

**GOLF COURSE COMMITTEE PROCEEDINGS**  
**Monday, June 27, 2022**  
**Noon at Nemadji Greenside Grille and Remotely via ZOOM\***

Members Present: Barb Hoag (Chair), Lindsey Graskey, William Anderson

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

Members Excused: Troy Clark (Vice Chair), Jack Sweeney (City Council Representative), Tylor Elm (Alt City Council Representative)

Golf course meeting called to order at 12:01 p.m.

**1. Roll call was done.**

1.1 Introductions as Trever DeRoche, the Sales and Marketing Manager was at his first meeting.

**2. Seeking approval of the May 23rd, 2022 Golf Course Committee Meeting Minutes**

**Motion by Graskey, seconded by Anderson and carried, to approve the May 23rd, 2022 meeting minutes.**

**3. Old Business**

No old business to report.

**4. New Business**

**4.1 Inventory List** - Councilor Sweeney's request was met while the committee found the list to be beneficial in showing the city purchase to usage overall.

Graskey motioned to receive and file & Anderson with the second, carried.

**5. Recurring Business**

**5.1 General Manager's Report with Profit/Loss statement**

Beaudry explained the impact of May weather, with colder conditions, resulted in less play/less revenue than expected. A food stipend was introduced to staff to show appreciation for the growing food and beverage business. Beaudry explained the rise in cost of goods to reflect an increase of \$3,400 as a result of this policy. Kemper found this helped to fill areas not being filled, such a shift times, to a more creative, and wanted incentive for staff. Staff meet with Kemper addressing clubhouse traffic predictability and knowing what to expect on days worked. Consistency is a continuing struggle, minor in comparison, but the issues are being addressed in real time to keep repeating problems minimal or obsolete.

Beaudry explained the course is still sitting at a Level 2 certified/safety committee. A two week True service training was completed by the current staff & make up options are still being filled by staff to fulfill the training. Ladies clinic was noted as full. The recent hire of Steven Barshdorf is helping implement a stronger programming design for Junior Golf. Jr Golfers are also making good use of the Par 3 course.

Beaudry announced Nemadji became PGA Hope certified. The PGA Hope program is an opportunity have veterans learn the game of golf. July 11th will be the MN PGA for Veterans event. Beaudry expressed his reach out to the local VA clinic to spread the word. Director Cadotte informed the group of contacting Douglas County for resources and connection to Veterans. Graskey suggested reaching out the Richard I Bong Historical Center for spreading the word as well. Brunch numbers are still going strong with an overall rating 4.9/5.

Sale and Marketing Director Trevor De Roche, reported concentrations on building Friday Fish Fry and Freebie Friday promotions. However, research the numbers reflect strength from visitors outside the general Superior area. Social media interaction is proving to increase on viewing, especially reports from the grounds crew and their improvements. It was discussed by the group on areas not yet communicated with to promote the growing revenue stream of the clubhouse like church bulletins and other event promoting lists. DeRoche reported a clean uplift of the current website to be more fluid to the customer. A continuation of the options Midwest Communications is applying seems to show strength. Director Cadotte suggested geofencing as something to explore for more targeted ads.

### **5.1.1 Top 3 Concerns by from General Manager**

#### **Top 3 concerns of Beaudry's :**

- 1. Consistency in Food and Beverage*
- 2. Completion of True Service Training*
- 3. Staffing to the fullest*

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

Dodge reported May was wet and cold leaving work in a different timeline then predicted. Staffing has been sound, yet there is always room for more training. The staff continue to spend time fixing irrigation system leaks. Irrigation project phases were discussed. It is looking to be a 3 year project. Cart path project was discussed about the possible other methods and approaches. Dodge expressed a full 9-holes being replaced at a time being the best in execution while done safely, allowing less interruption to the course.

#### **5.2.1 Top 3 concerns by Superintendent - Grounds/Maintenance Report**

##### **Top 3 concerns of Dodge's :**

- 1. Training with safety first*
- 2. Old Equipment and managing breakdowns*
- 3. Chain supply shortage*

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

Chair Hoag gave a report on the turn out for the 3rd annual Women's League Shamble held on June 21st. The event raised \$450 for the Northwest Community Action. 40 members participated in the event. Women's Club Clinics start the evening of July 13. This clinic was sponsored by the women's club to invest back into members & their play. Hoag expressed concerns on the changing of the tees to the scorecards and how they distances don't always come close to the cards. Dodge resolved the inconsistency due to a correlation of staff knowing where makers go and consistency.

There was no report from the Men's Club.

### **5.4 Agenda Items for Future Meeting (Monday, July 25, 2022 at 12:00 p.m.)**

Chair Hoag asked for discussion on the current Kemper contract and for there to be a conversation on future action towards the contract with the City of Superior and Nemadji.

Beaudry introduced the idea of purchasing an additional simulator in part of the closing of Nevada Bob's Golf Shop, which held leagues and now sees individuals needing a space to continue. Beaudry expressed an opportunity to increase revenue in the winter months by this purchase. Director Cadotte shared potential budget approaches.

## **6. Adjournment**

Motion by Anderson, second by Graskey and carried, to adjourn the meeting at 1:07p.m.

Minutes submitted by Lindsey Graskey