

**DuPAGE AIRPORT AUTHORITY
GOLF COMMITTEE MEETING
Wednesday, September 14, 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, September 14, 2016. Chairman Donnelly called the meeting to order 1:00 p.m. and a quorum was present for the meeting.

Commissioners Present: Donnelly, Ledonne

Commissioners Absent: Huizenga

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; Becky Taylor, Accountant for Prairie Landing Golf Club; Pamela Miller, Executive Assistant and Board Liaison.

Others in Attendance:

Michael Toth, JWI.

NEW BUSINESS

DIRECTOR'S REPORT

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

1. Financial Review and Outlook:

Year-to-Date comparisons reflect that total revenues have increased across the Board for Prairie Landing. Golf Administration is down; wedding line is down nearly \$200,000. This is a perception problem; many potential users still believe Prairie Landing Golf Club is closing.

Golf Rounds are expected to increase 8% from 2015 with 25,000 rounds versus 27,000 rounds for 2016; expecting an increase to 28,000 rounds for 2017. Discussion followed.

2. Capital Program Update:

Review of ongoing capital projects and assets for Prairie Landing in 2016 and costs associated. Projects anticipated for 2017 were also reviewed. Major Maintenance Projects for completion in 2016 and projects anticipated for 2017 were discussed.

3. Marketing program Update:

Review of plans and concepts to be implemented in 2017 to provide public awareness that Prairie Landing is in business and not closing. Discussion followed relating to social media sites and websites for attracting leads for weddings. Also reviewed marketing ideas for the golf side as well as for wedding and outings; working with Serafin and Associates to place news releases and information in specific areas to maximize this information. Discussed the potential for golf rate adjustments for 2017.

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 November 16, 2016 Board Meeting
Charles E. Donnelly
Committee Chairman