



Joe Doud Administration Building
545 Academy Drive
Northbrook, IL 60062
847-291-2960
nbparks.org

Golf Operations Committee Meeting

May 22, 2017
6:00pm

Joe Doud Administration Building, 545 Academy Drive

AGENDA

- I. Call to Order – Chair Ziering; Members Chambers and Slepicka
- II. Recognition of Visitors
- III. Approval of Meeting Minutes
 - Golf Operations Committee Meeting Minutes of November 15, 2010
- IV. Review of Golf Operations Data and Discussion
- V. Adjourn

Copies to: Park Board, Attorney, Directors, All Staff and Park District Facilities, Northbrook Star, Village of Northbrook,
Posted on Park District Website: nbparks.org

Persons with disabilities requiring reasonable accommodation to participate in this meeting should contact Eileen Loftus, the Park District's ADA Compliance Officer, at the Park District's Administration Building by mail at 545 Academy Drive, Northbrook, Illinois 60062, by phone at (847) 291-2960, Monday through Friday 8:30am until 5:00pm, or by email to eloftus@nbparks.org at least 48 hours prior to the meeting. Requests for a qualified ASL interpreter generally require at least 5 business days advance notice. For the deaf or hearing impaired, please use the Illinois Relay Center voice only operator at (800) 526-0857.



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MEMORANDUM

To: Board of Commissioners
From: Molly Hamer, Executive Director
Re: Golf Survey Results
Date: May 19, 2017

Attached are the results of the golf survey completed electronically by the Board. We will review these results as part of the Golf Operations Committee Meeting on Monday night.

Feel free to reach out with any questions.



Sirius Golf Survey Results

Q1. Please assign a percentage to each of the priority areas as to the desired purpose of the golf operation. The total percentages MUST add up to 100%.

	R1	R2	R3	R4	R5	R6	R7	Avg	
a. Amenity to area Citizens	35%	50%	30%	25%	40%	45%	50%	39%	
b. Profitability	35%	20%	30%	20%	5%	25%	0%	19%	
f. Youth Programming	10%	18%	15%	20%	20%	15%	15%	16%	
e. Golf Development	5%	2%	15%	10%	25%	10%	10%	11%	
c. Icon/Community Pride	5%	10%	10%	10%	5%	5%	10%	8%	
d. Economic Driver	5%	0%	0%	15%	5%	0%	0%	4%	
g. Other	5%	0%	0%	0%	0%	0%	15%	3%	
Other:	Active adult /senior programming							Open space /undeveloped land	

Q2. What do you think are our golf operations/courses biggest strengths?

- R1** Variety of offerings:
 -Challenging, exceptionally well maintained championship 18 course.
 -East nine
 -Par 3 Anets, well maintained in a beautiful setting.
 - youth classes & leagues
 -golf clinics for adults
 - camps to introduce young golfers to the sport
- R2** 1. The customer services provided is a major strength of the Golf Operations. It is something we hear from our customers.
 2. The golf operations is a full service business. We offer something for everyone. There is an 18 hole course, a nine hole course, a par 3, a driving range, a short game area, a complete teaching program, and miniature golf. This provides something for every type of golfer. It also provides the ability for players to develop from one level to the next with in the community.
- R3** The course is mature and has mature trees. It is a beautiful space to be outdoors. The course is well maintained. Course conditions are good. While the course is long for women it is a very playable course with only one feature I would refer to as a gimmick. The pro shop makes women's golf apparel available. There is a driving range at the course. Our staff is welcoming and pleasant. The course addresses all parts of golf from lessons, equipment, clothing, practice and play...it is full service.
- R4** Great staff and course maintenance. Pace of play and forgiving course for golfers
- R5** 1) Fair price point
 2) Flexibility/Diversity in course difficulty for all levels of play
 3) Practice greens and driving range
 4) GPS technology
 5) Golf instructors and their use of technology
 6) Professional and very friendly staff

- R6** Well kept/beautiful course
Driving range
Convenience
Price
Anets family friendly
Sportsman is a quick round
- R7** Layout classic18
Staff friendliness
Condition of courses
Great instruction esp Wenzel

Q3. What do you think are our golf operations/courses biggest weaknesses?

- R1** East nine needs work. This is important for those who just can't play 18.
Customer service is fair at best... unless you are a male over 60 who plays at least twice a week.
Rangers are rude,-and target women golfers. Pace of play management seems to mean push people off the first tee and then stack everybody up behind them on each hole.
- R2**
 1. The club house is inadequate for a major golf operation. There is a need for improved restaurant and better locker room facilities especially for the women.
 2. There is a need fro improved cart operations. A new fleet and potentially continuous cart paths.
 3. The marketing efforts need to be enhanced. There is a n under appreciation of the quality of Sportsman's. In addition, our pricing policies are constantly being questions. i.e. I can go to "xyz" and play for half the price. Our customers do not understand they make be comparing apples and oranges.
- R3** I do feel the forward or women's tees have been treated as second class...they are not centered, do not have benches, water, ball washers or trash cans. The parking lot is not at all convenient. The clubhouse does not offer a place to shower. There is no club storage though that is usually only at private clubs.
- R4** No carts path around course
- R5**
 - 1) Clubhuse too small to host events
 - 2) Non-continous cart paths that limit carts on wet days
 - 3) Layout at Sportsmans minimizing access to the Driving Range before play
 - 4) Mini golf course is outdated
 - 5) Inability to take golf carts into the parking lot after a round to unload clubs
- R6** Sportsmans parking lot design
Sportsman 18 is a short course
Sportsman doesn't have a memorable hole that makes you want to come back
Dated clubhouse
- R7** Food

Q4. On a scale from 1 to 10, with “1” being a “pasture with flagpoles” and “10” being “the best municipal golf course you have experienced”, please rate:

	R1	R2	R3	R4	R5	R6	R7	Avg
a. Sportsman’s Club Classic Course	9	8	8	8	9	7	8	8.14
b. Sportsman’s Club East Course	6	7	6	6	8	6	6	6.43
c. Anetsberger Golf Course	8	6	6	6	7	6	6	6.43

Q5. On a scale of 1-10, with “1” meaning “get rid of it now” to “10” being “must keep at all costs”, how do you rate the importance of the following:

	R1	R2	R3	R4	R5	R6	R7	Avg
a. Sportsman’s Club Classic Course	8	9	9	10	10	9	10	9.29
d. Sportsman’s driving range	6	8	9	9	10	10	10	8.86
c. Anetsberger Golf Course	9	8	6	7	10	8	10	8.29
b. Sportsman’s Club East Course	7	8	8	7	9	7	7	7.57
e. Sportsman’s miniature golf course	5	4	5	3	2	7	3	4.14

Q6. Where would you spend money to improve the facility? Please prioritize the following from 1 to 8, “1” meaning “this is the highest priority”.

	R1	R2	R3	R4	R5	R6	R7	Avg
b. Sportsman’s Club East Course	1	3	4	6	4	1	2	3.00
f. Sportsman’s clubhouse	8	1	2	1	5	3	1	3.00
a. Sportsman’s Club Classic Course	7	2	3	3	3	4	3	3.57
d. Sportsman’s driving range	2	4	1	2	6	5	5	3.57
e. Sportsman’s miniature golf course	5	5	5	5	1		6	4.50
g. Anetsberger Clubhouse	3	7	8	8	7	2	9	6.29
h. Undeveloped Land	9	8	6	4	2	8	7	6.29
c. Anetsberger Golf Course	6	6	7	7		6	8	6.67
i. Other								

Q7. Additional Comments

R1 Other than the East Nine the courses are in good to great shape. However, the staff culture needs to improve if Sptsman's is going to attract new golfers

R2 question 4 was difficult to answer. My ratings would be different if the question was stated for best course in the same price range or the best course within a fifteen minute drive. There are some great courses that are 60-90 minutes away and some that are at least 50% more expensive.

R3 I am strongly opposed to a lot of cart path. A significant price difference needs to be maintained between residents and non residents. I would like to see some innovative ideas tried. I have suggested a six hole league for after work, before work or mid day. Many people do not have time for more but would still play if it is promoted well. It is at least worth a try. I think people play more when in a league as they feel an obligation to show up. Promote league play and help organize. I hope we will not become a frequent "outing" host.

R7 Should we consider making Anets for kids- moving mini golf there and having sportsman be more adult oriented.