

**The City of Lake Forest
Parks and Recreation Board
Meeting Minutes
May 21, 2019**

I. Call to Order

The Parks and Recreation Board Meeting was called to order by Chairman Paul Best at 6:30p.m. The following were present:

Board Members: Mr. Paul Best
Mr. Steve Reimer
Ms. Melanie Walsh
Mr. Jared Rhoads
Mr. Will Elliott, Student

Staff: Ms. Sally Swarthout, Director of Parks and Recreation
Mr. Joe Mobile, Superintendent of Recreation
Mr. Rob Carmichael, Program Manager
Mr. Vince Juarez, General Manager, KemperSports
Ms. Dani Spann, Administrative Assistant

Special Guests: Ara Goshgarian, Friends of Lake Forest Parks and Recreation Foundation
Steve Malin, Friends of Lake Forest Parks and Recreation Foundation

II. Welcome to New Board Members

Chairman Best welcomed the new board members, Jared Rhoads and Will Elliott. Mr. Best asked each member to introduce themselves and give a brief introduction.

III. Approval of Minutes

Meeting minutes of the April 16, 2019 Park & Recreation Board Meeting were presented and approved.

Board member Reimer motioned for approval of the minutes and Board member Walsh seconded. The minutes were then unanimously approved.

IV. Opportunities for the Public to Address the Board on Items not listed on the Agenda

No comments

V. Friends of Lake Forest Parks and Recreation Foundation

Alderman Ara Goshgarian gave a brief overview of the role of the foundation. The Foundation sponsors events to aid in the fundraising for various projects. He touched on the main events throughout the year. The foundation helped with the funding of the Master Plan with Hitchcock Design Group. Mr. Malin plays a very large role, especially in the Fred Jackson Golf Outing each year. Mr. Goshgarian extended an invitation to members to attend the golf outing on June 7th and see the new halfway house constructed. There have been 45 new golf carts purchased. Once funding is secured, they are hoping to have a new cart barn constructed.

Mr. Goshgarian would like to integrate with the Parks and Recreation Board and have a permanent liaison. The Parks and Recreation Board members were encouraged to attend the various events held by the Friends of Lake Forest Parks and Recreation Foundation.

VI. Deerpath Golf Course Update

Vince Juarez, General Manager of Deerpath Golf Course gave an annual update. The golf industry in 2018 was down 4.8% throughout the year. He touched on the state of the industry. There's an increase in family golfing. Women are a large percentage of off course participants. There has been a large increase in new beginning golfers in 2018. Rounds increased 6.31% overall, despite the 6.1% average decrease in the state of Illinois. Outing rounds increased at Deerpath Golf Course by 27% with three new outings held. There has been a double digit percent increase on the 9 hole rounds. Annual pass rounds were down 7% but membership pass revenue was up \$5000 from previous year. The success and increases are contributed to Deerpath Golf Course having a very high utilization rate in the mornings and the Junior Golf and Family Golf programs.

Mr. Juarez went over the FY20 goals. Staff would like to increase programming by adding Adult Clinics. Wedge Clinics are a new program to drive participation in merchandise sales. Demo/Fitting days will be added to promote national vendors and bring new people to the Club. Another new program is, *Cooking with Chef Z*. The first class was held in March, with a huge success. This generates offseason revenue and includes non-golfers. He touched on other additional programming opportunities.

Mr. Juarez talked about the new events being offered. These events will include non-golf events and hope to increase outing and banquet revenue.

Mr. Juarez talked briefly on the new staff this year. Kyle Wiebenga is a former Assistant Superintendent from Knollwood. Greg Baetan, PGA Head Golf Professional has extensive experience in public and private facilities and taught the April/May clinics.

Based on the KemperSports NPS Survey, the Deerpath Golf Course Loyalty Index shows an increase in 2018 by 6% from 2017. Mr. Juarez touched on the lower scored areas. Staff is focusing on improving these areas.

Course Improvements completed are the continuous cart path, the patio, halfway house and the new golf carts. The new patio has contributed to the success of the events held and the additional rounds and revenue generated.

VII. Wildlife Discovery Center Spotlight

Rob Carmichael, Curator of the Wildlife Discovery Center (WDC) talked about the Wildlife Discovery Center's College Internship Program. This includes a two week intensive training. Using college interns is a budget savings, and empowers young professionals. Mr. Carmichael touched on a typical day as an intern. The interns will rotate around the WDC throughout the day. These interns have various hands on responsibilities. There is a very large variety of colleges, including Big 10, represented in this program. Many of the interns have gone on to work in very large zoos, including London Zoo and San Diego Zoo. There are also many great volunteers that help at the WDC. Mr. Carmichael touched on some of the testimonies from past alumnae thanking the WDC for their contribution to their current role as professionals in their field.

VIII. Approval of FY20 Meeting Dates

Director Swarthout went over the FY20 meeting dates. Meetings are generally held on the third Tuesday of each month at the Municipal Services Building at 800 North Field Drive, Lake Forest, IL, unless otherwise noted.

Board member Rhoads motioned for approval of the minutes and Board member Walsh seconded. The minutes were then unanimously approved.

IX. Comments by Director

Director Swarthout talked about the Comprehensive Master Plan and noted it will be presented at the June 3rd City Council meeting.

Director Swarthout talked about the following upcoming events in April and May:

1. Summer Camp Registration - Camps start June 17th
2. Women's Golf League – May to September
3. Fred Jackson Annual Golf Classic – Friday, June 7th from 11:30am – 5:00pm
4. Concerts in the Square – Thursdays in June and July from 6:30pm-8:30pm in Market Square

X. Comments by Chairman

Chairman Best talked about the upcoming board meetings and what the Board as a whole would like to accomplish. Best would like to connect more with the Friends of Lake Forest Parks and Recreation Foundation with the help of a liaison. The Foundation meetings are held at 7:00pm on the second Monday of the month at the Municipal Services building. Board member Best suggested occasionally changing the location of the meeting quarterly, starting with the August meeting.

XI. Comments by Board Members

The subject of bringing in food/beverage vendors for the Concert in the Square events. Members asked about an update on the beach parking. Director Swarthout said the South beach access permit sales have increased. In depth training was held over the weekend for Beach staff to prepare them for the upcoming season. Board member Reimer inquired about the drop off process. Superintendent Mobile explained the staff will hold on to the driver's ID until they return from dropping guests off. Small discussion followed on the Golf Course running the beach concessions and upcoming events at the Beach.

XII. Adjournment

Board member Reimer motioned for adjournment and Board member Rhoades seconded. The meeting was adjourned at 8:23p.m.

Respectfully Submitted
Dani Spann
Administrative Assistant