



## MINUTES

### GOLF COURSE ADVISORY COMMITTEE Aurora Municipal Center, Sand Creek Room April 17, 2019

MEMBERS PRESENT: Richard Johnson, Adam Lyle, Jesse Stine, Corey Orrel, Dan Daly, Jason Schneider

MEMBERS ABSENT: Laurie Steenrod, Scott Farrell, Sandee Campbell, Omar Montgomery, Matt Stephens

STAFF ATTENDING: Doug McNeil, Karin Rivale, Michael Osley, Suzie Jaquith


- I. CALL TO ORDER – Richard Johnson, Chairperson, called the meeting to order at 5:15 P.M.
- II. CHAIRPERSON'S REMARKS – Richard Johnson welcomed newest member, Jason Schneider, to the committee.
- III. PUBLIC INVITED TO SPEAK – None.
- IV. COMMITTEE REMARKS -
  - Jesse Stine remarked he was surprised how well Saddle Rock golf course came out of winter.
  - Dan Daly remarked he played at Aurora Hills golf course and the greens were in great shape.
  - Jason Schneider remarked he practiced at Aurora Hills driving range and was impressed by the new metal range targets.
  - Corey Orrel remarked he was disappointed to see mats still on the Aurora Hills driving range. Staff explained the reason for the delay is due to soil temperatures not warming up to establish new growth yet. Corey suggested updating mats. He appreciated the aeration schedule being posted on the Aurora Golf website.
  - Adam Lyle remarked he has played other metro area courses and is impressed at the pre-work staff does at the Aurora courses, that other courses do not, to ensure the best conditions early on in the season.
- V. STAFF UPDATES-
  - Karin Rivale, Marketing Specialist, gave an update on marketing. Senior Clinic at Aurora Hills is full, currently accepting registrations for Mother Daughter Clinic at Murphy Creek, working with a photographer to take some drone footage of the courses, working on three golf signs to be placed at the Aurora Sports Park focusing on Kids Golf Free, Springhill golf course and one sign that showcases all five courses, working on new coupons for ValPak mailings in Parker starting in June focusing on Saddle Rock golf course. Weekly radio show, Interview in the Fairway on 104.3, The Fan, starts on Saturday, Murphy Creek golf course scorecards are being re-printed, tournament application is now an electronic form available on the Aurora Golf website, 900 emails were collected and approximately \$7,000 in Premier Cards were sold at the Denver Golf Expo.

- Doug McNeil reported a very productive meeting was held with high school golf coaches a month ago. Discussion was about how to minimize the impact on the course and golfers at all the courses. It was decided the head pros at each course will set up designate areas of the driving ranges for high school students to practice. The coaches were asked to implement an alternating schedule to limit how many students are hitting at one time.
  - Michael Osley, Golf Operations Superintendent, gave an update on maintenance operations at all courses. Saddle Rock staff will be installing new forward tee boxes on hole #8 and hole #11. Moving the forward tee box back on hole #13. Staff will mow out more on the right side of the fairway on hole #18 to create more fairway. He reported on some staff member movements within the courses.
- VI. FINANCIAL REVIEW – Doug McNeil, Manager of Golf, gave a Rounds/Financial Report update. Doug reported the golf fund ended 2018 favorably, netting more than the 3 year average. He attributed some of it to staff bringing Fitzsimons golfers to other courses. Overall there was minimal impact to the bottom line from the Fitzsimons golf course closure. This year has been a difficult start related mostly to weather. Golf fund is \$225,000 down compared to YTD last year. He is hopeful to recapture some revenue going forward as the weather warms up.
- VII. DISCUSSION -
- Doug gave an update on the point of sale system. It was discovered the new vendor chosen through the bid process would not be able to meet all the needs of each golf course. All courses will be reverting back to the previous point of sale vendor. Dynamic pricing will be implemented this year manually and on a limited basis.
  - Doug announced the annual meeting with Head Pros and Superintendents that is normally held in April, has been moved to May at Saddle Rock maintenance building.
  - Suzie Jaquith, Recording Secretary, passed out financial report for the Paul McMullen Golf Scholarship Fund. The fund currently has a net balance of \$14,018. The amount of donations collected each year has not been keeping up with the scholarships awarded each year and at this rate, the fund will run out within a few years. Doug suggested having the future of the scholarship program as a Discussion item for next meeting.
  - Suzie asked for members to contact her if they have an interest in running for chair and vice-chair for 2019-2020. Interested members will be put on a ballot as a candidate for committee to vote in the election at the May meeting.
- VIII. OLD BUSINESS – None.
- IX. GENERAL DISCUSSION -
- Adam Lyle had questions about the 1<sup>st</sup> Tee program. Are there options given for a once a week format or does 1<sup>st</sup> Tee dictate the schedules? Doug answered the Head Pros work with 1<sup>st</sup> Tee to determine what programming schedules will work best. Doug is looking forward to going into the 2<sup>nd</sup> year of partnering with 1<sup>st</sup> Tee with hopes of it growing more.
- X. ADJOURNMENT -
- Corey Orrel moved for adjournment and Adam Lyle seconded the motion.

Minutes approved by:

  
 Dick Johnson (for Laurie Steenrod, Chairperson)

Minutes prepared by:

  
 Suzie Jaquith, Recording Secretary