

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, AUGUST 14, 2023 AT NEWMAN GOLF COURSE, 2021 W NEBRASKA AVENUE, PEORIA, ILLINOIS

MEMBERS PRESENT: Trustee and Chair Timothy Bertschy, Executive Director Emily Cahill, Mike Blanco, Bill Dutton, Shelley Epstein (v), Carol Ferino, and Phil Jordan
Note: (v) = Attended Virtually

MEMBERS ABSENT: None

STAFF PRESENT: Executive Director Emily Cahill, Brent Wheeler, Joe Christian, Matt Freeman, Jeff Heiden, Kyle Meger, Chuck Simms, Jenny Swanson, Greg Walker, and Alicia Woodworth

OTHERS PRESENT: Randy Symonds

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 July 10, 2023 Meeting Minutes

Carol Ferino moved to approve the Committee minutes of July 10, 2023. Motion seconded by Executive Director Cahill and passed on a unanimous voice vote.

4. NEW BUSINESS

4.A. Operations Report

Greg Walker presented the Operations Report through July 2023. Please see *Attachment A*. Of note, total rounds for the month was 11,919, representing slightly more than 700 more than July 2022 YTD. Total green fees for the month was \$195,952, representing approximately \$30,000 more than July 2022 YTD. Total rounds YTD is 67,543 representing 12,900 more than July 2022 YTD. Total revenue YTD is \$2,144,287, representing \$396,961 more than July 2022 YTD. Total carts for the month was 11,919, representing 700 more than July 2022.

2023 operation expenses were budgeted at \$1.1M. Through July 2023, operation expenses were a little more than \$654,000, representing 43% unused operation expenses thus far. Last year, a little more than \$1M was budgeted and through July 2022, operation expenses were \$598,000, representing 44% unused operation expenses at that point.

2023 maintenance expenses were budgeted at \$2.1M. Through July 2023, maintenance expenses were \$854,000. Last year, \$1.8M was budgeted for maintenance expenses and through July 2022, maintenance expenses were \$766,000.

Bill Dutton stated that he was recently approached, asking if women's tournament format could be changed from a stroke play to a scramble format in order to increase participation. Greg Walker stated he thought that is a wonderful idea in light of the fact

that women's tournament participation numbers have steadily fallen over the past 10-15 years, as has the industry as a whole.

Carol Ferino stated that she was very disappointed to see that there was no email sent announcing the women's tournament winners, finalists, or even who would be matched up with whom. With the men's tournament however, emails were sent every single day, providing all updates and winner info. In speaking with someone who has been in the women's tournaments for a very long time and has much experience and ideas on how to increase participation, she had sent an email to the Park District last year, providing many ideas on how to increase participation. She did not receive a response. One of the ideas she had proposed was changing the format to a scramble. Greg Walker confirmed he did receive that email and he did respond. She had a lot of great ideas on how to increase participation. In addition, all area high schools are given the men's and women's tournament schedules to encourage junior participation. Mr. Walker apologized, stating that he had decided not to email out the women's tournament information due to lack of participation and that many prefer not to have their scores advertised, however, hearing today's comments, he will send that info out going forward.

Shelley Epstein stated that his concern is that whether the men's city tournament in its current form is still viable, with less than 100 participants who made it to match play this year. In years past, there were over 500 participants. As such, he asked what is the Park District considering doing to change the tournament to attract more people? Greg Walker stated that he has talked with many of the men's city tournament participants after they played. He asked them various questions like whether they would be open to a 36-hole stroke play instead of a match play, play on consecutive weekends, etc. The overwhelming response he got was that this is the 97th year the tournament has been played and they don't want any changes made to it until it gets to the 100-year anniversary. Peoria is the 2nd oldest city men's tournament in the country, behind San Francisco. Mr. Epstein stated he is a great proponent of no change to the tournament for that reason however, there are a number of changes that could be made that would still retain the title of 2nd oldest tournament to keep that history.

Trustee Bertschy stated that a more complete discussion about this needs to happen, with specific suggestions brought by staff. As such, he requests that by the next meeting, a group of ideas be sent out to the committee to be discussed.

4.B. Maintenance Report

Jeff Heiden stated that so far, water expenses have been somewhat significant and higher than anticipated and as such, the use of wetting agents has been increased. Otherwise, everything else seems to be within budget and all seems good. Matt Freeman stated that within the bond issue process, staff has issued "place holders" for the updating of irrigation systems at each location. This will trigger the process of future discussions for the capital improvement plan.

4.C. Golf Outing

Emily Cahill stated that the Park District golf outing will be held at Kellogg on Friday, September 8. Information has been sent to everyone, looking for more foursomes to sign up to play. It is a great, unique event and she encouraged everyone to share the info to sign up and play.

5. PENDING BUSINESS

None at this time.

6. OTHER BUSINESS

Shelley Epstein stated that at the last meeting, the possibility of changing the numbers to the original format at Kellogg was discussed. He would like to explore this on an experimental basis to see if it will work. At this point, only score cards would have to be changed. Could this please be implemented in October? Trustee Bertschy stated he would like to experiment with this for a month, at the end of the season.

Trustee Bertschy made a motion to direct staff to change the routing of Kellogg Golf Course this year. Shelley Epstein seconded. The motion carried by a unanimous voice vote of Aye of those present.

Shelley Epstein requested that chili be provided at the Turkey Shoot to be held in November at Kellogg. Emily Cahill stated that staff will figure out a plan for this and report back at the next meeting.

Trustee Bertschy stated that the Board recently approved the allocation of approximately \$600,000 in over reserve funds to the GLC updates.

The following action items were given:

1. Change the routing on Kellogg to the original format, to be utilized in a possible experimental manner this fall.
2. Staff is to submit ideas on how to increase participation in men's tournaments where industry stats and best practices are considered.
3. To increase participation in women's tournaments, consider changing the format from a stroke play to a scramble format.
4. Staff is to submit plans for providing chili at the Turkey Shoot held in November at Kellogg.

7. NEXT MEETING

Monday, September 11, 2023 at 12:00 pm at Madison Golf Course

8. ADJOURNMENT

At 1:12 p.m. Member Dutton moved to adjourn. Motion seconded by Member Ferino and carried on a unanimous voice vote.

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