

MINUTES OF A MEETING OF THE GOLF ADVISORY AD HOC COMMITTEE HELD AT 12:00 P.M., MONDAY, JULY 11, 2022 IN PERSON AT THE NOBLE CENTER FOR PARK DISTRICT ADMINISTRATION, 1125 WEST LAKE AVENUE, PEORIA, ILLINOIS.

MEMBERS PRESENT: Chairperson Jackie Petty, Vice Chair Timothy Bertschy (arrived at 12 pm), Clara Hooks, Shelley Epstein, and Phil Jordan

MEMBERS ABSENT: Members Mike Blanco, Bill Dunton, and Carol Ferino

STAFF PRESENT: Brent Wheeler, Matt Freeman, Jeff Heiden, Charlie Simms, Greg Walker, Jenny Swanson, and Alicia Woodworth

OTHERS PRESENT: None

1) CALL TO ORDER:

Chair Jackie Petty called the meeting to order at 12:00 p.m.

2) MINUTES:

2.A. Approval of June 13, 2022 Meeting Minutes

Due to a lack of quorum present, the minutes were not voted upon at this time. As a result, the minutes are to be labeled "Read and Filed." Those in attendance did not request any changes or modifications to the minutes.

3) NEW BUSINESS:

3.A. Revenue Report – Greg Walker, Director of Golf Operations

Greg Walker reviewed the June Revenue Report (*please see Attachment A*) and stated that June was wonderful for golf. There were 15,096 rounds played in June as compared to 13,946 played in June 2021, representing an increase of 9%. June 2022 green fees increased over \$41,000 as compared to June 2021. Carts increased 11% representing an increase of over \$26,000 compared to June 2021. Merchandise sales increased by just under \$5,000, representing a 30% increase as compared to June 2021. July is starting of great as well. Budgeted membership revenue for the year was \$575,000. Actual revenue is \$573,000. This shows a big interest in golf.

Brent Wheeler stated that this is the highest June rounds played since 2008. The range baskets sold at Golf Learning Center is high and that shows interest in golf is still increasing in the community. This is all very encouraging.

At this time, inventory of staple goods is satisfactory.

Staff numbers are lower than last year. Efforts are underway to hire staff for specific hours of operation but current staffing is sufficient.

At Kellogg, sandwich sales were started on June 14. Through end of June 62 sandwiches were sold for a total of \$372 in revenue and 23 cookies were sold for a total of \$69 in revenue. This represents a loss in revenue however, word is getting out that food is offered. Cookies will no longer be offered due to low interest and sales. Cyd's is the sandwich provider and delivers on Tuesdays and Fridays.

Jenny Swanson stated that a banner notice will be added to the Kellogg website to promote the addition of sandwiches. This will be placed in a space that would be seen prior to booking tee times. Greg Walker had sent out a promotional email as well.

Trustee Bertschy stated that on July 5 he went to book a tee time at Kellogg. He saw that there were many twosomes starting at 9-10:00 am. As such, he arrived during that time and stated to the staff person working he could be included with one of the twosomes. After talking with the starter, the staff person told Trustee Bertschy he could not include him with twos and refused to do so, stating Trustee Bertschy could play the executive nine if he wanted. A different starter told him it was no problem at all for him to play with a two. Trustee Bertschy has concerns about why he was originally refused the opportunity to play with a two. Greg Walker stated that that staff member was not doing what he was supposed to be doing, it should not have happened, apologized, and stated that staff member has been talked to and it won't happen again. Greg also stated he will be speaking with all staff members and pros reiterating that before playing, if twos are playing and agree to another, to allow it. It was poor customer service and that will not happen again. Superior customer service is paramount.

There are currently 20 registered for the Women's Tournament. Tee times will be sent out sometime tomorrow. They will be posted on the website, Facebook and emailed out to all those in the email database.

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

Shelley Epstein asked if more ball washers could be installed nearer the tees. Jeff Heiden stated that currently there are no plans to add any. With so many carts being used and so much activity on the courses already, adding more could make the course look more "cluttered" and obstruct the beautiful view of the courses. Mr. Epstein stated that if funds allow and if feasible, ball washers closer to the back tees would be much appreciated.

Jeff Heiden stated that everything looks good. Weather is hot and humid. With June days long and the nights short, there isn't much time to water in the evening. It is a challenge getting sufficient watering in a short period of time. The courses however do look beautiful which everyone agreed. Tournament prep is occurring.

Phil Jordan asked when the senior tee on 15 Kellogg will be repaired. Someone that passed away got an eagle there and a memorial will be placed there after the tee is repaired. Matt Freeman stated the memorial bench has been purchased and received. Jocelyn McDowell is in charge of the plaque. The tee box should be fixed this year and plaque placed on it. Jenny will reach out to Jocelyn McDowell to get a status on the plaque.

3.C. Maintenance Tour at Madison Golf Course – Schedule Date

The maintenance tour at Madison Golf Course was scheduled for Monday, September 12 at 2:00 pm.

4) PENDING BUSINESS: None

5) OTHER BUSINESS: None

6) NEXT MEETING: Monday, August 8, 2022 at 12:00 noon

7) ADJOURNMENT:

At 12:48 Trustee Bertschy moved to adjourn. Motion seconded by Member Dunton and carried on a unanimous voice vote.

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

2022 GOLF PLAY/REVENUE REPORT THROUGH JUNE

PEORIA PARK DISTRICT							PEORIA PARK DISTRICT						
GOLF PLAY REPORT							GOLF PLAY REPORT						
2022 THROUGH JUNE							2021 THROUGH JUNE						
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 JUNE (2022)		2,068	1,905	2,020	1,462	7,455	DAILY FEE ROUNDS JUNE (2021)		1,762	1,301	1,636	1,333	6,032
MEMBERSHIP ROUNDS JUNE (2022)		1,001	2,896	1,714	2,030	7,641	MEMBERSHIP ROUNDS JUNE (2021)		991	2,786	1,806	2,331	7,914
TOTAL ROUNDS FOR JUNE (2022)	15,096					15,096	TOTAL ROUNDS JUNE (2021)	13,946					13,946
TOTAL DOLLARS FOR GREEN FEES JUNE (2022)	\$156,252.97						TOTAL DOLLARS FOR GREEN FEES JUNE (2021)	\$114,516.09					
TOTAL ROUNDS YTD 2022	36,441						TOTAL ROUNDS YTD 2021	41,251					
TOTAL DOLLARS FOR GREEN FEES YTD (2022)	\$269,162.50						TOTAL DOLLARS FOR GREEN FEES YTD (2021)	\$298,933.95					
<u>GOLF CARTS FOR JUNE (2022)</u>							<u>GOLF CARTS FOR JUNE (2021)</u>						
Kellogg	4,667	\$48,859.56					Kellogg	3,911	\$36,690.50				
Madison	2,972	\$34,596.23					Madison	2,762	\$26,203.75				
Newman	2,366	\$27,017.77					Newman	2,237	\$22,141.50				
TOTAL FOR JUNE (2022)	10,005	\$110,473.56					TOTAL FOR JUNE (2021)	8,910	\$85,035.75				
TOTAL CARTS YTD 2022	22,441	\$247,081.29					TOTAL CARTS YTD 2021	23,681	\$223,846.01				
GLC JUNE (2022)							GLC JUNE (2021)						
# OF RANGE BASKETS	3,848	\$ 35,562.00					# OF RANGE BASKETS	3,785	\$33,321.00				
TOTAL RANGE BASKETS SOLD YTD	11,011	\$103,287.00					TOTAL RANGE BASKETS SOLD YTD	12,752	\$106,890.00				
TOTAL GLC SALES YTD 2022	\$122,493.48						TOTAL GLC SALES YTD 2021	\$124,657.52					
(Not including Membership Sales)							(Not including Membership Sales)						
<u>MERCHANDISE SALES FOR JUNE (2022)</u>							<u>MERCHANDISE SALES FOR JUNE (2021)</u>						
KELLOGG	\$7,299.81						KELLOGG	\$3,974.10					
MADISON	\$2,736.01						MADISON	\$2,649.75					
NEWMAN	\$3,640.43						NEWMAN	\$3,215.51					
GOLF LEARNING CENTER	\$2,693.39						GOLF LEARNING CENTER	\$1,687.63					
TOTAL MERCHANDISE SALES FOR JUNE (2022)	\$16,369.64						TOTAL MERCHANDISE FOR JUNE (2021)	\$11,526.99					