

DeKalb Park District  
June 4, 2012  
Golf Committee Meeting

**Board Members Present:** Joan Berkes Hanson and Dave Mason.

**Staff Members Present:** Executive Director Cindy Capek, Golf Supt. Roger Huber, Assistant Supt. Craig Wilson, Food Service and Clubhouse Operations Manager Jane Holdridge.

**Others Present:** None

The meeting was called to order at noon.

**Review of Financials:** Director Capek distributed the revenue statements for both facilities through May 31, 2012. She noted that revenue at River Heights was up by about \$20,000 in 2012 to 2011, while Buena was a little less than last year (approximately \$4,000). She noted that based on the projections; it was anticipated that pass sales would be down by about \$10,000 at each location; however, staff were optimistic that daily paid rounds would be higher.

**Staff Report:** Follow up on Growing the Game of Golf: Jane Holdridge distributed a monthly schedule of the activities at both facilities, draft copies of flyers of special activities and events, registration information for the instructional programs as well as discussed the Hook a Kid on Golf Program. Flyers were distributed to the schools promoting leagues and lessons, attractive brochure displays were purchased, and the special of youth playing for free with adults was added to River Heights after 2PM on Sunday. It was noted that many of the items that be considered for growing the game of golf were complimentary to customer service. Staff also noted that they had sufficient help at both locations.

Commissioner Mason suggested that the staff look at providing a large monthly schedule near the counter so that golfers were aware of the activities and events at the course and could plan accordingly. Simple things like greeting the customer, smiling as well as asking for feedback were mentioned. Executive Director Capek suggested an incentive for filling out comment cards by placing a container at the counter to drop a comment in to be entered into a monthly drawing similar to what food service operations do with business cards. It would also be good to try to capture email addresses. Commissioner Hanson complimented Jane on her positive customer service and encouraged her to train her staff using similar behavior. Staff is also pursuing bringing in a paid consultant to provide a session on customer service. (Liz Bockman?sp). Commissioner Hanson noted that staff should be polite; however, it was important to have some authority when staging golfers when teeing off.

Other suggestions included name tags for staff, maintaining clean golf carts, informing the customer if inclement weather is approaching and several equipment purchases to include new

mats at the driving range and new picnic tables. Mats would need to be budgeted as a capital project for next year. Roger noted that he had purchase boxes for broken tees, as well as several new ball washers, and two benches. Staff is also pursuing a collection to develop a memorial at Buena Vista for Russ Robinson. An additional capital items for consideration was changing the doors to the banquet facility to include a glass door near the pro-shop entrance and a hatch door near the bar.

Commissioner Hanson and Mason complimented the staff on their work and noted that they have seen improvements.

The next meeting will be held on July 2, 2012 at Buena Vista Golf Course at noon.

The topic area will be "Wish Lists" followed by Fall Projects on August 13<sup>th</sup>, and Season Wrap up on September 10.