

MINUTES
DeKalb Park District
Public Meeting of the Golf Advisory Committee
June 10, 2020
Meeting Held Virtually Via Zoom
Public Meeting 6:00 p.m.

I. Meeting Call to Order

Golf Committee Chair Dag Grada called the meeting to order at 6:03 p.m. He noted that on March 16, 2020, Governor Pritzker signed Executive Order 2020-07 which suspends certain provisions of the Open Meetings Act. This Executive Order was extended by Executive Order 2020-39 issued on May 29, 2020. As a result, he has determined that it is in the best interest of the members of the Golf Advisory Committee members, District staff, and the public that the June 10 Golf Advisory Committee meeting be conducted virtually.

Ms. Doll then verified that all members of the committee could hear and be heard for the record.

Committee Members Present at River Heights: Vince McMahon, Austin Sands, Dag Grada, Tom Anderson

Committee Members Present Virtually: Dean Holliday, Larry Schultz, Tom Teresinski, Randy Bourdages, Gail A. Krmeneč, Adam Anderson, Steve Burski

Non-voting Members Present: Amy Doll, Doug Eaton

Other District Staff Present: Mat Emken, Steve Moore, Greg Bruggeman

II. Action on the Agenda

Committee Member Holliday made a motion to approve the agenda, seconded by Committee Member Schultz seconded the motion. Motion on the agenda carried by voice vote.

III. Approval of Minutes from 2/12/2020 Meeting

Mr. McMahon made a motion to approve the minutes from the February 12, 2020 meeting, seconded by Mr. Holliday. Motion carried by voice vote.

IV. New Business

a. Discussion of Golf Course Projects

Mr. Moore gave an update on projects at the golf courses, including hiring updates, updates to the clubhouse, equipment purchases, Buena Vista irrigation, the engineering report on drainage and paths, HVAC system at River Heights, new POS system, and beverage cart. He also talked about plans for the upcoming months including expanding lessons and programs and a website refresh.

Mr. Holliday asked Steve to expand on the pump installation at Buena Vista and asked if there had been any work done underground or just with the pump systems.

Mr. Schultz addressed some concerns that have come up in the past few weeks including tee sheet accuracy, rate discrepancies between online and in person, closing times at Buena Vista Golf Course, and some additional course operational items.

Ms. Krmeneč asked if Mr. Moore has looked at the business plan in the Golf Advisory Committee Report and the Billy Casper Report and suggested that the District needs to make sure we are tracking the golfers and collecting data to market to them.

b. Discussion of the Covid-19 Financial Impacts

Ms. Doll shared information about the negative impact that the Covid-19 situation has had on the revenues at the golf courses. She noted that revenues are down approximately \$115,000 from the 3-year average and that expenses are down approximately \$71,000 from the 3-year average. Typically the bulk of golf revenue needs to come early in the fiscal year and by the end of May the courses have usually brought in approximately 30% of their annual revenues and for this year we are only at 14% of budgeted revenues. Typically by the end of May the courses have spent 21% of their budgeted expenses and this year we are at 12.4%. This year will likely not be a year that we can gauge or measure the success of any initiatives as the restrictions have limited revenue generating potential. Golf is currently budgeted at a deficit of \$133K but projections are that this number could rise to over \$200K this year, even with budget reductions, due to the loss of revenue from Covid-19

Mr. Teresinski asked if the courses had seen a rebound in rounds played and revenue since the restrictions had been loosened and carts were allowed along with foursomes on the course. Ms. Doll noted that there has been an increase in rounds played and revenue since that time. She noted that the concern remains about lower food and beverage revenues and loss of revenues in outings and facility rentals.

c. Discussion of Dynamic Pricing

Mr. Moore presented information about the advantages of dynamic pricing as a model that would set rack rates for the course but adjust them online based on the market demand for the prices.

Mr. McMahon asked questions about the dynamic pricing model and noted that he thinks that the prices are too high. Ms. Krmeneč responded that she had put together a chart of the golf course pricing and that she thinks the District should look at this. Mr. Teresinski asked her to share this with the committee.

d. Discussion of IMEG Report

Mr. A. Anderson provided an update on the report from IMEG that recommends separate cart paths constructed from asphalt. He also covered the recommendations for drainage improvements. There was discussion of the bridge report that also included some cost estimates for moving the bridge.

Mr. Schultz asked about some of the drainage recommendations in the report. Mr. McMahon asked about fixing the 5th fairway. He wondered if relocating the tee box might be an option and asked if any consideration had been given to that. Mr. A. Anderson suggested that it could be looked at but there are still concerns with the 4th hole as well.

Mr. Teresinski asked about the differences in some of the terminology in the report regarding the floodplain and floodway. Chair Grada provided clarification. He also asked if more of the course could be turned into a wetland. Mr. A. Anderson provided additional input about the drainage options regarding wetland restrictions.

Ms. Krmeneč also noted that there may be ways to create a wetland and there might be funding available for creating these. Ms. Doll noted that there is a watershed plan that is being developed and that these drainage recommendations would be included in this plan and that could help with possible grant funding for some off them and that is noted in the report.

Ms. Krmeneč also asked for some clarification in regards to the solution that is proposed in this draft of the report and a statement that the original proposed solution is a cost savings.

Ms. T Anderson asked about equipment on bridge over #5 because equipment is too big to fit across the bridge. Mr. A. Anderson stated that he instructs his staff not to go out on the road because of the safety aspect.

e. Discussion of Committee Next Steps

Chair Grada suggested that the next steps of the committee would meet again in August as the original intent was to meet every other month. Several committee members concurred.

V. Public Comment

Mr. Teboda spoke about offering limited day passes such as 3 day a week or 5 day a week passes. He compared this with passes at Sycamore Golf Club.

Mr. Stoddard spoke about concerns that he has about Mr. Moore's performance.

VI. Adjourn Public Meeting

Mr. McMahon made a motion to adjourn, second by Mr. T. Anderson. Motion carried by voice vote. Meeting adjourned at 7:32 pm.