

PARKS AND RECREATION BOARD MEETING MINUTES
March 5, 2013

Dominick Pulis, chairperson, called the meeting to order at 6:30 p.m. at 851 S. Eton.

MEMBERS PRESENT: Ross Kaplan, Therese Longe, Dominick Pulis, Bill Wiebrecht and Hannah Gould, Student Representative

MEMBERS ABSENT: John Meehan, Ryan Ross and Art Stevens

ADMINISTRATION: Lauren Wood, Director of DPS and Jacky Brito, Golf Manager

GUESTS: Dorothy Conrad, Cindy Rose and David Young

Dominick welcomed Hannah Gould the new Student Representative to the Parks and Recreation Board.

It was moved by Bill Wiebrecht, seconded by Therese Longe, that the minutes of the February 5, 2013 meeting be approved.

Yeas – 4 (Ross Kaplan, Therese Longe, Dominick Pulis and Bill Wiebrecht)

Nays – 0

AGENDA ITEM #1 – Golf Report-2012 Review - 2013 Prospectus

Jacky reviewed the golf report in its entirety. Jacky stated the memberships increased 31% from the previous year. These memberships included business, non-resident and resident memberships. The weather was a large factor in the success of the golf courses for the 2012 season. The new non-resident membership rate was well introduced and well taken by the community.

Jacky stated that only seven unlimited golf passes were sold last year.

Jacky stated that merchandise sales increased. Jacky stated for the 2013 season additional merchandise will be available to purchase which will include Nike and Foot Joy. Jacky stated that at Springdale Golf Course a merchandise area has been created by the drinking fountain located near the eating/seating area.

Jacky went over the five-year financial model.

Bill stated as a suggestion when you are looking at the five-year financial model the column that is labeled fiscal year 2012/2013 are financials through December 31, 2012.

Bill stated that the 2012/2013 fiscal year started last July 1st so all the expenses and revenues from July 1st are not reflected on this financial model.

Bill stated as a suggestion is to get the financial numbers split the fiscal year 2012/2013 column into actual financial numbers to date. For a financial model you're not even showing half a year for six months of revenues and eight months of expenses.

Dominick stated that the golf sub-committee could discuss this report further and find the best solution to bring back in terms of a monthly report to the Parks and Recreation Board.

Bill stated that the non-resident and business memberships are to be split between the two golf courses and based on the golf report that is not being done.

Lauren stated she would review how the memberships are being reconciled.

Jacky stated that the golf rounds had increased from the previous season.

Jacky stated with the overall golf improvements, services and amenities for our current members and their guests creates an ambience to come out and play and enjoy the golf facilities.

Lauren introduced the new organizational chart for the golf courses.

Bill stated all the changes that were made over the last fifteen to twenty years at the golf courses the one thing that has improved more than anything else on the golf courses is maintenance.

Bill stated why should the superintendent of maintenance be reporting to the golf manager which does not make sense. Bill stated he does not agree with the new organization structure and hopes that the new structure is successful.

Therese asked shouldn't the golf superintendent be equal to the golf manager because it is inside and outside and both report to the assistant director.

Lauren stated in the golf industry the golf course superintendent generally reports to the general manager but in the city's case the golf superintendent will report to the golf manager. They are both working in a partnership. Nothing is going to change except for the organizational structure.

Jacky stated that the City of Birmingham had a booth at the 2013 Novi Golf Show. She stated that 348 visited the booth and signed up for the City of Birmingham e-notify. Jacky stated that she had several brochures and promotional informational available.

Jacky discussed the events that occurred during the 2012 golf season and 2013 events that will be offered.

Jacky reviewed the Marketing Strategy for the 2013 season that includes the new Junior Golf program.

It was moved by Therese Longe, seconded by Bill Wiebrecht, that the Golf Report 2012 Review -2013 Prospectus be accepted with changes as noted.

Yeas – 4 (Ross Kaplan, Therese Longe, Dominick Pulis and Bill Wiebrecht)

Nays – 0

COMMUNICATION/DISCUSSION ITEM #1– Parks and Recreation Board Roster
The Parks and Recreation Board Roster was presented at the meeting. Changes will be made to reflect the new terms expiring for Dominick and Therese.

COMMUNICATION/DISCUSSION ITEM #2 – Sub-Committee Appointments
The Parks and Recreation Board Sub-Committee Appointments was presented at the meeting. No action was required by the board.

COMMUNICATION/DISCUSSION ITEM #3 – Thank you from Daniel Maertens, Student Representative (*e-mail*)
The e-mail was presented to the Parks and Recreation Board. No action was required by the board.

COMMUNICATION/DISCUSSION ITEM #4 – Follow-Up on Winter Sports Venue at Lincoln Hills (*e-mail*)
The e-mail was presented to the Parks and Recreation Board. No action was required by the board.

Dominick stated that the next meeting will be held on Tuesday, April 9, 2013.

The meeting adjourned at 8:00 p.m.

Connie J. Folk, Recreation Coordinator