



## MINUTES

### GOLF COURSE ADVISORY COMMITTEE Saddle Rock Golf Course Maintenance Building May 15, 2019

**MEMBERS PRESENT:** Laurie Steenrod, Scott Farrell, Richard Johnson, Sandee Campbell, Jesse Stine, Omar Montgomery, Dan Daly, Jason Schneider

**MEMBERS ABSENT:** Adam Lyle, Corey Orrel, Matt Stephens

**STAFF ATTENDING:** Doug McNeil, Karin Rivale, Suzie Jaquith, Zane Zwemke, Grant Javernick, Cary Callihan, Kevin Kallas, Dick Dierker, Chet Wilmes, Dan O'Shaughnessy, John Magnuson, Leslie Core-Drevecky, Eric Strasheim

- I. **CALL TO ORDER** – Laurie Steenrod, Chairperson, called the meeting to order at 5:15 P.M.
- II. **CHAIRPERSON'S REMARKS** – Laurie remarked she noticed the Paul McMullen Scholarship is on the meeting agenda as a discussion item. She invited any fundraising ideas to be discussed. A course rating training will take place at Saddle Rock golf course on May 17<sup>th</sup>.
- III. **PUBLIC INVITED TO SPEAK** – None.
- IV. **COMMITTEE REMARKS** -
  - Jesse Stine remarked his men's club has had many positive comments on how good the greens are this early in the season.
  - Sandee Campbell remarked she has played Meadow Hills, Murphy Creek and Aurora Hills and is impressed with the conditions of the greens.
  - Dan Daly remarked he played at Saddle Rock and greens are good. He gave kudos to the concessionaire that runs the restaurants at Meadow Hills and Aurora Hills golf courses.
- V. **STAFF UPDATES**-
  - Course Superintendents and Golf Professionals from all five courses gave an overview of their operations. Golf staff and committee members present were in agreement to move the annual meeting of the operations overview every year from the April committee meeting to the May meeting.
  - Karin Rivale, Marketing Specialist, gave an update on marketing. She worked an event at Buckley Air Force Base and promoted Aurora Golf. She received positive comments regarding the junior golf program, Springhill and military discounts offered. Every Thursday she airs a short video on Facebook covering golf topics. Mother Daughter Clinic at Murphy Creek is scheduled for May 18<sup>th</sup>, registration for Couples Classic at Springhill is still open, working with Westword to create two digital media ads that will feature all five courses and one showcasing Murphy Creek.

VI. FINANCIAL REVIEW – Doug McNeil, Manager of Golf, gave a Rounds/Financial Report update. Doug reported April is the first month this year where the weather allowed us to show positive variances over last year. Rounds and revenue are both up. Expenses were up 9% primarily because spring merchandise purchases were pushed back a month. For the month, net operating income was up \$27,000 over last April.

VII. DISCUSSION -

- Election ballots were passed out to all committee members present to vote on Chairperson and Vice-Chairperson seats for 2019-20. All votes were counted and results were to re-elect Laurie Steenrod for Chairperson and Scott Farrell for Vice-Chairperson.
- Paul McMullen Golf Scholarship program was discussed. Members shared ideas on how to solicit donations to increase the approximately \$15,000 currently in the fund. All agreed increasing the fund balance is imperative for the program to continue. Members were in agreement to create a sub-committee. Scott Farrell and Dick Johnson will work together to draft letters from the committee to the different Aurora golf clubs and leagues and another letter to Aurora businesses. Letters to be reviewed by the committee and discussed at next committee meeting. Other ideas to raise funds were: Clubs and leagues to hold fundraising events and promote the scholarship program through a news story on Aurora's Channel 8.

VIII. OLD BUSINESS – None.

IX. GENERAL DISCUSSION -

- Laurie asked Doug what the status was for dynamic pricing at the courses. Doug replied this will start Memorial Day weekend and go through Labor Day. The first weekend will see rates increase by \$3 per person.

X. ADJOURNMENT -

- Omar Montgomery moved for adjournment and Sandee Campbell seconded the motion.

Minutes approved by: Laurie Steenrod  
Laurie Steenrod, Chairperson

Minutes prepared by: Suzie Jaquith  
Suzie Jaquith, Recording Secretary