

DeKalb Park District
August 13, 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 July 31, 2012. She noted that River Heights was doing slightly better than projected and Buena Vista a little under projection regarding greens fees. Both courses were under projections for golf pass sales.

Staff Report: Roger Huber distributed a list of fall projects for both courses (attached) as well as an update on the projects which have been completed. Jane Holdridge distributed a monthly schedule of the activities, the monthly promotions, information on the Parent/Child Golf Tournament, and registration statistics for the instructional programs. She noted that some of the classes and programs were re-structured due to Pam Tyska's schedule which limited her availability for teaching. She also noted that Pam would have more time next year since she is fully retired from NIU. This summer approximately 70 youth participated in programs. The junior league finished last week with 46 kids; which had three more participants than last year. It was also noted that the old Jr. Academy program was no longer being offered and was replaced with the Ryder Cup program and that there were approximately 40 children who participated in the Ryder Cup Challenge event.

Commissioner Hanson asked how the Parent Child program was being advertised. Jane responded that all participants in the youth program were provided the information, and it was available at the golf courses.

Lastly staff commented on the success of the specials at both courses with 89 people taking advantage on the \$25 for 18holes on Mondays at River Heights and 100 people taking advantage of the \$15, 9 hole special at Buena Vista.

The participation in the kids play free on Sundays was minimal with 9 at Buena Vista last month and one at River Heights.

There was some discussion on marketing of both courses to NIU students. Staff noted that the mobile apps were very popular and that once the Star is in publication; they will have paid ads.

It was noted that in past meetings staff had commented on the need to have more assistance with marketing. Various ideas were brainstormed to include looking to NIU for a possible intern, or to Kishwaukee College as well as hiring seasonal staff. It was suggested that the development of a marketing plan be looked at over the winter months, prior to the next season.

Commissioner Mason provided a brochure from Orchard Valley Golf Club which is being managed by Billy Casper golf. He suggested that the District look at the options they have for pricing. Commissioner Mason also asked about fall projects and in particular over seeding of tee boxes.

Superintendent Huber and Asst. Wilson explained their approach to seeding versus complete renovation of tee boxes noting that leveling of the tee box requires complete removal of the sod and then re-seeding. Commissioner Mason suggested staff consider improving tee 10, 11, 15 or 16 before tee 6 since those were in worse shape.

The enforcement of the seasonal benefit program was reviewed. The policy on employee golf carts and trails fees should be clarified prior to next season.

In addition to a re-cap of the season and golf committee meetings at the September meeting, staff will have several options for fee schedules to discuss.

The meeting adjourned at 1:07PM

The next meeting will be held on September 10, noon, River Heights Offices.