

MINUTES OF A MEETING OF THE GOLF ADVISORY AD HOC COMMITTEE OF THE PLEASURE DRIVEWAY AND PARK DISTRICT OF PEORIA, ILLINOIS HELD AT 12:00 P.M., MONDAY, JANUARY 27, 2025 AT THE NOBLE CENTER FOR PARK DISTRICT ADMINISTRATION, 1125 WEST LAKE AVENUE, PEORIA, ILLINOIS

MEMBERS PRESENT: Trustee and Chair Timothy Bertschy, Executive Director Emily Cahill, Mike Blanco, Bill Dutton, Shelley Epstein, Carol Ferino, Glenn Collier, Marli Meiss, Eric Delvo, and Matthew Kwasnik

MEMBERS ABSENT: Bill Dutton, Phil Jordan, Randy Symonds, Cam Lahart, and Marshall Davis

TRUSTEES PRESENT: Trustee Timothy Bertschy

STAFF PRESENT: Executive Director Emily Cahill, Matt Freeman, Jeff Heiden, Chuck Simms, Jenny Swanson, Greg Walker, and Alicia Woodworth

1. CALL TO ORDER

Trustee Bertschy called the meeting to order at 12:00 p.m.

2. ROLL CALL

3. MINUTES

3.A. Approval of December 16, 2024 Meeting Minutes

Shelley Epstein moved to approve the minutes of the December 16, 2024 meeting. Motion seconded by Glenn Collier and passed on a unanimous Aye voice vote.

4. NEW BUSINESS

4.A. Operations Report

Greg Walker presented the December 2024 Rounds & Revenues Report. *Please see Attachment A.* Of note is 2024 ending with 119,071 rounds played and 73,481 cart rounds. In addition, 2024 shows total golf revenues of \$3,395,871, representing \$272,622 over 2023.

4.B. Maintenance Report

Jeff Heiden stated that Kellogg exec nine will be opening soon, once snow has cleared. New Kellogg fairway mowers and other equipment has been received. Seasonal clean up at the Kellogg no-mow areas will begin soon. Crews have begun the repair and removal of benches. Shelley Epstein asked if all of the diseased Ash trees have been removed or replaced. Jeff Heiden responded that replacement has not been completed. Tree replacement plans from an architect have been drafted and that process will begin this fall.

4.C. Marketing Report

Jenny Swanson stated that development of the year's golf marketing strategy has begun and will be presented at the next meeting.

4.D. Continuation of Strategic Goals Discussion

Trustee Bertschy reviewed the updated ideas proposed for discussion and consideration with the committee. *Please see Attachment B.* After a full lengthy discussion on the items on the list of ideas, Trustee Bertschy stated that he would summarize the committee's feedback and send to everyone for their review. It will then be further discussed at the next meeting, in which Trustee Bertschy stated would be March 10, skipping the scheduled meeting of February 10.

5. PENDING BUSINESS

None at this time.

6. OTHER BUSINESS

None at this time.

7. NEXT MEETING

Monday, March 10, 2025 at 12:00 PM

9. ADJOURNMENT

At 1:33 p.m. Shelley Epstein moved to adjourn. Motion seconded by Carol Ferino and carried on a unanimous voice vote.

Respectfully Submitted by Alicia Woodworth
Executive Assistant and Board Secretary

GOLF PLAY/REVENUE REPORT THROUGH DECEMBER

PEORIA PARK DISTRICT							PEORIA PARK DISTRICT						
GOLF PLAY REPORT							GOLF PLAY REPORT						
THROUGH DECEMBER							THROUGH DECEMBER						
<u>2023</u>							<u>2024</u>						
	<u>EX-9</u>	<u>KEL-18</u>	<u>MAD</u>	<u>NEW</u>	<u>SKILLS</u>	<u>TOTAL</u>		<u>EX-9</u>	<u>KEL-18</u>	<u>MAD</u>	<u>NEW</u>	<u>SKILLS</u>	<u>TOTAL</u>
DAILY FEE ROUNDS	143	21	173	0	38	375	DAILY FEE ROUNDS	160	0	0	156	0	316
MEMBERSHIP ROUNDS	484	67	670	0	9	1,230	MEMBERSHIP ROUNDS	246	0	0	552	0	798
		\$2,330.00	\$2,714.00	\$0.00	\$190.00	\$5,234.00			\$2,639.00		\$3,949.00		\$6,588.00
TOTAL ROUNDS FOR MONTH	1,605					1,605	TOTAL ROUNDS FOR MONTH	1,114					1,114
TOTAL DOLLARS FOR GREEN FEES FOR MONTH	\$5,234.00						TOTAL DOLLARS FOR GREEN FEES FOR MONTH	\$6,588.00					
TOTAL ROUNDS YTD	114,121						TOTAL ROUNDS YTD	119,071					
TOTAL DOLLARS FOR GREEN FEES YTD	\$1,113,875.80						TOTAL DOLLARS FOR GREEN FEES YTD	\$1,168,022.84					
<u>GOLF CARTS FOR MONTH</u>							<u>GOLF CARTS FOR MONTH</u>						
Kellogg	165	\$1,439.00					Kellogg	155	\$1,604.00				
Madison	452	\$4,990.00					Madison	0	\$0.00				
Newman	0	\$0.00					Newman	373	\$4,662.00				
TOTAL FOR MONTH	617	\$6,429.00					TOTAL FOR MONTH	528	\$6,266.00				
TOTAL CARTS YTD	70,211	\$820,875.48					TOTAL CARTS YTD	73,481	\$918,970.12				
<u>GLC FOR MONTH</u>							<u>GLC FOR MONTH</u>						
# OF RANGE BASKETS THIS MONTH	392	\$3,761.00					# OF RANGE BASKETS	0	\$ -				
TOTAL RANGE BASKETS SOLD YTD	27,543	\$281,131.00					TOTAL RANGE BASKETS SOLD YTD	28,475	\$302,020.00				
<u>MERCHANDISE SALES FOR MONTH</u>							<u>MERCHANDISE SALES FOR MONTH</u>						
KELLOGG	\$3,655.70						KELLOGG	\$5,034.60					
MADISON	\$162.33						MADISON	\$0.00					
NEWMAN	\$0.00						NEWMAN	\$360.30					
GOLF LEARNING CENTER	\$529.00						GOLF LEARNING CENTER	\$181.64					
TOTAL MERCHANDISE FOR MONTH	\$4,347.03						TOTAL MERCHANDISE SALES FOR MONTH	\$5,576.54					
TOTAL MERCHANDISE SALES YTD	\$93,839.74						TOTAL MERCHANDISE SALES YTD	\$105,477.40					
TOTAL DECEMBER GOLF REVENUE	\$20,673.03						TOTAL DECEMBER GOLF REVENUE	\$18,981.93					
TOTAL GOLF REVENUE YTD	\$3,123,249.83						TOTAL GOLF REVENUE YTD	\$3,395,871.53					

Ideas Proposed for Golf Cte Discussion And Consideration

Updated December 27, 2024

1. Separating yellow and red tees and additional tees, esp at Kellogg – 10, 1
 - a. Hire a consultant to give us guidance on a strategy
 - b. Do we use existing tees and have not double up on markers (e.g., yellow/red)
 - c. Do we physically create new tees (where and how many and how do we do so financially)
 - d. Do we do both
 - e. We need to tie into the irrigation plan
2. Create a “Marli” card for our courses. We will try this at the Exec for 2025.
 - a. Can/should we do this for other courses?
 - b. Do we do this for all holes, allowing a pick-choose?
 - c. How do we set ratings/slope. Do we even worry about this?
3. Boosting participation in tournaments, especially women's tournaments.
 - a. Review our participation numbers in selected tournaments over the last five years
 - b. Experiences of our neighbors with tournaments
 - c. Find out why participation is low by survey or interview
 - d. What has been successful elsewhere
 - e. What are potential varied formats – scramble
 - f. How can we address
4. Some discussions of what worked in the past, what is not working so well now, and what new approaches might be, particularly for tournaments but really all operations. - This would be a general discussion and we can build out from what was identified. Tournaments are already included above in #3.
5. Marketing plan for new learning center – this is in the works for next spring.
6. Lake at Kellogg for irrigation purposes. Here's another out of the box idea. Does the nearby the sod farm have a well with extra capacity and would it be willing to share/sell water to the Park District. Or are they just filling their lake from the creek that flows through the GC and GLC? Not too far to run a pipe... “It just seems an outrage to pay so much for water.”
 - a. What are Kellogg’s water needs?
 - b. Could a lake meet our needs
 - i. How big

- ii. Is there land around to buy
 - iii. How to connect to the water system
 - iv. How to feed lake – is there a water table below
 - c. Hoerr option – viable?
- 7. Flowers v prairie weeds – or at least growing them around the clubhouses to make it more attractive and have sight lines to the courses
 - a. Matt is considering how to improve the sight lines in 2025
- 8. Repairs to all culvert areas, esp where the culvert is below an asphalt path and the asphalt was never replaced or repaired.
 - a. Staff to advise of how many spots this involves and whether field fixes will work
- 9. Rebuild short course at GLC
 - a. This is in the long-range plan, partly dependent on how much usage picks up after new GLC facility constructed
- 10. Ball washers by the ladies/senior tees
 - a. Staff to provide us with an inventory of which holes on each course have ball washers at each tee
 - b. Golf Cte will then evaluate need and cost
- 11. Water all tee boxes, so tees can be easily pushed into the ground
 - a. Part of the issue is the construction material used to build some tees
 - b. In short term, continue to aerify and water
 - c. Take up with the consultant identified in #1 above.
- 12. improve the existing cart paths
 - a. Part of the answer here is whether we want courses with asphalt golf paths running the entirety of the course
 - b. If not, where do we see paths and how do we maintain them
- 13. Evaluate round times
 - a. What is the industry average and how do our times measure up
 - b. Can we advertise if play times are better than average – marketing angle?
 - c. How can we improve round times –
 - i. Better marshal work?
 - ii. Better controls on sizes of groups?

iii. Better education on how to speed up play?

14. Golf Carts – buy electric. – this is already underway for 2026

15. Golf cart purchasing ideas - thinking ahead

a. We are buying new carts – starting in 2026

b. Things that PPDG should consider when procuring new electric carts.

i. Windshield- seems arbitrary, but if you are caught in poor weather, it is nice to have.

ii. GPS? - Seems pricey and pointless but there are big benefits.

1. Equity- All riders would have access to better yardages. Not everyone has a rangefinder or GPS. May increase cart sales.

2. Ability to pick up pace of play. GPS on carts means realtime yardages to aid in decision making and club selection. This would aid with topic 1.

3. Tracking and trending in Pro Shop. Can monitor carts. Know their locations at all times. Can see if someone is out of position. This would aid with topic 1.

c. Speed?

d. Other ideas?

16. Modernization of pro shops

a. It does not have to be million-dollar renovations. Aesthetics are key to setting a positive mood for the start of a customer's experience. Walking in and waiting in line to check in because the internet is slow or down while looking at stained carpet in amber lighting does not bolster a positive experience.

b. Leaks, poor lighting, outdated color schemes can lead to a poor reputation. Brightening the shops and including LEDs and upgraded network/communication lines can aid in customer service and improve wait time as well.

c. Consider environmental initiatives as well. Solar? This would be in line with PPD sustainability goals.

17. Maintenance

a. Jeff and his crew are amazing. Anyone that complains about the conditions has expectations that would be hard to satisfy.

b. How can we keep them moving forward with the quality of work that they have produced in the last couple of years?

18. Reach an agreement on "what should the courses be". What is the sweet spot for expectations?
19. The scorecards are difficult to write on. They have a smooth surface and with the pencils provided, it's difficult to write on and see.
 - a. We order cards each year – evaluate what paper stock would avoid this while still being durable and water resistant
20. The porta potties! Not only are they gross but they are small. Small and gross. What can we do and when do the contracts run?
21. Cost/feasibility of recreating 9 holes at Donovan.
22. Advertise on everything: tee boxes, carts, pencils, everything.
 - a. What opportunities are we missing today
23. Future of food. Will it always be unprofitable?
 - a. What is realistic at this point in time from an economic standpoint
 - b. What is our competition and how do they do it?
24. The aeration in front of the greens at Kellogg. This is old news, but that aeration went well...no interruption of play, nice to have the plugs blown to the sides.
25. Bridges
 - a. Are the bridge deckings being replaced? That would be great.
 - b. Is there any thought to give the steel railings on the bridges a fresh coat of paint? A bright red, or dark green might look nice.
26. The tree/bush trimming by the bench on #8 tee (Kellogg) looks good. The bench is now accessible. Can we do the same on #12 tee.
27. Bench repair -
 - a. Some benches (like #8 tee bench) may look ok, but the carriage bolts have either loose nuts or no nuts at all to hold the boards down. It's just not obvious until you sit...these need some attention. Really need to sit on the benches to find out if they need repair.....they might look ok but are not. Other benches have more obvious issues.
28. Wondering if a few "Please repair your pitch marks" signs in front of the greens on couple of the par 3's (#4) or other greens where there's a high number of pitch marks (#13?) might help? Or

maybe even the less subtle "If you are not prepared to repair your pitchmarks on the greens, then please to do not proceed to the 1st tee" ?

29. Wondering if it might be helpful to have a sign on the first tee, something to the effect of "Today, please DO replace your fairway divots" Can get a little creative and have "DO NOT" also on the sign....just be able to have it on a single sign.
30. Black Friday golf card sale. Consider being able to purchase the cards on-line on Black Friday, next year.