

**LAKE BLUFF PARK DISTRICT  
FACILITIES & PROGRAMS COMMITTEE  
MINUTES OF SPECIAL MEETING  
FEBRUARY 16, 2017**

The Special Facilities & Programs Committee Meeting of the Lake Bluff Park District, Lake County, Illinois, was held at the Recreation Center, 355 W. Washington Avenue, Lake Bluff, Illinois.

The meeting was called to order at 8:00 a.m. by Commissioner Gronau.

Commissioners present were Chris Mosbarger and Kurt Gronau.

Committee Member present was Niki Walsh.

Staff members present were Jim Lakeman Superintendent of Recreation, Safety, and Outreach Services; Ed Heiser, Superintendent of Facility Services; Rob Foster, Superintendent of Golf, Park and Facility Maintenance; Sandy Burke, Recreation Program Manager; and Tim Rochford, Fitness and Healthy Lifestyle Services Manager.

Visitors present were Treasurer Bob Wallace, and Dominic Flood of Billy Casper Golf.

**Approval of Agenda**

Commissioner Gronau re-arranged the items under Section III and moved Fitness Center Annual Report to Item A; Golf Club Annual Report to Item B; and Annual Update of Recreation Program Master Plan to Item C.

Commissioner Mosbarger moved, seconded by Member Walsh, to approve the February 16, 2017 Agenda, as amended. The motion carried by unanimous voice vote.

**Statement of Visitors** – None

**Minutes**

**Approve Minutes of January 10, 2017 and Minutes of January 16, 2017 Facilities and Programs Committee Meetings**

Member Walsh moved, seconded by Commissioner Mosbarger, to approve the Facilities and Programs Committee meeting minutes of January 10, 2017 and January 16, 2017, as submitted. The motion carried by unanimous voice vote.

## **ITEMS FOR DISCUSSION/ACTION**

### **2016 Fitness Center Annual Report - Presentation**

Superintendent Heiser explained that staff is focusing on three core revenue categories: annual and term Fitness Center memberships, Group Fitness Programming, and Personal Training. Memberships consist of Fitness Center, Group Fitness, Combination, and Track. This is the third consecutive year that there has been a decline in sales of annual memberships, and it raises a red

flag. Part of the reason that annual memberships went down last year is that staff started a new system of selling quarterly and monthly memberships, and also a lot of new fitness centers have opened in the area bringing in more competition. However, by expanding the quarterly and monthly programs, 79% more memberships were sold in that category. Calculating in all the categories together, memberships remained flat.

Commissioner Mosbarger asked if there was information on revenue per member. Superintendent Heiser said that this was difficult to figure because people sign up for multiple passes per year. The number of users fluctuated between 920 and 1,000. Staff is currently trying to get the monthly guests to sign up for quarterly memberships, and the quarterly to move to annual memberships.

Commissioner Mosbarger said that data collection and marketing is critical to the success of the Fitness Center. He suggested possibly bringing in a person for a short time to assist with data collection and analysis. He also felt it would be a good idea to contact Lake Forest to see what they are offering.

Superintendent Heiser explained that the Business Plan is really a strategic plan for the next three or four years. He said there are two team leaders that are being trained to promote memberships and programs, and noted that most of the memberships are residents and they have not had much success reaching outside the community.

Regarding Group Fitness and the SILVER-Fit Program, Superintendent Heiser said that when the programs were expanded to monthly, quarterly and yearly, participation spiked and revenue increased. He noted that the biggest challenge of these programs is that they are not solvent.

Superintendent Heiser said that Personal Training is also a challenge and they had a reduction in number of trainers. They have recently added three new trainers with more staff diversity to meet the needs of the community.

Manager Rochford said that one of the new trainers also teaches group fitness, so that could be a good marketing tool. He said he also met with Athletico to see about the possibility of a partnership.

Superintendent Heiser said staff will present the Business Plan to the full Board next month. Commissioner Mosbarger suggested waiting until they have more information to do a Board presentation, and Superintendent Heiser was in agreement.

## **2016 Golf Club Annual Report - Presentation**

Superintendent Heiser said that 2015 was the last year of self-management before Billy Casper Golf came on board. He noted that there is one update in the budget and that is the operational expense was \$387,000 and not \$432,000. The Budget will be corrected to reflect the new amount.

He reported that golf membership for 2016 was flat, greens fees increased \$42,000, cart fees \$38,000 and the driving range showed a slight increase. The Golf Shop expenses went down, so

profitability increased. The tent was turned over to Billy Casper. The concession is now operated by Billy Casper Golf saw profits go from \$2,500 in 2015 to \$11,383 in 2016.

Superintendent Heiser said that golf maintenance operations were scaled back from the gold level to a silver level, and maintenance expenses decreased by \$71,000. Net income or profitability improved over the previous year.

Superintendent Foster talked about golf course maintenance and said that four staff members were cut, along with chemical usage. Staff lucked out with the weather this year as far as maintenance.

Superintendent Heiser said that in the process of developing the Golf Club Annual Report, two errors were discovered in the Budget: the Billy Casper Golf management fee of \$42,000 was entered twice, along with the concession profit of \$7,500.

Dominic Flood, from Billy Casper Golf, advised that they would be looking into different marketing initiatives for 2017.

Superintendent Foster said that there will be an upcoming expense of approximately \$15,000 because the irrigation computer is having problems. They are going to try to fix it in-house for now.

## **Annual Update of Recreation Program Master Plan - Presentation**

Superintendent Lakeman stated that the Recreation Program Master Plan was created in 2015, and staff gives a detailed summary every year. He explained the report and highlighted some of the programs. He said that youth athletics was the focus in 2016 because it needed to be increased. Because of changes and additional programs, it grew from 13% to 17%.

Superintendent Lakeman said that programs were broken down into four stages: intro, growth, mature, and decline. The main focus is on programs that are declining, and staff tries to analyze why they are declining and if they can they be fixed. The four stages were then broken down into age groups. Staff is constantly doing program assessments.

Manager Burke highlighted some of the new programs and changes made to current programs to improve them. She listed some new special events as follows: teenage pool nights, 4<sup>th</sup> of July band at the beach, preschool fun fair, family bonfire, and pool movie nights.

Superintendent Lakeman said they were working on the after school care program and making changes to improve and promote it. Staff is also targeting 4<sup>th</sup> and 5<sup>th</sup> graders. In addition, they are working on better communication when programs are cancelled, analyzing cancellation rates, and lifecycle stages.

Superintendent Lakeman noted that a steering committee, including residents, has been formed to identify needs for programs, and continue partnerships in the area.

Regarding the pool, Superintendent Lakeman said the main pool will open an hour earlier on Saturdays this year.

## **VERBAL COMMUNICATIONS**

**Staff** – None

**Chairperson** – None

## **ADJOURNMENT**

There being no further business, motion was made by Member Walsh, seconded by Commissioner Mosbarger, at adjourn the meeting at 9:30 a.m. The motion carried by unanimous voice vote.

Approved this 17th day of March, 2017  
Lake Bluff Park District