

PARKS AND RECREATION BOARD MEETING MINUTES
February 4, 2014

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

MEMBERS PRESENT: Ross Kaplan, Therese Longe, John Meehan, Dominick Pulis, Ryan Ross, Art Stevens and Bill Wiebrecht

ADMINISTRATION: Lauren Wood, Director of DPS, Jacky Brito, Golf Course Manager and Connie Folk, Recreation Coordinator

GUESTS: Dorothy Conrad and Cindy Rose

It was moved by John Meehan, seconded by Art Stevens that the minutes of the January 7, 2014 meeting be approved as corrected.

Yeas – 7 (Ross Kaplan, Therese Longe, John Meehan, Dominick Pulis, Ryan Ross, Art Stevens and Bill Wiebrecht)

Nays – 0

Agenda Item #1 – Golf Report -2013 Review – 2014 Prospectus

Jacky reviewed the golf report in its entirety. Jacky stated overall the golf courses had a great year. The memberships stayed steady with the reduction of the membership fees. Jacky stated that an additional five unlimited golf passes were sold over the seven that were sold the previous year. Jacky stated that the City of Birmingham will have a booth at the 2014 Novi Golf Show.

Jacky stated that outerwear sells well and that Lincoln Hills is ideal for selling merchandise. Jacky stated that children's outerwear will be offered for the 2014 golf season.

Jacky stated that the sales of food and beverages increased. Jacky stated that menu will be updated for the golf courses.

Jacky stated that the Junior Golf program was successful.

Jacky stated that the events were very successful. The events held on Friday nights were affected by the bad weather.

Dominick asked about the cell tower revenue that was reported in the golf report. Lauren stated she would verify where the cell phone revenue is being reported.

Jacky continued through the golf report explaining the upcoming marketing plan and ways to increase participation and increase food and beverage sales.

John asked Jacky if she has considered contacting the local health clubs regarding golf course memberships.

No action was required by the Parks & Recreation Board.

Therese asked for a motion to add an agenda item to the current agenda.

It was moved by John Meehan, seconded by Art Stevens to add Agenda Item #3 City Parks –Project Summaries

Yeas – 7 (Ross Kaplan, Therese Longe, John Meehan, Dominick Pulis, Ryan Ross, Art Stevens and Bill Wiebrecht)

Nays – 0

Agenda Item #2 – Comments received regarding Kenning Park Master Plan
Comments regarding Kenning Park Master Plan were presented at the meeting.

No action was required by the board.

Agenda Item #3 – City Parks –Project Summaries

Lauren presented to the parks board the future park projects scheduled. Lauren stated that these projects were presented at the City Commission Long Range Planning Session.

No action was required by the board.

Therese stated that the next meeting will be held on March 4, 2014.

The meeting adjourned at 7:35 p.m.

Connie J. Folk, Recreation Coordinator

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Approved