



Golf Division
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MINUTES

GOLF COURSE ADVISORY COMMITTEE

WebEx Meeting
AUGUST 17, 2022

MEMBERS PRESENT: Laurie Steenrod, Chairperson; Jesse Stine, Vice-Chairperson; Dorothy Shadrick, John Lichtner, Shannon Crouthers, Perry Jowsey, Brendan Wild, Pete Schlickman, Wes Severin

MEMBERS ABSENT: Doug Webb, 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 5:16 P.M.
- II. CHAIRPERSON'S REMARKS – Laurie Steenrod remarked she volunteered at the Drive, Pitch and Putt event at Murphy Creek.
- III. PUBLIC INVITED TO SPEAK – None.
- IV. COMMITTEE REMARKS -
 - Wes Severin remarked Murphy Creek is in really good shape, especially the greens and the rain has certainly helped.
 - Perry Jowsey remarked he also attended the Drive, Pitch and Putt event. He thought the course showed well for the event. Aurora Hills was also in great shape. He played at Springhill and was disappointed the concessionaire had only hot dogs left at around 1:00 P.M.
 - Jesse Stine remarked he played in the men's club championship at Saddle Rock and reported it was in fantastic shape. Pro shop did a great job of marking areas that were a little dry. He agreed with Wes that the greens at Murphy Creek are firm and fast. Staff did a great job cutting down the rough and it was much improved. He mentioned the trap on #3 that could use some maintenance. Tees and fairways looked in good shape. Dry areas on course were not marked off like they were at Saddle Rock.
 - Dorothy Shadrick remarked the ladies bathrooms stalls at Murphy Creek Clubhouse do not close all the way. Head Pro, Leslie Core-Drevecky, is aware of the issue and has submitted a request to Facilities Department to repair. She reported good course conditions at Murphy Creek and Meadow Hills.
 - John Lichtner remarked he played in the Aurora Senior Amateur at Aurora Hills. He complemented Head Pro, Cary Callihan and staff as well as the maintenance staff. The course was in excellent shape. He remarked Meadow Hills and Springhill also were in great shape.
 - Pete Schlickman remarked the pace of play at Aurora Hills was phenomenal. Staff was very attentive. He likes that the driving range is relatively inexpensive and is starting to practice there more frequently.

- Brendan Wild remarked he played at Murphy Creek and thought it was in solid shape. He noted the rope line on the driving range was beat up and there was no grass left. He suggested staff move the line more regularly.
- Shannon Crouthers remarked Springhill was in great condition. She was disappointed to find the food and beverage concessionaire was closed after finishing a round with the Friday Couples League. She suggested with later tee times, the concessionaire stay open later. She remarked the concessionaire at Aurora Hills does stay open for the Couples League until around 9:00 P.M. She remarked she did not see a beer cart at Meadow Hills until around noon when she played. She reported she played at Meadow Hills on a Sunday and never saw a marshal on the course to help with the pace of play. It took them 6 hours to complete their 18-hole round.

V. STAFF UPDATES –

- Rian French, Project Manager, Parks Planning, Design and Construction Division, gave a presentation on the PROS Department’s Master Plan - Our Parks, Our Places. The five key focus areas of the Master Plan project are community connections, equitable access, health and safety, sustainable growth and operational efficiencies. The project is set to run approximately 12 to 15 months. Public engagement portion of the project includes presenting to all city boards and commissions, pop-up events, tabling at PROS special events, various none-city events, city-wide open houses, and through surveys, the city’s website and Engage Aurora. Strategies being used to reach out to as many golf patrons as possible include, connecting with school organizations, outreach to clubs and leagues, attendance at scheduled events, targeted tabling at golf courses, and presenting to the Golf Course Advisory Committee. Rian asked for committee members to spread the word of the Master Plan project among the golf community. Ways for public to engage are by visiting EngageAurora.org and emailing PROSMasterPlan@auroragov.org with questions or comments.
- Karin Rivale, Marketing Specialist, gave an update on marketing activities. Working on posting videos of the aeration at Saddle Rock; photos of new sign installed at Aurora Hills on the corner of Alameda Avenue and Peoria Street; working on a combination ad with Aurora Golf and Communications Department to be listed in the Aurora Chamber’s directory; was approached by Colorado State to advertise in their vacation guide publication; new merchandise bags for the pro shops have been ordered; registration is open for the Aurora Amateur and Couples Classic.

VI. FINANCIAL REVIEW – Doug McNeil, Manager of Golf, gave a Rounds/Financial Report update. Doug reported we continue to do well from a business standpoint. Rounds and revenue are up. Expenses are up partly due to an increase in wages to become more competitive in the workplace and inflation related wage increases for employees. Net Income is down compared to last year at this time but still very good. We must keep in mind that last year was a phenomenal year for the Golf Division. If expenses are kept under control and revenues continue to increase each month, Doug thinks the golf fund will be in very good shape at year-end. Overall, Doug is very pleased with our performance and thinks the demand for the game continues to be strong.

VII. DISCUSSION -

- Doug McNeil, Manager of Golf, reported the results of the last survey sent to committee members asking if they would like to keep meetings virtual vs. in-person. The results were not unanimous so virtual meetings will continue until otherwise directed by city management.
- Doug McNeil gave an update on participation in new booking engines through GolfNow software. The focus over the years has been to drive golfers to Aurora Golf’s booking site, however, as a trial, the courses have started to allow bookings through GolfNow. The company that handles our booking engine software is a GolfNow company. Our cost for their services goes down significantly if we participate in their booking engine. During this trial period of booking through GolfNow, Aurora Hills and Springhill are allowing 5 days advanced reservations. Saddle Rock, Murphy Creek and Meadow Hills are allowing 2 days advanced reservations. The strategy is to fill in tee times that have not been booked through our normal channels of the Aurora Golf booking site or over the phone. The thinking is it will also bring in new business from golfers that make most of their reservations through GolfNow. Overall, Doug reported it’s been successful from a revenue standpoint. There has been approximately \$175,000 in revenue made from bookings through GolfNow.

- Doug McNeil reported, to address the employee retention concerns, the city is giving all full-time city employees a 5% pay increase effective October 1st. It will be a significant increase to labor costs for the Golf Division but is for good reasons. Doug is hopeful revenues will keep pace.
- Doug McNeil reported the city will be implementing a new water ordinance with water restrictions at some point. Our courses have already been irrigating at a rate below the Stage 1 water restrictions outlined in the city's Water Conservation Plan. The city has not given any direction yet to upcoming restrictions. Snowpack levels going into next year and water rights will weigh large on these decisions for next year.
- Doug McNeil reported the next committee meeting will be replaced by a golf outing and dinner at Meadow Hills golf course.

VIII. OLD BUSINESS –

- Laurie Steenrod inquired what was the status of making the yardage tees at Aurora Hills look more substantial. Doug McNeil responded he had followed up with the superintendent who had provided a response. He will follow up again and report back to Laurie.

IX. GENERAL DISCUSSION –

- John Lichtner congratulated Laurie Steenrod on qualifying to play in the Women's Senior Amateur.

X. ADJOURNMENT -

- John Lichtner moved for adjournment and Jesse Stine seconded the motion.

Minutes approved by: *Laurie Steenrod* Sep 26, 2022
Laurie Steenrod (Sep 26, 2022 14:40 MDT)
 Laurie Steenrod, Chairperson

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

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Final Audit Report

2022-09-26

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