

OFFICIAL PROCEEDINGS OF THE REGULAR MEETING OF THE BOARD OF TRUSTEES OF THE PLEASURE DRIVEWAY AND PARK DISTRICT OF PEORIA, ILLINOIS, HELD AT 6:00 P.M., WEDNESDAY, AUGUST 23, 2017 AT AUDITORIUM OF THE NOBLE CENTER FOR PEORIA PARK DISTRICT ADMINISTRATION, 1125 WEST LAKE AVENUE, PEORIA, ILLINOIS.

President Cassidy presided and called the meeting to order at 6:00 p.m.

ROLL CALL:

TRUSTEES PRESENT: Trustees Harant, Johnson, Petty, Ryan, Snowden, Vice President Rayford and President Cassidy.

TRUSTEE ABSENT: None.

STAFF PRESENT: Executive Director Cahill, Attorneys Bill Streeter and Ken Snodgrass, Jan Budzynski, Chief Sylvester Bush, Nick Conrad, Rebecca Fredrickson, Matt Freeman, Shalessie Pie, Trish Blattenberger, Meg Boyich, Bonnie Davis, Mary Harden, Emma Lawson, Dustin Martin, Kyle Meger, Mike Miller, Steve Montez, Marty O'Brien, Sharon Pollard, JD Russell, Doug Silberer, Tim Smith, Nicole Staley, Bob Streitmatter, Yvonne Strode, Sue Wheeler, Tim Wilson, Erich Zimmerman and V Joyce McLemore.

OTHERS PRESENT: Carley Allensworth, 501 N.E. Madison Ave., Apt. H, Peoria; Robert Anderson, 2429 N. Lehman Rd., Peoria; Tom Auer, 3227 W. Wilshire Dr., Peoria; Jo Ann and Kevin Bandle, 4801 North St., Peoria; Dee Benway, 6016 N. Knoxville Ave., Peoria; Dave and Karen Berry, 104 W. Tall Oaks Ct., Bartonville; R. Bloom, 2210 W. Overhill Rd., Peoria; James Blubaugh, 7614 N. Radnor Rd., Peoria; Jim Brunner, 4033 W. Hollow Creek Dr., Peoria; Norm Burdick, 1724 Gaylord Ave., Peoria; Jim Callas, 1737 W. Willow Wood Dr., Peoria; Bob Coletta, 11715 N. Nettlecreek Dr., Dunlap; Jas Connell, 5106 N. Isabell Ave., Peoria; Cheryl and Mike Cook, 6816 N. Aycliffe Dr., Peoria; Larry Dawson, 212 Ironwood Dr., Pekin; Randy DeGroot, 906 W. Mossville Rd., Peoria; Randy Downard, 2620 N.E. Madison, Peoria; Shelly Epstein, 5917 N. Roxbury, Peoria; Matt Fahel, 1619 W. Christine, Peoria; Ken and Carol Ferino, 413 E. High Point Ln., Peoria; Walt Fitton, 2145 N. Hampton Ct., Peoria; Kent Folkerts, 4661 N. Lynnhurst Dr., Peoria; Mike Freeman, Peoria; Mark and Judy Friedman, 6618 N. Post Oak Rd., Peoria; Jan and Bob Frericks, 4301 W. Lora Ann, Peoria; Mark Friedman, 6618 N. Post Oak Rd., Peoria; Karen Gingerich, 4109 N. Hollyridge, Peoria; Rich Hallam, 1105 Illinois, Pekin; Jim Hancock, 3524 W. Saymore Ln., Peoria; Al Harms, 1529 W. Westaire, Peoria; Jack Hoffman, 103 Sunset Ln., Germantown; Clara Hooks, 2415 W. Imperial Dr., Peoria; Jerry Hornbacker; Dale and Linda Jackson, 2711 N. Kingston Dr., Peoria; Ron Jackson, 1127 W. Teton Dr., Peoria; Pat Jeier, 803 W. Broadmoor, Peoria; Jan Kendall, 423 Hampton Cove, Peoria; Ed Lamoureux, 200 N. Dixon Ave., West Peoria; John and Kathy Louis, 10456 N. North Forest Trail, Peoria; David Loyd, 7321 Thomas Davis Dr., Peoria; Reggie

Livingston; Chris Marry, 508 Hamptons Cv., Peoria; Marli Meiss, 10527 N. Dahlia Ct., Peoria; Donna and Robert Moore, 3818 W. Richwoods, Peoria; Keith and Mary Musselman, 5216 N. Ashford, Peoria; Norah O'Brien, 3321 N. Chestnut, Peoria; Bessie Parke, 5106 N. Isabella Ave., Peoria; John Petrakis; Gene Petty, 3802 N. Molleck Dr., Peoria; Bob Pfohl, 11747 N. Bristol Dr., Dunlap; Corwin Pierson, 2501 N. Villa Wood Ln., Peoria; Barb Plach, 2429 N. Lehman Rd., Peoria; Monica Reising, League of Women Voters; Frank Renner, 135 E. High Point Rd., Peoria; Jeff Roche, 1501 W. Bradley Ave., Peoria; George Rothan, 607 W. Collingwood, Peoria; Curt Wardelman, 1100 N. Institute, Peoria; Linda Selburg, 2501 N. Villa Lake Dr. #28, Peoria; Dana Shackelford, 405 W. Clara Ave., Peoria; Greg Sick, 5500 W. Timberedge Dr., Peoria; Bill Smith, 300 W. Detweiller, Peoria; Dwight Stimeling, 4318 N. Independence, Peoria; Sharon Sutton, 3217 N. Linnhill Ct., Peoria; Mary Swanson; Richard Thule, 1801 E. Crestwood, Peoria; Brandon Victor, 2215 Center, East Peoria; Chris Waible, 1418 E. Kelly Ave., Peoria Heights; Gary Waible, 7118 Thomas Davis Dr., Peoria; Linda Waible, 577 Prospect Ln., Peoria Heights; Bill Walraven, 3728 S. Wheatfield Way, Peoria; Jim White, 1608 W. Callendar, Peoria; Ron and Sherry White, 4615 Baker, Bartonville; Tom Wolff, 2217 Center, East Peoria; John O'Connor, Tim Miles, Sr., and Cathy Ralston, **GolfVisions**, 2501 N. Midlothian, Mundelein IL.

PRESS PRESENT: Dave Reynolds, Peoria *Journal Star*; *WMBD-TV*.

PLEDGE OF ALLEGIANCE: All stood and recited the Pledge of Allegiance.

MINUTES: **TRUSTEE SNOWDEN MOVED TO APPROVE MINUTES OF AUGUST 9, 2017 REGULAR PARK BOARD MEETING. Motion seconded by Vice President Rayford and motion carried on unanimous voice vote. (Results: 7 Ayes; 0 Nays)**

FINANCE COMMITTEE: **FINANCE CHAIRMAN SNOWDEN REPORTED THE FINANCE COMMITTEE HAD EXAMINED THE BILLS AND FOUND THEM TO BE CORRECT AND MOVED THAT THE PRESIDENT AND SECRETARY BE AUTHORIZED TO ISSUE ORDERS ON THE TREASURER FOR THE SEVERAL AMOUNTS:**

Peoria Park District	Thursday, August 17, 2017
GENERAL	80,528.94
RECREATION	200,164.29
LIABILITY	55.13
MUSEUM	6,590.77
POLICE	2,051.57
BONDED PROJECTS	30,059.79
PAVING & LIGHTING	100.96
RIVERFRONT EVENTS	147,063.57
DETWEILLER MARINA	8,196.83
GOLF	61,819.08

FINANCE COMMITTEE:
(continued)

HISRA	1,936.71
RIVERPLEX	47,188.60
TOTAL PAYABLES	\$585,756.24

PAYROLL #16 8/11/2017	\$648,656.42
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Motion seconded by Vice President Rayford and carried on unanimous voice vote. (Results: 7 Ayes; 0 Nays)

NEW BUSINESS:

Request for Approval to Allocate Peoria Zoo Memorial Funds to Zoo Improvements

Professional standards for safety in zoos are continually evolving. The Zoo Memorial Reserve Fund currently has an available balance of \$731,523.02. Staff recommends allocating \$170,000.00 from the Zoo Memorial Reserve Fund to complete the following projects to enhance visitor and animal safety:

- Perimeter Fence Replacement (\$50,000)
Scope – replace older sections of ineffective perimeter fence to match current standard similar to fence installed in Africa! exhibit
- Public Barrier around Tiger Exhibit (\$10,000)
Scope – relocate public barrier approximately 2-feet further away from exhibit to prevent potential reach by visitors
- Lion Overlook Research Station (\$80,000)
Scope – theme and enclose lion rock overlook area to minimize potentially climable rock spots for visitors
- Petting Zoo Fence Modification (\$15,000)
Scope – Relocate animal chain link fence and install visitor Barrier fence to prevent public access to domestic animals when staff is not present
- Muntjac Drain (\$10,000)
Scope – Reroute existing muntjac nighthouse drain to new Takin sewer line
- Radio Repeater (\$5,000)
Scope – purchase and install repeater in middle of zoo to help with two-way radio transmission

With staff recommendation, **TRUSTEE JOHNSON MOVED TO ALLOCATE \$170,000.00 FROM THE ZOO MEMORIAL RESERVE FUND TO COMPLETE IDENTIFIED PROJECTS TO ENHANCE VISITOR AND ANIMAL SAFETY. Motion seconded by Trustee Snowden and carried on unanimous voice vote. (Results: 7 Ayes; 0 Nays)**

NEW BUSINESS:

Public Comment regarding Management of the Peoria Park District Golf System

President Cassidy welcomed everyone and outlined how discussion would be facilitated at this meeting. First, staff will give a presentation on the current state of the Peoria Park District/Golf System. Second, representatives of GolfVisions, a private golf management firm will give their presentation. The meeting will then be opened to Board Trustees for their questions, followed by public for comment.

Cassidy emphasized no decision has been made to go with private management of the golf system. No decision has been made as to who the private company may be. This meeting is being held for all Board Trustees' information and consideration. The RFP Committee recommendation to the Board regarding GolfVisions is offered in the event the Board would decide to go with a private management system.

Executive Director Cahill distributed handouts (see attached) and gave PowerPoint presentation addressing:

- Park District operational deficits,
- staff reductions resulting in 16% decrease in full-time workforce,
- recent changes in facility operations,
- projected operating funds deficits through 2022 at current levels of service,
- Park District Golf operating losses 2000 through 2017;
- development of the Request for Proposal and appointment of RFP Evaluation Committee,
- RFP recommendation for contracting management of the Park District Golf System
- lessening the financial burden on the District,
- management agreement would benefit the District by providing expert management and operation oversight
- Park District retains ownership of courses, retains capital control of golf assets, retains Board approval for annual budgets, fee and pass schedules
- cost savings of \$250,000 in year one of management agreement

Cahill stated up to this point this has been an open process. The RFP Committee was made up of Staff, Board, and a community member. Staff along with Trustee Petty has toured golf facilities, both municipal and private currently operated by Golf Vision management firm. Cahill then introduced Tim Miles, Sr., Cathy Ralston and John O'Connor, representatives of Golf Visions.

Cathy Ralston gave a PowerPoint overview of Golf Visions. GolfVisions manages both public and private courses—18 in Illinois/Indiana/Michigan and 2 in Florida. Their clients consist of public sector agencies including park districts and cities/villages; private owners and bank owners.

Ralston identified GolfVisions' goals for the Peoria Park District Golf System:

- long-term sustainability
- improve financial results by increasing gross revenues and operating reducing costs
- sustain and enhance golf course conditions

GolfVisions top three concerns:

- course conditions—sustain and improve current course conditions
- rates—ensure Peoria Park District golf system remains affordable, accessible, and viable for long term
- staff—plan will be interview and retain existing staff for key roles in a more streamlined structure

Public Comment regarding Management of the Peoria Park District Golf System

Executive Director Cahill reiterated these discussions do not come without a cost. The Park District is responsible for maintaining all district operations yet there is a need to balance fiscal responsibility to serve everyone in the best possible way.

Park District Priorities:

- We will be responsible stewards of all District resources.
- We will focus on services that make the greatest impact.
- We will create a culture that values and supports each other, those we serve and our community.

Therefore, gathering public comment is important. The District needs input from the public.

Before opening the floor to trustees for questions, President Cassidy stated he has not heard explanation for capital asset control; he requested more detail on the issue of rates/fees/passes; and how the golf lesson program and Junior Golf program would be accommodated. Cassidy reiterated the Park District maintains control and ownership of all courses and GolfVisions must adhere to Park District policies. Cassidy further questioned whether the RFP for 3-year management term allows for the return of operations to the Park District after 3 years.

Cahill stated regarding capital assets that the management firm would only make recommendations for purchase of equipment. The Board maintains control of fees/charges via budget.

Tim Miles, Sr. of Golf Visions addressed issues raised. In a management agreement, GolfVisions would act as an agent for the Park District and only recommend/make suggestions and oversee operations. GolfVisions would hire their own staff. GolfVisions is very employee oriented with an attractive compensation/benefit package.

GolfVisions supports the concept of annual passes and they are offered in various markets. The pass structure needs change. GolfVisions embraces dynamic pricing and is committed to competitive pricing.

Miles believes savings for the District can be found via capital improvements/capital replacement.

Golf Visions management supports lesson programs and tournaments; leagues and outings are also part of the operation.

Cassidy requested explanation of annual management fee. Miles estimates one-time mobilization fee of \$10,000 and per course management fees in 2018 to be \$100,000. Additionally, GolfVisions would receive 20% incentive fee on the savings realized by the District.

Trustee Snowden asked how the District could pay a management fee and yet realize savings. Miles stated the Golf Vision experienced and professional team members allow for the savings. That plus controlled expenses.

Trustee Snowden questioned how revenues would be increased. Tim Miles stated pass holder system would be changed. Discussion followed regarding how much greens fees might vary, laser focus on operations of courses, reallocate time/fee structure for different levels of passes, punch cards, dynamic pricing.

Public Comment regarding Management of the Peoria Park District Golf System

Trustee Ryan asked if GolfVisions anticipated any particular project for major capital improvement. GolfVisions indicated cosmetic changes, only.

Vice President Rayford asked how the revenue stream would work. GolfVisions responded revenues are generated from greens fees and cart rental fees. They would also like to increase food/beverage revenues. Primarily, there is need to increase the volume of rounds played.

Trustee Snowden questioned what would exactly change for the individual golfer if GolfVisions operated courses? Miles responded that he believes very little change would be noticed by golfers but cost won't increase.

Trustee Johnson expressed his approval of dynamic pricing concept but asked about customer service. What would GolfVisions do differently to attract customers? Tim Miles responded that Golf Visions would enhance first impressions by delivering "crisp and clean" conditions throughout each facility and offer detail attention to all.

Vice President Rayford asked about volunteer opportunities at the courses. John O'Connor of GolfVisions indicated this would be negotiated.

Trustee Ryan asked if GolfVisions did a market analysis of the Peoria area. Are there enough golf holes in the system? Did the Park District make the right decision by closing Donovan Golf? Tim Miles believes it was a good decision to close a course. The number of rounds played were down by one-half that year.

Trustee Harant asked about employee retention. John O'Connor stated the entire golf staff would be interviewed and as many as possible would be retained to fit into the system. Harant asked if there was any expectation for percentage retained. O'Connor stated that changes in employee structure would be needed; however, members of current staff would be interviewed.

Trustee Harant asked about operating budgets to be presented to the Board of Trustees. Who does the accounting and personnel record keeping? O'Connor reported all accounting functions would be done by GolfVisions, but the bills would be paid by the Park District.

Trustee Petty stated the GolfVisions courses the RFP Committee toured were country club quality with amazing dining facilities. She questioned how Peoria Park District courses could compare. Petty stated during the tour of GolfVisions courses she didn't observe any diversity in the customer base or staff. Tim Miles stated GolfVisions is an EEO firm and hires according to qualifications.

President Cassidy then opened the floor to public comments and questions:

- comment that golf season passes should be continued
- comment that indoor golf simulators would attract customers
- comment that revenues could be gained by leasing Donovan Park was for private condo development and take percentage of fees/rent
- question raised concerning how the estimated \$250,000 reduction in operational costs would be achieved
- question raised concerning accessibility to courses by high school and college programs

Public Comment regarding Management of the Peoria Park District Golf System

- comment that \$100,000 management fee payment for management lowers estimated \$250,000 cost savings
- question raised regarding how costs for weekend players will change
- comment about how private management would affect golf league play
- comment that dynamic pricing is a good idea to fill in open tee times
- comment that peak time up-charge fee is a problem
- comment that the value of current golf staff is not being recognized
- question concerning what happens to union employees
- comment that increased quality and availability of food and beverages would keep golfers at courses
- question raised as to how GolfVisions will get people to play golf
- question raised about who would do maintenance on Park District equipment
- question rose why is golf losing money
- question raised about the percentage of decrease in people's salary with GolfVisions
- question raised as to how GolfVisions would increase their staff if 4 additional Park District courses are added
- question as to how to get more retirees to play in golf leagues
- comment that the golf management decision process must be transparent
- comment regarding the need for more time to allow public to participate
- question raised with regard to the figure of \$250,000 in savings; will deficit decrease that amount
- question raised with regard to Park District deficit, will deficit increase in future years
- question raised whether golf is the only Park District operation with deficit or are there others
- comment with regard to union employees and other options; consider employees
- suggestion that the Board needs a long term strategy to make Park District Golf more competitive
- suggestion that the Park District tap into local community and staff here for solutions

President Cassidy stated he appreciates the position staff is in and that this is the hardest part of the process for the Board. Cassidy would like to have this decided by September 7th for the sake of the employees. Cassidy recalled prior public discussion and going through the decision process when Donovan Golf was closed. The District was criticized then for not doing a review process for private golf management. Now, before conditions deteriorate further the Board wanted to consider a management company.

The intention is to schedule a meeting for September 7th. That Board agenda will carry an action item to vote on whether to change from self managed golf system to private management system. A second vote would be necessary to approve a contract. Staff needs to know for purpose of the 2018 budget process. Another public comment session will be scheduled prior to any vote on September 7.

Trustee Harant requested additional information prior to collectively making a decision. President Cassidy suggested the Board schedule a special meeting.

**CALENDAR OF CONSENT: BID: Peoria Zoo Perimeter Fencing Replacement
With staff recommendation, TRUSTEE SNOWDEN MOVED TO
ACCEPT THE LOW QUALIFIED BASE BID IN THE AMOUNT OF
\$38,988.00 FROM IFFT QUALITY FENCING, INC. FOR THE**

CALENDAR OF CONSENT: **PERIMETER FENCE REPLACEMENT PROJECT AT THE PEORIA ZOO.** Motion seconded by Trustee Ryan and carried on unanimous voice vote. (Results: 7 Ayes; 0 Nays)

PROPOSAL: Tent for Irish Fest

With staff recommendation, **TRUSTEE SNOWDEN MOVED TO ACCEPT PROPOSAL TOTALING \$12,992 FROM MORTON RENTALS FOR TENT RENTALS FOR IRISH FEST.** Motion seconded by Trustee Ryan and carried on unanimous voice vote. (Results: 7 Ayes; 0 Nays)

REQUEST FOR USE OF JOHN GWYNN JR. PARK

With staff recommendation, **TRUSTEE SNOWDEN MOVED TO APPROVE REQUEST FROM P-TOWN CAR CLUB TO CONDUCT COMMUNITY EVENT “SHOW AND SHINE AUTOMOBILE AND MOTORCYCLE EVENT” AT GWYNN JR. PARK ON MONDAY, SEPTEMBER 4, 2017.** Motion seconded by Trustee Ryan and carried on unanimous voice vote. (Results: 7 Ayes; 0 Nays)

REQUEST FOR USE OF RIVERPLEX RECREATION ARENA

With staff recommendation, **TRUSTEE SNOWDEN MOVED TO APPROVE REQUEST FROM HOTSHOTS BASKETBALL ACADEMY TO USE RIVERPLEX RECREATION ARENA FOR THEIR 2017 FALL BASKETBALL LEAGUE ON SUNDAYS, FROM SEPTEMBER 10 THROUGH OCTOBER 29, 2017. ADDITIONAL TOURNAMENT DATES INCLUDE DECEMBER 3 & 10, 2017 AND JANUARY 13, 2018 AND MARCH 17, 2018. ADMISSION FEE OF \$3.00 PER PERSON TO BE CHARGED.** Motion seconded by Trustee Ryan and carried on unanimous voice vote. (Results: 7 Ayes; 0 Nays)

REQUEST FOR USE OF ROCK ISLAND TRAIL

With staff recommendation, **TRUSTEE SNOWDEN MOVED TO APPROVE REQUEST FROM PAWS GIVING INDEPENDENCE TO USE ROCK ISLAND TRAIL (JUNCTION CITY TO PROSPECT ROAD) TO CONDUCT FUNDRAISER “RUNNING WITH THE DOGS 5K RUN/3K WALK” ON SATURDAY, SEPTEMBER 30, 2017.** Motion seconded by Trustee Ryan and carried on unanimous voice vote. (Results: 7 Ayes; 0 Nays)

PENDING BUSINESS: None.

CITIZEN REQUEST TO ADDRESS THE BOARD: Accomplished during public comment section of meeting.

COMMUNICATIONS: Communications were received as submitted.

OTHER BUSINESS:

Special Meeting Schedule

Discussion was held regarding scheduling another special meeting on RFP Proposal, to obtain additional financial information as well as receive public comment. Trustee Harant will schedule a meeting with Superintendents Budzynski and Freeman for answers to her questions. Tentative dates for holding special meeting: August 29 or 30

Vice President Rayford stated he would like assurance about golf season passes.

ADJOURNMENT:

At 8:53 p.m., **there being no further agenda business, TRUSTEE JOHNSON MOVED TO ADJOURN. Motion seconded by Trustee Ryan and carried on unanimous voice vote. (Results: 7 Ayes; 0 Nays).**

V. Joyce McLemore, Secretary, Board of Trustees

Attachment:

Handout of August 23, 2017 re: Management and Operation of Peoria Park District Golf System