

VILLAGE OF GLENCOE
GOLF ADVISORY COMMITTEE

April 11, 2011

7:00 p.m.

Glencoe Golf Club
621 Westly Road
Glencoe, IL, 60022

A G E N D A

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1. CALL TO ORDER AND ROLL CALL

Arnold Levy, Chairman
Joe Keefe, Village Board Representative
Rand Diamond
Paul Grant
Hilary Lee
Mitch Melamed
John Nesbitt
Ellen Van Wart

2. APPROVAL OF MARCH 2011 MEETING MINUTES

3. PUBLIC COMMENT TIME

4. MANAGER'S MONTHLY REPORT

- MARCH 2011 SUMMARY REPORT
- AUDUBON CERTIFICATION

5. OTHER BUSINESS

6. ADJOURNMENT

VILLAGE OF GLENCOE
GOLF ADVISORY COMMITTEE

Meeting Minutes
March 21, 2011

1. CALL TO ORDER AND ROLL CALL

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

Arnold Levy
Joe Keefe
Rand Diamond
Paul Grant
Hilary Lee
Mitch Melamed
John Nesbitt
Ellen Van Wart

2. APPROVAL OF THE FEBRUARY 2011 MEETING MINUTES

The February 2011 Golf Advisory Committee meeting minutes were approved as written.

3. PUBLIC COMMENT TIME

There was no public comment.

4. MANAGERS MONTHLY REPORT

- Stella Nanos reviewed the end of the fiscal financial report. The report reflected an end of year total of \$332,022 for the capital reserve fund.
- Paul Grant pointed out that the golf club netted approximately \$10.00 per person for the season; our total round count was 33,000.
- The social media plan for the golf club was discussed.
- It was recommended that the golf club generate a report to determine what costs are involved with the GTT operation.
- The management fee paid to the Village was discussed. It was relayed to the committee that the fee increased by 1.1%, \$660.
- Concern was raised that the management fee will continue to increase and that an audit of the fee should be conducted.
- Joe Keefe shared with the committee that an audit of the fee had been conducted and that the total fee is actually higher than what we are currently paying.
- The importance of reinvesting in the Club was discussed.
- It was suggested that the audit of the management fee be shared with the committee.
- It was recommended that the past debt on the books owed to the Village from the golf club be written off.
- It was suggested that the debt owed the Village should remain on the books to deter any intervention from the County.
- Arnold Levy thanked Rand and Rhonda Diamond for all of their efforts with the creation and management of Friends of the Glencoe Golf Club.

5. NEXT MEETING OF THE GOLF ADVISORY COMMITTEE

- The next meeting of the Golf Advisory Committee was scheduled for Monday April 11, 2011 at the Glencoe Golf Club.

6. ADJOURNMENT

- There being no further business for discussion, the meeting was adjourned at 7:45 p.m.



Glencoe Golf Club

To: Golf Advisory Board

From: Stella Nanos, General Manager

Date: April 11, 2011

Subject: March 2011 Monthly Report

Financial Overview: The golf course opened for play on March 15th. Unfortunately suitable playing conditions lasted a short period of time leaving the majority of the month in below average cold and wet conditions. Due to the wet conditions we were not able to open the range or allow power carts until the March 30th. Total revenues were \$16,703 vs. a budget of \$15,130.

	2011 Actual	2010 Actual
March Rounds	163	305
Average Rate	\$23.66	\$23.33
FYTD Rounds	163	305

Departmental Overview:

Golf Shop: Green fee revenue was \$3,858 vs. a budget of \$4,610.

Merchandise: Merchandise sales totaled \$1,007 vs. a budget of \$300.

Driving Range: The driving range revenue was \$12.00 vs. a budget of \$500.

Rentals: Pull cart rentals totaled \$150 vs. a budget of \$100; electric carts totaled \$154 vs. a budget of \$500.

Food & Beverage: The restaurant is scheduled to open April 1st.

Golf Course:

All of the equipment work including sharpening, preventative maintenance, cleaning and repair work has been completed. The tee signs have been painted and refurbished. Greens, tees and fairways have all been mowed despite the cold and wet conditions. The butterfly garden bed constructing has begun; the bed will be planted with perennial foliage that attracts both butterflies and humming birds. The retaining wall around deck has been completed.

2011 Weather: The high temperature for the month was 67 degrees and the low was 18 degrees. The average high was 43 degrees and the average low was 28 degrees. Total precipitation was 2.34 inches against an average of 2.50 inches.

2010 Weather: The high temperature for the month was 75 degrees and the low was 18 degrees. The average high was 45 degrees and the average low was 28. Total precipitation was 1.11 inches against an average of 2.50.

Marketing Notes:

- A web banner ad was placed on the CDGA's (Chicago District Golf Association) home page, promoting permanent tee times along with a link to our website.
- Google Adwords, online ad campaign was activated for the month promoting permanent tee times on the Google search engine.
- Google "Tag" Ad for the Google search engine was placed promoting permanent tee times.
- Microsoft Adcenter, online ad campaign was activated promoting permanent tee times on the Yahoo and Bing search engines
- The new Rate Card and junior membership cards have been printed.
- An email blast was sent to our customer database advertising the 2011 spring rates, the new junior golf pass, the 2011 senior membership card, and promoting a spring club fitting special.
- Twitter and Facebook profiles have been updated with course news.
- The tournament and events calendar updated on the Glencoe Golf Club Website.

Miscellaneous:

- Painting and redecorating of the ladies and men's locker room was completed.
- A meeting was held with the Chicago Botanic Garden to establish final water elevation for the pond adjacent to the 17th hole.
- The sanitary pump was replaced under the pro shop. It was decided that it is necessary to reroute the sewage leaving the clubhouse as well as to upgrade the pump system. This project was not in our original capital budget and will cost an estimated \$13,000 to complete.

Sincerely,

Stella Nanos
General Manager
Glencoe Golf Club