

MINUTES OF A MEETING OF THE GOLF ADVISORY AD HOC COMMITTEE HELD AT 12:00 P.M., MONDAY, MAY 9, 2022 IN PERSON AT THE NOBLE CENTER FOR PARK DISTRICT ADMINISTRATION, 1125 WEST LAKE AVENUE, PEORIA, ILLINOIS.

MEMBERS PRESENT: Chairperson Jackie Petty, Vice Chair Trustee Timothy Bertschy, Mike Blanco, Bill Dunton, Shelley Epstein, Carol Ferino, Clara Hooks, Phil Jordan

MEMBERS ABSENT: None

STAFF PRESENT: Executive Director Emily Cahill, Deputy Director Brent Wheeler, Jeff Heiden, Greg Walker, Jocelyn McDowell, Jenny Swanson, and Alicia Woodworth

OTHERS PRESENT:

1) CALL TO ORDER:

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

2) MINUTES:

Member Shelley Epstein moved to approve the Committee minutes of April 11, 2022. Chairperson Jackie Petty made note that Trustee Bertschy attended the last meeting via Zoom, not in person. Change to the minutes were made accordingly. Motion seconded by Member Phil Jordan. Motion passed on a unanimous voice vote.

3) NEW BUSINESS:

3.A and B. Operations and Memberships Reports – Greg Walker, Director of Golf Operations

Greg Walker provided an update on golf operations. He reviewed the historically bad spring weather that the division has faced so far this year.

Revenue Report – *Please see Attachment A.* Rounds are down 30% in April compared to April last year and down 38% year to date as compared to last year. Carts are down 32% in April and 41% year to date. Range baskets are down 32% year to date. The decrease is all weather related. We anticipate this will be made up this up if fall weather is good. A little cost cutting is occurring to offset this. Member Epstein requested percentages be included on future reports in addition to the numbers. He also asked how this number compares to pre-pandemic years. Greg Walker stated it is slightly better. The majority of revenue comes in May, June, July and August.

Membership Report – *Please see Attachment B.* Total 2022 memberships through April is 942 with revenue \$519,079 as compared to April 2021 total memberships of 1,055 and revenue \$514,603. We will hit budget of membership by end of May. We'll be at \$565,000 by end of year. Junior memberships are getting Partner to Plays this year – probably why there aren't any yet this year. This time last year we had 12. All-inclusive memberships are at 31 as compared to 20 in 2021. All in all, memberships are doing quite well so far this year. We have had two tournaments so far this year - the grand opening at Kellogg the end of April and a 4-person scramble at Newman two weeks ago. The feedback from the tournaments so far has been extremely positive.

Member Hooks remarked that the toiletries in the Madison women's restroom are very nice and is a nice touch – thank you.

Member Epstein requested the results/standings email be sent sooner. Greg Walker apologized, stating that due to unforeseen circumstances recently, he was unable to send them sooner. Going forward, they will go out in a timelier manner.

Trustee Bertschy asked if equipment manufacturers are currently providing more information than last year? Also, will there be demonstration days this year? Greg Walker stated the answer to both questions is no. Supply chain issues have not been remedied, they have been getting somewhat worse. The District was fortunate enough however, to have received all spring golf ball and glove orders and is currently fully stocked. Orders recently placed unfortunately are delayed or partial orders have been received.

Member Dutton stated that he reserved a 7:04 am tee time and received a confirming email at that time. He subsequently received 3 more emails with the same message. Greg Walker will check into this issue to see why so many duplicate emails are being sent and report back shortly.

3.C. Maintenance Report – Jeff Heiden, Director of Golf Maintenance

Greg Heiden stated that spraying for spring broadleaf, dandelions, clover etc. has been happening at all courses. This can be difficult to schedule as spray cannot be applied in high heat, rain, or high wind. Grass is being cut every week and is growing really fast. Due to high temps and wind, irrigation will begin on Kellogg and Newman tonight. Newman #14 ladies' tee is currently being worked on and will be seeded and matted tomorrow. It should be available to use some time in the fall if weather permits. Member Jordan stated the bridge at Kellogg #15 looks great. The black asphalt needs further repair. Jeff Heiden will look at it and determine best way to repair again. It has been patched in the past but obviously didn't hold. The District will fix the pavement areas behind Newman and Madison in July or August when conditions are a bit drier. We are in ash clean up mode. A maintenance walk through at Newman will be on Wednesday, May 25 immediately following the stump carving press conference.

4.D. Marketing Report – Jenny Swanson

Jenny Swanson stated there are several updates to the website and if any problems, please contact Greg Walker. The District sent promo emails to 500 people in addition to other people of the paid prescription we sent to roughly 500 people. A little over half opened it which is really great. Let's keep going. Jenny will be able to cross reference to see who actually purchased a membership and even if they didn't become member, it's a great number. The click through rate of 500 that were sent, 250 opened. Of that 7% purchased memberships. The May 25th stump carving press conference at Newman at 10:30. The mechanical walk through tour will be immediately following the press conference.

4) PENDING BUSINESS: None

5) OTHER BUSINESS: None

6) NEXT MEETING: Monday, June 13, 2022 at 12:00 noon

7) ADJOURNMENT:

At 12:55 p.m., Member Bill Dunton moved to adjourn. Motion seconded by Member Phil Jordan and carried on a unanimous voice vote.

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

2022 APRIL GOLF PLAY/REVENUE REPORT

PEORIA PARK DISTRICT							PEORIA PARK DISTRICT						
GOLF PLAY REPORT							GOLF PLAY REPORT						
2021 APRIL							2022 APRIL						
MONTH							MONTH						
		<u>EX-9</u>	<u>KEL-18</u>	<u>MAD</u>	<u>NEW</u>	<u>TOTAL</u>			<u>EX-9</u>	<u>KEL-18</u>	<u>MAD</u>	<u>NEW</u>	<u>TOTAL</u>
DAILY FEE ROUNDS (April 2021)		945	741	1,008	711	3,405	DAILY FEE ROUNDS APRIL(2022)		660	688	723	622	2,693
MEMBERSHIP ROUNDS (April 2021)		604	2,503	1,064	1,680	5,851	MEMBERSHIP ROUNDS APRIL (2022)		427	1721	734	1108	3,990
<u>TOTAL ROUNDS FOR April (2021)</u>		<u>1,549</u>	<u>3,244</u>	<u>2,072</u>	<u>2,391</u>	<u>9,256</u>	<u>TOTAL ROUNDS APRIL (2022)</u>		<u>1,087</u>	<u>2,409</u>	<u>1,457</u>	<u>1,730</u>	<u>6,683</u>
TOTAL ROUNDS YTD 2021	14,239	\$79,161.02					TOTAL ROUNDS YTD 2022	8,970	\$66,642.27				
<u>GOLF CARTS FOR APRIL (2021)</u>							<u>GOLF CARTS FOR APRIL (2022)</u>						
Kellogg	2,287	\$22,112.50					Kellogg	1,653	\$17,714.00				
Madison	1,638	\$14,619.76					Madison	987	\$11,318.32				
Newman	1,301	\$12,824.00					Newman	940	\$10,458.00				
TOTAL FOR APRIL(2021)	5,226	\$49,556.26					TOTAL FOR APRIL 2022	3,580	\$39,490.32				
TOTAL CARTS YTD 2021	7,726	\$71,686.26					TOTAL CARTS YTD 2022	4,571	\$50,413.76				
GLC APRIL (2021)							GLC APRIL (2022)						
# OF RANGE BASKETS	2,608	\$22,448.00					# OF RANGE BASKETS	1857	\$17,616.00				
TOTAL RANGE BASKETS SOLD YTD (2021)	6,130	\$48,500.00					TOTAL RANGE BASKETS SOLD YTD	4196	\$38,423.00				
TOTAL GLC SALES YTD 2021	\$55,422.70						TOTAL GLC SALES YTD 2022	\$45,173.45					
(Not including Membership Sales)							(Not including Membership Sales)						

ATTACHMENT B

PEORIA PARK DISTRICT				
GOLF MEMBERSHIP REPORT				
2022 YTD COMPARISON				
APRIL				
	<u>2022</u>	<u>2021</u>	<u>2019</u>	<u>2018</u>
<u>MEMBERSHIP</u>				
PARTNER 2 PLAY MEMBER	184	238	0	0
PARTNER 2 PLAY PARTNER	184	237	0	0
ADULT MEMBERSHIP	104	106	175	240
JUNIOR ADULT MEMBERSHIP	0	12	17	13
SENIOR MEMBERSHIP	263	239	336	401
ALL INCLUSIVE MEMBERSHIP	31	20	19	0
ADD A JUNIOR FOR \$1.00 MEMBERSHIP	176	203	194	173
TOTAL	942	1,055	741	827
TOTAL REVENUE FOR MEMBERSHIPS YTD	\$519,079.00	\$514,603.00	\$386,413.86	\$399,612.74