



## MINUTES

### GOLF COURSE ADVISORY COMMITTEE

*WebEx Meeting*

*APRIL 20, 2022*

MEMBERS PRESENT: Laurie Steenrod, Chairperson; Doug Webb, Perry Jowsey, Jason Schneider, Brendan Wilde, Elizabeth Hamilton

MEMBERS ABSENT: Jesse Stine, Vice-Chairperson; Dorothy Shadrick, Omar Montgomery

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 5:20 P.M.
- II. CHAIRPERSON'S REMARKS – Laurie Steenrod remarked there were many bags stands on the range at Murphy Creek. She is wondering if staff would consider reducing the number. She thought Murphy Creek was in good shape and is among the better conditioned courses she has played so far this year.
- III. PUBLIC INVITED TO SPEAK – None.
- IV. COMMITTEE REMARKS -
  - Doug Webb commented he played 3 rounds at Springhill recently. He remarked he was unimpressed with the condition of the fairways and tees. He did like the new artificial turf that was installed at the driving range.
  - Jason Schneider commented he played Boulder City golf course in Las Vegas and reported their golf carts had their names on them and at the tee boxes, there was corporate sponsorship signage. Doug commented Aurora Golf has tried to take a different approach by not having on-course advertising throughout the golf experience but it is something that may be considered in the future.
  - Elizabeth Hamilton remarked she played Meadow Hills with the Couples League and will be rotating to different Aurora courses. She is a member of the 9-Hole Ladies League and reported there are 20 new members. There is a total of 65 members that play every Wednesday morning. She suggested a larger restroom sign between hole 15 and 16 at Meadow Hills.
  - Perry Jowsey remarked he believes corporate sponsorships may warrant a second look from a financial standpoint.
  - Brendan Wilde commented he recently played 9 holes at Murphy Creek and was pleasantly surprised how well the greens are coming out of winter this early in the season. He was impressed with the new yardage poles and the way the greens are cut on the driving range. He played Meadow Hills a couple weeks prior and commented the greens were unbelievably good. The rest of the course seemed to be coming out of winter well. He also felt Saddle Rock was in good condition. He expressed how he would like to promote leagues

more and asked where to obtain more information. Karin Rivale, Marketing Specialist, responded information on how to join leagues and clubs was published in the last Golf Aurora Newsletter as well as posted on social media. There are links as well on golfaurora.com. Brendan suggested pro shop staff take the opportunity when meeting with customers to promote leagues and clubs.

#### V. STAFF UPDATES –

- Head Golf Professional and Superintendents each gave an update on course operations.
- Doug McNeil, Manager of Golf, reported the new tee time software was implemented and seems to be going smoothly. The software pieces are more intergraded and the process for checking in golfers has been streamlined. The change the public will see is the requirement of a credit card when booking a tee time. This is due to the huge number of no-shows resulting in several hundred thousand dollars in lost revenue. Doug has learned from other area golf operators that we can expect a significant reduction in no-shows after implementing a credit card requirement at time of booking.
- Karin Rivale, Marketing Specialist, gave a report on marketing activities. Working on social media and collateral to fit the city's new branding standards; bringing back the survey that is emailed to golfers after they play which includes a monthly prize drawing of free rounds of golf; working on online registration for the Aurora Amateur and the Aurora Senior Amateur events; working on a radio promotion with Zach Bye of 104.3 The Fan radio station. Zach is a new golfer who will be playing each of the Aurora courses with the head golf professional and superintendent.
- Suzie Jaquith, Administrative Specialist, announced the Chair and Vice-Chair election results. Laurie received majority votes and was re-elected as Chair. Jesse Stine was runner-up and was re-elected as Vice-Chair.

VI. FINANCIAL REVIEW – Doug McNeil, Manager of Golf, gave a Rounds/Financial Report update. Doug reported March was a good month compared to past Marches. Year to date, rounds have caught up with last year, and we are on a good path to catch up financially. He is hopeful the increased demand that was seen over the last 2 years continues. There are good indications as the golf industry continues to see a surge in interest.

#### VII. DISCUSSION -

- Doug McNeil gave an update on the five-year capital spending plan. He shared a report illustrating the big picture needs. Murphy Creek debt will be paid off in 2026. Once that happens, it will open the door to take on more debt to fund larger projects. Some of the major priorities include golf cart fleet and maintenance equipment replacement; cart path improvements; new irrigation systems at Meadow Hills and Springhill; New/Remodel of Aurora Hills Clubhouse.
- Suzie Jaquith gave an update on Paul McMullen Scholarship. One application was received. The interview is scheduled for May 2, 2022 at Meadow Hills Clubhouse. Interview panel consists of Perry Jowsey and Doug Webb.
- Suzie Jaquith gave an update on the interview process for current openings on the Golf Course Advisory Committee. Interviews are scheduled for April 28, 2022. Interview panel consists of Laurie Steenrod, Dorothy Shadrick and Jason Schneider.
- Doug McNeil announced the June meeting has been rescheduled for June 22<sup>nd</sup>. City management has given approval for boards and commissions to start meeting in-person again. Hybrid meetings (in-person and virtual) are not an option currently as the city does not have the resources to provide technology or staff to support these types of meetings. All members must be in full agreement to meet in-person, otherwise the meetings must continue to be held virtual.

VIII. OLD BUSINESS – None.

#### IX. GENERAL DISCUSSION –

- Laurie Steenrod noticed a new housing development being built next to Murphy Creek. She suggested staff be cognizant of what impact, if any, new residents may have on the course.

X. ADJOURNMENT -

- Elizabeth Hamilton moved for adjournment and Doug Webb seconded the motion.

Minutes approved by: *Laurie Steenrod* Jun 1, 2022  
Laurie Steenrod (Jun 1, 2022 17:47 MDT)  
Laurie Steenrod, Chairperson

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

# 4-20-22 MINUTES\_final

Final Audit Report

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