



MINUTES

GOLF COURSE ADVISORY COMMITTEE

Aurora Municipal Center, 15151 E. Alameda Pkwy, Eagle Room, 4th Floor

October 9, 2019

MEMBERS PRESENT: Laurie Steenrod, Richard Johnson, Sandee Campbell, Dan Daly, Jason Schneider, Adam Lyle, Omar Montgomery

MEMBERS ABSENT: Scott Farrell, Corey Orrel, Jesse Stine, Matt Stephens

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

- I. **CALL TO ORDER** – Laurie Steenrod, Chairperson, called the meeting to order at 5:15 P.M.
- II. **CHAIRPERSON'S REMARKS** – Laurie remarked she played at Saddle Rock and appreciated the pace of play.
- III. **PUBLIC INVITED TO SPEAK** – None.
- IV. **COMMITTEE REMARKS** -
 - Dan Daly remarked he played at Aurora Hills and was impressed at the condition of the course. He had a question on the story behind the rabbit artwork on the driving range target at Aurora Hills. Staff responded rabbits were the original logo for the course years ago.
 - Jason Schneider thanked the committee for a great year and looks forward to serving in 2020.
 - Sandee Campbell remarked on how much she likes the new yardage marker on the 10th tee at Aurora Hills that gives distance to end of fairway. Also, the new fencing looks very nice.
 - Adam Lyle remarked he was happy to see the financial report showed favorable numbers compared to last year, given it was a tough start at the beginning of the season.
- V. **STAFF UPDATES**-
 - Michael Osley, Golf Operations Superintendent, gave an update on maintenance operations at all courses. All courses received frost this week and operations are winding down for the year. Staff will be winterizing irrigation systems around Thanksgiving.
 - Doug McNeil, Manager of Golf, thanked the committee for another good year and expressed his appreciation of everyone's valuable feedback. He announced the new Director of the Parks, Recreation and Open Space Department is Brooke Bell.
 - Karin Rivale, Marketing Specialist, gave an update on marketing. Work has started for 2020 including tournament postcards and flyers, hotel flyers, 2020 Aurora Golf Calendar and combination ads with other city departments for Visitor Aurora Guide and the Aurora Chambers Directory.

VI. FINANCIAL REVIEW – Doug McNeil, Manager of Golf, gave a Rounds/Financial Report update. Doug reported September was a good month with revenues catching up to what they were last year. Combined with savings on expenses for the year, the golf fund is up \$150,717 compared to year to date last year.

VII. DISCUSSION -

- Laurie Steenrod presented a chart that is used by a golf course in California to help golfers stay on pace. Staff will consider using this idea.
- Laurie thanked Sandee Campbell for her years of dedicated service on the Aurora Golf Course Advisory Committee. Sandee is resigning at the end of 2019.
- Sandee Campbell reported she heard Aurora Water will start supplying water to Heritage Eagle Bend golf course. Staff confirmed that is correct.
- Suzie Jaquith, Recording Secretary, gave an update on upcoming vacancies on the committee. There will be at least two vacancies going into 2020. Vacancies are posted and interviews are scheduled for February 19, 2020. Laurie Steenrod and Dan Daly terms are up at the end of this year. They will be interviewing as incumbents and therefore cannot serve on the interview panel. Dick Johnson will take the lead on the interview panel.
- Doug announced there will be an upgrade of the point of sale system with the current provider who will also be adding the online booking engine as part of the upgrade. This will be a big improvement having one provider instead of two. The vendor will be making the upgrades in January or February of 2020. The new upgrade will offer more options for dynamic pricing.
- Doug updated the committee on ORCA reporting. These reports consist of data gathered from other courses around the metro area to use as comparisons. Doug feels the data would be more meaningful if the reports included more good quality courses to compare to. The vendor of this monthly subscription has partnered with another vendor and Doug is not confident the service will continue. There is currently no cost for this service.

VIII. OLD BUSINESS – None.

IX. GENERAL DISCUSSION –

- Laurie Steenrod reported the Golf Course Advisory Committee Annual Report was sent to the committee. The Annual Report will be presented, along with a slideshow, to one of the city policy committees, the Parks, Foundations, Quality of Life Committee on October 24, 2019.
- Laurie discussed the possibility of adding an art piece at Aurora Hills golf course. With limited funds available, she recommended a weather vane featuring a half sun that is similar to the current Aurora Hills logo. She recommended it be placed in one of the flower beds. Staff offered another alternative such as a park bench featuring the Aurora Hills logos throughout the years. Doug suggested the first step is to do research to find a company that can create and install art to commemorate Aurora Hills' 50 years. Staff to follow up by providing some examples of different types of art.

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