



Golf Division  
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## MINUTES

### GOLF COURSE ADVISORY COMMITTEE

*March 28, 2024*

*Aurora Municipal Center, Aspen Room*

MEMBERS PRESENT: Jesse Stine, Chairperson; Dorothy Shadrick, Vice-Chairperson, Elizabeth Hamilton, Shannon Crouthers, Ty Tymokovich, Pete Schlickman, Caroline Kim, Bryan Lukasezck

MEMBERS ABSENT: Wes Severin

STAFF ATTENDING: Dan Wickman, Manager of Golf; Karin Rivale, Marketing Specialist; Suzie Jaquith, Administrative Supervisor

- I. CALL TO ORDER – Jesse Stine, Chairperson called the meeting to order at 5:15 P.M.
- II. CHAIRPERSON'S REMARKS – Jesse Stine reported Saddle Rock/Murphy Creek Men's Club had their spring kickoff at Aurora Hills golf course. He was surprised how well the greens rolled for being so early in the season.
- III. PUBLIC INVITED TO SPEAK – None.
- IV. COMMITTEE REMARKS -
  - Elizabeth Hamilton remarked that the Meadow Hills Ladies 9-hole League has their season kickoff breakfast planned for April 17<sup>th</sup>. She is a member of the Aurora Historic Preservation Commission. She reported the effort by the commission to save the rain shelter at the former Fitzsimons golf course site by relocating to Springhill golf course has been funded.
  - Dorothy Shadrick remarked she played at Murphy Creek golf course and thinks the course is in good shape compared to previous years coming out of winter. Meadow Hills Ladies 18-Hole League has their season kickoff breakfast on April 2<sup>nd</sup>. Murphy Creek Ladies League has their kickoff on April 18<sup>th</sup>.
  - Carolina Kim remarked she played 9 holes at Meadow Hills a few weeks ago.
  - Shannon Crouthers remarked she belongs to the Saddle Rock Ladies Wednesday League and is hoping to play her first round of golf of the year at an Aurora course on April 17<sup>th</sup>.
- V. STAFF UPDATES –
  - Dan Wickman, Manager of Golf, reported two new golf course mechanics were recently hired. One at Murphy Creek and the other at Meadow Hills. Recruitment of seasonal staff is currently underway at all of the golf courses.
  - Karin Rivale, Marketing Specialist, gave an update on marketing activities. The Golf Expo at the Colorado Convention Center was in February. Like last year, Aurora Golf hosted a large booth which also featured

raptors from the organization, HawkQuest. Approximately 8,000 to 10,000 people visited the expo. 795 people signed up at the booth for the online giveaways of free golf rounds which were announced every 2 hours at the event. Golf Premier cards were also sold. Many connections were made with citizens who had just moved to Aurora and were interested in the golfing opportunities the city has to offer. Aurora Golf will be working with radio station, 104.3 The Fan again this year. This year, Zach Bye is now on the afternoon drive show along with former Denver Broncos player, Phillip Lindsay. We will host 5 remotes again this summer and, due to the afternoon drive time, 2-6 p.m., we will work with the contracted golf course restaurant operators to make it more engaging. The 103.5 The Fan does a fan golf tour each year at golf courses along the front range and Saddle Rock golf course will host their tournament on July 18<sup>th</sup>. The tournament will also include a live remote radio broadcast from Saddle Rock. A full-page advertorial was placed in 5280 Magazine's April Issue Golf Guide featuring all five Aurora golf courses. A survey was sent out to golfers asking what their preferred methods for booking tee times were (online versus calling the golf shops). The result of the survey will be shared soon.

VI. FINANCIAL REVIEW – Dan Wickman, Manager of Golf, gave a Rounds/Financial Report update. Dan reported the golf enterprise fund ended 2023 in good financial shape with a net gain of \$3.5 million. February financial and rounds report was shared. In January and February, the courses were closed many days due to snow cover, however, revenues YTD have exceeded same time last year. An increase in revenue will start to be realized more as we get into May and warmer weather.

VII. DISCUSSION -

- Suzie Jaquith, Administrative Supervisor, gave an update on committee openings and interviews. Interviews to fill four openings on the committee were conducted by an interview sub-committee. Two incumbents, Dorothy Shadrick and Elizabeth Hamilton were interviewed as well as one outside applicant, Dolores Robinson. All three applicants were recommended by the interview-sub-committee to city council to appoint to new three-year terms. There is one vacancy left to fill and recruitment is currently underway.
- Suzie Jaquith, Administrative Supervisor, reminded the committee of the upcoming chair and vice-chair elections. The committee agreed to hold the elections at the next meeting, April 17<sup>th</sup>. Interested members who wish to run for either seat were asked to notify Suzie Jaquith prior to the next meeting.
- Suzie Jaquith, Administrative Supervisor, shared the committee meeting schedule for the year. All meetings are in-person, at the five different golf courses. The date of September 18<sup>th</sup> was chosen to hold a committee/staff golf outing followed by dinner at Saddle Rock golf course. Members agreed to have the head golf pros and superintendent attend the April 17<sup>th</sup> meeting instead of the May meeting in order to accommodate members who have schedule conflicts.
- Suzie Jaquith, Administrative Supervisor, gave an update on the Paul McMullen Scholarship Program. There is approximately \$3,800 left in the scholarship fund. Some members responded they will reach out to their golf leagues for donations. A minimum of \$1,000 can be awarded per recipient. An interview sub-committee was formed for this year, consisting of Ty Tymokovich, Dorothy Shadrick, and Pete Schlickman. Interviews of candidates will be held on April 10<sup>th</sup> at Meadow Hills clubhouse.
- Dan Wickman, Manager of Golf, gave an Outlook for 2024 update. Dan reported he doesn't see the trend of the high demand in golf changing any time soon. He believes the Golf Division's financial performance will continue to be strong in 2024. The cost of doing business has increased with inflation as labor, supplies and equipment costs have increased over the last year. Dan's plan is to raise green fees to help compensate for some of those rising costs. The more revenue that's added to the cash balance, the more needed equipment that can be purchased. Some major purchases planned for 2024 are 1.5 million in replacement of aging course maintenance equipment; painting and woodwork of Murphy Creek Clubhouse; painting of Saddle Rock Clubhouse. Dan is working with a team to come up with ways to improve Aurora Hills Clubhouse by either renovating or rebuilding. A new cart fleet for Meadow Hills is budgeted for 2025.

VIII. OLD BUSINESS – None.

IX. GENERAL DISCUSSION – None.

X. ADJOURNMENT -

- Dorothy Shadrick moved for adjournment and Elizabeth Hamilton seconded the motion.

Minutes approved by: *Jesse Stine* 15/04/24  
Jesse Stine (Apr 15, 2024 13:25 MDT)  
Jesse Stine, Chairperson

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




# Golf Course Advisory Commitee meeting Minutes - March 2024

Final Audit Report

2024-04-15

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