

**GOLF COURSE COMMITTEE Agenda**  
**Monday, May 23, 2022–12:00 p.m.**  
**Nemadji Club House**  
**5 North 58<sup>th</sup> Street, Superior**



VIDEO CALL LINK: <https://us02web.zoom.us/j/85991064507>  
Meeting ID: 859 9106 4507 Password: 672420  
Dial-in option: (312) 626-6799

---

MISSION STATEMENT: “To provide value-based recreation to citizens on a cost-effective foundation sufficient to ensure that operations, debt and capital improvements are self-sustaining without assistance from the general fund, if possible.”

COMMITTEE MEMBERS: Barb Hoag (Chair), Troy Clark (Vice-Chair), Lindsey Graskey (Secretary), Jack Sweeney (City Council Rep) and William Anderson (Citizen Rep)

**1 ROLL CALL**

1.1 Introductions

**2 APPROVAL OF MINUTES**

2.1 Golf Course Committee (Meeting held April 25, 2022)

**3 OLD BUSINESS**

**4 NEW BUSINESS**

**5 RECURRING BUSINESS**

- 5.1 General Manager’s Report with Profit/Loss statement
- 5.2 Superintendent – Grounds/Maintenance Report
- 5.3 Nemadji Women’ and Men’s Club – Concerns/Updates
- 5.4 Agenda Items for Future Meeting (June 27, 2022 at 12:00 p.m.)

**6 ADJOURNMENT**

***Notice is hereby given that a majority of the members of the Common Council may be present at the meeting, and although this may constitute a quorum of the Common Council, the Council will not take any action at this meeting.***

\*\*\*\*\*  
***Pursuant to the Americans with Disabilities Act of 1990, if you are in need of an accommodation to participate in the public meeting process, please call (715) 395-7200 by 4:30 p.m. on the day prior to the scheduled meeting date (OR dial 711 for Telecommunications Relay Service). The City will attempt to accommodate any request depending on the amount of notice received.***  
\*\*\*\*\*

**In compliance with Wisconsin Open Meetings Law, this agenda was posted on 4/20/2022 at the following locations:** Superior Government Center, Douglas County Courthouse, and online at <https://www.ci.superior.wi.us/agendacenter>. It was also emailed to the Superior Public Library (to be posted), to PACT T to the Superior Telegram.

**GOLF COURSE COMMITTEE PROCEEDINGS**  
**Monday, April 25, 2022**  
**Noon in Room 204 and Remotely via ZOOM\***

Members Present: Barb Hoag, Troy Clark, Lindsey Graskey

Advisory Members and Others Present: Linda Cadotte, Tom Beaudry, Vince Dodge, Jon Cheshire\*, William Anderson

Members Excused: Jack Sweeney

Golf course meeting called to order at 12:00 p.m.

**1. Roll call was done.**

**2. Seeking approval of the March 28, 2022 Golf Course Committee Meeting Minutes**

**Motion by Graskey, seconded by Clark and carried, to approve the March 28, 2022 meeting minutes.**

**3. Old Business**

**3.1 Elect Golf Course Committee Secretary**

Graskey brought to the meeting a desire to fulfill the secretary roll at this time.

**Motion by Hoag, second by Clark and carried to elect Graskey as sitting secretary.**

Graskey then proceeded to take the minutes for the April 25, 2022 meeting.

**4 New Business**

**4.1 Update on results for soft opening/grand opening/results of brunch**

The results of brunch were successful in reaching the goals Kemper has projected through use of feed back surveys & the usage of QR codes to yield 127 guests participating. The overall average involving food, service, & atmosphere sits in the 4.8 average out of 5. The soft opening of the brunch entertained 94 guests with an increase of 241 East Brunch guests. Momentum is building as Kemper provides promotional direction through coupon to connecting a cross promo with food to shop discounts. Giving both exposure to two revenue streams beyond the course sales. Vice Chair Clark asked if weekly hours would be set to 7 days a week. Beaudry confirmed the hours will be 7A-7P with brunch executed only on Sundays with full menu also available for purchase.

**4.2 Value of free Par 3 Course**

The value of the free Par 3 course was discussed by Beaudry for the rebranding to be now known as Compass Course. The usages are ranging from current members practicing to playing grounds for Junior League which is set to start week of June 23rd, 2022. Another use of the Par 3 course is

to provide clinics tailored to current members along with attract new golfers to experience the multiple amenities being produced by Kemper in year three. Kids in the Park Program will be reintroduced while working with the city. At this time, it was expressed transportation will be a challenge. It was also mentioned the Par 3 course will be organized through a scheduling system to utilize.

#### **4.3 Appointment of new committee member due to Robert Kolbe's resignation**

Bob Kolby's letter of resignation was received. This resignation filed. At the time, the golf committee has an open seat to be filled by Mayor Paine in the future by appointee to then be presented at council for approval. At this time, one individual has shown interest, but no one other letters of interest have come forward.

#### **4.4 Weather Warning Signage/notification**

Weather Warning Signage was discussed in relation to the usage of a horn warning compared to a signage warning. The members of the committee took no action as it was discussed in previous meetings signage would be used as the best option along with guests exercising their own response to their safety on the course. No further discussion was had.

#### **4.5 Women's and Men's Spring meetings**

The Nemadji Women's and Men's Club meeting were held Tuesday, April 19th, at 7P & Friday, April 1st, at 7P respectively. Women's Club expressed the professionalism of Kemper during their meeting as Kemper's presentation lead to an overall excitement by the Women's Club of the future to come. The Women's Club had 38 members in attendance. The Women's Club meeting was held for the first time in two years. The Women's Club also decided on investing in clinics for their members versus the past protocol of contributing to the beautification on the golf course.

The Men's Club had 114 members in attendance. The discussion of the iPad installation program involving digital entry of handicaps was a highlight to the meeting . New boards members were assigned to see new improvements to reflect the change in current & trending gold styles.

### **5 Recurring Business**

#### **5.1 Profit/Loss-Budget/Actual Statement**

There was an electrical need the front of the house/restaurant was recognized and rearranged to add to the amenities & investment in motion. This cost was an unexpected cost at the time, the matter has been resolved & applied to the profit/loss report. Manager's report expressed a continuation of work towards staffing training & a shortage of work ( specifically rangers ) being operational concerns. Management expressed succeeding to level 2 green certified leading to safety national in motion. Work in team player development can be accessed on the Nemadji Golf Course website. Calendar of these events & teaching related opportunities are being added to help communicate the development & its plan. Marketing has concentrated mostly on digital

content, specifically social media, to communicate the opening of the course & its conditions. Email blasts as a form of marketing have shown strength & originality as the content of these emails are scripted creatively. Membership passes are slow, but this is no surprise as weather helps increase sales when consistent & ideal. Another note is the kitchen's success is positive & the next improvement is replacing the carpet in the dining area.

## **5.2 Superintendent - Grounds/Maintenance Report**

Grounds staff are progressing well with a full roster at the moment. Greens are forming, frost has left the ground. Chair Hoag inquired about why the score card had not changed as previously discussed to display the four 9 hole courses. Head Grounds Manager Dodge answered technical first, practical second in relation to the greens conditions. A decrease in tee spots weighed in this decision as well. Warmer weather will begin to see the improvements benefits.

## **5.3 Nemadji's Women's and Men's Club - Concerns/Updates**

Women's Club improvement funds will go towards skills clinics for members. Excitement continues to roll through from annual meeting at heading into the start of leagues for the Women's Club. Men's Club is looking into weather/Spring scrambles. All league fees have been paid to date. Vice Chair Clark asked if the the pro shop would be running into product issues as did the year before, Kemper assured products was ordered heavily in order to keep up with the demand & have options for the end of the year payout.

## **5.4 Possible Agenda Items for Future Meetings (Monday, May 23, 2022 at 12:00pm )**

Chair Hoag asked for clarification on how to add items to the agenda, the process was explained by Director Cadotte the procedure on how to add items for the future. Vice Chair Clark asked in new tee signs were here, it's expected to be months until their arrival. No other future agenda items were discussed. The committee was informed the **May meeting will be held at the Nemadji Golf Course dining area.**

## **6. Adjournment**

Motion by Clark second by Grasky and carried, the adjourn the meeting at 12:39pm

Minutes submitted by Lindsey Grasky



## April 2022 GM Report

To: Golf Committee  
 From: Tom Beaudry, GM/Head Golf Professional  
 CC: Jon Cheshire

### April Key Financial Performance Highlights:

Not being able to open the range until April 19<sup>th</sup> and course until April 22<sup>nd</sup> hindered our ability to achieve revenues for the month. Payroll finished slightly over budget MTD but is still under YTD. We continued to improve the clubhouse to help facilitate the new menu and Sunday brunches causing us to finish slightly over budget. We are confident that better weather will allow us to bridge the gap between actual and budgeted NOI.

April 2022	Actual	Budget	Variance	% Change	2021 Actual	% Change
<b>Nemadji Golf Course</b>						
<b>Total Revenue</b>	\$ 54,865	\$ 87,372	\$ (32,507)	-0.37205283	\$ 111,355	-50.7%
Merchandise COG's %	95%	64%	31%	48.4%	67%	41.4%
F&B COG's %	56%	34%	22%	65.9%	41%	35.7%
Payroll Expense	\$ 72,038	\$ 67,188	\$ 4,850	7.2%	\$ 59,690	20.7%
Other Expense	\$ 57,231	\$ 52,342	\$ 4,889	9.3%	\$ 52,805	8.4%
EBITDA	\$ (93,469)	\$ (45,683)	\$ (16,347)	35.8%	\$ (62,914)	48.6%
Management Fees	\$ 7,426	\$ 7,427	\$ (1)	0.0%	\$ 7,210	3.0%
<b>Net Income</b>	<b>\$ (100,895)</b>	<b>\$ (53,110)</b>	<b>\$ (47,785)</b>	<b>90.0%</b>	<b>\$ (23,557)</b>	<b>328.3%</b>
Rounds	405	1,398	(993)	-71.0%	2,523	-83.9%
Average GF/CF	\$ 39	\$ 31	\$ 8	25.8%	\$ 26	50.0%
FY 2022 TYD	Actual	Budget	Variance	% Change	PY Actual	% Change
<b>Nemadji Golf Course</b>						
<b>Total Revenue</b>	\$ 60,020	\$ 91,406	\$ (31,386)	-34.3%	\$ 120,093	-50.0%
Merchandise COG's %	90%	61%	29%	47.8%	71%	27.5%
F&B COG's %	69%	34%	35%	105.0%	42%	64.9%
Payroll Expense	\$ 192,881	\$ 196,808	\$ (3,927)	-2.0%	\$ 168,726	14.3%
Other Expense	\$ 156,207	\$ 136,557	\$ 19,650	14.4%	\$113,133	38.1%
EBITDA	\$ (313,281)	\$ (255,485)	\$ (57,796)	22.6%	(\$180,492)	73.6%
Management Fees	\$ (29,705)	\$ (29,708)	\$ 3	0.0%	(\$28,840)	3.0%
<b>Net Income</b>	<b>\$ (342,986)</b>	<b>\$ (285,193)</b>	<b>\$ (57,793)</b>	<b>20.3%</b>	<b>\$ (209,332)</b>	<b>63.8%</b>
Rounds	405	1,398	(993)	-71.0%	2,523	-83.9%
Average GF/CF	\$ 39	\$ 31	\$ -	0.0%	\$ 26	50.0%



**Key Performance Issues:**

- F&B hiring and training continues and challenges with availability with those hired and school not being out yet.
- Supply chain issues exist hindering our ability to fully stock the golf shop.

**KemperSports Upcoming Key Initiatives:**

**KemperSports Upcoming Key Initiatives:**

- Green to a tee
  - Level 2 certified and will work to level 3 but the program requires some significant financial commitment to achieve.
- Safety National
  - First game set for the week of May 23<sup>rd</sup>.
- True Service
  - True service training set for the week of the 13<sup>th</sup> and the 20<sup>th</sup> of May.
- Player Development
  - Player development enhancements scheduled in 2022 both in the Jr Golf Program, tournament schedule, clinics, as well as the PGA Hope program.



	NPS	Overall Rating	Service Rating	Course Rating	Food Rating	Recommend Rating	# of Surveys
Goal Index	70.0   70.0						
Totals	86.4	8.6	9.2	7.2	9.5	9.5	22
Nemadji Golf Club	86.4	8.6	9.2	7.2	9.5	9.5	22

**93 Brunch Survey Results**

Please Rate the Overall Service  
4.90

The Quality of Food  
4.66

The Variety of Food  
4.86

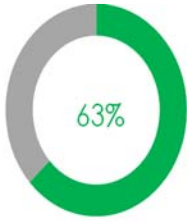
The Service  
4.95

## Marketing:

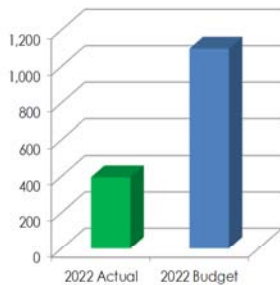


## Sales & Marketing Snapshot April REPORT DATE: 4/16/22

### Percentage of Budget

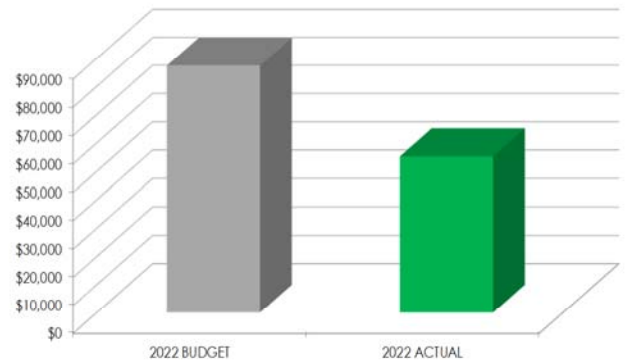


### Rounds



### Monthly Summary Totals

MONTHLY BUDGET	\$87,372
ACTUAL MONTHLY REVENUE	\$55,165
VARIANCE TO BUDGET	-\$32,207
PY MONTHLY REVENUE	\$111,514



### April

#### 2022 Monthly Budget

REVENUE CLASS	AMOUNT
Greens/Cart Fee:	\$42,858
Lessons / Clinics	\$0
F&B	\$19,925
Golf Shop	\$11,086
Driving Range	\$13,503

#### 2022 Actual Month Revenue

REVENUE CLASS	AMOUNT
Greens/Cart Fee:	\$15,631
Lessons / Clinics	\$300
F&B	\$15,487
Golf Shop	\$18,630
Driving Range	\$5,117

#### 2021 Actual Month Revenue

REVENUE CLASS	AMOUNT
Greens/Cart Fee:	\$65,389
Lessons / Clinics	\$160
F&B	\$17,341
Golf Shop	\$15,753
Driving Range	\$12,871

	2022 Actual	2022 Budget
Paid Rounds	395	1,098
Member Rounds	10	300
<b>Total Rounds</b>	<b>405</b>	<b>1,398</b>
<b>AVG RATE</b>	<b>AVG RATE</b>	
Rate	\$39.00	\$31.00

### April ACTION ITEMS / STRATEGIES / COMMENTS

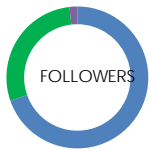
- \* Able to send out updates across email/social as proshop fills inventory
- \* Starting Brunch with Soft opening
- \* Pushing the season pass purchase prior to May 1st
- \* Drive more foot traffic with radio/tv advertisement- especially for the Grille



## Annual Memberships

Type of Membership	Number Sold in Month	Number Sold in Year	Monthly Revenue	Total Annual Revenue
Family	7	7	\$8,794.54	\$8,794.54
Adult	84	96	\$69,300.00	\$79,200.00
Adult Limited	12	15	\$8,400.00	\$10,500.00
Adult Couple	0	0	\$0.00	\$0.00
Senior	153	187	\$103,275.00	\$105,427.84
Senior Couple	16	19	\$19,200.00	\$22,800.00
Intermediate	52	56	\$18,200.00	\$19,600.00
Cart Pass	92	111	\$57,500.00	\$69,375.00
Cart Pass Coup	13	17	\$9,750.00	\$12,750.00
Cart Pass Lmtd	20	26	\$11,500.00	\$14,950.00
Junior (Under 15)	38	44	\$2,280.00	\$2,760.00
Junior 16-18	8	9	\$1,880.00	\$2,115.00
Players Card	51	62	\$2,777.48	\$3,382.48
<b>Total</b>	<b>546</b>	<b>649</b>	<b>\$312,857.02</b>	<b>\$351,654.86</b>

## SOCIAL MEDIA SUMMARY



■ Facebook  
■ Instagram  
■ Twitter

### TOTAL FOLLOWERS

2,184

### # OF POSTS

38

### ENGAGEMENTS

7,512

### MARKETING NOTES:

- \* Growing facebook/Insta posts to keep engagements high
- \* Return of the Freebie Friday
- \* Contacting local churches/schools for Brunch advertising
- \* Advertised with the Duluth News Tribune and Superior papers.

\* Highlighted hole of the week video implementation

\*

\*

SOCIAL MEDIUM	FOLLOWERS	MONTHLY GROWTH	% OF TOTAL	# OF POSTS	ENGAGEMENTS
Facebook	1,522	89	70%	26	7,330
Instagram	623	40	29%	12	182
Twitter	39	0	2%	0	0

## WEBSITE TRAFFIC

## EMAIL MARKETING

## CUSTOMER REVIEWS

SESSIONS	PAGE VIEWS	REFERRALS	# OF EMAILS SENT	OPEN RATE	CLICK THRU RATE	DATABASE SIZE	MTD GROWTH	SITE	RATING	REVIEWS (MTD)
5,500	12,050	173	34,646	12,277	150	4,958	8	Facebook	94%	0
				35.44%	0.43%			Yelp	60%	0
								Google	90%	0

Uniquely dedicated. Distinctly different. Custom Property Management

500 Skokie Boulevard Suite 444 Northbrook, IL 60062 (847) 850-1818  
www.kempersports.com



**Clubhouse Update:**

- Kitchen and bar updates are complete we are just waiting on two new warmers as some of the feedback from the brunches has been the food needs to be warmer.

**Weather:**

- April snow: 11" Rain: 2.1"
- Snowfall average is 3.78". Rain average is 2.48"

**Golf Course Maintenance Highlights:**

## April Highlights:

- Inventory fertilizers and chemicals
- Organize irrigation repair supplies-we are going to need them
- Build blast rock wall by clubhouse/1N tee
- Perennial/Ornamental grass maintenance by clubhouse
- Crew building throughout month.
- Pour concrete crossovers on saw cut cart paths on 2E, 7N, 11S, and 15S.
- Backfill drain lines on 13W and 7N. Also add sand to bunkers on 7N and 15S.
- Replace sod drainage strips on greens. Used turf from newly built nursery.
- Take down snow fence on 14W.
- Golf course debris cleanup all over place.
- Drop 5 dead ash trees and a mortally damaged pine on golf course.
- Move golf course accessories into position on E/W golf course in preparation for opening.
- Pull snow plow marking posts.
- Open range on April 19. Open E/W course on April 22<sup>nd</sup>. First course open in area.
- Repair washed out cart path on 17W.
- Begin preparing drain lines on 2N for backfilling. Lots of labor.
- Organize golf course buildings.
- Burn branches from dropped trees this spring.
- Install canopy.
- Order new tee signs and create tool to remove posts from old tee signs.
- Install irrigation valve by 9E to prepare for powering up system in a few weeks.
- Numerous mid to late month instances of mowing and bunker raking around snow and excessively wet conditions.