



MINUTES

GOLF COURSE ADVISORY COMMITTEE Murphy Creek Golf Course Maintenance Building August 21, 2019

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

MEMBERS ABSENT: Omar Montgomery, Scott Farrell, Dan Daly, Matt Stephens

STAFF ATTENDING: Doug McNeil, Michael Olsey, Karin Rivale, Suzie Jaquith, 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 was able to witness golfers teeing off from the new #8 forward tee at Saddle Rock.
- III. **PUBLIC INVITED TO SPEAK** – None.
- IV. **COMMITTEE REMARKS** -
 - Jesse Stine remarked he played in the Saddle Rock and Murphy Creek Men's Club Championship and commented that both courses were in excellent shape. He asked why the areas around bunkers at Murphy Creek are not trimmed. Staff answered the areas are too small for mowers to access. Only a line trimmer can be used and since resources are limited, it's only done twice a year.
 - Corey Orrel remarked he played with a gentleman at Springhill that was staying at the Gaylord of the Rockies Resort. He was impressed at how close the course was to the hotel and that there were rental clubs available at the pro shop. Corey played at Murphy Creek in the evening and encountered a steer on the course. Staff replied that it had gotten through an opening in the fence and owners were contacted.
 - Adam Lyle commented Meadow Hills golf course is in phenomenal shape.
 - Sandee Campbell commented the Working Women's League played their Championships at Aurora Hills and Meadow Hills and members were pleased with both courses.
 - Jason Schneider remarked he played at Springhill and is trying to bring Denver golfers to the Aurora golf courses.
- V. **STAFF UPDATES**-
 - Eric Strasheim, Superintendent at Murphy Creek, gave an update on maintenance activities. Despite a slow start to the season after a harsh winter, the course recovered nicely. Staff just finished aerating which pulled cores that were picked up. Summer staff are leaving to return to school.

- Leslie Core-Drevecky, Head Golf Professional at Murphy Creek, gave an update on pro shop activities. The First Tee program has made a significant impact on the Junior program with approximately a 40% increase in participation over last year. She is seeing quite a few first timers to the course from the new northern subdivisions being built. Some of the pro shop staff have returned to college and she is now recruiting for new staff. Murphy Creek was able to put together three teams to compete in the PGA Junior League this year.
- Suzie Jaquith, Recording Secretary, reported the Paul McMullen Scholarship Program letters were mailed out to all Aurora high schools to solicit senior high school students to apply.
- Doug McNeil, Manager of Golf, reported the Golf Course Advisory Committee Annual Report will be presented to the Parks, Foundations and Quality of Life Policy committee in October.
- Karin Rivale, Marketing Specialist, gave an update on marketing. Marketing Saddle Rock golf course to a new hotel in Parker called the Laszlo. Working on creating a series of pace-of-play videos for social media. Reaching out to golf vendors like Titleist to see if they would like to fund a portion of the video to have their merchandise in the video. Creating a series of videos on golf etiquette and Meet the Golf Pros/Staff for social media. Working on sending golf stories to the media. Working with Graphics Division on creating a sign for the pro shops that specifies the correct military I.D. that must be presented to receive a military discount.

VI. Michael Osley, Golf Operations Superintendent, gave an update on maintenance operations at all courses. Summer is winding down and the staff have gone back to school. Starting fall aerations. Interviews are being conducted for the open mechanics position at Meadow Hills golf course. The #8 forward tee was opened. The new tee on #11 is being sodded and should be open by the end of the season.

VII. FINANCIAL REVIEW – Doug McNeil, Manager of Golf, gave a Rounds/Financial Report update. Doug reported rounds are up 3% and revenues were up 11% compared to July last year. Accounting cutoffs at the end of June resulted in over \$1000,000 in June revenue booked to July. Approximately \$70,000 in water savings is a significant contributor to savings on the expense side. Dynamic pricing is proving to make extra revenue without impacting rounds.

VIII. DISCUSSION -

- Karin reported she reached out to Cultural Services Division to inquire about placing art at Aurora Hills golf course. The response was that new public art projects are typically tied to current construction projects and although those projects take priority, there are some exceptions and the Art in Public Places Commission does keep a list of potential sites for future art. The recommendation was for the committee to reach out to city staff member, Roberta Bloom, expressing their interest, the type of site (interior or exterior), and what type of art. She would then present it to the Art in Public Places Commission for them to review and discuss to see if it would be something they would want to prioritize. Laurie recommended something small near the putting green. Doug replied public art is often funded by new construction projects and is typically quite pricey. He recommended since this is not tied to new construction, any idea submitted to the Art in Public Places Commission be on a small scale. Staff will work with committee members to come up with some ideas.
- Sandee Campbell's resignation from the Golf Course Advisory Committee was announced. She will finish out the remainder of the year on the committee.
- Doug announced there will be a Golf Course Advisory Committee/Staff golf outing with dinner at Meadow Hills golf course on September 18th.

IX. OLD BUSINESS – None.

X. GENERAL DISCUSSION –

- Sandee asked if the flags at Aurora Hills can be solid in color. The flags are hard to see unless the wind is blowing. Staff understands the concern and will be following up on any complaints to see how best to address them.

XI. ADJOURNMENT -

- Sandee Campbell moved for adjournment and Corey Orrel seconded the motion.

Minutes approved by: Laurie Steenrod
Laurie Steenrod, Chairperson

Minutes prepared by: Suzie Jaquith
Suzie Jaquith, Recording Secretary

