

MINUTES OF A MEETING OF THE GOLF ADVISORY AD HOC COMMITTEE HELD AT 12:00 P.M., MONDAY, AUGUST 8, 2022 IN PERSON AT THE NOBLE CENTER FOR PARK DISTRICT ADMINISTRATION, 1125 WEST LAKE AVENUE, PEORIA, ILLINOIS.

MEMBERS PRESENT: Trustee and Vice Chair Timothy Bertschy, Executive Director Emily Cahill, Mike Blanco, Bill Dunton, Shelley Epstein, Carol Ferino, and Phil Jordan

MEMBERS ABSENT: Vice President and Chair Jackie Petty

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

OTHERS PRESENT: None

1) CALL TO ORDER:

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

2) MINUTES:

2.A. Approval of June 13, 2022 and July 11, 2022 Meeting Minutes

Member Epstein moved to approve the Committee minutes of June 13, 2022 AND July 11, 2022. Trustee Bertschy noted that concerning the July 11, 2022 minutes, under *3.B. Maintenance Report*, it should state *“Mr. Epstein stated that if funds allow and if feasible, ball washers closer to the senior tees would be much appreciated.”* The minutes previously stated “back” rather than “senior”. The change was noted and will be reflected in the minutes. Motion seconded by Member Dunton. Motion passed on a unanimous voice vote.

3) NEW BUSINESS:

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

Greg Walker stated that July was a fantastic month for golf, including rounds, revenue, carts, etc. Highlights include July 2022 increased July 2021 by 1,650 (10%) rounds of golf. Increased green fee revenue over last July by approximately \$36,000 (28%). Increased carts over last July by 1,800 carts (16%). Cart revenue increased over last July \$33,500 (27%), total cart revenue year to date from 2021 year to date is an increase of \$53,000 (14%). Range baskets increased over last July by 42 (13%). Merchandise sales increased over last July by \$3,000 (16%).

The women’s championship took place in July and went very well with 21 participants. The championship was a 36-hole stroke play along with a 9-hole division. This number is increased over year’s past. The 96th men’s city championship has concluded with 126 participants. Many corporate golf outings are coming up in addition to high school golf starting soon. The senior 36-hole stroke play will be held on August 28 and 29. It is anticipated that as per usual, most registrations will occur the week before the start of the championship.

A discussion took place concerning the current number of players in the men’s championship as compared to past numbers. Years ago, it was as high as 500 participants where this year it was 126, a minor increase from last year. The qualifying format of the championships has remained the same since it started. Member Epstein stated that with the qualifier of 64, a person had to score approximately 75. Why not reduce the 64 to 32 across the board? Greg Walker stated he had this conversation with his staff recently and that is something that will be evaluated. The downside is that it goes against tradition. Based on the numbers however, it possibly should be 32.

Member Epstein also suggested that super senior men’s qualifier should be 16. A discussion took place about actually qualifying to earn a spot. In addition, it could be changed to include the tri county area or Peoria area rather than the exclusionary men’s city of Peoria. Greg Walker stated that he and his team

will evaluate how to “evolve” the tournaments and bring recommendations to the committee early next year.

Member Jordan stated that tournament marketing also needs to be increased. Emily Cahill stated that in order to use the District’s marketing dollars to provide targeted outreach, the number of those to be targeted has to be greater than 150 and therefore, increased marketing is not necessarily the best method to use to increase participation.

Trustee Bertschy stated that due to the discussion of changing tournament formats and their associated marketing efforts, with the first meeting of next year in March, he requests a meeting be held in February just for these items so that decisions can be made and implemented prior to the open of golf season.

Greg Walker stated that last month 109 sandwiches were sold representing sales of \$654. An invoice from Cyd’s through the end of July was \$812. Cookies are not selling and will be decreased availability as such. Comments about the sandwiches included they were too expensive, little meat, and they’re stale. A discussion took place concerning whether to continue to offer sandwiches at all or change vendors. Trustee Bertschy stated that he will discuss this with Chair and Vice President Jackie Petty and hopefully have a more definitive discussion at the next meeting in September.

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

Jeff Heiden stated that it is a challenge keeping up with the required maintenance needed on the golf courses this time of year however, everyone agreed the courses are amazing this year, most notably Newman. They do not look distressed or unmaintained at all. New forward tees are being built at Madison – #3 and #18 and #2 on the executive 9.

Jeff Heiden stated that he now gets text notifications if rain reaches .1” or .25” at the courses during rainy weather. This information allows him to remotely adjust the irrigation system so that it is not running during rainy weather nor does it require someone to go to the course to manually adjust the irrigation system.

4) PENDING BUSINESS: None

5) OTHER BUSINESS:

Trustee Bertschy stated that last year the committee was told that the new ForeUp software to be implemented in January would be a huge improvement. Has it performed as anticipated? Greg Walker stated that he is very pleased with the program. There have been a few glitches and his team is still learning how to effectively use the system. It has been a tremendous improvement in communications with players, staff, and the community. A survey is currently being developed to be sent out in September. Trustee Bertschy asked to please share the survey with the committee at the next meeting.

6) NEXT MEETING: Monday, September 12, 2022 at 12:00 noon at Madison Golf Course with maintenance tour immediately following meeting.

7) ADJOURNMENT:

At 1:02 p.m. 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