



AGENDA
GLENCOE GOLF CLUB
Golf Advisory Committee
Village of Glencoe
Monday, March 13, 2017-7:00pm

- 1. CALL TO ORDER AND ROLL CALL**
Dale Thomas, Chairman
Jim Hirsch
Eva Levy
Ron Schmidt
Scott Shore
- 2. CONSIDER THE JANUARY 30TH MEETING MINUTES**
- 3. MANAGER'S MONTHLY REPORT**
 - JANUARY/FEBRUARY 2017 SUMMARY REPORT
- 4. FY2018 BUDGET PREVIEW: REVENUE, PAYROLL AND EXPENSES**
- 5. OTHER BUSINESS**
- 6. PUBLIC COMMENT TIME**
- 7. ADJOURN**

The Village of Glencoe is subject to the requirements of the Americans with Disabilities Act of 1990. Individuals with disabilities who plan to attend this meeting and who require certain accommodations in order to allow them to observe and/or participate in this meeting, or who have questions regarding the accessibility of the meeting or the facilities, are requested to contact the Village of Glencoe at least 72 hours in advance of the meeting at (847) 835-4114, or the Illinois Relay Center at (800) 526-0844, to allow the Village of Glencoe to make reasonable accommodations for those persons.

VILLAGE OF GLENCOE
GOLF ADVISORY COMMITTEE
Meeting Minutes
January 30, 2017

1. CALL TO ORDER AND ROLL CALL

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

Dale Thomas, Chairman
Eva Levy
Jim Hirsch

Committee members Ron Schmidt and Scott Shore were absent. Matt Radde, head golf professional, was also in attendance.

2. APPROVAL OF THE 2016 DECEMBER MINUTES

The December Golf Advisory Committee meeting minutes were approved as submitted.

3. MANAGERS MONTHLY REPORT

- Stella informed the committee that Mitch Melamed has fulfilled his maximum terms on the Golf Advisory Board and thanked Mitch for his service. The Village President is currently interviewing potential candidates for his replacement and we should have a new member in place by the April meeting.
- The course and range closed for the season in December with no rounds being played. Last year the weather permitted the course to remain open and there were 400 rounds played.
- The old irrigation pumps were removed and inspected. The inspection showed the pumps are not able to be rebuilt and must be totally replaced. The project will still be under budget with the modification to the new pumps.
- Seven loads of logs were removed from the dump which frees up space for brush and debris from the course.
- Staff is currently researching a new point of sale provider. A new system is expected to be in place by mid-April.
- A question was asked on the status of the willow trees on #17 tee. Stella replied that the Botanic Garden is currently building a new building adjacent to our property in that location. She is unsure of how much room there will be for additional landscaping. It was requested that Stella approach the Botanic Garden to partner with the golf course to remove and replace the willow trees to improve views for both the course and Botanic Garden.
- Eva asked how the staff can draw additional golfers from Sunset Valley being closed. Stella answered that staff is targeting Highland Park in local

papers with print advertising and there have been increases in senior membership sales and permanent tee time sales from that area.

- Lalo De la Garza, assistant superintendent, will be retiring in April. Stella and Dave Arden are currently interviewing potential replacements, but the pool of qualified candidates is small.

4. 2016 BUDGET PREVIEW: RATES, COMPETITION AND ROUNDS

- Matt Radde presented the 2017 Rates, Competition, and Rounds to the committee.
- Local courses continue to duplicate our Senior Membership program and are also trending towards earlier discounted times and heavily utilizing third party resellers.
- A question was asked regarding how many of our senior members are from the city. Stella answered that most of the seniors are from the surrounding suburbs but many of our younger weekend customers are from the city.
- The driving range business has increased steadily. The range rates have not increased in 10 years. Staff recommended a \$1.00 increase to bucket prices and \$5.00 increase to range memberships.
- Staff proposed an increase to weekday prime time, weekend prime time, and weekend senior rates by \$1.00.
- A motion was made by Jim Hirsch that committee approve the proposed rates for 2017, Eva Levy seconded the motion. The proposed rates were then unanimously approved.

5. OTHER BUSINESS

There will be no February meeting. The next meeting will be held on March 13th, 2017.

6. PUBLIC COMMENT TIME

- None.

7. CLOSED SESSION

8. ADJOURNMENT

- There being no further business for discussion, the meeting was adjourned at 8:31 p.m.



Glencoe Golf Club

To: Golf Advisory Committee
From: Stella Nanos, General Manager
Date: March 3, 2017
Subject: February 2017 Monthly Report

Financial Overview: The golf course and driving range were open for a stretch of six days in February resulting in 639 rounds played. This is the first time the Club has been open for play in February with temperatures reaching 70 degrees. The warm spell occurred the weekend prior to President's Day so additional rounds were also played on the holiday. Several courses in the area did not open and missed this prime opportunity to generate unbudgeted revenues. Total revenues were \$154,632 versus the budget of \$755. A large portion of the revenue brought in will be deferred until FY18 for our membership programs. \$120,017 is for the permanent tee time program that begins in May and \$2,475 is for the senior membership program that begins March 1st.

	2017 Actual	2016 Actual
Rounds	639	0
Average Rate	27.60	0
FYTD Rounds	32,045	31,956

Departmental Overview:

Golf Shop: Greens fee revenue was \$17,638 vs. the budget of \$0.

Merchandise: Golf shop sales totaled \$1,303 vs. a budget of \$0.

Driving Range: The driving range revenue was \$2,277 vs. the budget of \$0.

Rentals: Power carts were not allowed on the course. Pull cart rental revenue was \$986 vs. the budget of \$0.

Food & Beverage: The restaurant is closed for the season and will reopen on April 1. The pro shop sold \$282 in snacks.

Golf Course:

- Two fairway mowers were sent out for warranty work.
- The cart barn manhole project was completed. This work involved lowering the existing manhole and adding new drain pipe from the manhole to existing drain tile on the golf course. This will facilitate drainage in the area and reduce labor costs.
- New tee signs and directional signs were built.
- Tee signs and directional sign were sanded down and re-painted in preparation for the season.
- The final tree trimming work took place with the use of contracted climbers. The work entailed trimming and shaping designated trees and dropping the debris. The maintenance staff at the Club will perform the pickup and chipping of all the debris in the spring.

- Equipment repairs as well as preventative maintenance continues on all mowing units. This work includes the grinding/sharpening of all mowing blades.

2017 Weather: The high temperature for the month was 70 degrees and the low was 11 degrees. The average high for the month is 32 degrees and the average low is 17 degrees. Total precipitation was 1.52 inches against an average of .95 inches.

Marketing Notes:

- The website was updated with 2017 Senior Membership information and summer junior camp information.
- An email blast was sent to our past summer camp participants to inform them that 2017 summer camp registration is now available online.
- An email blast was sent promoting the golf course opening in February and Academy programs.
- A push notification was sent to all of the App subscribers informing them that the course would be open for play in February.
- An ad was published on social media outlets, Facebook and Instagram, promoting indoor golf instruction.

Miscellaneous:

- The mild winter will have a positive effect on spring course conditions due to the lack of frost in the ground. The soil will be more receptive to moisture resulting in dryer course conditions in the spring.
- The search for an assistant superintendent to replace the retiring assistant, Lalo De La Garza, has been challenging. The qualified candidate pool for the position is very small and the job may remain vacant this season.
- The FY2018 Golf Budget was presented to the Village Board.
- Fees have been received for the FY18 permanent tee time program; staff expects to exceed the budgeted number of \$188,000.
- A TaylorMade demo day was held indoors, several drivers were sold during the custom club fitting portion of the event.
- The Glencoe Golf Club is excited to participate in the PGA Junior Golf league. This league is specifically designed for any level of golfer 13 years of age and under. The league includes weekly practice sessions with instruction as well as matches that compete against teams from other local courses. The goal of this program is to offer a fun, social, and inclusive program to all participants while building comradery in a team environment.
- New Senior Membership cards were created and have been sold online and at the golf shop for the 2018 season.
- Junior summer camp registration opened.

Sincerely,

Stella Nanos
General Manager
Glencoe Golf Club