

**DuPAGE AIRPORT AUTHORITY
GOLF COMMITTEE MEETING
Wednesday, March 16, 2016**

The Golf Committee of the DuPage Airport Authority Board of Commissioners was convened at the Daniel L. Goodwin Flight Center Building, First Floor Conference Room, 2700 International Drive, West Chicago, Illinois on Wednesday, March 16, 2016. Chairman Donnelly called the meeting to order 1:05 p.m. and a quorum was present for the meeting.

Commissioners Present: Donnelly, Huizenga, Ledonne

Commissioners Absent: None

DuPage Airport Authority Staff Present: Executive Director David Bird; Patrick Hoard, Director of Finance and Prairie Landing Golf Club; Mark Doles, Director of Aviation Facilities and Properties; Dan Barna, Procurement Manager; Anna Normoyle, Marketing Manager; Pamela Miller, Executive Assistant and Board Liaison.

Others in Attendance:

NONE

NEW BUSINESS

DIRECTOR'S REPORT

Patrick Hoard reviewed the following topics as part of the Director's Report:

1. Staffing:

Staffing efforts for the club are going very well. The golf course will open on Thursday, March 17; the driving range is now open. JR Starnes will manage the golf course operations. He has been employed for two years with Prairie Landing Golf Club. Eric Mundt has been with Prairie Landing Golf Club for 9 years and will take the position of Golf Course Superintendent. Erin Bobsin has been with Prairie Landing Golf Club for 5 years and manages the Food & Beverage Department. Staffing of seasonal employees is going well with the exception of the Food & Beverage Department which seems to be more challenging for hiring servers and wait staff; efforts are ongoing. Discussion continued briefly regarding staffing.

2. Golf Operations:

Revenues Forecast for 2016 are following right on the mark so far this year and expected to exceed the forecast as the season progresses. Expenses have been reduced significantly; \$106,000 reduction in costs; expect to exceed the forecasted net profit. Mr. Hoard discussed headcount reductions made recently at Prairie Landing and the reductions are reflected in the budget for 2016; the savings will be more significant in the 2017 budget as a result of these headcount reductions. Also changes have been made in some of the daytime golf rates. Discussion followed.

3. Food & Beverage:

The Food & Beverage Department is showing significant increases in revenue and this is directly related to the lack of bookings for weddings in 2016. Normally there are 28 to 35 weddings booked per year and currently for 2016 only 20 weddings are scheduled. The biggest driver for this decrease are the continued rumors that Prairie Landing Golf Club will be closing due to possible development. Efforts are ongoing to stop and to control the circulation of these rumors. These rumors have effected the wedding side of the business more significantly than the golf side of the business. Discussion followed.

Executive Director Bird stated that the Airport Authority is approaching management of the golf as an actual Management Company which provides the ability to maintain the quality and the playability of the course. The goal of the Airport Authority is to financially break even for this year. Discussion continued.

4. Marketing:

Mr. Hoard discussed the potential for doing a **Groupon** type of discount for *The Grill Room* through the end of May. A brochure is being circulated to businesses in the area in an effort to secure more outings, business meetings, and holiday parties. This brochure highlights *The Grill Room* and encourages people to come for a great dining experience. On the golf side of marketing we are utilizing **DealCaddy** which is similar to **Groupon** but through the **GolfNow** website. In the spring of 2015, 800 rounds were generated through this website; 600 rounds in the fall 2015. Some changes have been made in various golf rates which will allow Prairie Landing to be more competitive. Serafin and Associates have been doing press releases and staff is networking with wedding planners in surrounding areas. Discussion continued.

5. Capital Program:

Capital and major maintenance expenditures anticipated for Prairie Landing in 2016 were reviewed. A number of capital projects and the procurement of some items have been postponed for 2017. Some of the vehicles that are very important to golf operations have been included in 2016 as these items can be easily sold if necessary or utilized by the Airport Authority. Discussion continued.

PRAIRIE LANDING GOLF CLUB FINANCIAL REVIEW

Mr. Hoard reviewed the financial statements for Prairie Landing Golf Club as provided in the Board Meeting Packet. He advised Prairie Landing is basically on budget up to this point for 2016 and under budget in some of the expenses lines. Discussion followed briefly.

OTHER BUSINESS

None

A **MOTION** was made by Commissioner Ledonne to adjourn the meeting of the Golf Committee and Commissioner Huizenga seconded this motion. The motion was unanimously passed by voice vote and was adjourned at 1:32 p.m.

Approved at the May 18, 2016 Board Meeting

**Charles E. Donnelly
Committee Chairman**