



Golf Division  
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## MINUTES

### GOLF COURSE ADVISORY COMMITTEE

*WebEx Meeting*

*August 18, 2021*

MEMBERS PRESENT: Laurie Steenrod, Chairperson; Jesse Stine, Vice-Chairperson; Adam Lyle, Jason Schneider, Dorothy Shadrick, Elizabeth Hamilton, Brendan Wild, Perry Jowsey

MEMBERS ABSENT: Omar Montgomery, Matt Stephens, Doug Webb

STAFF ATTENDING: Doug McNeil, Manager of Golf; Karin Rivale, Marketing Specialist; Suzie Jaquith, Administrative Supervisor

- I. CALL TO ORDER – Laurie Steenrod, Chairperson called the meeting to order at 5:19 P.M.
- II. CHAIRPERSON'S REMARKS – Laurie remarked she played at Saddle Rock and noticed some areas of the course were struggling from the heat. She noticed many divots after high school teams played and recommended pro shop staff ask high school golf coaches to carry at least two fill bottles to fill in divots created by their students.
- III. PUBLIC INVITED TO SPEAK – None.
- IV. COMMITTEE REMARKS -
  - Adam Lyle commented he played at Springhill and was impressed with conditions of course. He also played Aurora Hills and commented there are rough patches on some of the greens but overall, the course was in good shape.
  - Brendan Wild commented greens are improving at Murphy Creek and he enjoys the practice facility.
  - Dorothy Shadrick remarked conditions are good at Murphy Creek despite some areas showing lack of rainwater. She also enjoys the practice facility.
  - Jesse Stein commented he played in the Saddle Rock/Murphy Creek Club Championship Tournament and noticed a few dry spots due to heat at Saddle Rock but greens were in good shape. Greens were fast at Murphy Creek and received comments from other golfers about the rough being thick. Pace of play for both days of the tournament was excellent.
  - Perry Jowsey commented conditions are good at Springhill. He had questions regarding dynamic pricing. Doug McNeil, Manager of Golf, responded Springhill is the only course that does not participate in dynamic pricing. Doug explained this was done to have one course maintain lower rates. The other courses have dynamic pricing in effect on weekends and holidays till early afternoon.

V. STAFF UPDATES –

- Karin Rivale, Marketing Specialist, gave a report on marketing activities. Upcoming aeration dates at courses were posted on social media and booking engine; Paid for a ‘boost’ post on Facebook to advertise seasonal job openings.

VI. FINANCIAL REVIEW – Doug McNeil, Manager of Golf, gave a Rounds/Financial Report update. Doug reported he continues to see very positive financial results. With the continued interest in golf, rounds and revenue are up. Rounds will start to slow down now through the end of the year. There was a cost savings on the expense side due to labor shortages. Overall, it continues to be a very positive financial picture. Laurie asked if courses will start to purchase needed equipment soon. Doug responded normally \$300,000 to \$400,000 is budgeted in the 5-year plan for capital projects that include equipment and upgrades. He has requested more funding for equipment and facility upgrades based on increased revenues over the past year and is waiting for budget approval from city council which is scheduled to happen in October. Dorothy Shadrick asked if Aurora Golf would consider upgrading Golf Genius to premier so there’s better access for the clubs. Doug responded he has consulted with the golf pros and the consensus is it’s a benefit for the clubs but not something that is used on the golf operations side. It would be up to the clubs to invest in the upgrade.

VII. DISCUSSION -

- Doug reported the City Clerk’s office has verified an advisory committee or board meeting can be held without a quorum however, no official business can be conducted such as voting on items. The discussions during meetings without a quorum should still be transcribed into meeting minutes. Perry Jowsey suggested a hybrid option to attend in-person meetings virtually. Doug responded ultimately it is up to city management as it would affect all boards and commissions. He understands the desire to have multiple options to attend meetings. There is also a reality that the city has limited resources and capabilities to support virtual access to in-person meetings held in remote locations. There are numerous city network related security concerns that come into play when the public is given access to formal city meetings. Doug will follow up with the PROS Department Director to find out if any other boards and commissions have inquired about this option. This item will be added to the Agenda for October’s meeting.
- Doug addressed staffing shortages and the impact on operations. Due to being short staffed, existing staff are primarily focused on the basics of mowing tees, greens and fairways to provide a good golf experience. He asked members to help convey the same message to the public when responding to comments about how certain details may not seem up to normal standards. A market study, conducted by Human Resources, is being planned to review wages of staff who are not full-time and compare those to similar positions at other municipalities. Doug is hopeful the findings will allow the city to pay higher wages to better attract good quality employees. Karin suggested working with the PROS Volunteer Coordinator to find volunteers to assist with small projects at the courses. Doug indicated we have done some work with them in the past and will continue to investigate options.
- Doug announced a new partnership with a golf instruction company that will offer services at Aurora Hills. Optimum Golf has several locations around the metro area. A former long-term assistant professional at Aurora Hills is their lead instructor and one of the primary individuals responsible for the rapid growth of the company. They will begin offering services at Aurora Hills very soon.
- Doug announced the next scheduled meeting will be replaced by a committee member/staff golf outing at Meadow Hills on September 15<sup>th</sup>.

VIII. OLD BUSINESS –

- Laurie asked about test results from soil samples taken from the greens at Aurora Hills. Samples were taken from greens in three different areas of the course and sent to three different labs. The response from each lab showed different conclusions. Doug explained the samples were taken right after several rains. Unique environmental factors all coming together at the same time can make it difficult to determine the exact cause of an outbreak. Additional samples were taken over time. Subsequent lab results showed more continuity in findings along with associated recommendations. Fortunately, the staff had already been treating the disease

outbreak according to the recommendations. The greens are responding well.

IX. GENERAL DISCUSSION –

- Laurie encouraged committee members to make impromptu visits to our courses to observe, even if it's nothing more than to practice putting or have a cup of coffee at the restaurants.

X. ADJOURNMENT -

- Jason Schneider moved for adjournment and Jesse Stine seconded the motion.

Minutes approved by: *Laurie Steenrod* Sep 22, 2021  
Laurie Steenrod (Sep 22, 2021 21:36 MDT)  
Laurie Steenrod, Chairperson

Minutes prepared by: *Suzie Jaquith*  
Suzie Jaquith, Administrative Supervisor

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Final Audit Report

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