



MINUTES

GOLF COURSE ADVISORY COMMITTEE

Beck Recreation Center, Aspen Room

June 19, 2019

MEMBERS PRESENT: Laurie Steenrod, Scott Farrell, Richard Johnson, Sandee Campbell, Jesse Stine, Dan Daly, Jason Schneider, Adam Lyle, Corey Orrel

MEMBERS ABSENT: Omar Montgomery, Matt Stephens

STAFF ATTENDING: Doug McNeil, Michael Olsey, Karin Rivale, Suzie Jaquith, Chet Wilmes, Karen DeSantis

- I. **CALL TO ORDER** – Laurie Steenrod, Chairperson, called the meeting to order at 5:15 P.M.
- II. **CHAIRPERSON'S REMARKS** – Laurie remarked the Colorado Golf Association was appreciative to Murphy Creek maintenance staff for their preparation of the course for their Women's Stroke Play Championship. She played Saddle Rock and commented the greens were in nice shape overall and noted the fairways had just a small amount of winter damage. She recommended doing more to recognize Aurora Hill's 50th Anniversary this year.
- III. **PUBLIC INVITED TO SPEAK** – None.
- IV. **COMMITTEE REMARKS** -
 - Jesse Stine played Saddle Rock and remarked winter damage in the fairways has improved considerably in the last 2 weeks. He received positive feedback from the men's club members on the new pin position handout sheets.
 - Scott Farrell remarked the condition of Meadow Hills is the best it's ever been. Member numbers are up for the Meadow Hills Men's Club.
 - Dan Daly agreed with Scott about the conditions of Meadow Hills and, having worked at a municipal course in Northern Virginia, he can attest that Aurora's courses are second to none in terms of quality and price.
 - Jason Schneider remarked he played the front 9 at every course and the back 9 at Meadow Hills and Springhill. From a casual player perspective, he commented all courses are in excellent shape.
 - Adam Lyle remarked he played a couple of times at Aurora Hills and heard comments from golfers on how smooth the greens are.
 - Sandee Campbell remarked she has played all courses except Springhill and greens are in good condition.

V. STAFF UPDATES-

- Chet Wilmes, Springhill Golf Course Superintendent, gave an update for Dick Dierker, Head Golf Professional who was absent. The closing of Fitzsimons has helped increase rounds at Springhill. The Couples Classic event saw a record setting registration of 48 couples. Success continues for the junior programs. Chet gave an update on maintenance operations. Rainy weather has resulted in water savings over the last two months. A heavy, professional tournament grade roller was purchased for the greens. Staff has started to edge bunkers and they filled in the bunker on hole #12. It will become a grass bunker. This is due to having to repair it so much from rain washouts. Winter damage is recovering. Collars have been reseeded. Flowers have been planted in planter boxes. A water cooler was added on #7 tee.
- Karin DeSantis, Assistant Golf Professional, reported she has received numerous compliments on the condition of the course and attributes it to Chet Wilmes and his staff.
- Karin Rivale, Marketing Specialist, gave an update on marketing. Registration for the Big Person Little Person event at Springhill and Aurora Senior Amateur at Aurora Hills are both open. Summer in the City will have Golfzilla again this year. A representative from First Tee will be there each Wednesday to talk to families about funding opportunities they offer to youth to participate in junior golf programs. Valpak coupons mailings to Town of Parker residents are in the 2nd month. This coupon features pay for three golfers and get the fourth free at Saddle Rock golf course. She played a television commercial for Murphy Creek that will be aired on Comcast cable channels. Mother\Daughter clinic was a success with approximately 75% registrants being 1st timers to the event and many were beginner golfers. Staff has teamed up with Visit Aurora to promote Murphy Creek golf course to Gaylord of the Rockies and other hotels.
- Doug McNeil, Manager of Golf, reported the developer that owns land near Murphy Creek golf course is rapidly selling parcels of the land. This will lead to future development.
- Michael Osley, Golf Operations Superintendent, gave an update on maintenance operations at all courses. Courses have suffered some winter kill and staff are working to repair it. The rainy weather has helped with keeping watering expenses down. At Saddle Rock, staff cut out the fairway to the right side of hole #18. Working on bunker #16 by taking down the lip. A seasonal staff member has planted more flowers around the clubhouse and geraniums around each tee marker. A new air pressured golf shoe cleaner was installed at the top of the stairs of the clubhouse.

VI. FINANCIAL REVIEW – Doug McNeil, Manager of Golf, gave a Rounds/Financial Report update. Doug reported he is hoping that June starts to pivot in a more positive direction. He applauds staff for saving on expenses. Due to the weather, there have been revenue opportunities that have been lost early in the year. With tee sheets fairly full during the peak golf season, it becomes more difficult to make up the rounds that were lost. He is hoping there will be more demand during the fall to recover some of those rounds. Expenses were down 4% and revenue was down 17% compared to year to date last year.

VII. DISCUSSION -

- Doug reported that Parks, Recreation and Open Space Department Director, Tom Barrett, will be retiring at the end of June after 30 plus years. A search for a new director is now underway. Brooke Bell, Manager of Business Services Division, will serve as interim director.
- Scott Farrell handed out a draft letter to all committee members to review. The letter was drafted by Scott to solicit donations from Aurora businesses and Aurora golf clubs to help support the Paul McMullen Golf Scholarship Fund. The committee agreed to work on the project outside of committee meetings. The sub-committee consists of Scott Farrell, Dick Johnson and Laurie Steenrod.
- Doug reported on the 2020 budget and fees. A request has been put in for \$600,000 in additional funding for capital equipment. The need for equipment is at a critical level. Over the last few years, we have been building up the fund balance and Doug feels the golf fund is now in a healthy enough place to where we can allow it. Over the next 6 years, once the Murphy Creek debt has been paid off, he feels we will be in a position to take on some new debt to finance more significant equipment. Fees will be raised 50 cents per nine holes and cart fees 50 cents per nine holes for 2020. Limited dynamic pricing is currently in place on weekends from 7:00 A.M. – 11:00 A.M., increasing to \$5.00 for the prime-time window and

so far, it is working well. He is hoping that next year a vendor will be in place that can do true dynamic pricing.

- Doug reported the PROS department has hired an outside consultant to assist in developing a department strategic plan. They are working with each division to develop a road map for the future. Some important issues that Doug has relayed to the consultant, related to Golf, are funding for capital equipment and facility improvements.

VIII. OLD BUSINESS – None.

IX. GENERAL DISCUSSION - None.

X. ADJOURNMENT -

- Sandee Campbell moved for adjournment and Scott Farrell seconded the motion.

Minutes approved by: _____
Laurie Steenrod, Chairperson

Minutes prepared by: _____
Suzie Jaquith, Recording Secretary