



Golf Division
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MINUTES

GOLF COURSE ADVISORY COMMITTEE

WebEx Meeting

March 15, 2023

MEMBERS PRESENT: Laurie Steenrod, Chairperson; Jesse Stine, Vice-Chairperson; , Elizabeth Hamilton, Shannon Crouthers, Pete Schlickman, John Lichtner, Perry Jowsey

MEMBERS ABSENT: Brendan Wild, Dorothy Shadrick, Wes Severin

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 5:15 P.M.
- II. CHAIRPERSON'S REMARKS – Laurie Steenrod remarked Meadow Hills seemed to be in reasonable shape coming out of winter. She commented, with Murphy Creek not covering greens this winter, it will be interesting to see how they come out this spring. She noticed new yellow range balls were delivered to Meadow Hills.
- III. PUBLIC INVITED TO SPEAK – None.
- IV. COMMITTEE REMARKS -
 - Shannon Crouthers attended the Wednesday ladies golf league meeting at Saddle Rock and remarked restaurant staff were attentive and the greens looked in good condition.
 - Jesse Stine remarked he played 9 holes at Saddle Rock and was impressed with course conditions for this time of year.
 - Elizabeth Hamilton remarked Meadow Hills ladies 9-hole league has around 48 registered golfers so far. She is a member of the Aurora Historic Preservation Commission. She reported there is an effort by the commission to save the rain shelter at the former Fitzsimons golf course site. The commission is working to obtain funds to cover to the cost of relocating the shelter to a new site; possibly, Springhill golf course.
 - John Lichtner remarked he joined the Meadow Hills Men's Club again which will start again in mid-April.
- V. STAFF UPDATES –
 - Karin Rivale, Marketing Specialist, gave an update on marketing activities. The Golf Expo at the Colorado Convention Center was in February. Aurora Golf hosted a large booth which also featured raptors from the organization, Hawk Quest. Attendance was up from last year with approximately 8,500 people visiting the expo. \$9,150 in Aurora Golf Premier cards were sold. 795 people signed up at the booth for the online giveaways of free golf rounds which were announced every 2 hours at the event. 2,000 reusable grocery bags

with the Aurora Golf branding as well as 2023 Aurora Golf calendars were handed out. Many connections were made with citizens who had just moved to Aurora and were interested in golfing opportunities the city has to offer. Working on renewing agreement with radio station 104.3 the Fan to have Aurora Golf featured on the morning show hosted by radio personality, Zach Bye. Zach is new to the game of golf and plays the different Aurora courses and then discusses his experiences on the radio show.

- Suzie Jaquith, Administration Supervisor, gave an update on the Paul McMullen Scholarship program. Currently accepting applications through March 31st. Interviews will be scheduled in April and an interview sub-committee will be chosen by the committee to conduct interviews.

VI. FINANCIAL REVIEW – Doug McNeil, Manager of Golf, gave a Rounds/Financial Report update. Doug reported 2022 was another amazing year from a play standpoint. Rounds were down only 1% from the equally amazing year of 2021. Revenues were up \$300,000 over 2021. Expenses were up over a million dollars mostly due to the city raising starting wages across the board to better compete in the job market. An additional \$600,000 alone was spent on payroll and employee related costs. Doug attributes some of the increase in revenue in 2022 to implementation of requiring credit cards at booking time which has reduced the number of no shows considerably. Also, customized agreements with our software provider (GolfNow) allow unsold tee times to become available on the GolfNow.com booking site. Many tee times are being reserved that might normally go unsold. Although our focus is on driving golfers to our website, these new agreements are done in a way that doesn't displace golfers booking on our website but still gives us more exposure to golfers that depend on the GolfNow.com booking site. We are seeing many new faces.

VII. DISCUSSION -

- Doug McNeil, Manager of Golf, gave an update on recruitment of the Manager of Golf position. The recruitment process continues. The Golf Course Advisory Committee will be notified once a decision has been made.
- Doug reported recruitment to fill the vacant head pro position at Saddle Rock golf course will be the responsibility of the new Manager of Golf.
- Laurie Steenrod, Chair, gave an update on the interviews conducted to fill three upcoming vacancies on the committee. An interview sub-committee conducted a total of six interviews, including a consideration to one applicant interviewed less than one year ago.
- Call for Motion – Laurie called for a motion to suggest the following three applicants move forward to be appointed by city council: Brian Luksezck, Ty Tymkovich, and Caroline Kim. Jesse Stine seconded the motion. Laurie called for vote from all members in support. The motion passed unanimously.
- Call for Motion – Laurie called for a motion to return to in-person meetings. Jesse Stine seconded the motion. Laurie called for vote from all members in support. The motion passed unanimously.
- Doug reported a 2023 meeting schedule will be finalized and sent out to committee members prior to the next meeting on April 19th.
- Doug reported on the outlook for 2023. An assessment will be conducted to convert carts from gas to electric at Meadow Hills and Springhill. Engineering Division of Facilities Department will be hiring a consultant to determine potential costs associated with the project. Meadow Hills and Springhill currently do not have the infrastructure to support an electric cart fleet. The project is anticipated to cost over one million dollars. Timeline to be completed is approximately three years out. A new cart fleet for Saddle Rock is estimated to be delivered in June of this year. Other maintenance equipment will also be purchased using capital funds this year.

VIII. OLD BUSINESS –

- Suzie Jaquith reminded the committee of the upcoming Chair and Vice-Chair Election. Election will take place during the April 19th meeting.

IX. GENERAL DISCUSSION – None.

- Laurie discussed interview process for the Paul McMullen Scholarship program. She asked for volunteers to sit on the interview sub-committee. Laurie Steenrod, Shannon Crouthers, and John Lichtner volunteered.

X. ADJOURNMENT -

- Elizabeth Hamilton moved for adjournment and John Lichtner seconded the motion.

Minutes approved by: *Laurie Steenrod* Mar 30, 2023
[Laurie Steenrod \(Mar 30, 2023 06:55 MDT\)](#)
Laurie Steenrod, Chairperson

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


3-15-23 MINUTES_final_DM

Final Audit Report

2023-03-30

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Status:	Signed
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