

VILLAGE OF GLENCOE  
GOLF ADVISORY COMMITTEE

August 26, 2013

7:00 p.m.

Village of Glencoe  
675 Village Court  
Glencoe, IL, 60022

A G E N D A

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1. CALL TO ORDER AND ROLL CALL  
Dale Thomas, Chairman  
Jim Hirsch  
Joe Keefe  
Mitch Melamed  
John Nesbitt  
Ron Schmidt  
Scott Shore
2. APPROVAL OF JULY 2013 MEETING MINUTES
3. PUBLIC COMMENT TIME
4. MANAGER'S MONTHLY REPORT
  - JULY SUMMARY REPORT
  - COOK COUNTY FOREST PRESERVE MEETING RECAP
5. CLUBHOUSE TASK FORCE UPDATE
6. OTHER BUSINESS
7. ADJOURNMENT

VILLAGE OF GLENCOE  
GOLF ADVISORY COMMITTEE  
Meeting Minutes  
July 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 Village Hall. The following members were present:

Dale Thomas, Chairman  
Jim Hirsch  
Mitch Melamed  
Ronald Schmidt  
Scott Shore

Joe Keefe and John Nesbitt were absent.

Matt Radde, head golf professional, was also in attendance.

2. APPROVAL OF THE JUNE 2013 MEETING MINUTES

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

3. PUBLIC COMMENT TIME

There was no public comment.

4. MANAGERS MONTHLY REPORT

- Stella reviewed the June monthly report.
- Despite the dismal temperatures the Club was able to reach the bottom line due to payroll and expense savings.
- The Club has not purchased any water this season due to the excessive rainfall.
- The new tee on the 7<sup>th</sup> hole is open for play and has been well received by the ladies.
- The 3<sup>rd</sup> tee renovation is complete including a new turn around, brick work, drainage and a new planter.
- Work continues on the 15<sup>th</sup> hole path leading to the 16<sup>th</sup> tee.
- The first series of short game clinics took place, they were very popular and another series is planned for July.
- A theme dinner presented by Hel's Kitchen was held at the course. Attendance was low and there are plans for a Mexican Fiesta in July.
- It was suggested that the price of the event be lowered and that it be promoted in the Glencoe News to attract non-golfers.
- A question was asked regarding the capital expense budget. Stella explained that we are behind in spending as Dave Arden is still searching for some essential pieces of equipment. Once the equipment is purchased we will catch up on our spending.
- The merchandise sales were discussed; June's sales numbers were double the budget. Matt explained that the Taylor Made sales account for the majority of the sales but the net revenues are not very high.

- Matt Radde presented the proposed handicap hole changes to the committee.
- The back 9 has some minor changes and the committee agreed that the changes looked correct and there were no disagreements.
- It was suggested that the scorecards be collected again in future years to account for the changes made to the tee boxes to lengthen the course as it may become more difficult.
- Matt explained that we are about to order scorecards but we only order enough to cover 6 months of play, so if we want to revisit the hole handicaps again in the near future it will not be a problem.
- The back 9 had many more severe swings in the handicap changes and debate ensued.
- Matt explained that the average score for many of the hole were very close in the scoring average study.
- The committee discussed the findings of the study and their own experiences and came to unanimous agreement on the new handicaps for the front 9 holes.
- Stella gave an update on the RFP's that were received. She explained that the materials that have been received are basic company descriptions with no details or specific drawings of our project.
- Stella informed the group that interview dates have been set with the Architects and that they are open meetings.
- The committee decided to change the date of the September meeting to fall after all of the interviews with the Architects have taken place. (September 30)
- Stella informed the committee that a meeting was planned with Cook County Forest Preserve representatives to discuss the proposed clubhouse. The committee decided to change the date of the August Golf Advisory Board meeting to fall after the CCFP meeting. (August 26)
- Discussion ensued on relocating the maintenance building to the corner of the 17<sup>th</sup> hole. There are still issues outstanding with this idea with the Botanic Garden.
- Dale Thomas informed the committee that he was approached about including a croquet court in the plans for a new clubhouse.
- A question was asked if platform tennis would be included in the new project. Stella responded that it has not been considered at this point and we might be stretched for space to include the tennis courts in the plan.
- The service of the beverage cart was discussed. There is still training that needs to be done as the beverage cart is still missing groups or not being seen frequently.
- The flower displays on the golf course were praised for their beauty.
- It was suggested that a function be included with the theme dinners that would include children as most of the young families are not aware of the golf course.

#### ADJOURNMENT

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



# Glencoe Golf Club

To: Golf Advisory Board  
From: Stella Nanos, General Manager  
Date: August 9, 2013  
Subject: July 2013 Monthly Report

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**Financial Overview:** July's weather had below average temperatures and precipitation; not a bad combination for the golf business. Total revenues were \$328,602 versus the budget of \$320,709.

	2013 Actual	2012 Actual
Rounds	6,235	5,863
Average Rate	\$35.21	\$37.09
FYTD Rounds	17,589	19,332

## **Departmental Overview:**

**Golf Shop:** Green fee revenue was \$219,520 vs. a budget of \$220,509.

**Merchandise:** Merchandise sales totaled \$7,683 vs. a budget of \$9,850.

**Driving Range:** The driving range revenue was \$12,119 vs. a budget of \$8,000.

**Rentals:** Power cart rental revenue was \$53,662 vs. a budget of \$52,000; pull cart rental revenue was \$2,674 vs. a budget of \$2,900.

**Food & Beverage:** The restaurant was open with a full menu. The rent payment of \$4,400 was received.

## **Golf Course:**

- Several large limbs have fallen off of willow trees throughout the course. The chemical storage fence was damaged in one of the incidents.
- July's temperatures were mild compared to previous years however it is still a struggle to maintain healthy turf due to a shallow root system that is present from the excessive rain in the previous months.
- The renovation of the path between the 15<sup>th</sup> green and 16<sup>th</sup> tee is 90% complete. The decorative stone wall borders on both sides of the path have been constructed and new gravel has been added to the path. The last steps in the project will be planting ornamental plants and putting finishing caps on the walls.
- All of the greens were top-dressed twice to aid in speed and to maintain a consistent roll.

- The bunkers were all edged three times throughout the month.
- Weeds in the rough were spot sprayed.
- Greens and tees had to be hand watered throughout the month to prevent dry spots which is typical for July.
- Low branches were trimmed throughout the course.

**2013 Weather:** The high temperature for the month was 98 degrees and the low was 55 degrees. The average high for the month is 83 degrees and the average low is 63 degrees. Total precipitation was 3.40 inches against an average of 3.63 inches.

**Marketing Notes:**

- We utilized Google and Microsoft adwords to promote golf camps and the Glencoe Golf Academy.
- A sandwich board is being utilized adjacent to the first tee to promote upcoming events.
- An email blast was sent promoting the Glencoe Open and clinics.
- A business listing is running for the Glencoe Golf Academy in Google places as well as Bing business portal.
- Social media website updates via Twitter and Facebook.

**Miscellaneous:**

- A Rally for the Cure event was held at the Club. Over \$1,300 was raised during the event.
- A survey was sent to the summer camp participants to rate the quality of the program. The survey results indicated above average responses in all categories.
- An IJGA, Illinois Junior Golf Association, tournament was held at the Club. There were 150 competitors ages 12 to 18 that participated.
- A three series clinic on the short game was taught by the Glencoe Golf Academy.
- The restaurant hosted a Mexican Fiesta theme dinner.
- Interviews have been scheduled with the seven clubhouse architect firms that were chosen in the clubhouse project.

Sincerely,

Stella Nanos  
General Manager  
Glencoe Golf Club