

DeKalb Park District
September 10, 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.

Public Comment: None.

Review of Financials: Director Capek distributed the revenue statements for both facilities through August 31, 2012. Based on the financials to date, it was doubtful that depreciation expenses would be covered this year.

Recap of 2012 Season and Golf Committee Meetings: Superintendent Huber distributed a memo outlining initiatives in the area of Marketing, Programs, Rounds, Events, and Projects. (List Attached) Staff then provided feedback on a number of the items which were in the memo. Commissioner Mason asked that staff look at Tee box #2 at Buena Vista as a higher priority. Increased visibility of the chipping green was also discussed. Commissioner Berkes Hanson asked about current staffing levels and if staff were able to maintain the number of seasonal employees they needed throughout the year. Craig and Roger both noted that they were able to sufficiently staff this season; and although a few employees have left, several had returned late summer as well as the fact that they were able to share staff for special projects. Commissioner Mason suggested that staff look at when they hire staff for the spring, summer and fall in order to maintain the 1,000 hour limitation but continue to have the resources necessary to get maintenance tasks completed. Commissioner Berkes Hanson commented on bringing in an outside person to consult on the golf operations having completed the meetings of the golf committee.

Fees and Charges: Staff presented recommendations for pass fees as well as greens fees. The intent was to gather feedback on possible fee structures which could be presented to the entire Board of Commissioners for review in October. (Recommendations are attached) The pros and cons of eliminating the River Heights Pass for an all inclusive golf pass was discussed but at the same time offering a Buena Heights Golf pass for purchase. There was also discussion regarding the family pass fee structure and consideration for youth 18-23 who may be living at home and supported by their parents. The two options for the daily fees were then reviewed followed by a lively discussion on how to drive people to the facilities and use pricing as a strategy. In general, it was agreed that there should be a minimum \$1 non-resident higher

fee, there should be the same price for weekday or weekend greens fees, a twilight fee was advantageous, and the trails fees should be reviewed in relation to who is qualified to utilize a personal cart when a trails fee is purchased. Staff will put together alternate pricing strategies for consideration to include the above strategy as well as using a fee structure similar to what is currently in place.

The meeting adjourned at 1:35 PM

Next Meeting: April 2013, TBD