

VILLAGE OF GLENCOE
GOLF ADVISORY COMMITTEE

May 16, 2011

7:00 p.m.

Glencoe Village Hall
675 Village Court,
Glencoe, IL, 60022

A G E N D A

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1. CALL TO ORDER AND ROLL CALL

Joe Keefe, Chairman
Rand Diamond
Paul Grant
Hilary Lee
Mitch Melamed
John Nesbitt
Ellen Van Wart

2. APPROVAL OF APRIL 2011 MEETING MINUTES

3. PUBLIC COMMENT TIME

4. MANAGER'S MONTHLY REPORT

- APRIL 2011 SUMMARY REPORT
- MISSION STATEMENT REVIEW

4. DISCUSSION OF AGENDA PROCEDURES

5. SURVEY OF GOLF ADVISORY MEMBERS/PAST AND PRESENT

6. NEW MEMBERS

7. OTHER BUSINESS

8. ADJOURNMENT

VILLAGE OF GLENCOE
GOLF ADVISORY COMMITTEE

Meeting Minutes
April 11, 2011

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:

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

Village Board Liaison, Joe Keefe, was absent.

2. APPROVAL OF THE MARCH 2011 MEETING MINUTES

The March 2011 Golf Advisory Committee meeting minutes were approved as amended to include the following: Concern was raised in regards to GTT management moving their main business away from the Glencoe facility.

3. PUBLIC COMMENT TIME

There was no public comment.

4. MANAGERS MONTHLY REPORT

- Stella reviewed the March financial report.
- There were unbudgeted capital expenditures in March due to the work to re-route the sewer line away from the pro shop.
- Stella reported that a meeting was held with the Chicago Botanic Garden to evaluate the current and future level of the pond adjacent to the 17th hole. A distinct maximum elevation was agreed upon by both parties.
- Dave Arden explained the importance of maintaining the agreed upon pond level as it is a crucial component to the drainage of the entire golf course.
- Concern was raised that the agreement with the Botanic Garden was not put in writing. Stella informed the committee that an email was sent to all parties that summarized the points of the meeting and that a written agreement was not necessary in this case.
- A permanent tee time update was given, the club is expected to be two foursomes short of budget.
- Stella shared with the committee that the Club has achieved distinction as a Certified Audubon Cooperative Sanctuary. She thanked Dave Arden for his hard work and commitment in achieving this status.
- It was suggested that Dave Arden make a presentation to the community on lawn care or perhaps an article in the Glencoe Memo.
- Arnold Levy reported to the committee that the letter that was sent to Paul Harlow regarding a performance bonus for key staff members at the Club was well received.

- A discussion regarding Green To Tee took place. It was recommended that a plan be in place in the event that the Club creates its own teaching academy.
- It was recommended that the golf club generate a report to determine what costs are involved with the GTT operation.
- It was explained that funds would be needed to create a teaching academy and that revenues would not be in line with our existing lease payments.
- The committee was informed that all discussion has ceased in regards to a cell tower being erected on the golf course.
- It was recommended that a mission statement be created for the Golf Club. This statement should define the fundamental purpose of the Club, spell out our goals, provide a sense of direction and guide our actions.
- A draft of the mission statement should be distributed prior to the next meeting.
- A member inquired as to the status of the driving range net issue being brought to the Village Board. Joe Keefe was going to update the committee on this topic but he was not in attendance at this meeting.
- Paul Grant made a presentation to Arnold Levy thanking him for his leadership and congratulating him for the success of the Club.
- Stella Nanos made a presentation to Arnold Levy thanking him for his service to the Glencoe Golf Club. Arnold's efforts, guidance and enthusiasm have been an integral part of the Club's success over the past four years and his contributions will be sorely missed.

5. NEXT MEETING OF THE GOLF ADVISORY COMMITTEE

- The next meeting of the Golf Advisory Committee was scheduled for Monday May 16, 2011 at the Village Hall.

6. ADJOURNMENT

- There being no further business for discussion, the meeting was adjourned at 8:30 p.m.



Glencoe Golf Club

To: Golf Advisory Committee
From: Stella Nanos, General Manager
Date: May 13, 2011
Subject: April 2011 Monthly Report

Financial Overview: April's weather was dismal for the golf business. Several days broke records for cold that were established over the past 141 years, rain fell 15 days out of the month and we recorded the cloudiest month in history. Carts were not allowed on the course 15 days out of the month and 8 days were a complete washout. Total revenues were \$67,897 vs. a budget of \$77,217.

	2011 Actual	2010 Actual
April Rounds	1,188	2,368
Average Rate	\$31.24	\$27.46
FYTD Rounds	1,351	2,673

Departmental Overview:

Golf Shop: Green fee revenue was \$37,118 vs. a budget of \$42,245.

Merchandise: Merchandise sales totaled \$2,873 vs. a budget of \$3,150.

Driving Range: The driving range revenue was \$2,604 vs. a budget of \$2,500.

Rentals: Pull cart rentals totaled \$1,054 vs. a budget of \$750; electric carts totaled \$4,323 vs. a budget of \$8,000.

Food & Beverage: The restaurant opened for business April 1st. The first lease payment is scheduled for the month of May.

Golf Course:

- Course clean up is an ongoing process. Heavy rains produced excessive cleanup due to tree limbs and debris falling as well as cart path and bunker wash outs.
- Seasonal start up tasks were performed including: bunker edging, cart path repair, landscape bed edging and mulching and prepping flower beds.

- Mowing of the course was not possible the majority of the month due to wet conditions. Much of the work performed by seasonal staff was on capital projects.
- The butterfly garden construction is complete. We expect the foliage to be in full bloom by June 1st.
- Landscaping of the parking lot and the new deck has been completed.
- An equipment wash pad has been constructed adjacent to the chemical storage area. This pad will prevent rinsate from the equipment entering the irrigation ponds, eliminating possible contamination i.e. gas, oil, grass clippings and chemical residue.
- Cart path renovations were performed on holes 1, 14 and 18.
- Renovation work has begun to the green side bunkers on hole 11.

2011 Weather: The high temperature for the month was 83 degrees and the low was 38 degrees. The average high for the month is 56 degrees and the average low is 37 degrees. Total precipitation was 6.34 inches against an average of 3.70 inches.

Marketing Notes:

- An ad was placed in the CDGA green book.
- The Glencoe Golf Club was included in the CDGA opening season email blast promoting our rates and permanent tee times.
- We have utilized Google boost to create a premium listing under the google search engine.
- A premium listing was placed in the Golf Chicago magazine directory; this listing will run the entire season.
- Google Adwords, online ad campaign continues promoting permanent tee times on the Google search engine.
- Google “Tag” Ad for the Google search engine was placed promoting seasonal rates.
- Microsoft Adcenter, online ad campaign continues promoting permanent tee times on the Yahoo and Bing search engines.
- Twitter and Facebook profiles have been updated with course news.

Miscellaneous:

- The Glencoe Golf Club has achieved distinction as a Certified Audubon Cooperative Sanctuary. This designation highlights the efforts put forth by staff to incorporate sustainable practices to the golf course.
- April was the last meeting of Arnold Levy, who served six years as Chairman of the Golf Advisory Committee.
- All of the power carts have undergone mechanical upgrades.
- Range tee and bunker complex expansion has begun. This expansion will add five hitting bays to our tee line. The larger bunker will accommodate practice by more than one golfer.
- Work has begun on the new putting green. Once the green is open for play the former putting green will be designated a chipping green. Expected completion date is August 1st.

Sincerely,

Stella Nanos
General Manager
Glencoe Golf Club