. Rehanek stated that the nominal rates are not fully dynamic, and that staff evaluates several factors when determining them.

Member Walsh moved to recommend no adjustment to the fee structure for the golf club, but the motion failed due to a lack of a second.

Commissioner Pitera requested more information on pricing before she could approve a recommendation to the Board of Commissioners.

Golf Club Capital Needs and Funding Options – Recommendation

Chair Mosbarger asked the Committee to table this agenda item to a future meeting. The other Committee members agreed.

Verbal Communications – None

ADJOURNMENT

There being no further business, motion was made by Member Pitera, seconded by Member Walsh, to adjourn the meeting at 9:50 a.m. The motion carried by unanimous voice vote.

Approved this 30th day of May 2018
Lake Bluff Park District