



**Board of Park Commissioners
Golf Operations Committee
Meeting Minutes**

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

MINUTES of the Golf Operations Committee Meeting of the Northbrook Park District Board of Commissioners held on Tuesday, September 12, 2017 in the Joe Doud Administration Building located at 545 Academy Drive, Northbrook, Illinois.

CALL TO ORDER –The meeting was called to order at 6:16pm by Chair Ziering.

Members Present – Chair Ziering, Members Chambers and Slepicka

Members Absent – None

Ex-Officio Members – Commissioners Chalem, Randel, Simon and Schyman; Executive Director Hamer

Staff – Directors Baron, Dalton, Loftus, Munn, Trongnetpanya and Ziolkowski; Executive Administrator Hodal; Administrative Assistant King; Head Golf Professional Billiter; Manager Kosbab; Supervisor Wenzel (arrived at 6:51pm)

RECOGNITION OF VISITORS – John Wait & Jeff Brauer of Sirius Golf Advisors, LLC

APPROVAL OF MINUTES – Minutes of May 22, 2017 were approved as presented.

INFORMATION ITEMS/VERBAL UPDATE

Sirius Golf Advisors Golf Operations Assessment

Chair Ziering introduced guests John Wait and Jeff Brauer who were hired to do an assessment of Northbrook Park District's Sportsman's Country Club focusing only on opportunities for improvement.

While the Course is considered premium, concerns revealed included difficulty reading the sign; location of the driving range; the cart building; management offices; parking lot; short course; forward tees; clubhouse; and the dining area.

Customer feedback revealed some negativity among the population but high ratings on location and affordability. Two-thirds of our customers said they would be willing to pay more to help fund improvements. Improvements may include advertising; food/beverage cart service; permanent tee time program; moving tees; bunker and green renovations; golf cart paths; and rebranding of the facility.

Chair Ziering thanked Mr. Wait and Mr. Brauer for their presentation and the floor was opened to the Commissioners for questions.

Commissioner concerns included funding; logos; food and banquet facilities; perceived decline in interest of the sport of golf; location of driving range; proshop; and the survey customer profile.

The Board and Staff thanked Mr. Wait and Mr. Brauer for their time and efforts.

ADJOURNMENT

With no further business, the meeting was adjourned at 9:15pm.

Respectfully submitted,
NORTHBROOK PARK DISTRICT

/s/ Molly Hamer
Molly Hamer, Secretary
Board of Commissioners/jmh