



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

Joe Doud Administration Building  
545 Academy Drive  
Northbrook, IL 60062  
847-291-2960  
[nbparks.org](http://nbparks.org)

MINUTES of the Golf Operations Committee Meeting of the Northbrook Park District Board of Commissioners held on Wednesday, December 16, 2020 in-person and via electronic meeting in the Joe Doud Administration Building at 545 Academy Drive, Northbrook, Illinois.

CALL TO ORDER –The Meeting was called to order at 6:02pm by Chair Ziering.

Executive Administrative Assistant Peterson announced that the Meeting was being recorded, called roll and visually recognized each participant.

Members Present via Electronic Meeting – Chair Ziering; Members Randel and Schyman  
Ex-Officio Members Present at the Joe Doud Administration Building – Commissioner Chambers  
Ex-Officio Members Present via Electronic Meeting – Commissioners Chalem, Curin and Simon  
Staff Present at the Joe Doud Administration Building – Executive Director Hamer; Directors Dalton and Loftus; Executive Administrative Assistant Peterson; Specialist Scharp; Parks Division Manager Kosbab; Marketing & Communications Manager Stuart  
Staff Present via Electronic Meeting – Directors Baron, Munn and Scovic; Head Golf Professional Billiter  
Guests Present via Electronic Meeting – John Harris, Fletcher Martin and Lizzy Kreindler of a5 Branding & Digital

RECOGNITION OF VISITORS – Michael Goodman, Northbrook resident

APPROVAL OF MINUTES

Commissioner Schyman moved to approve the Minutes of the Golf Operations Committee Meeting of November 18, 2020. Commissioner Randel seconded the motion.

ROLL CALL: Chair Ziering, Commissioner Randel and Commissioner Schyman voted aye.

*Motion Passed: 3 ayes; 0 nays*

INFORMATION ITEMS/VERBAL UPDATES – None

UNFINISHED BUSINESS – None

NEW BUSINESS

**Consider Golf Branding Name and Logo**

Director Scovic provided a brief overview of the golf branding process and introduced the Project Team including a5 Digital & Branding. The Project Team engaged in the discovery process and held numerous team meetings. Director Scovic introduced John Harris, principal of a5 Digital & Branding. Mr. Harris and his team presented engagement results, reviewed the naming process and unveiled the proposed name and logo. Commissioners engaged in a question and answer session. Chair Ziering called for additional questions, hearing none he requested a motion to consider the Golf Branding Name and Logo. Commissioner Randel moved to approve the rebranding of the former Sportsman's Country Club to the full Board for approval. Commissioner Ziering seconded the motion.

ROLL CALL: Chair Ziering, Commissioner Randel and Commissioner Schyman voted aye.

*Motion Passed: 3 ayes; 0 nays*

# NORTHBROOK PARK DISTRICT

OLD BUSINESS – None

NEXT MEETING

The next Golf Operations Committee Meeting was scheduled for January 18, 2021 at 5:45pm or immediately following the Administration and Finance Committee Meeting at the Joe Doud Administration Building, 545 Academy Drive.

ADJOURNMENT

With no further business, the Meeting was adjourned at 6:57pm.

Respectfully submitted,  
NORTHBROOK PARK DISTRICT

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