

MINUTES

BOARD OR COMMISSION: Recreation DATE: 11/16/11
MEETING: Regular X Special _____ CALLED TO ORDER: 7:33 PM
QUORUM: Yes X No _____ ADJOURNED: 8:23 PM

MEMBER ATTENDANCE:

PRESENT: Chairman Girsch, Commissioners Cornwell, Jourdan and Miller

ALSO PRESENT: Recreation Director Pekarek, Recording Secretary Blake, Resident Ken Kloss

ABSENT: Commissioners Cavanagh, Dell and Graham, Student Commissioner Parker

CALL TO ORDER:

The November 16, 2011 regular meeting of the Recreation Commission was called to order by Chairman Girsch at 7:33 PM. A quorum was present.

PUBLIC COMMENTS:

None at the time. Mr. Kloss was in attendance to learn about the National Golf Foundation consultant's report. That report had not yet been received.

APPROVAL OF MINUTES:

Commissioner Miller moved to approve the October 19, 2011 meeting minutes. The motion was seconded by Commissioner Jourdan. The Motion carried unanimously.

STANDING REPORTS:

A. Manager's Report / Financial Report

Manager Pekarek said that October was a good month for golf. There were only four frost delays. Aeration was done later than ever before. The weather was cooler and wet after Columbus Day, slowing greens recovery from the aeration.

Rounds played and income were approximately the same as previous years, except for 2009 when weather was very bad. Rounds are down 6% for the year. Total revenue is down 3%.

The National Golf Foundation reported that as of September 30, rounds were down 3.5% nationwide and down 8.3% in the Chicago area. Illinois and Chicago lag the nation because of weather.

By the end of October, most of the business year is complete, with November and December having minimal impact on the bottom line. Grass playing surfaces have stopped growing for the most part, and staff efforts have shifted to putting things away for 2011 and preparing for 2012.

Commissioner Miller asked if the Holiday Open House is good for Pro Shop sales. Manager Pekarek said that it helps sales a little, but it is primarily a public relations event.

Commissioner Cornwell noted that Manager Pekarek did a good job before the Village Board giving the storm water presentation.

B. National Golf Foundation Consultant

Manager Pekarek reported that the consultant team met with the staff on October 31, and requested a great deal of information. They toured the facility and were provided with a list of courses that are comparable for 18 holes, 9 holes, driving ranges and clubhouse activities for outings and banquets. There has been more follow up via telephone. Their analysis is not complete, but they expect to have something to report by the end of November. Commissioners and Village Board members will receive a copy of the report.

The Village Board must decide to proceed with the Master Plan Project. A decision needs to be made so there is a strategy on how to book groups, as booking is proceeding now for 2012. If there is going to be renovation on the building in August and September, staff needs to know. Commissioner Miller suggested the possibility of a temporary structure, although infrastructure work may preclude such a measure. All that can be done is to wait and see what the consultant report says.

Resident Ken Kloss asked for clarification of Manager Pekarek's comment that the report will be of limited value. Manager Pekarek explained that the National Golf Foundation (NGF) is a preeminent source of demographic data, golf course benchmarking and performance data and market analysis. The NGF will be a great help to the Village Links providing insight from this information and providing a second opinion on the revenues projected in the Plan. The NGF has less experience in facility management. A mature business such as the Links already uses many of the industry best practices advocated by the Foundation, and from a management standpoint, there will not be much additional enlightenment. Financially, the Village Links is a top performer among publicly owned courses.

In response to Mr. Kloss' questions, Commissioners noted that many options were considered when formulating the Master Plan. There must be provision for a Pro Shop. The Village does not have many options for meetings of up to 50 people. A proper clubhouse will attract more outings and be able to accommodate 140 outing guests. A facility is needed that can be used in the winter. The things that make money for courses are the numbers of rounds played, which are increased by encouraging outings. Currently, there are not facilities for outings. The infrastructure of the existing clubhouse is beginning to break down.

The Village Board approved the outside study by the Foundation. Chairman Girsch concluded the discussion with commenting that the overwhelming desire is to do the best for the Links and the community. After 40 years, there are significant infrastructure situations that now must be addressed.

C. Trustee Liaison Report

No report.

ANNOUNCEMENTS AND OTHER BUSINESS:

Traditionally, the Commission does not meet in December. Manager Pekarek will distribute whatever is received from the National Golf Foundation. He mentioned that the Village Manager Franz intends to get the question of proceeding in front of the Village Board directly after the report is received and reviewed, so a decision is made in a timely manner. The Commission decided that the December meeting would be cancelled. A meeting will be added if necessary.

ADJOURNMENT:

Commissioner Cornwell moved to adjourn the meeting. The motion was seconded by Commissioner Jourdan, and was carried unanimously. The November 16, 2011 meeting was adjourned at 8:23 PM.

Submitted by Karen Blake, Recording Secretary
Reviewed and Edited by Matt Pekarek, Recreation Director
Approved by the Recreation Commission January 18, 2012