



MINUTES

GOLF COURSE ADVISORY COMMITTEE

WebEx Meeting

MAY 18, 2022

MEMBERS PRESENT: Laurie Steenrod, Chairperson; Dorothy Shadrick, Doug Webb, Perry Jowsey, Elizabeth Hamilton

MEMBERS ABSENT: Jesse Stine, Vice-Chairperson; Brendan Wild

STAFF ATTENDING: Doug McNeil, Manager of Golf; Suzie Jaquith, Administrative Supervisor

- I. CALL TO ORDER – Laurie Steenrod, Chairperson called the meeting to order at 5:16 P.M.
- II. CHAIRPERSON'S REMARKS – Laurie Steenrod thanked members for contributing to the committee vacancy interviews and the Paul McMullen Golf Scholarship interviews. She commented she liked the yardage imprints on the curbing at Saddle Rock. She noticed the red stakes on either side of hole #6, where the extreme rough begins and thought that was a way to let people know it's a penalty area. She was impressed with the recent aeration at Meadow Hills
- III. PUBLIC INVITED TO SPEAK – None.
- IV. COMMITTEE REMARKS -
 - Doug Webb reported he played Springhill and commented the areas that were seeded were starting to fill in nicely. He was impressed with the recent aeration at Springhill.
 - Dorothy Shadrick reported she played Meadow Hills and Murphy Creek and noted there are some rough spots but overall thought the courses were in good shape. She commented the new concessionaire at Meadow Hills is doing a good job and all are very pleasant and helpful.
 - Elizabeth Hamilton reported she played in the 9 Hole Ladies League at Meadow Hills and played Springhill, Aurora Hills and Meadow Hills with the Couples League. She remarked the concessionaire at Meadow Hills has made some improvements by hanging flower baskets around the patio with plans to provide more lighting on the patio. She remarked the course was overall in good shape.
 - Perry Jowsey agreed with the remark on how good course conditions were at Meadow Hills.
- V. STAFF UPDATES –
 - Doug McNeil, Manager of Golf, reported golf superintendents are pleased with the improved conditions of the courses. As nighttime temperatures warm up, it helps the grass grow more rapidly so areas on courses are starting to fill in nicely. Doug reported hiring of staff has improved this year compared to last year at this time. He attributes some of this to the starting wage increase offered to seasonal staff. Laurie asked what the

increase in wage was. Doug responded starting wage increased from \$12.50 an hour last year to \$16.00 an hour this year.

VI. FINANCIAL REVIEW – Doug McNeil, Manager of Golf, gave a Rounds/Financial Report update. Doug reported April was a positive month that gives us confidence demand is still good. Rounds and revenues were very good this time last year. It is impressive we have almost caught up to those numbers, given our slow start this year. The April financial report shows expenses significantly increased compared to the first part of last year. This is in part due to the payroll increase that happened last summer and is reflected through April of this year. The seasonal wage increase and other increased costs will continue to be felt the remainder of this year. The significant increase in revenues last year is helping our fund balance absorb the increased expenses we are seeing. Laurie asked if times will be expanded for dynamic pricing. Doug responded during the last couple of years, the focus was on weekends and primarily weekend mornings. With the new software in place, there is now opportunity to expand dynamic pricing. Staff are experimenting with different strategies by looking at utilization percentages. The goal is to maximize revenue by increasing rates during higher demand times. Laurie suggested adding dynamic pricing as a regular meeting agenda item. Perry asked if the software automatically made dynamic pricing adjustments. Doug responded yes, but staff inputs the parameters. Doug Webb asked if golfers will see the dynamic price at time of booking a tee-time reservation. Doug responded the appropriate price will be reflected for the tee-time chosen. Doug suggested members convey an overall message to golfers who have questions or concerns about rate variances, that courses are using an automated system in place that will charge rates based on demand, like the airline and hotel industries. Doug Webb reported some club members have expressed dislike in having to use up their credit book balance by the end of the year. He asked if policy could be changed to allow credit books to be carried up to two years instead of one. Doug responded, for the golf professionals to have a good idea of how much retail inventory to buy, they need a good idea of how much will be sold by the end of the year. For many accounting reasons, it is much cleaner to have a credit book program with a defined annual expiration date.

VII. DISCUSSION -

- Doug Webb and Perry Jowsey gave an update on the Paul McMullen Golf Scholarship. There was one candidate this year that was interviewed. Caroline Garland, a senior and member of the girl's golf team at Smoky Hill High School. Caroline received a scholarship award of \$1,500.00 and is planning to attend Delaware State University.
- Laurie Steenrod gave an update on interviews conducted for the vacant seats on the committee. Interviews went well. Seven candidates were interviewed and five were recommended by the interview panel to move forward in the appointment process.
- Doug McNeil gave an update on the pro shop software upgrade. From staff's perspective, the upgrade is going well. He asked committee members for their input based on their experience using the reservation system or in talking to other golfers. Doug Webb responded his experience booking tee-times online has been good. There are some new steps that users will need to familiarize themselves with but that's to be expected with any new software.

VIII. OLD BUSINESS – None.

IX. GENERAL DISCUSSION –

- Laurie Steenrod reported her golf team played in a high school event at Aurora Hills and the starter they hired asked why there were not permanent yardage markers on the forward red tees. Laurie would prefer official yardages be embedded in a similar manner as the other tee sets and forward tees, currently being worked on, to look more intentional than they do (as if they were part of the original build). Doug McNeil will follow up with the superintendent at Aurora Hills.
- Laurie Steenrod brought up a concern received from a resident near Saddle Rock that the course is being used by nearby residents for activities other than golf. Laurie asked staff to research signage/policy and

possible inconsistencies. Doug McNeil responded he and staff are aware of the issues at Saddle Rock. Staff does their best, given limited payroll resources, to police the situation during normal golf hours. Park Ranger staff have been utilized at times to conduct random patrols at the golf courses as they are authorized to issue warnings and summons. Aurora Golf's general policy is to not allow non-golfers on the course during normal golf course operating hours. However, early morning or late evening use by neighboring residents is to be expected. There are numerous access points into Saddle Rock golf course, and signage has been increased in those areas already. Doug feels there is adequate signage on the courses, and that he and his staff (along with many others throughout the city) have gone above and beyond to address these concerns. These same issues exist on every golf course that is surrounded by homes. There is a reality that golf courses are considered park properties by the city. Residents will find a way to use them one way or another. It is a constant challenge to set parameters for usage, monitor the situation and also be a good neighbor to the residents.

X. ADJOURNMENT -

- A motion for adjournment was not made due to not having a quorum.

Minutes approved by: *Laurie Steenrod* Jun 27, 2022
Laurie Steenrod (Jun 27, 2022 17:23 MDT)
Laurie Steenrod, Chairperson

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

5-18-22 MINUTES_FINAL

Final Audit Report

2022-06-27

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