



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

Golf Operations Committee Meeting

December 16, 2020

6pm

Joe Doud Administration Building, 545 Academy Drive

The Northbrook Park District Board of Commissioners will offer a hybrid option to attend the Committee Meeting on Wednesday, December 16 starting at 6pm. If you wish to attend electronically, provisions have been made to join via Zoom. Please contact Wendy Peterson at wpeterson@nbparks.org or 847-897-6106 by 4pm, Wednesday, December 16 to request login information. For those who wish to attend in-person, Commissioners and staff will be meeting in the Joe Doud Administration Building, 545 Academy Drive. CDC guidelines will be followed, and a face covering is required. Community members wishing to respectfully share thoughts about any matter concerning the Northbrook Park District may do so during Recognition of Visitors. The Board typically does not immediately respond to public comments or engage in open dialogue, but we are of course actively listening to your comments. If follow up communication is necessary, a Northbrook Park District staff member will contact you within two business days. Thank you for your understanding of these guidelines.

AGENDA

- I. Call to Order – Chair Ziering; Members Randel and Schyman
- II. Recognition of Visitors
- III. Approval of Meeting Minutes
12/16.16 Golf Operations Committee Meeting of November 18, 2020
- IV. Informational Items/Verbal Updates
- V. Unfinished Business
- VI. New Business
12/16.16 Consider Golf Branding Name and Logo
- VII. Old Business
- VIII. Next Meeting – January 18, 2021 at 5:45pm or immediately following the Administration and Finance Committee Meeting, Joe Doud Administration Building, 545 Academy Drive
- IX. Adjournment

Copies to: Park Board, Attorney, Directors, All Staff and Park District Facilities, Daily Herald, 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: Golf Operations Committee
From: Greg Baron, Director of Golf Operations
Joan Scovic, Director of Marketing & Communications
Agenda Item: 12/16.16 Consider Golf Branding Name and Logo
Date: December 11, 2020

Staff Recommendation:

The Project Team recommends the approval of the new branding name and logo for the Sportsman's Country Club property.

Background and Analysis:

In August, the Board approved the contract to retain the services of a5 Branding & Digital of Chicago, Illinois. a5 was engaged to assess and develop a brand identity for the entire facility and its various sub-brands that would resonate with both the Northbrook community and the broader regional golf audience.

The Project Team created to work with a5 is comprised of Golf Operations Committee Chair Ziering, Commissioner Curin, Executive Director Hamer, Director Baron, Director Scovic, Executive Administrative Assistant Peterson, Manager Billiter and Manager Stuart.

a5 conducted numerous stakeholder and focus group interviews with Commissioners, staff, facility users and non-golfer community members. In addition, they reviewed a variety of documents and reports covering Sportsman's and the District to inform their process for this project.

The rebranding project has focused on facility and amenity names, visual logos, a tag line, logo applications and branding guidelines. Members of the Project Team met with a5 on numerous occasions, both in person for a site review and via teleconference. a5 led the Project Team through several name and logo system concepts and ranking exercises culminating in our final recommendation.

The Project Team's recommendation for the facility renaming and the various elements will be shared at the December 16, 2020 Golf Operations Committee Meeting. John Harris, Principal of a5 Branding & Digital, will conduct the presentation and will answer questions regarding the various branding elements.

Motion:

The Golf Operations Committee Chair moves to approve the rebranding of the former Sportsman's Country Club to the full Board for approval.

Pc: Molly Hamer, Executive Director