

**LAKE BLUFF PARK DISTRICT  
FACILITIES & PROGRAMS COMMITTEE  
MINUTES OF SPECIAL MEETING  
FEBRUARY 28, 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 8:15 a.m. by Chair Mosbarger.

The following Committee Members were present when the roll was called: Chris Mosbarger and France Pitera. Nikki Walsh was absent with prior notice.

Commissioners present were Rob Douglass and Bob Wallace.

Staff member present were Ron Salski and Ed Heiser.

**Approval of Agenda**

Chair Mosbarger asked that *Item D – Staff & Committee Verbal Communications* be added to Section III. Items for Discussion/Action.

Member Pitera moved, seconded by Chair Mosbarger, to approve the February 28, 2018 Agenda, as amended above. The motion carried by unanimous voice vote.

**Statement of Visitors** – None

**MINUTES**

**Approve Minutes of October 4, 2017 Facilities and Programs Committee Meeting**

Member Pitera moved, seconded by Chair Mosbarger, to approve the Facilities and Programs Committee meeting minutes of October 4, 2017, as submitted. The motion carried by unanimous voice vote.

**ITEMS FOR DISCUSSION/ACTION**

**2017 Golf Club Financial Summary - Presentation**

Superintendent Heiser reported that the net operation income (loss), including indirect expense, was (\$216,669) in 2017. This figure is unfavorable \$72,973 to the 2017 Budget and unfavorable \$110,437 compared to 2016 actuals. 2017 actuals are favorable \$57,150 compared to the benchmark year of 2015. He explained that unfavorable weather conditions and equipment repairs were the primary reasons for this miss to Budget.

Member Pitera wanted to see a list of clear goals for 2018. She said future reports should show the goals, explanation on why goals were missed, and what will be done differently in 2018. Superintendent Heiser said that this report is a summary and the goal is the same as 2017, which was to improve by \$150,000 annually compared to 2015. He noted that Billy Casper's big push in 2018 is memberships and events, and they will be targeting the 50 year anniversary.

Member Pitera felt that Billy Casper wasn't doing enough. She suggested advertising the golf course in prime areas around Lake Bluff, and coming up with incentive ideas.

Commissioner Wallace suggested getting Billy Casper's marketing plan and providing copies to the Committee.

### **Fitness Center Strategy Plan Update – Discussion**

Superintendent Heiser advised that the primary focus for staff in the first quarter has been launching the new "all-inclusive" \$37 per month recurring membership. Named the "Fitness Plan", this membership was launched January 2, 2018 and 173 Fitness Plans have been sold through February 15<sup>th</sup>. He said new signage was created for the main lobby of the Recreation Center, paid social marketing was utilized on Facebook, and the Fitness Plan was highlighted in Park District e-newsletters and several e-blasts targeting specific groups were sent out.

Superintendent Heiser said the simplicity of the plan, having classes included, and providing new equipment has helped. He said a monthly Fitness Center financial report is being finalized, along with a quarterly strategy plan report that will establish benchmarks for success and provide staff and the Board with insights on plan implementation progress and operational impacts.

Member Pitera suggested putting demo equipment in the lobby, and increasing signage. She said offering incentives is also good because people like "stuff."

Chair Mosbarger said that this is a great start, so staff should extend their reach and keep up the intensity. He said the overall financial goal is meeting the budget, and he also wanted to see annual memberships and annual visits per member tracked on the report.

### **2018-2019 Paddle Membership Special Assessment – Recommendation**

Superintendent Heiser explained that staff is considering two funding sources to acquire the funding necessary to eliminate the shortfall before the 2018-19 paddle season begins. The first is continuation of utilizing proceeds from the 2018 North Shore Kickoff Classic. The second source of funding would be implementing a one-time special assessment on all memberships for the upcoming paddle season.

Member Pitera asked why a special assessment wasn't thought of for golf. Superintendent Heiser said that it is proposed for paddle because the membership came to staff and suggested it. Commissioner Wallace commented that maybe paddle membership fees could be raised instead of calling it a special assessment.

Superintendent Heiser noted that the season for paddle is ending now and sign up for the new season will take place in August.

Member Pitera suggested deferring this matter until June. Chair Mosbarger agreed and said to inform paddle members that the Committee was not opposed, but just wanted more time to think about it.

**Staff and Committee Verbal Communications**

Executive Director Salski and the Committee discussed the community input meeting process regarding the golf course discussion.

**ADJOURNMENT**

There being no further business, motion was made by Member Pitera, seconded by Chair Mosbarger, to adjourn the meeting at 9:35 a.m. The motion carried by unanimous voice vote.

Approved this 11th day of April 2018  
Lake Bluff Park District