



MINUTES

GOLF COURSE ADVISORY COMMITTEE

WebEx Meeting

May 19, 2021

MEMBERS PRESENT: Laurie Steenrod, Jesse Stine, Jason Schneider, Matt Stephens, Doug Webb, Perry Jowsey, Omar Montgomery, Dorothy Shadrick, Elizabeth Hamilton, Brendan Wild

MEMBERS ABSENT: Adam Lyle

STAFF ATTENDING: Doug McNeil, Karin Rivale, Suzie Jaquith, Cary Callihan, Matt Vance, Dan O'Shaughnessy, Chet Wilmes, Caine Fitzgerald, John Magnuson, Zane Zwemke, Kevin Kallas, Leslie-Core-Drevecky, Eric Strasheim

- I. CALL TO ORDER – Laurie Steenrod, Chairperson, later joined meeting at 5:17 P.M.
- II. CHAIRPERSON'S REMARKS – Laurie welcomed head pros and superintendents to the meeting and new committee members, Brendan Wild, Dorothy Shadrick and Elizabeth Hamilton. She congratulated Matt Vance, Superintendent of Aurora Hills and Caine Fitzgerald, Head Pro of Meadow Hills on their new positions. She remarked courses are looking good and very green with all the welcome rain.
- III. PUBLIC INVITED TO SPEAK – None.
- IV. COMMITTEE REMARKS -
 - Jesse Stine played Saddle Rock at a men's club event and reported greens were in good condition. There was one green he noticed was struggling to come back from winter damage on hole #10.
 - Jason Schneider remarked he did visit the driving range at Meadow Hills, and course looked great.
 - Perry Jowsey remarked there was some mixed messaging for the Big Little League invitation. It came out of Meadow Hills but perhaps should have been from Springhill. Staff to follow up.
 - Brendan introduced himself to the committee.
 - Dorothy introduced herself to the committee. She commented she visited the practice range at Murphy Creek, and the course looked in great shape.
 - Elizabeth Hamilton introduced herself to the committee.
 - Doug Webb played Springhill 4 or 5 times in the men's club. He commented he played with other golfers at Springhill right after the rain, and they all were impressed with how well the course drained after the rainstorm.
- V. STAFF UPDATES –
 - Course Superintendents and Golf Professionals from all five courses gave an overview of their operations.
 - Doug McNeil, Manager of Golf, reported there will be some Covid related restrictions lifted soon at the courses. Golfers will start to see amenities provided again, such as bunker rakes, ball washers and

sand/seed bottles in the carts. The golf professionals have been given the green light to consider shotgun events once again, although they are not encouraged. Public can now enter the golf shop without a mask if they have been vaccinated.

Staff will continue to wear masks indoors when interacting with the public and outdoors when in close proximity to customers. A more detailed update will be given in the upcoming Golf Aurora Newsletter.

- Karin Rivale, Marketing Specialist, gave a report on marketing activities. Golf event registration will now be offered through a new online registration system called Perfect Mind. It is the same system used by the Recreation Division. The same system is also being looked at to offer online purchases of golf gift cards and Premier cards; A videographer has been hired to take glamour shots and videos of all the courses throughout the year to capture all seasons. Photos will also be featured in the 2022 Aurora Golf calendar; Working on a new survey that will be sent to golfers after their round and will offer a monthly drawing to win a foursome to one the courses; Head Pro of Murphy Creek, Leslie Core-Drevecky, did an interview with radio station KOA on the topic of how the pandemic has impacted the game of golf.

VI. FINANCIAL REVIEW – Doug McNeil, Manager of Golf, gave a Rounds/Financial Report update. Doug reported revenues are up nearly \$1 million over last year at this time. On the expense side, savings were realized in both water and labor. Last year there were a few retirements early in the year that resulted in significant payouts. These combined factors have made for a healthy bottom-line so far this year. Doug reported that as time goes on and more recreational activities start to open up again, the increase in rounds during the pandemic will likely start to tail off. Overall, the golf fund is in a strong financial position. We are hopeful the added interest in the game over the last year will have new and returning golfers continuing to play more. The courses are offering a wide variety of programming aimed at the development of new players, including juniors, to help keep interest in the game high.

VII. DISCUSSION -

- Suzie Jaquith, Recording Secretary, announced the results of the Chairperson and Vice Chairperson election. Laurie Steenrod was re-elected as Chairperson and Jesse Stine was re-elected as Vice-Chairperson.
- Doug reported he has asked the PROS Director if in-person meetings can resume. He is waiting for an answer. He anticipates that later in the year, some outdoor meetings may be possible.

VIII. OLD BUSINESS

- Laurie thanked Suzie for sharing a thank you note received from one of the Paul McMullen Golf Scholarship winners this year.

IX. GENERAL DISCUSSION – None.

X. ADJOURNMENT -

- Doug Webb moved for adjournment and Jesse Stine seconded the motion.

Minutes approved by: Laurie Steenrod Jun 17, 2021
Laurie Steenrod, Chairperson

Minutes prepared by: Suzie Jaquith
Suzie Jaquith, Recording Secretary

Signature: Laurie Steenrod
Laurie Steenrod (Jun 17, 2021 12:38 MDT)

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Final Audit Report

2021-06-17

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