

**LAKE BLUFF PARK DISTRICT
FACILITIES & PROGRAMS COMMITTEE
MINUTES OF SPECIAL MEETING
MARCH 17, 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 Ed Heiser, Superintendent of Facility Services and Tim Rochford, Fitness and Healthy Lifestyle Services Manager.

Visitors present were Bill Colgan, Jill Timon and Dominic Flood of Billy Casper Golf and Treasurer Bob Wallace, Commissioner Susan Ehrhard and Committee Member France Pitera.

Approval of Agenda

Commissioner Mosbarger moved, seconded by Commissioner Gronau, to approve the March 17, 2017 Agenda, as amended. The motion carried by unanimous voice vote.

Statement of Visitors – None

Minutes

Approve Minutes of February 16, 2017 Facilities and Programs Committee Meeting.

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

ITEMS FOR DISCUSSION/ACTION

Fitness Center Business Plan - Presentation

Superintendent Heiser and Manager Rochford presented the draft version of the Fitness Center Business Plan. Superintendent Heiser started by presenting year-to-date financials with an explanation for the current year budgeting process. He stated that despite not achieving budget in memberships in January and February, staff anticipated still achieving budget for the year. He also indicated that shortfalls to budget in January and February for group fitness may be indicative for the year. Superintendent Heiser also stated that throughout the Business Plan, staff identified objectives to improve the overall financial performance of the Fitness Center.

Staff presented an overview of the current membership demographics of the Fitness Center indicating that there is a general even split between males and females, but the average age of the current members is higher than the industry average. Superintendent Heiser noted the Fitness Center was a full-services center offering a wide array of equipment and programs for all demographics.

Manager Rochford presented a SWOT analysis of the Fitness Center. He highlighted the community environment and guest service level of the Fitness Center as strengths. He also identified marketing and communications as a key weakness of the operations. Personal training and group fitness currently provide the greatest opportunity for staff to improve the operations. Finally, staff identified competition as the greatest threat to the operations.

Staff presented the Committee with current trends identified by the ACSM. Along with current trends, staff identified if the Fitness Center was current providing programming associated with the trend, if they were considering providing programming or if no programming was offer or considered regarding a current trend.

Staff then presented initiatives for the Business Plan. While the plan covered initiatives for the next three years, staff highlighted key objectives for the next year. Commissioner Mosbarger asked staff carefully identify who, what and how to complete marketing initiatives for the Fitness Center.

Golf Club Marketing Plan - Presentation

Bill Colgan, Jill Timon and Dominic Flood of Billy Casper Golf presented marketing initiatives for the Golf Club for the 2017 golf season. Timon identified a key to marketing and promotional initiatives for the upcoming season was the ability to compare year-over-year data as Billy Casper Golf is entering their second season managing the operations of the Golf Club.

Timon discussed that pricing and yield optimization was the primary focus for staff at most facilities within the company's portfolio. Additional data collection in the second year would continue to improve the effectiveness of the marketing and communications strategies. Timon also informed the Committee that the Golf Club was launching a mobile application for the upcoming year that would provide an additional layer of communication while providing new amenities for golfers.

Other key areas of focus for the marketing team are loyalty and programming. Timon stated that both areas would see increased campaigns in the upcoming season. Timon also identified other aspects of the marketing plan that her team would focus in 2017.

VERBAL COMMUNICATIONS

Staff – None

Chairperson – None

ADJOURNMENT

There being no further business, motion was made by Commissioner Mosbarger, seconded by Member Walsh, at adjourn the meeting at 9:12 a.m. The motion carried by unanimous voice vote.

Approved this 24th day of May, 2017
Lake Bluff Park District