

**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, SEPTEMBER 11, 2023 AT MADISON GOLF COURSE, 2735 WEST MARTIN LUTHER KING DRIVE, PEORIA, ILLINOIS**

**MEMBERS PRESENT:** Trustee and Chair Timothy Bertschy, Executive Director Emily Cahill, Mike Blanco, Carol Ferino, and Phil Jordan

**MEMBERS ABSENT:** Bill Dutton and Shelley Epstein

**STAFF PRESENT:** Executive Director Emily Cahill, Brent Wheeler, Matt Freeman, Kyle Meger, Chuck Simms, Earl Swanson, Jenny Swanson, Greg Walker, and Alicia Woodworth

**OTHERS PRESENT:** Randy Symonds

**1. CALL TO ORDER**

Trustee Bertschy called the meeting to order at 12:04 p.m. Trustee Bertschy then thanked staff for an outstanding golf outing last Friday. The weather was perfect and staff did an amazing job in organizing and planning everything and providing so many fun and interesting elements along the way. Mike Blanco echoed Trustee Bertschy's comments stating the golf outing was top notch and one of the best he's ever played in and offered something for all golfers.

**2. MINUTES:**

**2.A. Approval of August 14, 2023 Meeting Minutes**

The August 14, 2023 minutes will be presented at the 10.9.23 meeting for approval.

**3. NEW BUSINESS**

**3.A. Operations Report**

Greg Walker presented the Operations Report through August 2023. Please see *Attachment A*. Of note, total rounds for the month was \$16,783. Total green fees for the month was \$176,888, representing more than \$16,000 than August 2022 YTD. Total rounds YTD is 84,326, representing almost 13,000 more than August 2022 YTD. Total revenue YTD is \$2,527,471, representing \$429,369 more than August 2022 YTD.

Trustee Bertschy asked what are the total golf fund YTD expenses, as currently, revenue is up almost \$430,000 from last year, what are the expenses against that? Emily Cahill stated that as the 2023 revised budgets are being reviewed, staff is evaluating where they are as a District and where opportunities may be to keep within the subsidy and not add to it. Trustee Bertschy stated that if at the end of the year the golf fund meets its expenses in the budget and ahead by \$430,000 in revenue, the golf fund did better by \$430,000 than was anticipated, correct? Emily Cahill stated yes, correct.

**3.B. Maintenance Report**

Matt Freeman provided this month's maintenance report as Jeff Heiden is currently aerifying at Kellogg in preparation for a big tournament tomorrow, at which time all of Kellogg will be closed for public play. Newman was aerified last week, with watering done beforehand and a heavy dose of fertilizer applied afterwards. In fleet maintenance, things are going well with a part time staff person and two golf cart

technicians help maintain the carts. They also help with getting the carts to and from the courses which frees up time for the full time mechanics so they can take care of the machines that keep the courses running.

Mike Blanco stated that at the Madison #12 between the green and right side of the bunker, people drive their carts through there. If that area could be roped off, grass could grow and it would look much better. There are actually a few places like that at Madison. Mr. Blanco stated he will send Matt Freeman an email with a listing of the troublesome areas to be evaluated at a later time.

#### **4. PENDING BUSINESS**

Trustee Bertschy asked for a status on the changing of Kellogg's numbers to the course's original format, as has been previously discussed. Greg Walker provided a handout of a proposed change, showing the current numbers 14-18 becoming numbers 1-5, the current number 1 becoming number 6, with the current numbers 11-13 becoming numbers 7-9. The current number 10 would remain number 10. The current numbers 2-9 would become numbers 11-18. Trustee Bertschy stated that he liked this change, as it is fairly consistent with how people think it should flow with the pars lining up in a logical manner. Carol Ferino stated that she thinks this is great, it makes sense, and she's really excited about it. Phil Jordan stated that he has talked with several golf players and they all thought it was a great idea. Greg Walker stated that this could be implemented on a test basis starting Monday, October 9 and he recommends it to run through the end of the year. The Marketing Department would be in charge of getting the message out including signage on each tee box and the printing of new scorecards.

Emily Cahill stated that making this change is a lot of work and funds. She wants to make sure that before money is spent, that this is the right thing for everyone to invest time and resources in. She shared that the Park District is in the process of rebranding some elements of golf due to the Golf Learning Center upgrades, which will require an investment of approximately \$75k - \$100k across the golf system. She wants to make sure that everyone is using the right evaluation that includes those beyond this committee and their circle of influence before making such a significant change. Phil Jordan stated that the committee is not working in a vacuum and he has been approached by a diverse variety of players and they have all said that this makes sense.

Through discussion, the committee ultimately decided to proceed with the renumbering of Kellogg, starting October 9, as a test and will reevaluate next spring to determine its success.

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Emily Cahill provided an update on the GLC upgrades, stating that there are currently a couple elements of the project that are out for bid and will go to the Park Board for approval soon. Work is still progressing on developing the term sheet while staff awaits response from the State of Illinois. Staff is working with Central States Media in developing the rebranding message and reaching those who typically don't play golf to come and have that new experience. The rebranding includes a refresh of the logo and thinking about how to connect all the golf courses.

**5. OTHER BUSINESS**

Trustee Bertschy stated that the next meeting in October will be the last one for the year until April 2024. As such, should the first meeting in 2024 instead be held in January? The purpose would be to concentrate on two things. One, to review the final numbers and full 2023 operations report, what worked, what didn't work, and the renumbering of Kellogg. Second, to review how the new GLC is progressing and its impact on the golf program as a whole. The reason for this committee is to provide guidance to staff and the District on all things golf. Phil Jordan agreed, Mike Blanco also agreed stating the new GLC will be a huge addition to the community. Carol Ferino also agreed stating the new GLC could possibly be added to Bradley University's OLLI program as a great way to introduce it to the community.

Brent Wheeler suggested that if the committee chooses to have a meeting in January, it may be best to have it at the end of the month, as the final 2023 financial information wouldn't be available until mid to late January. Emily Cahill stated that by the next meeting in October, there will be enough 2023 financial information to get a fairly clear picture. In January, it may be a good idea for the committee to preview 2024 timelines and talk about things operationally. At the end of January, staff will be able to talk with the committee about bond issue and the state of Park District golf as a whole. Trustee Bertschy agreed and asked that the first meeting in 2024 be the end of January, first of February.

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Trustee Bertschy asked the committee if they liked having the committee meetings at the different course locations recently and do they want to continue that. Everyone expressed that they're agreeable to whatever works best. They have enjoyed the different locations but meeting at Noble Center is fine as well.

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Trustee Bertschy stated that he would like to include new committee members from the community who are newer to golf and of different skill levels. He would like the committee to think about recommending to the Park District to include and recruit these new members that are new to the system. The new members would give their input about the food, the rerouting, what types of activities would make it more enjoyable for them, etc. He would like the committee to take to the Park Board the suggestion of expanding the committee. Carol Ferino suggested reaching out to local high school coaches and get their input on the idea. Mike Blanco stated he thinks it would be great to have high school-age members that play and get their input. Randy Symonds suggested approaching someone from the junior golf leagues to gauge their interest in participating. Brent Wheeler stated that he thinks it may be somewhat challenging to find someone who is not a regular player and invested in the sport enough to be willing to come once a month to committee meetings and feel like they have something to contribute. Trustee Bertschy asked everyone to just think about this and discuss at a later time.

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Trustee Bertschy stated that in regards to the Turkey Shoot held at Kellogg in November, he didn't realize until recently that free turkeys are given away, of which he is not in support of. To clarify, Greg Walker stated that the tournament costs \$25 per person, \$100 for a foursome to play. Chili is provided and everyone has the chance to win the championship flight. The foursome winners of that flight each get a free turkey. There are special events at all four of the Par 3's in which the foursome winners each get a turkey. Last year there were 152 players, four flights that included two flights of 9 and two flights of 10, and as per industry standards, 30% in gift cards was paid out. Players have the potential to win two turkeys and receive a gift card. The Turkey Shoot does not generate revenue but costs the Park District in the end. Trustee

Bertschy stated that as a public official, he is not in support of using tax payer funds to give away turkeys and a gift card to a tournament player. Emily Cahill stated that in order to continue the tradition of providing chili, staff will need to find a way to provide already-contained/packaged chili to participants at Kellogg, as GLC is not conducive due to the various stages of construction going on. Providing the chili under tents at GLC would cost thousands of dollars when the Turkey Shoot tournament brings an average of only \$3,000 in revenue. With the entry fee of \$25, it is impossible to provide all the giveaways and amenities without costing the Park District a great deal of money. Trustee Bertschy stated that taxpayers should not be paying for a select few to walk away with chili, two turkeys and a gift card. He requests staff to come back at the next meeting with a plan that maximizes the experience for tournament players but does not lose money.

**6. NEXT MEETING**

Monday, October 9, 2023 at 12:00 pm

**7. ADJOURNMENT**

At 1:23 p.m. Phil Jordan moved to adjourn. Motion seconded by Carol Ferino and carried on a unanimous voice vote.

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

## 2023 GOLF PLAY/REVENUE REPORT THROUGH AUGUST

PEORIA PARK DISTRICT							PEORIA PARK DISTRICT						
GOLF PLAY REPORT							GOLF PLAY REPORT						
THROUGH AUGUST							THROUGH AUGUST						
<b><u>2022</u></b>							<b><u>2023</u></b>						
	<u>EX-9</u>	<u>KEL-18</u>	<u>MAD</u>	<u>NEW</u>	<u>SKILLS</u>	<u>TOTAL</u>		<u>EX-9</u>	<u>KEL-18</u>	<u>MAD</u>	<u>NEW</u>	<u>SKILLS</u>	<u>TOTAL</u>
DAILY FEE ROUNDS	2,236	1,901	2,444	1,923	380	8,884	DAILY FEE ROUNDS	2,045	1,964	1,953	1,821	510	8,293
MEMBERSHIP ROUNDS	871	2,950	1,676	2,229	158	7,884	MEMBERSHIP ROUNDS	1,124	3,237	1,969	2,018	142	8,490
		\$79,561.34	\$34,220.83	\$44,598.50	\$1,774.00	\$160,154.67			\$88,925.47	\$36,756.67	\$48,901.00	\$2,304.00	\$176,887.14
<b>TOTAL ROUNDS FOR MONTH</b>	<b>16,768</b>					<b>16,768</b>	<b>TOTAL ROUNDS FOR MONTH</b>	<b>16,783</b>					<b>16,783</b>
TOTAL DOLLARS FOR GREEN FEES FOR MONTH	\$160,154.67						TOTAL DOLLARS FOR GREEN FEES FOR MONTH	\$176,887.14					
<b>TOTAL ROUNDS YTD</b>	<b>71,442</b>						<b>TOTAL ROUNDS YTD</b>	<b>84,326</b>					
<b>TOTAL DOLLARS FOR GREEN FEES YTD</b>	<b>\$681,896.02</b>						<b>TOTAL DOLLARS FOR GREEN FEES YTD</b>	<b>\$850,183.17</b>					
<u>GOLF CARTS FOR MONTH</u>							<u>GOLF CARTS FOR MONTH</u>						
Kellogg	4,978	\$51,454.66					Kellogg	5,072	\$57,554.46				
Madison	3,332	\$37,637.44					Madison	3,130	\$37,721.42				
Newman	2,670	\$29,374.56					Newman	2,494	\$29,318.50				
<b>TOTAL FOR MONTH</b>	<b>10,980</b>	<b>\$118,466.66</b>					<b>TOTAL FOR MONTH</b>	<b>10,696</b>	<b>\$124,594.38</b>				
<b>TOTAL CARTS YTD</b>	<b>44,784</b>	<b>\$489,735.18</b>					<b>TOTAL CARTS YTD</b>	<b>51,867</b>	<b>\$605,544.86</b>				
<u>GLC FOR MONTH</u>							<u>GLC FOR MONTH</u>						
# OF RANGE BASKETS THIS MONTH	4,383	\$36,074.00					# OF RANGE BASKETS	4,399	\$ 42,341.00				
TOTAL RANGE BASKETS SOLD YTD	19,494	\$177,530.00					TOTAL RANGE BASKETS SOLD YTD	22,262	\$228,135.00				
<u>MERCHANDISE SALES FOR MONTH</u>							<u>MERCHANDISE SALES FOR MONTH</u>						
KELLOGG	\$4,646.13						KELLOGG	\$5,323.78					
MADISON	\$3,269.61						MADISON	\$2,210.60					
NEWMAN	\$2,984.17						NEWMAN	\$2,922.10					
GOLF LEARNING CENTER	\$2,769.74						GOLF LEARNING CENTER	\$1,036.60					
<b>TOTAL MERCHANDISE FOR MONTH</b>	<b>\$13,669.65</b>						<b>TOTAL MERCHANDISE SALES FOR MONTH</b>	<b>\$11,493.08</b>					
<b>TOTAL MERCHANDISE SALES YTD</b>	<b>\$65,516.37</b>						<b>TOTAL MERCHANDISE SALES YTD</b>	<b>\$66,977.62</b>					
TOTAL AUGUST GOLF REVENUE	\$350,777.47						TOTAL JULY GOLF REVENUE	\$383,185.06					
<b>TOTAL GOLF REVENUE YTD</b>	<b>\$2,098,102.50</b>						<b>TOTAL GOLF REVENUE YTD</b>	<b>\$2,527,471.80</b>					