

# **Minutes of the Monthly Meeting of the Hillcrest Golf Club Board of Directors Tuesday February 16, 2021**

The regular monthly meeting of the Hillcrest Golf Club Board of Directors was held via Zoom video conferencing on Tuesday, February 16, 2021. President Brian Dommer called the meeting to order at 5:31 PM. The following Board members were present: Bill Warren, Bob Therrell, Brian Dommer, Britt Bassett, Jeff Thompson, Jesse Larson, Michael Anziano, and William Gwinn.

Absent: Elliott Fitz.

The following Hillcrest staff members were present: Amy Moody, Ken Kirby, Lindsay Mattison, and Michael McCloskey.

## **A. MINUTES**

President Dommer asked if there were any revisions to the December minutes. Director Warren moved to approve the minutes. The motion was seconded and approved without dissent.

## **B. PUBLIC PARTICIPATION**

This is the time set aside for members to ask questions, share concerns or give ideas to the Board and the Hillcrest staff. Members John Montle and Dick Griffith were present on the video conference. Dick addressed the new problem of groups that have long played together can no longer get consecutive tee times. He suggested that without consecutive tee time the follow-on social gatherings in the clubhouse are also not happening which is reducing concession income. His suggestion was to start one or more leagues that have tee times set for them. President Dommer replied that an ad-hoc committee with Michael McCloskey has been formed to look into the tee time problems. The idea of leagues will be included in their considerations. Tee time data is being analyzed now and the first meeting should be called in February. Dick Griffith volunteered to serve on that committee.

A letter to the board from member Russell Dean was discussed. Mr. Dean expressed concerned about the increase in trail fees and provided some suggestions which were discussed by the board and staff.

President Dommer will respond to the members.

## **C. FINANCE MANAGER'S REPORT**

Amy Moody presented some highlights from the financial report she provided as part of the full board packet.

At the end of January 2021, the cash balance was \$199K and the long-term debt balance was \$785K.

TBK Bank notified us that the simplified loan forgiveness application for PPP loans should be available the first week of March.

Capital expenditures this month totaled \$46.9K for four items: a down-payment on the maintenance shop security gate; the course bathroom remodeling; clubhouse blinds; and a used backhoe.

Gross income from the Golf Simulator has now exceeded \$9K, or about 1/3 of the simulator cost.

1099s and W-2s have been completed and sent. City and State sales taxes filed and paid.

A discussion of the new internet/phone service project was held. Details are in the New Business section below.

## **D. GENERAL MANAGER'S REPORT**

Michael McCloskey presented details from the report he provided for the monthly board packet.

### **1. Early Bird Pass Sale**

The early-bird sale for annual memberships ended on Feb. 11th with 60 more memberships sold over last year. Fifty-one of these are new members with several of them new to our community. A new-member welcome packet will be provided to them.

### **2. Indoor Golf Simulator**

The simulator has continued to see good usage with 202 bookings so far. Unfortunately, we are still using a borrowed projector which is not as bright as the failed one. A replacement is on backorder because of the popularity of simulators during this pandemic.

### **3. Virtual PGA Show**

Because of the pandemic, a virtual PGA show was put on in place of normal Florida show. Michael and Brett attended the teaching and coaching summit and found it very valuable. Virtually looking at merchandise was not as useful as normal hands-on in selecting inventory.

### **4. Monthly Newsletter**

The first monthly newsletter was sent out. General feedback was positive and it had a high click-thru rate. Most of comments received also reflected back on difficulty in getting T-times. The newsletter is a step in the strategic initiative of connecting better with the membership. Suggestions for newsletter content is requested.

### **5. First Tee**

In an important step in promoting junior golf, Hillcrest is now a participant in the First Tee Certification Training Program. First Tee (<https://firsttee.org/>) is a national initiative of several golfing organizations with a worldwide program that is a resource for golf professionals helping to make golf affordable and accessible for all kids. The closest program before was in Farmington. Five staff members and one volunteer will be going to certification training this week.

## **E. GOLF SUPERINTENDENT'S REPORT**

Ken Kirby presented details and answered questions on the report he provided for the board packet. The on-course bathroom remodeling is completed. A booster pump was added to the restroom water supply on #17 to improve the slow water recovery. The used backhoe was delivered and already put to use on a waterline leak that was 5' deep. The snow has been marginal, but the x-county track was opened whenever possible. After recent rains some ice on the greens was detected and will be monitored. There may be 3-5 more trees removed that are starting to impact some greens.

## **F. COMMITTEE REPORTS**

### **1. Finance Committee**

Bob Therrell highlighted a few items from his report provided in the board packet. A review has been completed and revisions are underway on the evaluation form for the Account Manager position. A review

was made of the General Manager's performance incentives. Further discussions on these will be held before the incentives are restructured. Member Tim Miller has expressed interest in joining the Finance Committee.

## **2. House Committee**

Britt Bassett highlighted some items from his report included in the board packet. A walk-through of the clubhouse was completed by Lindsay and Britt considering planned projects and thoughts on long-term needs. The carpet tiles for the upstairs deck have been ordered, but installation will require warmer weather. Shades for the simulator area are on back-order. A temporary solution was to place the merchandise hanger board in the windows while they are down during re-painting. Interior painting and touch-ups have now been completed.

## **3. Tournament Committee**

Jesse Larson reported that they have already lined up all but 1 sponsor from last year.

## **4. Golf Operations Committee**

Michael Anziano discussed some key items from the report he provided in the board packet. A more comprehensive marketing and sales plan is underway with several new ideas. Staff retention for the 2021 season looks good and Brett Wolf is taking more of the responsibility for organizing staff for the upcoming season.

## **5. Policy Committee**

Bill Warren stated that a meeting was held to further discuss the Director Incentive Plan, but it was noted that the current Hillcrest Bylaws allow no compensation of any kind to the directors. Discussion was held about the difficulty and time required each year to convince members to run for the Board. The 2020 Board suggested that a Director Incentive Plan providing a one-year free membership after serving a full 3-year term might help. Bill Warren requested that a motion be made to add one word to the bylaws.

Britt Bassett made a motion to amend the Bylaws by adding the word "monetary" to Article V, Section 22 so that the amended bylaw would now read: "Directors will serve on the Board without monetary compensation."

The motion was seconded and passed unanimously. An email will be sent to the members by Lindsay Mattison notifying them of the suggested bylaw amendment as required in Article X, paragraph two.

## **G. UNFINISHED BUSINESS**

### **1. New Internet Project**

Amy Moody provided a letter to the Board detailing the difficulty in dealing with Lumen (rebranded Century Link). A contract was signed with CenturyLink/Lumen to get fiber service back on October 22nd with a timeline of 90 days at a cost of \$24K pending a final site survey. After many attempts to communicate with them over many weeks, a recent flurry of activity has occurred.

Lumen now states that to get the fiber service will cost an additional \$33k, more than twice the original amount quoted.

This project is on hold now, to be discussed further at the March Board Planning Session.

## **2. Solar Project Update**

Bob Therrell discussed the progress made on this project related to getting two system developers involved and providing them with utility bills. Another site visit by the second developer is upcoming. It was suggested that further explanation of this project be covered in the upcoming Board Planning Session.

## **3. Board Planning Session**

The date of March 6th was set for the planning session. Brian Dommer will create and send out a proposed agenda.

## **H. NEW BUSINESS**

### **1. Liquor License Modification**

Michael McCloskey started his report on this subject by commending Lindsay Mattison for the research she completed on this topic. The type of liquor license Hillcrest currently has is the Colorado Beer and Wine License. The type being proposed is a Colorado Hotel and Restaurant License. The one-time application fee (\$1,700) and annual license fees were explained (currently \$1,000/yr; proposed \$1,175/yr). No additional liabilities from insurance would be needed without significant increases in revenue. Other benefits and considerations were discussed.

A motion was made by William Gwinn to authorize staff to pursue an upgrade to our liquor license to the Colorado Hotel and Restaurant License. The motion was seconded and passed unanimously.

## **I. UPCOMING CALENDAR ITEMS**

The board planning session will be held Saturday March 6, 2021 at 9:30am.

The next board meeting will be Tuesday, March 16, 2021 at 5:30pm.

## **J. EXECUTIVE SESSION**

No executive session was held.

## **K. ADJOURNMENT**

The meeting was adjourned at 7:53 PM.

Submitted by Britt Bassett, Board Secretary