

**Minutes of the Workshop Meeting Board of Park Commissioners**      **April 3, 2008**

The Workshop Meeting of the Board of Park Commissioners was called to order by President Cohen at 7:35 p.m. in the Administrative offices of the Deerfield Park District located in the Jewett Park Community Center. The following were:

Present:        Antokal, Caron, Patinkin, Stryker, Cohen (5)  
Absent:        None (0)

And there was a quorum in attendance. Also in attendance was Linda Gryziecki, Secretary/Director of Parks and Recreation; Rick Julison, James McCormick, Linda Anderson, staff members.

The first topic of discussion was several proposals re: golf operations. James McCormick, Manager, reviewed the materials submitted on the PGA Family Course Program.

The PGA of America and U.S. Kids Golf have established The PGA Family Course Program, a nationwide initiative to provide PGA Golf Professionals a means to make golf more enjoyable for all members of the family, regardless of age and ability.

Building off the success of its Personal Tee Golf Learning Program, U.S. Kids Golf is producing PGA Family Tee plates, which will enable any golf course to make the transition into a beginner-friendly short course. The program is a part of Play Golf America, the industry-wide campaign to attract more individuals and families to the game of golf.

PGA Professionals can purchase PGA Family Tee plates in sets of 9 holes at \$450 or 18 holes at \$899 (plus shipping).

James reported that the golf course staff is interested in trying this for 9 holes only, possibly late afternoons or at monthly special events. Commissioners concurred as long as we are careful how it is presented so our regular golfers don't feel slighted.

The next topic of discussion was a request for driving range use.

Chevy Chase Golf Club's Head Golf Professional asked that we consider allowing use of our range. They are looking to find a location to conduct their group golf lessons and some private lessons as Chevy Chase does not have a range.

Chevy Chases' needs are as follows:

Complimentary use of Learning Center for 6 to 10 people for 1 hour in the evening for three days. This would be repeated once a month May through August, and complimentary use of Learning Center for 6 to 10 kids for 1 hour in the morning for four days. This would happen twice in June and once in July.

Deerfield Golf Club would receive:

A complimentary Advertising Package on the Chevy Chase GPS ProLink System and our course name, web site and phone number included in all their group lesson materials.

When people learn golf they tend to practice and play where they learn. This may be due to comfort and other factors. This will mean increased future revenues from people attending these classes.

The golf course staff believes that building a cooperative relationship with a golf course this close can only pay benefits in the future. Finally, because Chevy has no range to take these customers away, staff believes this would be positive for both Chevy Chase and for Deerfield and recommends approval.

Commissioners agreed that this be tried on a trial basis with continued monitoring so that their needs don't take priority over ours.

Deerfield Golf Club will be hosting the PGA Nationwide Bank of America Open qualifying event on May 27, 2008. Traditionally these events do draw small number of spectators. Our current Golf Operations Policy for Spectators #7009, only allows exceptions for High School Tournaments. Staff recommends a once a year exception also be granted to the PGA Nationwide Tour for the qualifying event.

Plans do not call for any fee to be charged to spectators therefore staff will be stationed in key entrance areas to obtain signatures to waive and release of claims and assumptions of risk. This is the same form used for the High School exceptions. It was suggested that as spectators check-in and sign the appropriate waiver, wrist bands be distributed.

The revised policy will be placed on the agenda for approval at the April Board Meeting.

In February, our staff and a group of North Shore public golf courses met to discuss and brainstorm the possibility of some cooperative marketing by the group of courses. The idea being to not only keep our public golfers from traveling out of the North Shore but to attract new golfers to the area. A few wild and a few good ideas came out of the meeting.

One idea in particular appears attractive and lucrative. Many private clubs have some kind of "reciprocal" playing privileges at other private clubs. The basic idea is to keep our members playing at our golf courses or at least at a limited number of North Shore area courses rather than traveling outside of the immediate area. The prospect of filling an unused weekday tee time with a cart fee is better than an empty tee time. Add the range, food and beverage sales that accompany most rounds of golf and the incremental revenue again is greater than nothing.

Basic details are as follows:

- Members from one course can go and play at the reciprocal course for a cart fee whether they are walking or riding (in our case full cart \$16).
- Each course sets parameters of when the reciprocal members can make tee times. Example: 24/48 hours in advance.
- Each course must give the other course a list of their members (to verify membership).
- Members must show ID at the course they are playing at.
- Not valid with leagues, teams, outings, special events.

- Not valid with any other offers or discounts.
- Each golf course controls when to allow reciprocal members to make tee times or play.
- In our case, play would be limited to Monday through Thursday prior to 1:00 p.m. Tee times would be accepted no more than 48 hours in advance.
- Ability to terminate the agreement at any time with reasonable notice.
- We would limit the number of courses we accept to only three (3) locations: Lake Bluff, Bonnie Brook, and Deerpath.

Building a cooperative relationship with a few other golf courses can only pay benefits in the future. Staff recommends a trial period to evaluate the program. Commissioners agreed in concept and felt it imperative that the golfers, usage and times be tracked for a thorough evaluation.

James reported on the Mother's Day Brunch scheduled for May 11 as well as the new weekend breakfast buffets planned at the course.

Discussion followed on the Conceptual Plans for the Woodland Park renovation. The current DYBA building is 24' x 32' = 768 square feet. It was reported that they would like to see the space doubled (or 40' x 40' = 1600 sq. ft.) to meet their current needs. In checking with the Fire Marshal, this is still under the minimum space requiring a sprinkler system.

As directed at the last meeting, staff checked the Village of Deerfield Zoning Ordinance for Special Use / Public Lands which requires one (1) parking space for each five thousand (5,000) sq. ft. of gross land area. A rough estimate is approximately 149-150 parking spaces. The maximum number shown on the previous plan discussed by the Board was one hundred (100) spaces.

After discussion, the following directive will be given to TDA:

- On the plans, show an expanded DYBA building.
- Redesign the parking lot attempting to accommodate one hundred twenty five (125) to one hundred fifty (150) cars.
- If needed, put the detention in the parking lot.

Unfortunately, we are again dealing with the dilemma of a parking lot large enough to accommodate our uses but giving up green space to do so.

We will have revised drawings for the April Board Meeting at which time we will have the opportunity to discuss the renovation plans with our neighbors.

There being no additional discussion, motion made by Commissioner Caron, seconded by Commissioner Patinkin, to adjourn into Closed Session re: Section 2 (c) (5) Real Estate.

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Roll call vote as follows:

AYES: Caron, Patinkin, Antokal, Stryker, Cohen (5)

NAYS: None (0)

Motion passed in a roll call vote.

The Workshop Meeting reconvened to Open Session and adjourned at 9:35 p.m.

Respectfully submitted,

Linda Gryziecki, Secretary