



Golf Division
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MINUTES

GOLF COURSE ADVISORY COMMITTEE

WebEx Meeting
MARCH 16, 2022

MEMBERS PRESENT: Laurie Steenrod, Chairperson; Jesse Stine, Vice-Chairperson; Dorothy Shadrick, Perry Jowsey, Jason Schneider

MEMBERS ABSENT: Omar Montgomery, Doug Webb, Matt Stephens, Brendan Wilde, Elizabeth Hamilton

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 she was impressed with the new Trent Wearer teaching area at Meadow Hills.
- III. PUBLIC INVITED TO SPEAK – None.
- IV. COMMITTEE REMARKS -
 - Jesse Stine commented he played at Aurora Hills. He attended the Saddle Rock/Murphy Creek Men's Club kickoff meeting where Zane Zwemke, Saddle Rock Head Pro, gave an update to members on the upcoming season.
 - Dorothy Shadrick remarked she had visited the driving range at Murphy Creek. She recently joined the Meadow Hills Ladies League in addition to being a member of the Murphy Creek Ladies League.
- V. STAFF UPDATES –
 - Karin Rivale, Marketing Specialist, gave a report on marketing activities. She reported the Denver Golf Expo was well attended by approximately 8,000 people. The Aurora Golf booth sold \$10,250 in Premier cards and collected 600 emails through giveaways during the 2-day event. She is currently working on social media and newsletters; posting up-to-date course closure alerts as needed; assisting with reviewing the PROS website for compliance; and working with Doug McNeil on advertising strategies. She announced Mother Daughter Clinic will not happen this year. Doug followed up by stating the decision was made due to unknowns such as Covid going into the first of the year and staffing levels. Springhill may be bringing back the Couples Classic in June.
 - Doug McNeil, Manager of Golf updated the committee on course closures. Aurora Hills and Murphy Creek plan to be open every day through March. The other courses are looking at being closed one day a week, however, that may change as the month goes on and course conditions are better than anticipated.

After March, Doug anticipates all courses will be open every day. He reported the PROS Department has seen some staffing turnover with several division managers retiring. The city as a whole is experiencing staffing shortages.

VI. FINANCIAL REVIEW – Doug McNeil, Manager of Golf, gave a Rounds/Financial Report update. Doug reported last year proved to be a very successful year for the Golf Division. The golf fund was increased by close to two million dollars which will help with purchasing some needed large ticket items. So far this year, revenues have been down due to snow, however, in general, he is pleased to have the needed moisture to help the courses have a better chance to come out of winter. He believes revenues will rapidly catch up once courses open fully in the spring. Laurie Steenrod asked when will the debt for Murphy Creek retire. Doug answered, in 2026. The debt for Murphy Creek amounts to around a half million dollars each year. Jesse Stine asked what the total amounted to for unused credit book accounts last year. Doug answered at the end of the year there was close to \$100,000 of unused credit that was written off and recognized as revenue. Most of it was from small amounts over the years that players had forgotten. Communication was sent out to players several different ways to inform them of their unused credit. Going forward, credits are required to be used by the end of each year.

VII. DISCUSSION -

- Suzie Jaquith gave an update of current and upcoming openings on the committee. Jesse Stine and Omar Montgomery terms expire on April 30, 2022; Jason Schneider resigned and will finish out his term through April 30, 2022; Adam Lyle resigned in January; Matt Stephens resigned in March. An interview panel and interview date to fill openings will be selected following the meeting. She reminded the committee of the upcoming election for Chair and Vice-Chair seats. Members were asked to communicate their interest to Suzie. Election results will be shared at the April 20th meeting.
- Doug gave the outlook for 2022. Forecasting rounds post Covid is difficult as the industry does not know yet what will happen. Although there has been an increased interest in golf over the last year, he expects golf to slow down to some degree.
- Doug gave an update on course conditions. Part of the reason the decision was made to close courses or have a maintenance day once a week in March relates to concerns about a serious grass seed shortage. Staff wanted to minimize damage to turf and allow the bad areas on courses more growing time to come out of winter in better shape. Fortunately, course superintendents were able to take advantage of opportunities to purchase seed late last year, which is helping us feel better about the situation. Perry Jowsey asked if the grass seed shortage was regional or industry wide. Doug answered it is industry wide.
- Doug gave an update on equipment and cart shortages. Original plans were to spend \$300,000 to \$400,000 to purchase turf care equipment but because the vendor was struggling with shipment delays and needed a commitment even before the beginning of this year, this will likely not happen. The new shipment of carts ordered to replace the aging carts at Saddle Rock has been delayed also until the first of next year due to shipment delays. In the meantime, Saddle Rock staff are working closely with the vendor to keep the existing fleet of carts in working order.
- Doug gave an update on the impacts of significant increases in starting wages. In an effort to become more competitive in the job market, starting wages for seasonal employees were raised from around \$12.50 an hour to \$16.00 an hour. Contract positions that were paid around \$14.16 an hour on average were increased to \$18.00 an hour. This will result in an estimated increase of \$300,00 to \$400,000 in payroll expenses that was not anticipated. Fortunately, the revenues made last year increased the golf fund and will help to absorb some of the increased costs.
- Doug gave an update on the software upgrade to the point of sale system and tee time reservation system. Staff will be training the first two weeks in April. The new upgrades will go into effect April 18th.
- Doug gave an update on the new Trent Wearner Golf teaching areas at Meadow Hills and Murphy Creek. Doug is excited to offer this teaching opportunity to golfers.
- Doug announced a new concessionaire was contracted to operate the Meadow Hills restaurant and snack bar as of the first of March.

VIII. OLD BUSINESS –

- Laurie Steenrod asked for the committee to be updated annually on capital spending projects. Doug answered he will add it to the next meeting agenda.

IX. GENERAL DISCUSSION – None.

X. ADJOURNMENT -

- Jesse Stine moved for adjournment and Laurie Steenrod seconded the motion.

Minutes approved by: *Laurie Steenrod* Apr 19, 2022
Laurie Steenrod (Apr 19, 2022 21:03 MDT)
Laurie Steenrod, Chairperson

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

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Final Audit Report

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