



## MINUTES

### GOLF COURSE ADVISORY COMMITTEE

*WebEx Meeting*

*Public Dial-In: 1-720-650-7664*

*Event/Access #146 055 1032*

*October 21, 2020*

MEMBERS PRESENT: Laurie Steenrod, Jesse Stine, Jason Schneider, Adam Lyle, Matt Stephens, Doug Webb, Perry Jowsey, Omar Montgomery, George Wasyluka

MEMBERS ABSENT: Corey Orrel, Dick Johnson

STAFF ATTENDING: Doug McNeil, 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 when she played at Saddle Rock, she was surprised to see rough in front of the green on hole #17 about 70 yards out. She thought that might make the hole more difficult for some golfers. Doug McNeil responded that his general direction to the Superintendents has been to make the courses as playable as possible for all ability levels. Making them more difficult only slows down play and does not make the game as fun as it could be. Laurie mentioned she noticed the closely mown area around the green on hole #18 had been extended, and she liked it.
- III. PUBLIC INVITED TO SPEAK – None.
- IV. COMMITTEE REMARKS -
  - Adam Lyle played Springhill and commented what a pleasure it is to golf there. Springhill is a hidden gem, especially for the many new golfers joining the game this year. He thanked all pro shop and maintenance staff for their hard work over the last several months as they took care of record numbers of golfers.
  - George Wasyluka remarked the forward tees at Meadow Hills seem placed excessively far apart from the other tees. Doug responded this is done by design to give people who are new to the game or don't play much an option that shortens the course significantly. Golfers need to pick the set of tees that best matches their ability.
  - Jason Schneider remarked he practiced at Meadow Hills, and his experience in the pro shop was very positive, with all staff exemplifying the city's Core 4 values.
  - Perry Jowsey golfed Murphy Creek and remarked the course was in great condition and pace of play was fabulous. He witnessed a customer in the pro shop who claimed he made a reservation over the phone, however, the pro shop had no record of it. He felt staff handled the situation well but wanted to make staff aware of the importance of coordinating phone-in and online reservations. Doug replied that both online and phone reservations are entered in the same system. He was not aware of any issues with the system but agreed with Perry on the importance of recording all reservations properly.

- Jesse Stine played Saddle Rock and remarked it was in good shape. He reported his men's club really enjoys playing at Springhill on the second day of their two-day tournament.
- Doug Webb remarked the greens have not recovered after the fall aeration as fast as he thought they should have. Doug responded this time of the year, with the days getting shorter and nights cooler, the grass can take longer to grow and fill back in.

#### V. STAFF UPDATES-

- Karin Rivale, Marketing Specialist, gave a report on marketing activities. Murphy Creek will not be participating in Avid golfer next year due to golf being so popular this year. Working on the November newsletter to include a Veteran's Day Special of 18 holes for \$19.00 at Springhill for military. Gathering information from course superintendents on upcoming cart path restrictions. Posting a video series on social media posing questions about Aurora golf courses to subscribers and posting the answers the following day. Preparing the marketing plan for 2021. Denver Golf Expo is scheduled as planned and she has reserved a booth with the stipulation a refund will be given if cancelled.

VI. FINANCIAL REVIEW – Doug McNeil, Manager of Golf, gave a Rounds/Financial Report update. Doug reported that September was another amazing month for golf. Rounds and revenue were up 22% over the same month last year. The significant increase in play has resulted in an additional \$1 million in revenue beyond normal projections since we reopened. This negates the estimated \$1 million we lost during our seven-week closure early in the year. Rounds through the end of September exceeded the total number of rounds played all of last year. As of this week, rounds have exceeded annual totals for the last two years. Doug reports we are exposing the game to a lot of new people. Those that don't normally play much are playing much more. We are hopeful the trend continues even when the pandemic subsides.

#### VII. DISCUSSION -

- Doug reported the Golf Course Advisory Committee Annual Report will be presented by himself and Chair, Laurie Steenrod, to the Parks, Foundation and Quality of Life Policy Committee on October 22nd.
- Doug updated the committee on five new trees that have been planted around #2 tee box at Springhill. This was done as result of a golfer being injured by a golf ball hit from the rough to the left of #1 fairway.
- Doug reported on how the golf courses are going into a more dormant state for the winter season. If there continues to be elevated levels of cart traffic, the turf in the higher traffic areas will not have a chance to recover over the winter months. This will prolong the time needed to get the courses back in prime playing condition in the spring. To help avoid that, cart path restrictions will be implemented soon. They will vary from course to course, and some may not start their restrictions until December.
- Doug reported on capital spending. There are plans to purchase two new golf cart fleets at the beginning of 2021 for Aurora Hills and Meadow Hills, as well as a few pieces of maintenance equipment.
- Jesse Stine asked if rates will be increasing in 2021. Doug answered that some fees would be going up. In general the green fees will go up 50 cents per 9 holes and \$1 per 18 holes. Dynamic pricing, based on demand, was not implemented this year but will likely return in some fashion next year. Doug will send out pricing changes for next year to all members.
- George Wasyluka asked what type of carts will replace the old fleets at Aurora Hills and Meadow Hills. Doug replied they will be Yamaha carts, the same as the other courses. The current gas cart fleet at Meadow Hills will be transferred to Springhill. This will be a nice improvement in carts for the Springhill clientele.

#### VIII. OLD BUSINESS

- George Wasyluka asked when the next meeting will be. Doug replied in March, however, communication will continue in the off-season. Committee interviews for upcoming openings will take place in February.

IX. GENERAL DISCUSSION – None.

X. ADJOURNMENT -

- Omar Montgomery moved for adjournment and Jesse Stine seconded the motion.

Minutes approved by: Laurie Steenrod  
Laurie Steenrod, Chairperson

Minutes prepared by: Suzie Jaquith  
Suzie Jaquith, Recording Secretary

Signature: Laurie Steenrod  
Laurie Steenrod (Nov 16, 2020 16:15 MST)

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# 10-21-20 MINUTES\_DRAFT sj

Final Audit Report

2020-11-16

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