

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, MAY 13, 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, and Randy Symonds

NEW MEMBERS

PRESENT: Marli Meiss, Matthew Kwasnik, Von Clemons, Cam Lahart, Eric Delvo, and Marshall Davis

MEMBERS ABSENT: Phil Jordan and new member Glenn Collier

TRUSTEES PRESENT: Trustee Timothy Bertschy and President Robert Johnson (in at 12:25 pm)

STAFF PRESENT: Executive Director Emily Cahill, Brent Wheeler, Matt Freeman, Joe Christian, 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 March 11, 2024 Meeting Minutes

Bill Dunton moved to approve the minutes of the March 11, 2024 meeting. Motion seconded by Shelley Epstein and passed on a majority voice vote.

4. NEW BUSINESS

4.A. Welcome and Introduction to New Members

Trustee Bertschy welcomed new committee members Glenn Collier (absent), Marli Meiss, Matthew Kwasnik, Cam Lahart, Eric Delvo, Marshall Davis, and Von Clemons. Those in attendance introduced themselves and gave a brief overview of their role and interest in the Park District's Golf Ad Hoc Committee.

4.B. Membership and Revenue Reports

Greg Walker presented the March and April 2024 Membership Reports. Please see *Attachments A – D*. In regards to the Membership Report, of note is the increase of approximately 300 memberships and increase of approximately \$80k in membership revenue in April 2024 compared to April 2023.

Greg Walker presented the March and April 2024 Revenue Reports. Of particular note is the total rounds played in March 2024 of 6,287 as compared to 2,583 in March 2023.

4.C. Maintenance Report

Jeff Heiden stated that with the almost daily rainfall, maintenance staff is working hard trying to keep up with the rapid growth of grass. Many areas have been too wet to mow. The replacement of the irrigation panel at Kellogg Golf Course has proven to be

very helpful in navigating the rainfall with irrigation efforts. Prior to the panel, irrigation was set on a timer and if it ended up raining when scheduled to irrigate, it required a staff member to manually reset the timer. Now, it can be done remotely. It also allows for more precise levels and locations of irrigation.

With all the wet weather, it has been a challenge so far this year to determine whether or not to allow carts on the course. Carts driving on an overly wet course can cause damage.

New tees were built last year including Madison #6 that is close to being open and #14 Kellogg that needs a little more time before it's ready to open.

Carol Ferino stated that many of the women she golfs with have a hard time with reaching the fairway with their drive at for example, Madison #9. As such, is there a way that the Park District could mow further in the area? Jeff Heiden responded, yes, but if the area is mowed further, there isn't water to maintain it and the result will be dead grass surrounding the tee. It is very expensive to add irrigation and sprinkler heads to the newly mowed areas. Trustee Bertschy stated that to him, this is a very discouraging factor. As such, he would like to discuss possible solutions at the next committee meeting.

Executive Director Cahill noted that irrigation is very expensive and is too large to be included in the annual \$5M bond issue. The District is looking at late 2025, early 2026 as the point in time when discussions will begin about issuing additional debt to address larger capital projects, one of which is irrigation solutions.

Matt Freeman stated that at Newman Golf Course, staff is in the process of transitioning the approximately 9 acres of high grass no-mow area into native prairie plantings. The first step in that process was to kill the grasses that were there and then putting in sustainable native seeds. It's a transition that has been excitedly anticipated for a long time and will take a few years to completely fill in. It will look fantastic and there's no doubt golfers will love it as well. Trustee Bertschy added that what the Park District has been trying to do is be more authentic about the vegetation in Park District spaces and properties, including golf courses. For example, along Sheridan Road, trees were cut down along the edge of the road. Those trees were non-native to the area and replaced with native plantings.

4.D. Marketing Report

Jenny Swanson stated that the attached (*Please see Attachment E*) was information requested by Member Phil Jordan at the March committee meeting. If any questions, Ms. Swanson is happy to answer. March through May is typically when most golf marketing funds are spent, pushing memberships and general play promotions. Analytics will be provided in the next month or two, to review that information.

5. PENDING BUSINESS

None at this time.

6. OTHER BUSINESS

6.A. Scramble Results

Greg Walker provided the results of the first two tournaments held this year, the 2024 Grand Opening 2-Player Scramble held on April 20 at Kellogg, and the 2024 4-Player Scramble held on April 27 at Newman. *Please see Attachments F and G.*

Randy Symonds inquired if it was necessary to provide committee members a paper copy of the full agenda packet, as for him, it's a waste of paper. Since everyone is provided an electronic copy, through discussion, the committee agreed that a paper copy of only the agenda is necessary. With next month's meeting to be held at Newman Golf Course, it was decided to provide paper copies of the agenda packet at that meeting, then only agendas for subsequent meetings.

Trustee Bertschy remarked about the Spring Swing golf event held on April 10 at Kellogg Golf Course. This event kicked off the rerouting of Kellogg and the golf season in general and was the first time the event was held. A big thank you to everyone that helped put together such a fun, delightful, well-ran event.

7. NEXT MEETING

Monday, June 10, 2024 at 12:00 PM at Newman Golf Course

7. ADJOURNMENT

At 1:20 p.m. Carol Ferino moved to adjourn. Motion seconded by Bill Dutton and carried on a unanimous voice vote.

Respectfully Submitted by Alicia Woodworth
Executive Assistant and Board Secretary

PEORIA PARK DISTRICT		
GOLF MEMBERSHIP REPORT		
YTD COMPARISON		
(JAN - MARCH)		
	<u>2023</u>	<u>2024</u>
<u>MEMBERSHIP</u>		
PARTNER 2 PLAY MEMBERSHIP	304	399
ADULT MEMBERSHIP	86	94
JUNIOR ADULT MEMBERSHIP	2	3
SENIOR MEMBERSHIP	184	265
ALL INCLUSIVE MEMBERSHIP	21	34
ADD A JUNIOR MEMBERSHIP	101	252
EMPLOYEE MEMBERSHIP	92	102
TOTAL MEMBERSHIPS SOLD YEAR TO DATE	790	1,149
TOTAL REVENUE FOR MEMBERSHIPS YEAR TO DATE	\$408,300.00	\$547,000.00

PEORIA PARK DISTRICT		
GOLF MEMBERSHIP REPORT		
YTD COMPARISON		
(JAN - APRIL)		
	<u>2023</u>	<u>2024</u>
<u>MEMBERSHIP</u>		
PARTNER 2 PLAY MEMBERSHIP	440	489
ADULT MEMBERSHIP	104	124
JUNIOR ADULT MEMBERSHIP	4	4
SENIOR MEMBERSHIP	271	331
ALL INCLUSIVE MEMBERSHIP	36	39
ADD A JUNIOR MEMBERSHIP	204	334
EMPLOYEE MEMBERSHIP	103	111
TOTAL MEMBERSHIPS SOLD YEAR TO DATE	1162	1,432
TOTAL REVENUE FOR MEMBERSHIPS YEAR TO DATE	\$585,193.75	\$666,708.26

2024 GOLF PLAY/REVENUE REPORT THROUGH MARCH

PEORIA PARK DISTRICT							PEORIA PARK DISTRICT						
GOLF PLAY REPORT							GOLF PLAY REPORT						
THROUGH MARCH							THROUGH MARCH						
<u>2023</u>							<u>2024</u>						
	<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	419	185	497	32	92	1,225	DAILY FEE ROUNDS	685	407	734	496	167	2,489
MEMBERSHIP ROUNDS	361	226	667	70	34	1,358	MEMBERSHIP ROUNDS	737	1,117	784	1,089	71	3,798
		\$8,927.42	\$6,522.00	\$650.00	\$451.00	\$16,550.42			\$20,908.68	\$12,784.00	\$11,817.00		\$45,509.68
TOTAL ROUNDS FOR MONTH	2,583					2,583	TOTAL ROUNDS FOR MONTH	6,287					6,287
TOTAL DOLLARS FOR GREEN FEES FOR MONTH	\$16,550.42						TOTAL DOLLARS FOR GREEN FEES FOR MONTH	\$45,509.68					
TOTAL ROUNDS YTD	4,137						TOTAL ROUNDS YTD	9,158					
TOTAL DOLLARS FOR GREEN FEES YTD	\$27,549.42						TOTAL DOLLARS FOR GREEN FEES YTD	\$64,878.68					
<u>GOLF CARTS FOR MONTH</u>							<u>GOLF CARTS FOR MONTH</u>						
Kellogg	617	\$6,175.00					Kellogg	1,451	\$16,946.67				
Madison	652	\$7,154.00					Madison	1,052	\$14,167.00				
Newman	47	\$539.00					Newman	914	\$10,877.00				
TOTAL FOR MONTH	1,316	\$13,868.00					TOTAL FOR MONTH	3,417	\$41,990.67				
TOTAL CARTS YTD	1,775	\$17,757.00					TOTAL CARTS YTD	4,542	\$53,982.67				
<u>GLC FOR MONTH</u>							<u>GLC FOR MONTH</u>						
# OF RANGE BASKETS THIS MONTH	1,505	\$15,533.00					# OF RANGE BASKETS	1,962	\$ 21,375.00				
TOTAL RANGE BASKETS SOLD YTD	3,042	\$30,980.00					TOTAL RANGE BASKETS SOLD YTD	3,889	\$40,799.00				
<u>MERCHANDISE SALES FOR MONTH</u>							<u>MERCHANDISE SALES FOR MONTH</u>						
KELLOGG	\$919.65						KELLOGG	\$3,593.11					
MADISON	\$887.13						MADISON	\$811.80					
NEWMAN	\$126.25						NEWMAN	\$1,017.95					
GOLF LEARNING CENTER	\$2,500.00						GOLF LEARNING CENTER	\$295.87					
TOTAL MERCHANDISE FOR MONTH	\$4,433.03						TOTAL MERCHANDISE SALES FOR MONTH	\$8,189.39					
TOTAL MERCHANDISE SALES YTD	\$7,142.18						TOTAL MERCHANDISE SALES YTD	\$2,470.66					
TOTAL MARCH GOLF REVENUE	\$255,109.10						TOTAL MARCH GOLF REVENUE	\$315,706.26					
TOTAL GOLF REVENUE YTD	\$474,152.70						TOTAL GOLF REVENUE YTD	\$725,167.88					
							Total Revenue Compared to 2023	\$251,015.18					

2024 GOLF PLAY/REVENUE REPORT THROUGH APRIL

PEORIA PARK DISTRICT							PEORIA PARK DISTRICT						
GOLF PLAY REPORT							GOLF PLAY REPORT						
THROUGH APRIL							THROUGH APRIL						
<u>2023</u>							<u>2024</u>						
	<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	1,111	1,080	1,181	901	243	4,516	DAILY FEE ROUNDS	1,020	1,045	1,074	772	242	4,153
MEMBERSHIP ROUNDS	590	2,511	1,213	1,630	122	6,066	MEMBERSHIP ROUNDS	634	2,315	1,220	1,391	83	5,643
								\$42,969.67	\$21,024.32	\$19,253.00	\$1,279.00		\$84,525.99
TOTAL ROUNDS FOR MONTH	10,582					10,582	TOTAL ROUNDS FOR MONTH	9,796					9,796
TOTAL DOLLARS FOR GREEN FEES FOR MONTH	\$94,803.58						TOTAL DOLLARS FOR GREEN FEES FOR MONTH	\$84,525.99					
TOTAL ROUNDS YTD	14,914						TOTAL ROUNDS YTD	18,954					
TOTAL DOLLARS FOR GREEN FEES YTD	\$122,454.00						TOTAL DOLLARS FOR GREEN FEES YTD	\$149,404.67					
<u>GOLF CARTS FOR MONTH</u>							<u>GOLF CARTS FOR MONTH</u>						
Kellogg	2,797	\$33,105.00					Kellogg	2,575	\$32,154.89				
Madison	1,794	\$21,664.00					Madison	1,601	\$20,555.80				
Newman	1,550	\$18,553.50					Newman	1,261	\$16,062.00				
TOTAL FOR MONTH	6,141	\$73,322.50					TOTAL FOR MONTH	5,437	\$68,772.69				
TOTAL CARTS YTD	7,824	\$90,646.50					TOTAL CARTS YTD	9,979	\$122,755.36				
<u>GLC FOR MONTH</u>							<u>GLC FOR MONTH</u>						
# OF RANGE BASKETS THIS MONTH	2,792	\$29,801.00					# OF RANGE BASKETS	2,768	\$ 30,005.00				
TOTAL RANGE BASKETS SOLD YTD	5,834	\$60,781.00					TOTAL RANGE BASKETS SOLD YTD	6,657	\$70,804.00				
<u>MERCHANDISE SALES FOR MONTH</u>							<u>MERCHANDISE SALES FOR MONTH</u>						
KELLOGG	\$3,037.94						KELLOGG	\$3,380.55					
MADISON	\$2,262.78						MADISON	\$1,735.12					
NEWMAN	\$1,779.05						NEWMAN	\$1,488.88					
GOLF LEARNING CENTER	\$575.40						GOLF LEARNING CENTER	\$561.00					
TOTAL MERCHANDISE FOR MONTH	\$7,655.17						TOTAL MERCHANDISE SALES FOR MONTH	\$7,165.55					
TOTAL MERCHANDISE SALES YTD	\$14,797.35						TOTAL MERCHANDISE SALES YTD	\$15,354.94					
TOTAL APRIL GOLF REVENUE	\$401,325.06						TOTAL APRIL GOLF REVENUE	\$327,891.00					
TOTAL GOLF REVENUE YTD	\$875,477.76						TOTAL GOLF REVENUE YTD	\$1,053,058.80					
							Total Revenue Compared to 2023	\$177,581.10					



Requested Marketing Information
 Golf Ad Hoc Committee
 March 2024

Reach & Frequency Report- TV Trade

Medium	Spots	Cost	GRPs	Impressions (000)	Reach	Freq	CPP	CPM	Net Reach	Population
WMBD	50	\$500	202.1	395	81.6	2.5	\$2.47	\$1.26	156,151	191,322
WYZZ	48	\$480	65.3	127	47.9	1.4	\$7.35	\$3.77	91,737	191,322
WEEK	301	\$14,940	2,062.8	2,570	90.6	22.8	\$7.24	\$5.96	109,966	121,434

WMBD/WYZZ- :5-second spots

WEEK- :10-second spots

Please note, the District does not pay for these spots, these are part of a trade agreement. Each month, we rotate out what is part of these trades. Typically is March and April, we promote PPD Golf.

PPDGolf.org Website Analytics: January-March 20, 2024

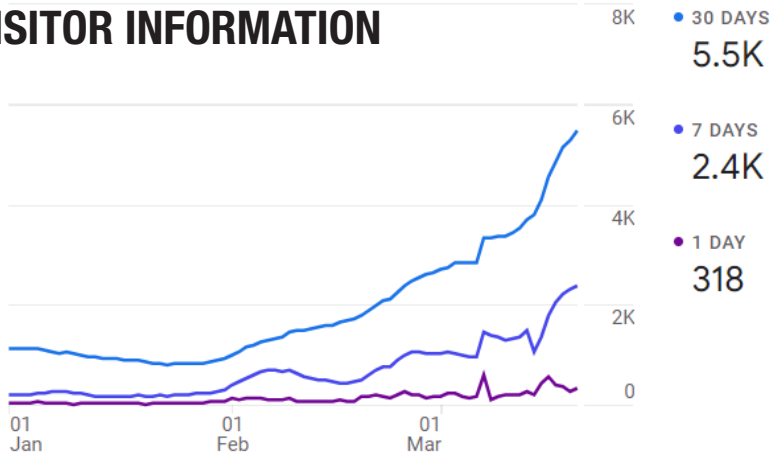
TOTAL UNIQUE VISITORS: 7,621

USERS BY DEVICE



Mobile: 4,700
 Desktop: 2,500
 Tablet: 258

VISITOR INFORMATION



Top Website Pages on PPDGolf.org	
Home Page	7.4k
Kellogg	4.3k
Memberships	3.4k
Newman	2.1k
Madison	1.7k
GLC	1.4k
Partner2Play	1K



2024 GRAND OPENING 2-PLAYER SCRAMBLE

April 20

Kellogg Golf Course

Results

CHAMPIONSHIP FLIGHT

- 1st Randy Wendland/Mark Greskoviak 63**
- 2ND Scott Frankenreider/Scott Hooste 63**
- 3rd Pat Greenan/David Loyd 64**
- 4th Britt Bothast/Ryan Brown 65**

A FLIGHT

- 1ST Bradley Schifeling/Cooper Koch 69**
- 2ND Tim Smith/Don Schumacher 69**
- 3RD Mike Blanco/Randy Symonds 69**
- 4TH Justyn Smith/Brian Smith 69**

B FLIGHT

- 1ST Hayden Burtis/Bryce Markum 72**
- 2ND Louie Meissmer/Keith Mallow 72**
- 3RD Clay Staley/Chase Lhamon 72**
- 4TH Al Heth/Jamie Markley 72**



2024 GRAND OPENING 2-PLAYER SCRAMBLE

April 20

Kellogg Golf Course

Results

C FLIGHT

1ST Kerry Leiby/Roger Farris 75

2ND Pat Foley/Andy Svymbersky 75

3RD Dave Findlay/Steve Lockridge 75

4TH Chris Pavich/Paul Greenan 75

D FLIGHT

1ST John Kocher/Eric Roof 77

2ND Bill Wells/Dan Jennings 77

3RD Tom Hasenstein/Brent Ward 77

4th Sekhar Panchagnula/McKenna Judge 77

E FLIGHT

1ST Paul Bishop/Brooklin Bishop 82

2ND Dennis Smith/Brandon Joyce 82

3RD Bo Vanderbloom/Blake Vanderbloom 82

4TH Charles Elwell/Bailey Elwell 82



2024 4-PLAYER SCRAMBLE RESULTS

APRIL 27TH

NEWMAN GOLF COURSE

CHAMPIONSHIP

- 1. Greenan/Ott/Wendland/Greskoviak - 58**
- 2. Mallow/Meissmer/Mullen/Hitzeroth - 62**
- 3. Hoffman/Borge/Seiler/Cassidy - 63**

A FLIGHT

- 1. Findlay/Lockridge/Stokes/Moran - 64**
- 2. Caughey/Downard/Couri/Revallo - 65**
- 3. Gibbs/Dunn/Jochman/Long - 65**

B FLIGHT

- 1. Judge/Judge/Santiago/Nesch - 67**
- 2. Moore/Simpson/Barker/Seele - 67**
- 3. Heth/Hodgen/Leibel/Moushon - 68**



2024 4-PLAYER SCRAMBLE RESULTS

APRIL 27TH

NEWMAN GOLF COURSE

C FLIGHT

- 1. McLanahan/Wilmon/Eislen/Grigsby - 68**
- 2. Wells/Wolstenholm/Jennings/Sayers - 68**
- 3. Crow/Crow/Crow/Crow - 68**

D FLIGHT

- 1. Boucher/Boucher/Williams/Harmon - 72**
- 2. Brown/Haddad/Juvenall/Norvel - 72**
- 3. Zimmerman/Morrison/Packman/Renner - 73**