



PARKS & RECREATION ADVISORY BOARD

Wednesday, June 1, 2022 – 5:00 p.m.

WebEx Meeting

MINUTES

PARKS & RECREATION BOARD MEMBERS PRESENT: Sydney Futrell, Chairperson; Rick Eriksen, Robert Armstrong, Mike Ely, Bryan Taylor

MEMBERS ABSENT: Bobbie McClure, Andre Hickman, Marty Tessmer, Angela Zbikowski, Vice-Chairperson

OTHERS PRESENT: Brooke Bell, Director of Parks, Recreation and Open Space Department; Joe Sack, Manager of Recreation Services; Doug McNeil, Manager of Golf; Erin Pullium, Marketing and Special Events Superintendent; Suzie Jaquith, Administrative Supervisor

I. CALL TO ORDER: By Chair, Sydney Futrell, at 5:05 p.m.

II. INTRODUCTIONS: None.

III. ADOPTION OF AGENDA: The Agenda for the June 1, 2022, meeting was approved after a motion was made by Member Eriksen and seconded by Member Ely.

IV. ADOPTION OF PARKS & RECREATION ADVISORY BOARD MINUTES –
The May 4, 2022, meeting Minutes were approved after a motion was made by Member Eriksen and seconded by Member Taylor.

V. BOARD DISCUSSION/ACTION ITEMS/REMINDERS

A. Doug McNeil, Manager of Golf, gave an overview of the Golf Division.

- The Aurora Golf Division has five golf courses conveniently located throughout Aurora. Aurora Hills, Springhill, Meadow Hills, Saddle Rock and Murphy Creek.
- Golf Division operates as an enterprise fund with a budget of \$8.5 million and employs 300+ during peak season.
- An org chart was shared depicting the different work groups which include pro shop operations and golf course maintenance operations. A marketing specialist and administrative supervisor also provide support to the golf division.
- Covid-19 Impact on Golf enterprise: Courses closed for six weeks on March 20, 2020. Since re-opening, courses saw an increased demand as golf became more popular due to the natural social distancing nature of the sport. Rounds and revenue were up 10% at the end of 2020 over the previous year. Demand continued into 2021, finishing the year with rounds up 16% and revenue up 32%. The operating budget bottom-line was up \$2.5 million over 2020.
- A history of when golf courses opened was shared. Aurora Hills was the first course to open in 1969. Most recent golf course to open was Murphy Creek in 2000.
- Aurora Golf offers a wide variety of programming to appeal to every segment of the golfing population. Corporate and charity events, and competitive tournaments such as the Aurora Amateur, Aurora Senior Amateur, and Couples Classic. Men's, Ladies,

NOTE: By simple majority vote, Board may re-establish Agenda order. Quorum is reached with five members.



and Couples Leagues are offered as well. Other golf opportunities offered are Mom's Golf Fee on Mother's Day and Kids Play Free After 2:00 P.M. every day of the week.

- Promoting Junior golf is an important part of Aurora Golf's programming. Aurora Golf realizes young golfers are their future. This is the time of year when the junior golf camps, and PGA Junior Leagues kickoff. Aurora Golf has partnered up with a national organization called First Tee. What Doug likes about First Tee is they teach juniors life and leadership skills while utilizing golf instruction. Their national marketing campaign reaches kids who might not normally be exposed to the game. The Aurora program involves over 600 juniors.
- Marketing Aurora Golf – A loyalty program is offered through Premier cards which can be purchased at all five golf course pro shops. The cards provide a built-in discount to purchase cart fees, green fees and golf merchandise. Other marketing avenues used include social media, radio spots and endorsements, hotel brochures, visit Aurora Partnership, and the Aurora Recreation Guide.
- Marketing Specialist and golf staff host a booth each year at the Denver Golf Expo. This year the new location for the expo was at the Denver Convention Center. Attendance was around 8,000 with just over \$10,000 Premier card sold at the event.
- Social Marketing - Aurora Golf Newsletter is emailed monthly to over 23,135 contacts. Aurora Golf's Facebook has 2231 followers and 737 followers on Twitter.
- Media – Sports Radio 104.3 The Fan will feature Aurora Golf through endorsements from radio personality Zach Bye. Zach Bye, who is new to the game of golf, will be visiting each of the five Aurora courses and will play with the head golf professionals and superintendents.
- 2022 Upgrades – A new pro shop software associated with golf reservations and point-of-sale customer transactions was implemented. Credit cards are now required when making reservations. This helps minimize the costly no-shows experienced in the past. Exposure to new national reservation platforms that allow contact to new customers and to fill-in unused tee times. The dance room at Meadow Hills golf course was converted into an indoor golf instruction studio.
- New partnerships with Optimum Golf and Trent Wearer Golf, both teaching groups, to enhance Aurora Golf's lesson program.
- Challenges Ahead – Golf Industry Trends. Post pandemic demand is uncertain in years to come; funding of capital projects/equipment/debt service; and operating costs.
- Financial Health of Golf Fund – Began this year with a balance of \$5.4 million compared to \$3.3 million in 2021 and \$2.9 million in 2020. Fund balance 10 years ago was \$750,000. Revenue projection for yearend is \$1.3 million above budget. Although the increase in operating cost is not on the same pace as revenue, Aurora Golf is projecting \$900,000 in new cost over last year. Half of the increase is associated with increased wages and the other reflects higher costs for good and services. There are many unknowns between now and the end of 2022, but current trends are tracking for another successful year financially.
- Member Eriksen asked if there is a capital reserve fund. Doug responded every year, in general, there is around \$500,000 dedicated to capital projects. Normally it is spent primarily on equipment or cart fleets. There are no additional funds available for large



projects such as replacing irrigation systems. When the debt retires on Murphy Creek golf course in 2026, it will allow for opportunity to look at covering some of the large capital projects needed. Member Eriksen asked if Aurora Golf has considered applying for grants. Doug responded various grants have been researched in the past but, for several reasons, Golf Division did not qualify. Doug remarked grants are always kept in mind and as personnel and time allows, they will be entertained in the future. Member Eriksen asked if non-potable water was being used to irrigate courses. Doug responded yes, Aurora Hills, Springhill and Murphy Creek all use non-potable water. Saddle Rock and Meadow Hills use raw water from the Aurora Reservoir as they are not on the re-use line. Doug reported new equipment has been installed to some of the irrigation systems to help with efficiencies.

B. Erin Pullium, Marketing and Special Events Superintendent, gave an update on 2022 Special Events.

- Marketing and Special Events Division consists of nine staff members.
- There were 34 special events held in 2021. Larger events were replaced by smaller community events that proved to be very popular and will be reoccurring this year.
- Some event objectives and goals were to create superior quality life for residents and making a city a desirable place to live and visit; ensure a full diversity of community members to participate and benefit; appeal to a wide range of interests; provide free or low-cost entertainment, attractions and activities; and build partnerships with local businesses.
- Community Feedback – 434 surveys were completed at all 34 events in 2021 across the community. Of the feedback received, an overwhelming 96% supported the community events.
- Spring into Action: An Earth Day Celebration – April 23rd at Aurora Reservoir hosted by OSNR (Open Space and Natural Resources) Division. Activities included naturalist programs, food and education vendors, crafts and a volunteer project of wrapping over 100 trees along the shoreline.
- Colorado Remembers – May 28th at Colorado Freedom Memorial/Springhill Park. An annual commemoration of Colorado military personnel and families. Features a ceremony, vendor fair and pancake breakfast.
- Carnival on the Plaza – June 11th at Fletcher Plaza, Features free live entertainment, inflatables, balloon twisting, face painting, frozen treats, sensory bus, and special guest, Miles, mascot of the Denver Broncos.
- 4th of July Spectacular – July 4th at AMC Great Lawn. Event will feature live entertainment, food trucks, and fireworks. Partnering with radio station 95.7 The Hits to live stream the show soundtrack.
- Global Fest – August 20th at AMC Great Lawn. Celebrating its 8th year. Event is an annual gathering that engages and infuses culture and community with food, art, music, dance and fashion.
- Park Lights & Movie Lights – Thursdays, Fridays and a Saturday during month of September.



- Fall into Fun – October 1st at AMC Great Lawn. A new event this year. It will feature vendors, food trucks, pumpkin patches, inflatables, petting zoo, live performances and candy/giveaways.
 - S'mores on the Shore – Fridays, October 14th, 21st, 28th and November 4th at Aurora Reservoir. Event celebrates cool nights and beautiful sunsets around a fire pit with a S'mores kit.
 - Aurora's Veteran's Salute: 75th Anniversary of the Air Force – November 3rd at Hyatt Regency Aurora-Denver. Event includes formal ceremony and lunch, live entertainment, local vendors and community resource partners.
 - Holiday Tree Lighting – December 6th at AMC Great Lawn. Annual event will include ice carving performance, holiday crafts, musical performances, roaming entertainers, pictures with Santa, and cookies and hot cocoa.
 - Member Eriksen asked if Concerts in the Parks would be brought back as an event. Erin responded the Concerts in the Parks years ago and the Rhythm Series are produced by the Library and Cultural Services Department.
- D. Brooke Bell, Director of Parks, Recreation and Open Space Department, gave a PROS Update
- Brooke announced Canterbury Neighborhood Park Ribbon-Cutting ceremony is on June 8th from 1:00 P.M. to 2:00 P.M. Parklane Pool Re-Opening Celebration is June 10th at 11:30 A.M.
 - Brooke reported the PROS Department will soon be kicking off a system-wide Master Plan project that is very robust with a community engagement aspect to it. It includes an analysis of what is in place currently and what is needed in the future, based on public input. It will also help identify gaps in the current system. More information will be provided to the board in July or August.
 - She remarked the department is always faced with financial challenges, but there is some great access to revenues through Conservation Trust Fund, and the Open Space Fund taxes that are collected in Adams and Arapahoe counties. Both have been renewed in perpetuity over that last couple elections. A budget presentation will be given to the board during the last quarter of the year.
 - Chair Futrell asked what the public engagement portion of the Master Plan will look like. Brooke responded there will be numerous ways to engage with the community such as tabling exercises where staff will share information with the public at parks, recreation centers, and at community events to gather input. It will also involve social media, surveys, and a strong media campaign that will target a broad outreach to the community where all voices can be heard.
 - Joe Sack shared a follow up from the previous meeting on the food program. Recreation has again partnered with Aurora Public School to provide free summer meal service to youth 18 and under. He shared the Aurora Public Schools mobile food truck rounds schedule with the board. Recreation is also partnering with APS to provide lunch and a snack to participants of the preschools and summer camp program.



VI. BOARD MEMBERS REMARKS

A. Comments from Board Members

- Chair Futrell commented she would like to learn about any upcoming farmers markets in the parks or that PROS Department is aware of. She is also interested in the rules and regulations for vendor permitting in parks. Brooke Bell responded staff would provide information.
- Member Eriksen noticed in the PROS Newsletter that all the pools will be opened. Brooke responded she is extraordinarily proud of Manager of Recreation, Joe Sack, and his staff for their hard efforts to open the pools in time for Memorial Day Weekend, given the shortage of lifeguards. They created a schedule that has something for everyone. All pools are open using a hybrid schedule while still creating some indoor swim opportunities for lap swimmers and aqua fitness classes.

VII. FUTURE MEETINGS

- A. Wednesday, July 6, 2022 - Virtual meeting – WebEx

VIII. ADJOURNMENT – Member Eriksen made a motion to adjourn, and Member Ely seconded. The motion passed at 6:21 p.m.

Sydney Futrell

Sydney Futrell (Aug 16, 2022 12:58 MDT)

Sydney Futrell, Chair;
Parks & Recreation Board

Aug 16, 2022

Suzie Jaquith

Suzie Jaquith, Administrative Supervisor

ADOPTED _____









PRAB Minutes June 1 2022_Final

Final Audit Report

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