

VILLAGE OF GLENCOE  
GOLF ADVISORY COMMITTEE  
Meeting Minutes  
April 15, 2013

1. CALL TO ORDER AND ROLL CALL

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

Joe Keefe, Chairman  
Jim Hirsch  
Mitch Melamed  
John Nesbitt  
Ronald Schmidt  
Scott Shore

2. APPROVAL OF THE MARCH 2013 MEETING MINUTES

The March 2013 Golf Advisory Committee meeting minutes were approved as written.

3. PUBLIC COMMENT TIME

There was no public comment.

4. MANAGERS MONTHLY REPORT

- The Committee met at the Club and sampled the new menu from Hel's Kitchen prior to the meeting. Everyone enjoyed their selections and liked the variety on the menu.
- Joe Keefe announced that Dale Thomas has been named the new Chairman of the Golf Advisory Board.
- Joe also announced that Larry Levin has requested that Joe remain on the Golf Advisory Board for an additional term.
- Stella awarded Joe Keefe with a wooden tee hole marker with his name on it to thank him for his eight years of service on the Golf Advisory Board.
- Stella reviewed the March monthly report.
- The weather in March was dismal and below average throughout the month. The last four days of the month had good weather and brought in enough revenue to hit the monthly budget.
- Joe Keefe commented that Stella does a good budgeting job and that the numbers are always hit despite the major changes in weather year to year.
- The food 'Call Box' on the 7<sup>th</sup> hole was discussed. It was recommended that it is made more visible to the golfers.
- Joe Keefe thought that the English telephone booth adjacent to the train station would look good on the course and he would mention the idea to Paul Harlow.
- Stella informed the Committee that the Club now has its own mobile app that can be downloaded for free and used for reservations, scoring and GPS.
- Stella explained that the GPS on the app will show yardage to the front, middle and back of the green.

- It was suggested that the Club provide Wi-Fi for public use in the clubhouse. Stella informed the committee that they are researching the idea but the fact that we have credit card information on our server prevents us from making the connection public.
- Stella informed the group that the mobile app requires a credit card to make reservations to deter people from making reservations and not showing up to their tee time.
- The new draft beer kegerator was discussed. The committee thought that the tap should be more visible to encourage usage. It was suggested that the beer vendor provide signage to help with sales.
- Stella updated the committee on the Clubhouse Task Force. There were over 35 RFQs sent out for the clubhouse architect. Thirteen firms submitted RFQs. To review the submitted RFQs a sub-committee of the Clubhouse Task Force has been designated to meet and decide on who should receive the RFP. The sub-committee was comprised of Larry Levin, Arnold Levy, Scott Javore, Paul Harlow and Stella.
- It was noted that the merchandise sales have increased over the years. Stella informed the committee that many club sales have been made through the custom club fitting's conducted by Matt Radde and Bill Sakas. She also informed the committee that although it is a great service there is not a great markup on the clubs.
- A question was asked if we demo the clubs. Matt responded that we are no longer sending out demo clubs but pushing everyone toward custom club fitting. Since the Club has purchased the proper technology to fit the Clubs it has become an easy sell to get golfers into the new clubs.
- Stella distributed range keys to the committee and a letter describing their privileges for serving on the committee.
- Joe Keefe asked the committee if they had any suggestions for agenda items for the new chairman. He thought it would be a good idea for the committee to put together a wish list for changes to the course.
- A question was asked if there is a ladies league at the Club. Stella informed the committee that a ladies league does exist and there are over 40 members.
- John Nesbitt suggested that when a new appointment is made that a woman should be considered for the position to maintain diversity on the committee.

## 5. ADJOURNMENT

- There being no further business for discussion, the meeting was adjourned at 7:50.