

MINUTES OF A MEETING OF THE GOLF ADVISORY COMMITTEE HELD AT 12:00 P.M., MONDAY, MARCH 14, 2022 AT THE NOBLE CENTER FOR PARK DISTRICT ADMINISTRATION, 1125 WEST LAKE AVENUE, PEORIA, ILLINOIS.

MEMBERS PRESENT: Vice President Jackie Petty, Chairperson, Mike Blanco, Bill Dunton, Shelley Epstein, Carol Ferino, Clara Hooks, and Phil Jordan

STAFF PRESENT: Executive Director Emily Cahill, Deputy Director Brent Wheeler, Matt Freeman, Jeff Heiden, Jocelyn McDowell, Erich Zimmerman, Brittany Moldenhauer, Jenny Swanson, Greg Walker, and Alicia Woodworth

OTHERS PRESENT: Brian Buralli of Central States Media

1. CALL TO ORDER:

Chairperson Jackie Petty called the meeting to order at 12:01 p.m.

2. WELCOME AND INTRODUCTIONS

3. NEW BUSINESS:

3.A. Operations Report

Greg Walker reported that Newman opened today with golf carts available. Madison has been open for two weeks now.

3.B. Newman Staffing Update

Greg Walker stated that approximately four weeks ago, long-time employee and Newman golf pro Dustin Martin resigned from PPD and accepted the head golfer position at Arrowhead Country Club. Dustin was with the Golf Division at PPD for 23 years. The position was filled by PPD employee Robert Stein, who has had experience at the Golf Learning Center, Metamora Fields, and WeaverRidge. For this year, tournaments will be managed by Robert Stein, Greg Walker, Kyle Meger, and Earl Swanson. Mr. Stein is a PGA Apprentice, working toward his goal of membership.

Currently, the District has filled approximately 80% of the part-time staff openings, including inside and outside operations. Still needed are a Saturday closer at Kellogg, an outside closer at Kellogg, and 2 outside closers at Madison. There will be two GLC staff positions posted soon, replacing staff that have resigned.

3.C. Point of Sale Update

Greg Walker stated that ForeUp, a new point of sale software system, was installed in January. The District is working closely with Kevin Davis and ForeUp programmers to install the software at all PPD golf courses and this process is going extremely well. ForeUp makes the customer process much easier and faster. Customers really appreciate the new system, including the direct communication aspect. Staff has been trained on the software at all locations. Staff are extremely happy with the system and find it quicker and simpler. The District will continue to learn and expand on the capabilities the system has. Passholders do not get preferential treatment with the system. Tee times are now available at 8:00 pm the day prior to the time you are scheduling rather than at midnight with the old system.

Jocelyn McDowell shared with Greg Walker a listing of sponsors in close proximity to each course to put ads on scorecards for 2023 to promote each business. ForeUp also tracks the number of no shows, whether in a group or individual. This can be tracked to the specific customer who no-showed and how many times. Greg stated he feels the committee may want to develop a strategy or policy that deals with the no shows i.e. possibly a financial deterrent. Leagues will be closely monitored in this area. Twelve players constitute a league. Vice President Jackie Petty stated that she too believes there should be a penalty for not showing up, however, she thinks the golfers need to be first educated of the expectations and consequences. Greg Walker stated that before anything is done, he will bring it to Emily Cahill and Brent Wheeler to determine if the change should go to the Board for consideration.

3.D. Membership Update

A total of 471 memberships have been sold so far representing \$248,000. This is approximately \$5,000 greater than this time last year. This total includes 168 Partner to Play program memberships, representing 84 total new memberships so far. The majority of memberships sold have been since March 1. Next month we will have a full membership report that represents the numbers from the start of the season.

3.E. Golf Concessions

Greg Walker stated last year the same golf concessions were budgeted for this year. The concessions consist of prepackaged goods sold out of the golf shops. This is due to the fact that labor costs rose \$75,000 per year, even before the increase in minimum wage. Concession operations historically lost money because the labor cost was so high. Food costs are now dramatically increased as well. The District will continue to provide the same concessions as last year. The concessions cannot be contracted out because each location does not have a compliant kitchen. The upgrade in kitchens would cost upwards of \$750,000. Prepackaged goods have a rather large sales margin associated with them. Emily Cahill stated that a consultant has recommended concessions start with the Peoria Zoo, then Owens Center, then golf. The District will monitor how well concessions prove to be at the Peoria Zoo and Owens Center first.

3.F. Maintenance Report

Matt Freeman stated that the following projects are on this year's capital improvement list:

Kellogg

- Replace the walking bridge on #2
- Replace lake drain tube on #6
- Replace the culvert on #1
- Replace the service building roof

Madison

- New pavement behind the pro shop, same at Newman
- Replace irrigation system control of the satellite boxes
- Replacement of irrigation systems will be a phased-in approach so as to spread out the cost over a period of time.

Jeff Heiden stated the District has completed the removal of the diseased ash trees. Maintenance and forestry crews worked collectively to complete the task. Fifteen new trees will be planted this year, mostly at Kellogg as Kellogg lost the most ash trees. Tees were opened up and brush removed. At Newman, the 14 tee is opened and looks very nice. Opening date for Kellogg is next Monday, March 21.

It was open until December 31 last year. The greens at Kellogg have a different kind of grass than greens at the other PPD courses and fills in better and grows faster and more aggressively. It's a better grass except that it stops growing and being green as soon as it gets slightly cold. Playing when colder, it left ball holes in the grass at Kellogg. The District is waiting a little bit longer to open it in order to allow the holes to fill. At the current time, the number of golfers does not require all courses to be open. Matt Freeman stated that all mowers and maintenance equipment have been seasonally updated and serviced. There are still approximately 15 rental carts needing repairs. These will be finished soon and taken back to their respective courses for use.

3.G. Marketing Report

Brian Buralli of Central States Media stated that every January he, Emily Cahill, Greg Walker, and Brent Wheeler review the past year on what campaigns worked and what didn't. This helps to inform them in establishing campaigns for this year. They also review goals from the previous year and determine if they were met and set goals for this year. Mailing and marketing began in February. A direct mailer was sent to 11,000 mailboxes. *Please see Attachment A.* The golf newsletter is emailed to over 37,000 households. Television ads are sponsored by News25 and WMBD news. The email campaign will occur again this summer then in winter. The fall league promotion and information are still being developed. Vice President Jackie Petty stated that people in leagues that don't have a membership need to see the benefits of having a membership. Greg Walker stated that the problem is the District doesn't know the names of everyone that play in the leagues. It will take some time to get that info and cross reference them in the system. Emily Cahill stated that a targeted email can be sent to league captains and ask them to distribute it. Greg will start gathering league captain contact info to get this process started and will ask leagues to submit the names of each player.

4. PENDING BUSINESS:

None

5. OTHER BUSINESS:

None

6. NEXT MEETING: Monday, April 11, 2022 at 12:00 PM

7. ADJOURNMENT:

At 1:10 p.m., Clara Hooks moved to adjourn. Motion seconded by Phil Jordan and carried on a unanimous voice vote.

Respectfully Submitted by Alicia Woodworth
Executive Assistant and Secretary to the Board

ATTACHMENT A

Golf Season is almost here,
Ready to go Clubbing?

2022 Membership Rates

ADULT 27-64	\$885	JR. ADULT 18-26	\$785
SENIOR 65+	\$785	JUNIOR UP TO AGE 17	\$1

PARTNER 2 PLAY
MEMBERSHIP PROGRAM

Bring a new guest* to join the club and each of you receive a reduced season membership at all four PPD Courses. The average saving is 50%!

LEARN MORE

*New guest cannot have been a Peoria Park District Golf season pass holder in 2020 or 2021.

STARTING AS LOW AS \$485

Putting Members first in
Membership

Peoria Park District Golf Memberships are affordable options for:

- Golfers who play at least 20 rounds of golf each year OR
- Golfers who require more flexibility and want to play fewer holes as their schedules allow OR
- Members under the age of 17 who can golf as much as they want for only \$1!

+ LEARN MORE

Golf the best
Unlimited!

Buy your membership today at
Golf Learning Center
7815 N Radnor Rd | Peoria, IL 61615

March 1 - Dec 31, 2022

For more information visit PPDGolf.org

Golf Season is almost here,
Ready to go Clubbing?

STARTING AS LOW AS \$485

New & Improved!

Our website AND point of sale system have been updated for a better guest experience!

Golf Learning Center
7815 N. Radnor Rd.
Peoria, IL 61615

golf peoria park district

POSTAGE
U.S. POSTAGE
PAID
PEORIA, IL 61615
PERMIT NO. 242