

**DuPAGE AIRPORT AUTHORITY
GOLF COMMITTEE MEETING
Wednesday, March 16, 2011
DuPage Flight Center, 2700 International Drive, West Chicago
3rd Floor Conference Room**

The Golf Committee of the DuPage Airport Authority Board of Commissioners was convened at the DuPage Flight Center, 2700 International Drive, West Chicago, Illinois, Third Floor Conference Room on Wednesday, March 16, 2011. Chairman Donnelly called the meeting to order at 9:34 a.m. and a quorum was present for the meeting.

Commissioners Present: Donnelly, Huizenga, Davis, Thompson

Commissioners Absent: Sabathne'

DuPage Airport Authority Staff Present: Executive Director David Bird; John Schlaman, Director of Golf for Prairie Landing Golf Course; Tony Kalina, PLGC Golf Course Superintendent; Dan Cook, PLGC Food and Beverage Director; Erin Adriatico, PLGC Banquet Sales Manager; Jim Larson, PLGC Head Golf Course Professional; Pam Miller, Executive Assistant and Board Liaison.

REVIEW OF YEAR END FINANCIAL STATEMENTS FOR 2010

Mr. Schlaman summarized the 2010 Year End Financial Statements.

He advised that revenues and expenses for 2010 are essentially flat; Property taxes have increased \$100,000; Capital expenses are down \$155,000. He continued that there were 147 paid round played at Prairie Landing in 2010 and this figure does not include member rounds. He briefly discussed the numbers of rounds played in each of the categories and advised that total rounds were increased about 1% and the average rate was also down for greens fees. He added that staff will be pushing to offer creative specials. He continued that golf cart rentals have increased with the increased memberships and advised that the players from many of the country clubs are moving to public courses, which is reflective of the challenging economy. He continued that the number of golf club rentals have decreased especially during the weekdays and for business outings where club rentals are most prevalent. He added that practice center numbers have increased as people tend to have less recreational time to spend at the golf course and it requires less time to practice. He continued that Merchandizing is up 14%, a \$20,000 increase, and complimented staff on a good job. Mr. Schlaman explained that the Food and Beverage Department increased 4% from 2009 with the majority of this increase attributed to a new approach taken by selling the craft center industry microbrews. Mr. Schlaman added that total banquet revenues for 2010 are \$24,200 and equipment rental revenue was \$8,000. Discussion continued and Mr. Schlaman advised that Year End Total Revenue Income in 2010 for Prairie Landing had decreased \$2000 from 2009.

Mr. Schlaman continued that Golf Maintenance Expenses decreased 3% from 2009; total expenses increased 3%, which is reflective of not receiving the property tax rebate in 2010 as in 2009; Kitty Hawk Deli continues to be challenging with revenue down \$15,000 and expenses also down 9%. Mr. Schlaman added these challenges with the Kitty Hawk Deli are brought about by the decrease in the number of tenants at the Airport and slower Airport traffic. He also added that the hours of operation for the Kitty Hawk Deli have been reduced in order to help offset expenses.

**REVIEW OF MARKETING AND PROMOTION STRATEGIES AND
EVENT SCHEDULES FOR 2011.**

Mr. Schlaman explained that staff has been working hard to develop more business opportunities to drive more traffic to the golf course in 2011. Executive Director Bird advised Mr. Schlaman has developed a very professional team and who will be able to successfully increase revenues

and to continue to offer a very high level of customer service. Discussion occurred regarding various opportunities that might be successful in drawing business to the golf course and also the Kitty Hawk Deli. Discussion also continued relating to the various publications, newspapers and TV stations where advertisements for Prairie Landing will appear. Mr. Schlaman also reviewed some of the events that will be taking place at Prairie Landing and commented on the Tasting held at Prairie Landing recently as well as the Wedding Expo scheduled for the coming Saturday.

2011 PRICING FOR PRAIRIE LANDING GOLF COURSE

Mr. Schlaman reviewed the rate comparisons for 2011 with competitive golf courses and also local courses. He advised that Prairie Landing's pricing has remained the same over the years and with the challenged economy a rate increase has not been considered. Mr. Schlaman summarized the membership rates and the various rate packages available at Prairie Landing.

UPDATE ON BANQUET DEPARTMENT ACTIVITIES

He introduced two members of his staff, Dan Cook, Director of Food and Beverage and Erin Adriatico, Banquets Sales Manager. Mr. Cook addressed the status of event bookings for 2011, with some bookings for 2012. He discussed his efforts to work with the Banquet Department staff to make needed changes with the sales staff to improve banquet revenues and marketing efforts. He continued that the goal for Prairie Landing is to maintain and update the asset, providing good customer service. He continued that training is being done to insure that all employees are well educated on the goals and direction Prairie Landing is heading to continue providing a very high level of service. Ms. Adriatico spoke briefly regarding the experience she brings to Prairie Landing from her previous position and advised that she has successfully booked 17 weddings since her employment with Prairie Landing.

Mr. Schlaman reported that new windows were installed in the clubhouse which has greatly improved the look and efficiency of the Clubhouse. Discussion continued.

OTHER BUSINESS

Chairman Donnelly brought up for discussion the concept of constructing a dome for use by Prairie Landing during the winter months for golf instruction. Mr. Schlaman agreed to research this concept more thoroughly and provide information. Discussion occurred.

A **MOTION** was made by Commissioner Huizenga to adjourn the meeting of the Golf Committee and Commissioner Davis seconded this motion. The motion was unanimously passed by voice vote and was adjourned at 1:09 p.m.

Approved at the Regular Board Meeting 5-11-11
Charles E. Donnelly, Chairman