

**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 12, 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, Eric Delvo, Shelley Epstein, Carol Ferino, Phil Jordan, Matthew Kwasnik, Cam Lahart, Marli Meiss, and Randy Symonds

**MEMBERS ABSENT:** Mike Blanco, Bill Dutton, Glenn Collier, and Marshall Davis

**TRUSTEES PRESENT:** Trustees Timothy Bertschy and Steve Montez

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

**1. CALL TO ORDER**

Trustee Bertschy called the meeting to order at 12:04 p.m.

**2. ROLL CALL**

**3. WELCOME AND INTRODUCTIONS**

**4. MINUTES**

**4.A. Approval of June 10, 2024 Meeting Minutes**

Carol Ferino moved to approve the minutes of the June 10, 2024 meeting. Motion seconded by Randy Symonds and passed on a unanimous Aye voice vote.

**5. NEW BUSINESS**

**5.A. Status Updates**

**a. Operations**

Greg Walker presented the June 2024 Membership Report. *Please see Attachment A.* Of note is the increase of approximately 350 memberships in YTD 2024 as compared to YTD 2023.

Greg Walker presented the June 2024 Revenue Report. *Please see Attachment B.* Of note is the addition of a little over \$185k in revenue in YTD 2024 as compared to revenue in YTD 2023.

**b. Maintenance**

Jeff Heiden stated that the Men's City Tournament was recently held and by all accounts, it went very well. There were several positive comments regarding the rolling of the greens and as such, another roller has been requested as part of next year's capital bond issue. This year's maintenance expenses have been well within budget, especially with lower irrigation/water costs due to all the rain.

In regards to the Golf Learning Center, Greg Walker stated that the building is currently closed. Contractors are scheduled to start the inside demolition work this week. Park crews will be installing construction fencing surrounding the building.

**c. Marketing**

Jenny Swanson reminded everyone that the Tee Off for Transformation groundbreaking event for the new/updated GLC will be held on Tuesday, August 27 at 10:00 am. Everyone is invited and encouraged to attend this exciting event.

**5.B. Onboarding Presentation**

Executive Director Cahill started that an onboarding presentation would be beneficial not only to new members, but current members as well. As such, a presentation is given starting with the basics about the Park District and how golf fits in, the direction of the Golf Division and where it's headed, and what the strategies and aspirations are. *Please see presentation info in Attachment C.* Brief intermittent discussions were had throughout the presentation when requested, where staff provided more information on the various items covered.

Due to time constraints, the presentation was paused and will pick up again starting with the Marketing portion of the onboarding at the next meeting on September 9.

**6. PENDING BUSINESS**

None at this time.

**7. OTHER BUSINESS**

None at this time.

**8. NEXT MEETING**

Monday, September 9, 2024 at 12:00 PM

**9. ADJOURNMENT**

At 1:34 p.m. Shelley Epstein 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 Board Secretary

<b>PEORIA PARK DISTRICT</b>		
<b>GOLF MEMBERSHIP REPORT</b>		
<b>YTD COMPARISON</b>		
<b>(JAN - JUNE)</b>		
	<b><u>2023</u></b>	<b><u>2024</u></b>
<b><u>MEMBERSHIP</u></b>		
PARTNER 2 PLAY MEMBERSHIP	<b>490</b>	<b>526</b>
ADULT MEMBERSHIP	<b>118</b>	<b>119</b>
JUNIOR ADULT MEMBERSHIP	<b>5</b>	<b>4</b>
SENIOR MEMBERSHIP	<b>300</b>	<b>366</b>
ALL INCLUSIVE MEMBERSHIP	<b>50</b>	<b>41</b>
ADD A JUNIOR MEMBERSHIP	<b>374</b>	<b>614</b>
EMPLOYEE MEMBERSHIP	<b>112</b>	<b>136</b>
<b>TOTAL MEMBERSHIPS SOLD YEAR TO DATE</b>	<b>1449</b>	<b>1,806</b>
<b>TOTAL REVENUE FOR MEMBERSHIPS YEAR TO DATE</b>	<b>\$637,229.50</b>	<b>\$712,107.41</b>

## 2024 GOLF PLAY/REVENUE REPORT THROUGH JUNE

PEORIA PARK DISTRICT							PEORIA PARK DISTRICT						
GOLF PLAY REPORT							GOLF PLAY REPORT						
THROUGH JUNE							THROUGH JUNE						
<u><b>2023</b></u>							<u><b>2024</b></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	2,173	2,018	1,942	1,869	615	8,617	DAILY FEE ROUNDS	1,922	1,826	1,869	1,737	517	7,871
MEMBERSHIP ROUNDS	1,127	3,259	1,987	2,624	164	9,161	MEMBERSHIP ROUNDS	1,222	3,620	2,064	2,336	113	9,355
		\$99,380.28	\$37,731.27	\$49,864.50	\$2,943.00	\$189,919.05			\$94,593.67	\$37,788.66	\$46,716.00	\$2,489.00	\$181,587.33
<b>TOTAL ROUNDS FOR MONTH</b>	<b>17,778</b>					<b>17,778</b>	<b>TOTAL ROUNDS FOR MONTH</b>	<b>17,226</b>					<b>17,226</b>
TOTAL DOLLARS FOR GREEN FEES FOR MONTH	\$189,919.05						TOTAL DOLLARS FOR GREEN FEES FOR MONTH	\$181,587.33					
<b>TOTAL ROUNDS YTD</b>	<b>49,396</b>						<b>TOTAL ROUNDS YTD</b>	<b>52,900</b>					
<b>TOTAL DOLLARS FOR GREEN FEES YTD</b>	<b>\$477,344.05</b>						<b>TOTAL DOLLARS FOR GREEN FEES YTD</b>	<b>\$505,576.76</b>					
<u>GOLF CARTS FOR MONTH</u>							<u>GOLF CARTS FOR MONTH</u>						
Kellogg	5,198	\$59,642.82					Kellogg	5,232	\$63,781.89				
Madison	3,229	\$39,286.71					Madison	3,146	\$40,954.24				
Newman	2,928	\$34,485.00					Newman	2,847	\$35,802.00				
<b>TOTAL FOR MONTH</b>	<b>11,355</b>	<b>\$133,414.53</b>					<b>TOTAL FOR MONTH</b>	<b>11,225</b>	<b>\$140,538.13</b>				
<b>TOTAL CARTS YTD</b>	<b>29,252</b>	<b>\$341,371.53</b>					<b>TOTAL CARTS YTD</b>	<b>31,357</b>	<b>\$389,413.26</b>				
<b>GLC FOR MONTH</b>							<b>GLC FOR MONTH</b>						
# OF RANGE BASKETS THIS MONTH	4,116	\$ 42,131.00					# OF RANGE BASKETS	4,411	\$ 46,020.00				
TOTAL RANGE BASKETS SOLD YTD	13,556	\$141,715.00					TOTAL RANGE BASKETS SOLD YTD	15,250	\$163,112.00				
<u>MERCHANDISE SALES FOR MONTH</u>							<u>MERCHANDISE SALES FOR MONTH</u>						
KELLOGG	\$5,969.06						KELLOGG	\$5,972.57					
MADISON	\$3,082.57						MADISON	\$3,502.34					
NEWMAN	\$3,917.60						NEWMAN	\$3,525.75					
GOLF LEARNING CENTER	\$1,152.49						GOLF LEARNING CENTER	\$1,603.40					
<b>TOTAL MERCHANDISE FOR MONTH</b>	<b>\$14,121.72</b>						<b>TOTAL MERCHANDISE SALES FOR MONTH</b>	<b>\$14,604.06</b>					
<b>TOTAL MERCHANDISE SALES YTD</b>	<b>\$39,388.73</b>						<b>TOTAL MERCHANDISE SALES YTD</b>	<b>\$43,219.88</b>					
TOTAL JUNE GOLF REVENUE	\$418,706.01						TOTAL JUNE GOLF REVENUE	\$424,606.97					
<b>TOTAL GOLF REVENUE YTD</b>	<b>\$1,717,201.80</b>						<b>TOTAL GOLF REVENUE YTD</b>	<b>\$1,902,684.60</b>					
							Total Revenue Compared to 2023	<b>+\$185,482.80</b>					



**THERE'S MORE  
TO EXPLORE**



- The Oldest Park District In Illinois
- Formed In 1892 Under New Enabling State Legislation
- First Parks Included Glen Oak Park, Grandview Drive (Why We Are Called “Pleasure Driveway And Park District Of Peoria) And Bradley Park.
- Detweiller Park Followed In 1927, Along With Several Small Neighborhood Parks.
- Partnership With Forest Park Foundation Brought Several Conservation Parcels To The District Starting In The 1960’s.



**PEORIA PARK DISTRICT  
OWNS/MANAGES  
8,900+ ACRES**



# PARKS AND RECREATION IN AMERICA

*The Typical Park and Recreation Agency...*



**Has 9.5 acres of park land**  
*per 1,000 residents*

The Peoria Park District has more than 66 acres of park land per 1,000 residents.





**1,600 ACRES**

OF WHICH PEORIA PARK DISTRICT  
**OWNS/MANAGES**

are permanently protected as  
**Illinois Nature Preserves**



↑ HOME TO OVER



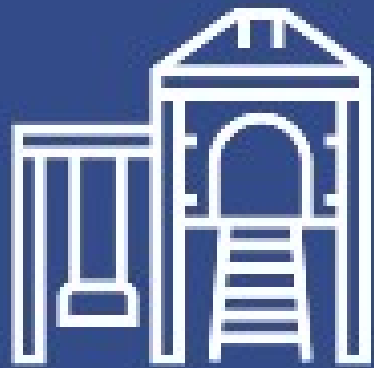
**1,000** species of  
**plants**



**900** species of  
**insects**



**175** species of  
**birds**



42

PLAYGROUNDS



32

PICNIC AREAS  
WITH SHELTERS



26

TENNIS AND/OR  
PICKLEBALL  
COURTS



3

DOG PARKS



# 65

MILES OF  
RECREATIONAL  
TRAILS



# 10

FISHING  
LOCATIONS





# 16

HORSESHOE  
PITS



4

SLEDDING  
SITES



2

CROSS COUNTRY  
SKIING AREAS



25

BASKETBALL  
COURTS



# 18

BASEBALL/  
SOFTBALL  
FIELDS



# 15

OUTDOOR  
VOLLEYBALL  
COURTS



**50**

**SOCCER  
FIELDS**



# 100+

COMMUNITY EVENTS  
& FUNDRAISERS





The Peoria Park District's Land Holdings and Amenities are comparable to those publicly held in:

Arlington, VA (serves 226,908)

Charleston, SC (serves 372,803)

Jacksonville, FL (serves 842,583)

Kansas City, MO (serves 467,007)

Miami, FL (serves 430,332)

PEORIA, IL (serves 128,500)

San Diego, CA (serves 3,200,000)

Tampa, FL (serves 358,699)



# Our Mission:

We contribute to a healthy and vibrant Peoria  
community  
by responsibly using our District resources  
to offer high quality parks and recreation  
experiences  
to those who live, work and play in our District.



# Our Guiding Principals:

**Professional:** Well-trained and proficient at all levels of our organization.

**Respectful:** Considerate of others and honest in our interactions; focused on opportunities for collaboration.

**Accountable:** Transparent and responsible for our decisions and their short-term and long-term impact on our District, our community, and our environment.

**Innovative:** Open to new approaches that achieve better outcomes and that make our District more financially secure while promoting sustainability of our resources; as we support innovation, we will prioritize environmental sensitivity in all of our activities.

**Safe:** Proactive in providing safe spaces and places for those who work and play in our District parks and facilities.

**Equitable:** Focused on equitable access to parks, facilities, and programs that promote healthy and active lifestyles across our diverse community, while also prioritizing a workforce, both internally and through collaboration and contracting, that looks like the communities we serve.



# STRATEGIC PLANNING

## **Our Three Commitments:**

DEIA

Environmental Sustainability

Vibrancy



# Overall Financial Position

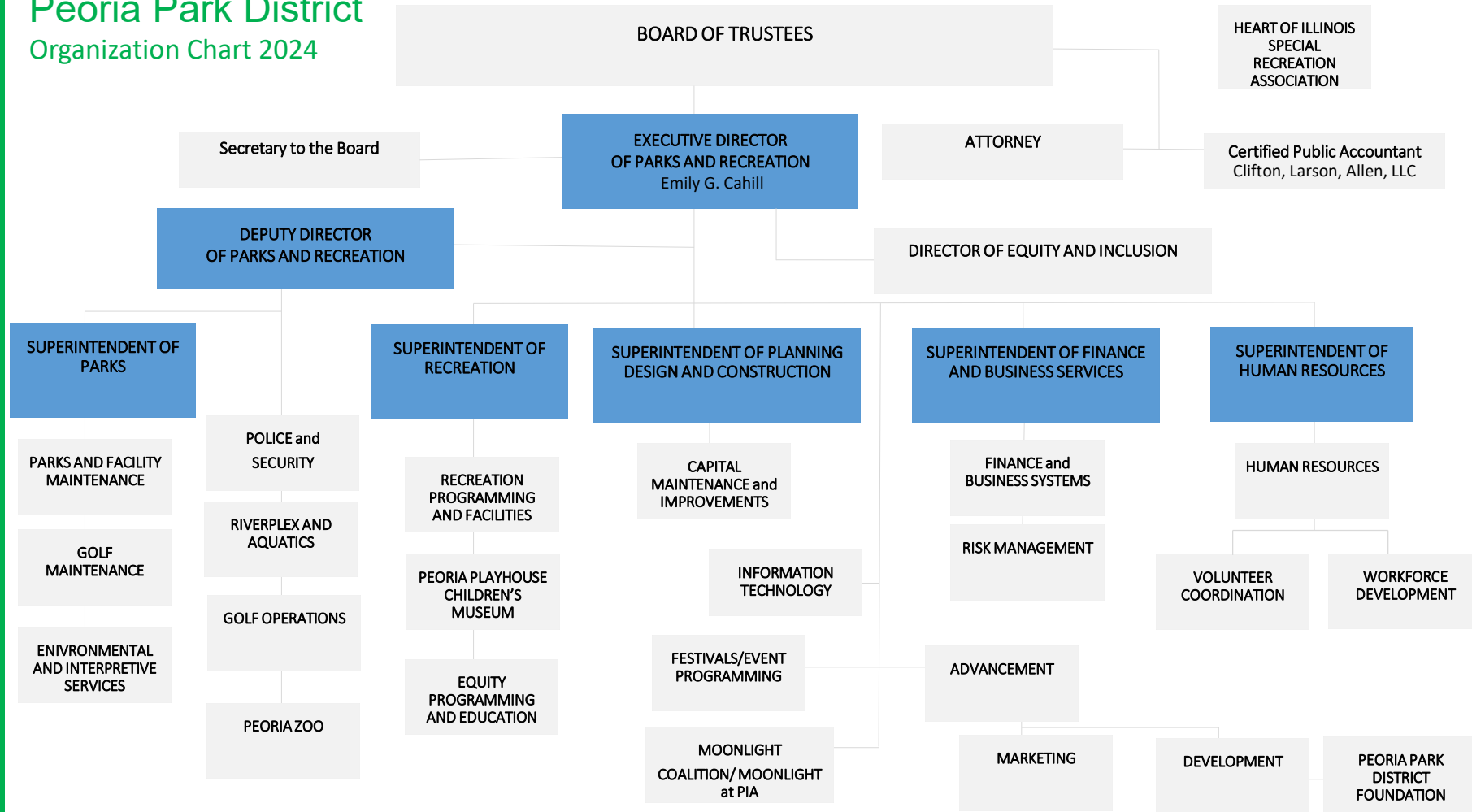


# Sources of Revenue



# Expenses

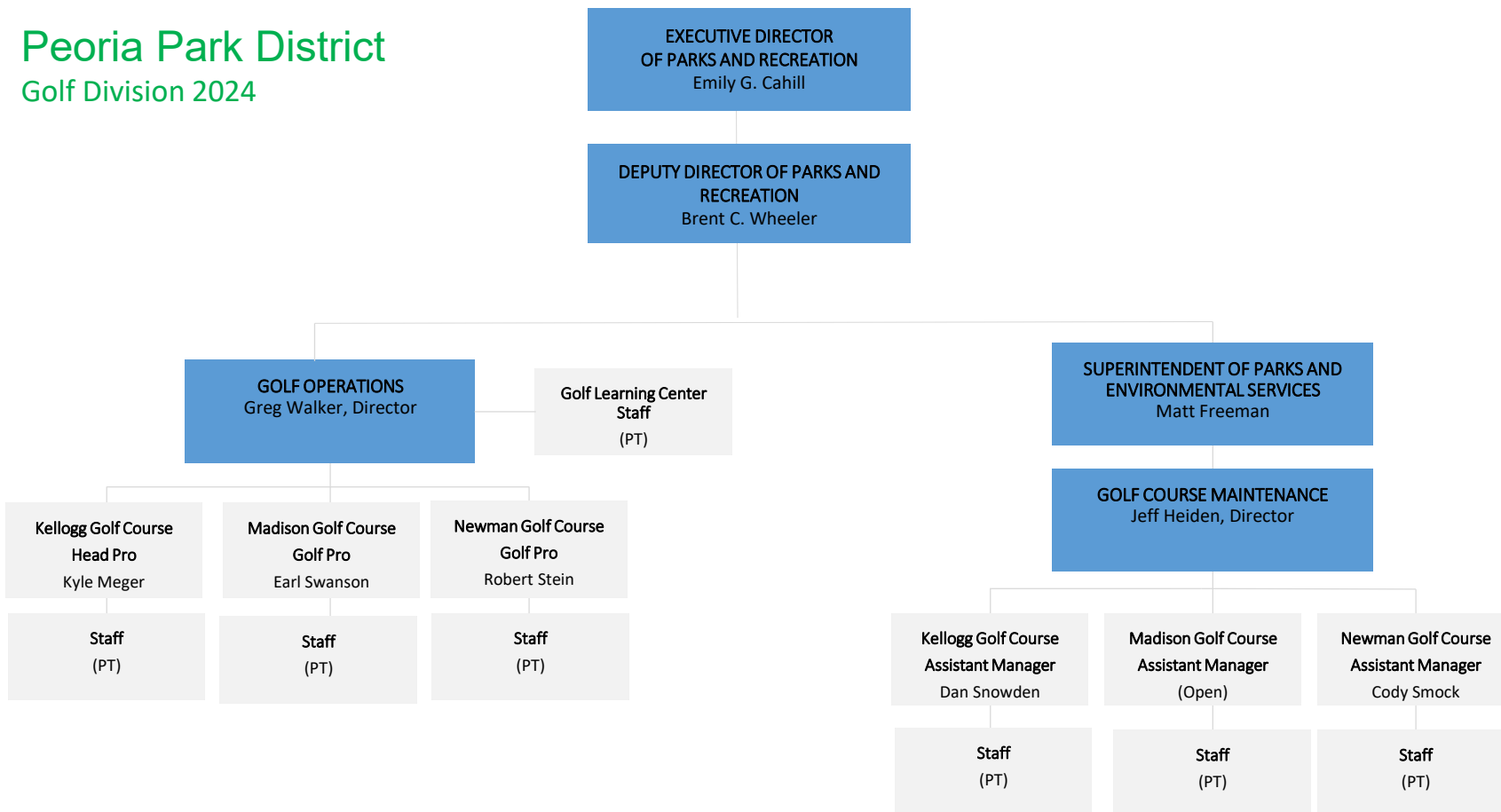
# Peoria Park District Organization Chart 2024





# Peoria Park District

## Golf Division 2024





## Board Committee Structure:

Full Board: 7 Trustees

### Committees:

Finance, Planning, Programming, DEIA,  
Talent Management and Engagement, Strategic Ad  
Hoc, RiverPlex/YMCA, Golf Ad Hoc

Also serve on Peoria Zoological Society, HISRA  
Board of Directors



# Advisory Committees

## Role of Advisory Committees

1. Advocacy
2. Ambassadorship
3. Friendraising
4. Fundraising for agreed-upon causes/ideas



# Golf Overview



# Kellogg Golf Course

Kellogg Golf Course was named after Howard B. Kellogg an insurance executive who was a member of the park district board from 1943 to 1957. During 1970 and 1971 construction continued and on May 15, 1972 the course opened and over 17,000 rounds of golf were played that year. A marvelous addition to the area was the Golf Learning Center and on June 3, 1999 it was opened for public use. A staple in the Peoria Park District's golf portfolio, the 18-hole Kellogg Golf Course features bent grass fairways and greens and redesigned bunkers. This 6,399-yard course is best for low to medium handicap golfers. Kellogg also features an executive 9-hole course that is great for beginners or golfers looking to work on their game!

YEAR BUILT: 1972

BENT GRASS FAIRWAYS & TEES

BENT GRASS GREENS

ARCHITECT: LARRY PACKARD, ROGER PACKARD & BOB LOHMANN



# Madison Golf Course

This original piece of park district property was acquired in 1895 at a cost of \$48,301.50. In the beginning the land was farmed and the corn used to feed animals at the zoo. Hay was introduced and that crop fed all the horses and other animals within the park system. By 1909 a nine-hole golf course was opened with the intent of expanding it to eighteen holes. By 1916 three more holes and a pavilion were added to the property. A golf shelter with showers and lockers were constructed, and by 1925 an additional 32.68 acres were purchased to allow the expansion to eighteen holes.

YEAR BUILT: 1909

BLUE GRASS FAIRWAYS

BRENT GRASS GREENS

ARCHITECT: TOM BENDELOW



# Newman Golf Course

This property was a gift from Lydia Moss Bradley and named after her daughter Laura the only one to have lived beyond early childhood. The name of the golf course was changed to Milton G. Newman in 1937. Some members of the board went to Newman's hospital bed to tell him that the Bradley course would be named after him. Milton was a member of the park district board from 1907 and served as its president from 1917 until his death in 1937. Eighteen holes of golf. A great test of golf with rolling terrain and a superb back nine. Recently renovated and ready for play, 18-hole Newman Golf Course is a favorite of Peoria area golfers! Newman offers 6,497 yards of challenging steep terrain, moderate ravines, deep bunkers, and numerous mature trees

YEAR BUILT: 1920

BLUE GRASS FAIRWAYS

BENT GRASS GREENS

ARCHITECT: BOB LOHMANN (RENOVATION 2015)



# Golf Learning Center

## Description

YEAR BUILT:

BLUE GRASS FAIRWAYS

BENT GRASS GREENS

ARCHITECT: BOB LOHMANN (RENOVATION 2015)





# a. Operations



Goal: Grow the  
game of golf as a  
lifelong wellness  
activity.



Factors that impact  
outputs/outcomes:

Weather!

Experience

Cost

Marketing

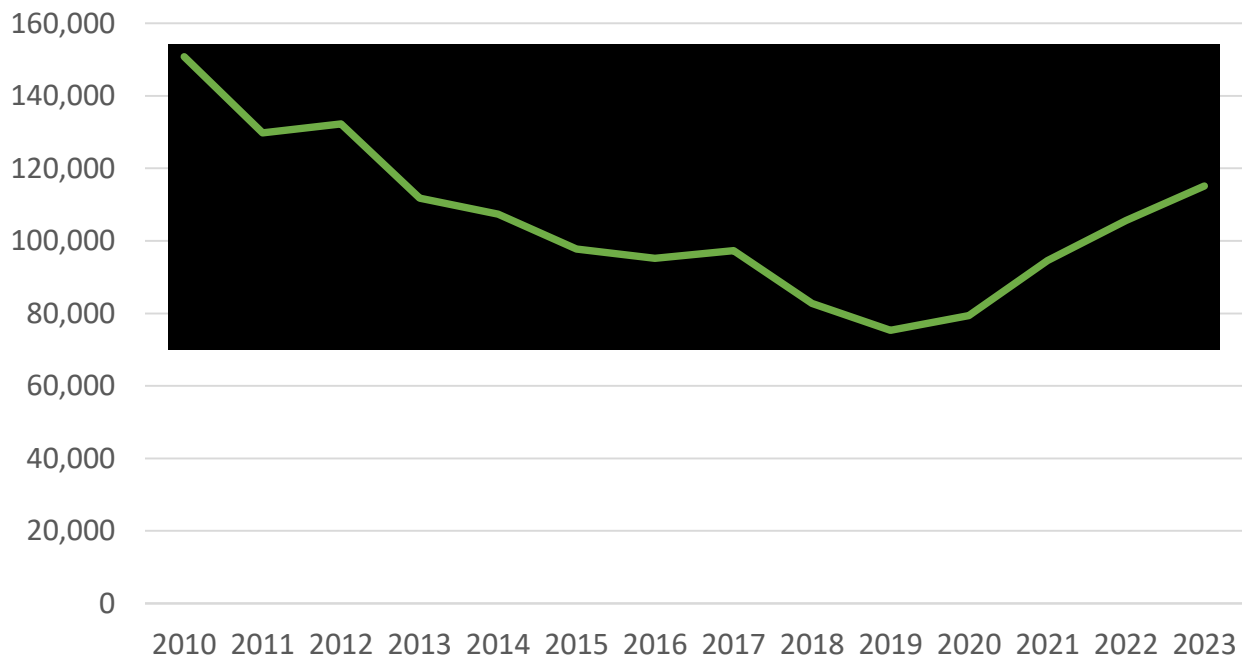


# Rounds



# Rounds

## History of Golf Rounds



*2010-2014 includes Donovan & Detweiler; 2015-2017 includes Detweiler*



# Memberships



# 2024 Fee Structure



# Food/Beverage





# Programming



# Leagues/Outings



# b. Maintenance



# Turf Care

Aerification:

History, Current strategy, Schedule this year

No-Mow Areas

History, Current strategy, What's next?



# Course Closures

Weather related closure

- Methodology

- Number of full-course closures year-to-date:

- Number of days with no carts on the course:

Seasonal closure

- Methodology

- History

- Schedule last year

- Schedule this year



# Tee Structure

Ripple effects of Detweiller closure

Managing wear

Philosophy on building new tees

Where have new tees been built?

What's next?



# Golf Course Irrigation

## Current Systems

Newman

Madison

Kellogg / Exec-9

GLC

## Future Plans



# Golf Carts and Paths

Current cart fleet status

Cart replacement schedule

Cart replacement options

Cart paths





# Innovation

Progressive Investment in Technology

Chemicals

Irrigation tools

Fleet



# c. Marketing



# Role of Marketing/Advancement

- Marketing Staff, Agency & Advancement
- Strategic Goals, Objectives and KPIs

## Top 5:

1. Building & Maintaining Brand Identity
2. Engaging the Golfing Community
3. Driving Revenue & Participation
4. Securing Sponsorships & Funding
5. Leveraging Cross-Promotion within the District



# d. Capital Needs/Plans



# Strategy in Golf

- a. Strategic Vision
  - i. Take care of what we have!
  - ii. Progressive Investment in  
tech/chemicals/equipment/fleet
  - iii. Focus on Golfer  
Recruitment/Retention/Engagement



# Strategy in Golf

Focus on Golfer Recruitment/Retention/Engagement

1. General marketing strategy and/or more focused?
2. Consistent Golfer Experience
  - a. Welcoming to new golfers
  - b. Challenging/engaging for experienced golfers
3. Connecting golf to lifelong wellness
4. Time outdoors
5. Role of GLC



**THERE'S MORE  
TO EXPLORE**

