



Golf Division
15151 E. Alameda Parkway, Suite 4600
Aurora, Colorado 80012
303.739.7888

Worth Discovering • auroragov.org

MINUTES

GOLF COURSE ADVISORY COMMITTEE

WebEx Meeting
OCTOBER 19, 2022

MEMBERS PRESENT: Laurie Steenrod, Chairperson; Dorothy Shadrick, Doug Webb, Elizabeth Hamilton, John Lichtner, Perry Jowsey, Brendan Wild, Wes Severin

MEMBERS ABSENT: Jesse Stine, Vice-Chairperson; Shannon Crouthers, Pete Schlickman

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 5:18 P.M.
- II. CHAIRPERSON'S REMARKS – Laurie Steenrod remarked she played at Meadow Hills in the Aurora Women's Cup and thought the course was in great shape. She noticed at Saddle Rock, #17 is soon to have a new forward tee. She congratulated Doug McNeil, Manager of Golf, on his retirement announcement.
- III. PUBLIC INVITED TO SPEAK – None.
- IV. COMMITTEE REMARKS -
 - Brendan Wild remarked he played at Meadow Hills and thought course was in good condition. The tee box on #13 has no flat spot in which to tee off from. He also played Murphy Creek and commented course was great except for the greens were still recovering from aeration. He noticed a tree on #12 was missing. Doug responded it could have been removed due to beaver damage.
 - Dorothy Shadrick remarked she recently played at Meadow Hills and Murphy Creek and played in the Aurora Women's Cup. She was surprised registration was down and thought it may have been the result of notices going out late. She asked if gift cards for tournament winners could also be good for green fees as well as pro shop merchandise. Doug McNeil, Manager of Golf, responded staff has discussed the issue in the past but will revisit it once again. Having tournament winnings be restricted to merchandise allows the golf professionals to have a better idea of how much merchandise to buy each year. Alternative uses may not be financially beneficial.
 - Wes Severin asked if personal golf carts would be allowed at courses and consider charging a trail fee. Doug responded, allowing personal carts brings many challenges to the golf course operations. There would be a negative financial impact as well as enforcement and liability issues. Wes asked has there ever been a discussion about selling memberships, especially to residents surrounding Murphy Creek golf course. Doug responded memberships have been discussed before. However, in speaking with other golf professionals and industry experts, many recommend against memberships from a financial standpoint. Regular public golfers

paying full fees end up being displaced by members who play regularly at a reduced cost as a result of their membership.

- Elizabeth Hamilton remarked Meadow Hills is in beautiful condition. She thanked Doug McNeil for the donation of rounds of golf for the 9-Hole Ladies League end of year luncheon. She commented she also received gift cards from the PGA Superstore who matched each gift card bought. She asked where to donate old golf balls and equipment for junior golf programs in Aurora. Doug responded he is not aware of the need of golf balls for junior golf at any of the Aurora courses. He asked Elizabeth to reach out to head pro, Caine Fitzgerald at Meadow Hills, to see if there is a need. Doug will follow up with the other head pros to find out if there's need for junior clubs at the pro shops.
- Doug Webb asked what happened to the monument on hole 16 and the tree at Springhill. Doug McNeil replied the monument was removed last year and will have to follow up with staff to find out what happened to the tree.
- John Lichtner remarked he played in the Aurora Amateur at Meadow Hills and expressed kudos for the staff. He commented the course was in fantastic shape.
- All members congratulated Doug McNeil, Manager of Golf, on retirement and thanked him for his many years of dedicated service to the Aurora Golf Division and the city of Aurora.

V. STAFF UPDATES –

- Karin Rivale, Marketing Specialist, gave an update on marketing activities. Working on the Aurora Golf calendars for 2023. The free calendars will be available before the holidays at the pro shops and at the Golf Expo. Working on marketing collateral for next year to include flyers and booklets with event schedule and aeration schedule. The advertising endorsement contract with radio personality, Zach Bye of 104.3 The Fan, was extended through the end of October to promote fall golf. Golf gift ideas will be promoted on the radio show during two weeks around the holidays. Aurora Golf booth has been reserved for the 2023 Golf Expo at the convention center downtown. Elizabeth suggested promoting in the Aurora Water newsletter. Staff to follow up.

- VI. FINANCIAL REVIEW – Doug McNeil, Manager of Golf, gave a Rounds/Financial Report update. Doug reported September was another good month. Rounds and revenues are up. Expenses are also up but is to be expected with the wage increases over the past year. Bottom line, we are still ahead by a million dollars when comparing to the 3 year average this time last year. Doug predicts Aurora Golf will have another amazing year. Since the pandemic we've been able to increase the fund balance by several million dollars and it's his hope the increased revenues made will be dedicated to needed capital projects and equipment above and beyond what is normally spent each year. Once the Murphy Creek debt has been retired in 2026, it will allow more debt to be taken on.

VII. DISCUSSION -

- Doug McNeil, Manager of Golf, reported Saddle Rock cart fleet is scheduled to be replaced in spring of 2023.
- Doug reported new challenges associated with the large-scale purchase of capital equipment. Supply chain issues are resulting in vendors wanting commitments nearly a year in advance. This is difficult when the city's budget for the coming year is not approved till late each year.
- Doug reported on the progress associated with the Golf Division's efforts to do a study on the cost of converting the last two remaining golf courses (Meadow Hills and Springhill) that cannot currently support electric golf carts. This was a request from council members last year. Aurora Hills, Murphy Creek and Saddle Rock all have the infrastructure currently in place. A project ticket is in the queue with the city's Facilities Management Department (Public Works) to hire an engineer to do a thorough cost study of what the project would entail. Both courses would likely need to construct new buildings to house the electric fleets. The next cart fleet replacements are not scheduled for 2-3 years.
- Doug reported other capital projects on the horizon include installing artificial turf tees and concrete pads at Saddle Rock and Murphy Creek in the off season. The 20-year-old pumps at Saddle Rock are scheduled to be refurbished towards the end of this year.

- Doug reported the Annual Committee Report is scheduled to be presented to the Parks, Foundation and Quality of Life Committee in December.
- Doug reported he will be working mostly remote up until his retirement at the end of the year. He will likely be returning once a month to assist with the transition of duties. He thanked the members of the committee for their time, contributions and support while serving on the committee. He stressed how the members serve an important role in helping the Golf Division be the best it can be.

VIII. OLD BUSINESS – None.

IX. GENERAL DISCUSSION – None.

X. ADJOURNMENT -

- Wes Severin moved for adjournment and John Lichtner seconded the motion.

Minutes approved by: *Laurie Steenrod* Nov 14, 2022
[Laurie Steenrod \(Nov 14, 2022 20:39 PST\)](#)
Laurie Steenrod, Chairperson

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

10-19-22 MINUTES_final_dm

Final Audit Report

2022-11-15

| | |
|-----------------|---|
| Created: | 2022-11-14 |
| By: | Suzie Gilroy Jaquith (sjaquith@auroragov.org) |
| Status: | Signed |
| Transaction ID: | CBJCHBCAABAA9719xfPz5R6cWGdNQTEH-kJmbdM5I_X9 |

"10-19-22 MINUTES_final_dm" History

-  Document created by Suzie Gilroy Jaquith (sjaquith@auroragov.org)
2022-11-14 - 2:41:01 PM GMT- IP address: 50.237.6.50
-  Document emailed to llsgolf@comcast.net for signature
2022-11-14 - 2:41:51 PM GMT
-  Email viewed by llsgolf@comcast.net
2022-11-15 - 4:31:30 AM GMT- IP address: 40.139.248.3
-  Signer llsgolf@comcast.net entered name at signing as Laurie Steenrod
2022-11-15 - 4:39:15 AM GMT- IP address: 40.139.248.3
-  Document e-signed by Laurie Steenrod (llsgolf@comcast.net)
Signature Date: 2022-11-15 - 4:39:17 AM GMT - Time Source: server- IP address: 40.139.248.3
-  Agreement completed.
2022-11-15 - 4:39:17 AM GMT