

VILLAGE OF GLENCOE
GOLF ADVISORY COMMITTEE
Meeting Minutes
February 1, 2016

1. CALL TO ORDER AND ROLL CALL

The Golf Advisory Committee was called to order at 7:00 p.m. at the Village Hall. The following members were present:

Dale Thomas, Chairman
Joe Keefe
Scott Shore
Jim Hirsch
Mitch Melamed

Committee member Ron Schmidt was absent.

Also in attendance was Matt Radde, head golf professional.

2. APPROVAL OF THE 2015 DECEMBER MINUTES

The December Golf Advisory Committee meeting minutes were approved with a grammatical correction.

3. PUBLIC COMMENT TIME

- None

4. MANAGERS MONTHLY REPORT

- The March meeting will be moved to March 14th so the committee can review the budget before it is proposed at the Village Board meeting.
- December brought in unbudgeted revenue due to almost 400 rounds being played.
- The Glencoe Golf Academy held an open house in December to showcase new technology and generate interest in the off-season teaching program.
- Staff added a practice net into the men's locker room that will stay up year round. The area will be used in season for lessons and camps during inclement weather.
- The Glencoe Golf Club will be hosting the CDGA Illinois State Senior Amateur qualifier this summer.
- Mitch asked if the club receives revenue for hosting such an event. Stella answered that we do receive a small fee but hosting events for organizations, such as the CDGA, is more of an outreach tool than a revenue generator.
- Mitch asked when deferred revenue from the year will be recognized. Stella answered that the rainchecks will hit in January and deferred lesson revenue will be recognized when the lessons are taught.

5. 2016 BUDGET PREVIEW: RATES, COMPETITION AND ROUNDS

- Stella presented the 2016 Rates, Competition, and Rounds to the committee.
- Joe suggested the Village Board see this presentation to emphasize the point that the Glencoe Golf Club is successful despite the discounted resident rates that are offered by our competition.
- Mitch asked if we have any financial information on other food and beverage operations gross sales. Stella responded that the majority of public golf course in the area lease out their restaurants and we would not be privy to their gross sales only the lease payment itself.
- Our competitors have copied most of our rates and starting times for discounted player types. Our twilight and super twilight times are still earlier than most of our competitors but our early bird rate is no longer the most attractive.
- Staff is looking into ways to increase rounds in the super twilight category such as a kids play free program after 5:30pm.
- Outing revenue was down from last year, the state of the current clubhouse is drastically hurting our outing business.

6. OTHER BUSINESS

- Next month's meeting will review revenues and expenses. The committee will be asked to approve the FY17 budget at that time.

7. CLOSED SESSION

8. ADJOURNMENT

- There being no further business for discussion, the meeting was adjourned at 8:55 p.m.