

**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, MARCH 11, 2024 AT THE NOBLE CENTER FOR PARK DISTRICT ADMINISTRATION, 1125 WEST LAKE AVENUE, PEORIA, ILLINOIS**

**MEMBERS PRESENT:** Trustee and Chair Timothy Bertschy, Executive Director Emily Cahill, Mike Blanco, Bill Dutton, Shelley Epstein, Carol Ferino, Phil Jordan, and Randy Symonds

**MEMBERS ABSENT:** None

**STAFF PRESENT:** Executive Director Emily Cahill, Brent Wheeler, Jeff Heiden, Chuck Simms, Jenny Swanson, Greg Walker, and Alicia Woodworth

**1. CALL TO ORDER**

Trustee Bertschy called the meeting to order at 12:01 p.m.

**2. ROLL CALL**

**3. MINUTES**

**3.A. Approval of February 12, 2024 Meeting Minutes**

Bill Dunton moved to approve the minutes of the February 12, 2024 meeting. Motion seconded by Shelley Epstein and passed on a unanimous voice vote.

**4. NEW BUSINESS**

**4.A. Membership and Revenue Reports**

Greg Walker presented the February 2024 Membership Report. *Please see Attachment A.* Of note, February YTD 2024 memberships were at 717 with \$355,880 in revenue, representing the highest ever realized for February. February YTD 2023 memberships totaled 409, representing \$208,067 in revenue. The upward trend looks to continue for this March. The total YTD memberships of 717 includes 125 new memberships. A few contributing factors to the increased memberships are thought to be the great condition of the courses, Park District Marketing Team's efforts, and the weather.

Greg Walker then presented the February 2024 Revenue Report. *Please see Attachment B.* Of note is total rounds played for February 2024 was 2,871 as compared to 1,180 in February 2023. Total number of range baskets sold in February 2024 was 1,650 as compared to 1,180 sold in February 2023. Total February 2024 revenue was \$359,650 as compared to \$157,351 in February 2023. YTD 2024 total revenue is \$409,461 as compared to \$219,043 YTD 2024.

**4.B.**

**Maintenance Report**

Jeff Heiden stated that at this time, there isn't a lot to report. Grass is slowly starting to green up but hasn't started to grow much yet. The dry winter brought in many golfers and hopefully we'll see adequate rainfall this spring. The greens all look really nice and healthy, especially at Kellogg. The new tee signs at Kellogg exec 9, Newman, and Madison have all been secured so they cannot be taken.

Greg Walker stated that last year, Madison opened on March 1, Kellogg 18 opened on March 21, and Newman opened March 30. Starting tomorrow March 12, all courses will

be open. Trustee Bertschy asked if there are any anticipated issues to be realized the end of this year with the courses being opened earlier, longer. Jeff Heiden stated that not that he anticipates. The real struggle is Kellogg as it has grass that doesn't grow very well in the spring. With it being the most played course, grass maintenance can be a challenge with so much play and traffic early in the spring.

Carol Ferino asked if there are plans in the budget to add more maintenance personnel given the increase in golf revenues. Trustee Bertschy stated that to the extent that golf is bringing in more money, it seems to him that it might justify the addition of more staff at some point. As such, he encouraged staff to think about the concept of adding additional staff to help address some maintenance challenges.

**4.C. Marketing Report**

Jenny Swanson stated that new information about Medicare insurance and Silver Sneakers coverage for golf memberships was incorporated in golf marketing materials. Some of the many campaigns that are part of this year's marketing goals are getting ready to launch. Those annual goals were shared with the committee last year. In addition, on Wednesday, April 10, a Spring Swing will be held at Kellogg Golf Course as part of a celebratory launch of the renumbering with honorary starters kicking off the golf season. Committee members, Board of Trustees, and area golf VIPS are invited. We need two more honorary starters. Please submit any suggestions to either Trustee Bertschy or Secretary Woodworth.

Phil Jordan requested the online impressions report for the scorecards and tee markers advertising campaign. He also requested the tv sponsorship reach and frequency report. Jenny Swanson asked if there's something specific he's looking for in the reports. Mr. Jordan stated at this point no, he's wanting to review them from a "30,000 feet" perspective.

**4.D. GLC Update**

Executive Director Cahill stated that there is now a fully executed agreement with the State of Illinois, which means the Park District is authorized to move forward in spending those grant funds. District Planning Department staff had a meeting last week with City of Peoria officials to discuss zoning and permit requirements, all of which have been addressed. The final bid packet will be sent out within the next couple weeks with target due end of April, early May. Negotiations continue with the food and beverage operator to draft an agreement and letter of intent for Board approval soon. There is a business plan tied to how GLC should operate. The District does not have estimates for profit/loss as the dollars have not been finalized for the lease and how profit sharing might exist between the two entities.

**5. PENDING BUSINESS**

None at this time.

**6. OTHER BUSINESS**

**6.A. Discussion - Cost per Round for Players age 90+**

After discussion, committee members voted to not pursue the issue of offering free or discounted golf rates to players age 90 and over.

Trustee Bertschy stated that to him, there are three things he would like the committee to pursue this year. One, continue efforts to recruit diverse committee members. Two, he'd like to work through any marketing issues committee members may have so they feel comfortable moving forward this season. Three, he'd like the committee to come up with something this year that is not overly expensive that adds to the revitalization of golf.

**ACTION ITEMS NOTED**

1. Continue efforts to recruit new committee members
2. Trustee Bertschy encouraged members to come up with ideas that add to the revitalization of golf.

**7. NEXT MEETING**

Monday, April 8, 2024 at 12:00 PM

**7. ADJOURNMENT**

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

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Respectfully Submitted by Alicia Woodworth  
Executive Assistant and Board Secretary

<b>PEORIA PARK DISTRICT</b>		
<b>GOLF MEMBERSHIP REPORT</b>		
<b>YTD COMPARISON</b>		
<b>(JAN - FEB)</b>		
	<b><u>2023</u></b>	<b><u>2024</u></b>
<b><u>MEMBERSHIP</u></b>		
PARTNER 2 PLAY MEMBERSHIP	<b>147</b>	<b>250</b>
ADULT MEMBERSHIP	<b>53</b>	<b>62</b>
JUNIOR ADULT MEMBERSHIP	<b>0</b>	<b>2</b>
SENIOR MEMBERSHIP	<b>93</b>	<b>158</b>
ALL INCLUSIVE MEMBERSHIP	<b>19</b>	<b>27</b>
ADD A JUNIOR MEMBERSHIP	<b>54</b>	<b>149</b>
EMPLOYEE MEMBERSHIP	<b>43</b>	<b>69</b>
<b>TOTAL MEMBERSHIPS SOLD YEAR TO DATE</b>	<b>409</b>	<b>717</b>
<b>TOTAL REVENUE FOR MEMBERSHIPS YEAR TO DATE</b>	<b>\$208,067.75</b>	<b>\$355,880.78</b>
<b>COMPARED TO YTD 2023</b>		<b>+\$147,813.03</b>

