

Minutes of the Monthly Meeting of the Hillcrest Golf Club Board of Directors Tuesday April 20, 2021

The regular monthly meeting of the Hillcrest Golf Club Board of Directors was held at the Hillcrest Golf Club on Tuesday, April 20, 2021. President Brian Dommer called the meeting to order at 5:33 PM. The following Board members were present: Bill Warren, Bob Therrell, Brian Dommer, Britt Bassett, Elliott Fitz, Jeff Thompson, Jesse Larson, Michael Anziano, and William Gwinn.

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 March minutes. Motion to approve the March minutes was made by Michael Anziano, seconded, and unanimously approved.

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. There were two members who joined the meeting via the video conference link: Dick Griffin and Rich Hohlhein. Comments included that the club is having a great start to the season; a particular thanks to board and staff for remaining vigilant regarding Covid concerns; our area is making progress regarding getting past Covid, but there are still concerns about what lies ahead; we are looking forward to the end of Covid, but worry about complacency; pleas made to Board and staff to set a good example around the clubhouse.

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 March 2021, the cash balance was \$223k, the long-term debt balance was \$757k, and \$52.5k in capital expenditures have been made so far this year. The simulator has returned 64% on the cost of the investment so far. In general, it is looking to be a good year financially for the club.

Amy met with our insurance representative to discuss and review the Clubs general liability insurance and building valuation. The insurance company, Continental Western Group, has a construction evaluator which calculated values on the Club buildings. In the review, working through the entire policy, all questions were answered. There may be an increase in annual rates following the insurance review which should be known by next month.

Amy considered the creation of an LLC to hold the liquor license if it would simplify the annual renewal process. In that research she found out, that only the Board President and GM need to apply for license, so the LLC idea was dropped. The Club will tentatively get the expanded license in late June or July.

Progress was finally made on the Internet phone project. FastTrack did come through with a good quotation for installation and a five-year term. The key to the lowered installation cost was a conduit sharing agreement with Verizon. The initial installation cost should be around \$8,500 rather than something over \$50k using the other vendor's estimate, and will include fiber to the Club Maintenance

Building as well. Once final legal reviews are completed on the conduit share agreement between Hillcrest and Verizon the FastTrack installation project can go ahead. For this much higher bandwidth and greatly expanded service our monthly communication bills will go up about \$300.

Discussion was held on how inventory management and payment system through the foreUP software is working well and now ties into the Club's Quickbooks accounting package.

D. GENERAL MANAGER'S REPORT

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

1. Early Season Report

The interest from last year is carrying through this year so early season is busy. Management and Staff are keeping Covid protocols in place and encouraging members to follow them. Foam rings are still being used in cups to prevent flag touching. They will be removed at first tournament this Saturday and from that point going forward.

As Hillcrest quickly jumped to high season, we need a full staff. We are light staffed at the moment as some student staff are still in school. There are still some open positions to be filled in the golf shop.

Much of the new golf shop merchandise has arrived.

2. Tee-time Ad-hoc Committee

The committee has now held two meetings. They have identified three changes to try which were explained in more detail in the Hillcrest April Newsletter. In brief, starting on May 1st, the changes are:

1. Switch the 10-minute tee time starting intervals to 9-minutes until 3pm each day.
2. Switch the week-ahead booking time from 5pm to 7pm.
3. Start a new pre-reserve fee program for small group to pre-book up to 3 consecutive tee times per week. The fee for this program will be \$500/group per year. There are 4-5 small groups currently interested in this program. Hillcrest will keep track of the groups and their members.

The committee will remain in touch so that they can evaluate these changes for the remainder of the 2021 season.

3. Golf Events Schedule

The first tournament event, the *ABCD Blind Draw Scramble*, will be held this weekend (April 24th). The next tournament will be the *Cross-the-Border* event with a day in NM and a day in CO scored with a Ryder Cup format.

The Hillcrest Women's Golf Association (HWGA) starts first week of May. There are currently 54 active HWGA members.

Hillcrest now has seven "outside events" scheduled, the most we have had in years. Examples of outside events include the Adaptive Golf and Colorado Home Builders tournaments. Most of these events bring in many non-members and increase round and cart revenue. Hillcrest provides the catered menus for these events, often buffet style at around \$12-18 per player.

The Junior Golf Program and the PGA Junior League are starting up. Glacier and Dalton will also have teams this year to compete with. There will also be some cross-border events. Junior camps are being put together now.

Social events such as the *9&Dine* will be held the first Friday of each month. The *9&Dine* will have a shotgun start and be a scramble event.

A Sunday Showcase with live music from 2-5pm is being planned for every other Sunday starting in June and running through mid-September. This will be open for visitors to enjoy live music and to showcase the Hillcrest Facility for those who might not otherwise use or see it.

4. Food and Beverage Update

The Hillcrest Deli & Grille is opening tomorrow, April 21 with a new menu with fewer, but higher quality items. Because of Covid precautions, it has been 13 months since the kitchen was last open. Operation hours will be 10-6 with some earlier times likely for tournaments.

We will still have Grab&Go options to provide food out on the course. Menus will be put on the course on holes 5 and 8 and information on these options will be put into Golf carts.

Hillcrest will still be doing catered events and there are already 12 such events on the schedule.

5. Capital Projects

A new Kegeerator for the Deli & Grille is on order with expected delivery in May.

Staff is receiving bids for the new lightning warning system now.

Staff is reviewing final turf bids for the new dedicated tee lines on the driving range.

6. Key Performance Indicators

Because of cold spring weather, Hillcrest was only open for 6 days in March so there is little data for comparison. The KPIs next month will be more detailed.

E. GOLF SUPERINTENDENT'S REPORT

Ken Kirby presented details and answered questions on the report he provided for the board packet.

The preliminary dirt work on the new forward tees has been completed. These are being placed on holes 2, 7, 8, 13, and 18. These new forward tee boxes will reduce yardage on the White Tee Course to about 4500 to 4600 yards which is more in line with USGA standards. We will work with CO Golf Association to get re-rated when these are completed.

Some new sprinkler heads have been added on #7 to help cure some turf problems.

All ball washers and rakes have been placed back out on the course.

All preliminary work has been done on the areas where the trees were removed. We will add more dirt to taper some of these disturbed areas, and with warmer weather, will reseed them.

We are still awaiting the new shop gate which is scheduled, but the company has not been on site yet.

All bunkers have been audited and sand was added where needed. We will now be working on the bunker edges.

Still looking for two more staff members so all needed work can be done.

Green aerification has been scheduled for the week of May 3rd.

The turf is growing very slow as it is still cold, the soil temps are still low, so we cannot fertilize yet. Shade by the pine trees does make it hard on early season recovery, so the grass on #5 has not started growing yet. The rough area on #3 is from the water main break.

#2 shows a classic example of carts causing damage when they circle the greens. This time of year the carts are hard on the course where there are not cart paths. The Board briefly discussed geo-tracked and controlled carts but all agree that is not a cost effective or needed option at Hillcrest.

F. COMMITTEE REPORTS

1. House report

Some exterior furniture has arrived and been placed. With the amount available in the budget, we could not get much, but wanted good quality samples. Following evaluation of usage we will decide how to proceed in future with more furniture orders.

Furniture has been placed in the terrace alcoves. We are now looking for cushion chairs to make a comfortable gathering area beneath the terrace.

One of 2 bulletin boards was removed to reduce the cluttered look. Plaques were hung downstairs and artwork hung throughout the clubhouse and in the bathrooms on 17 (with a big thanks to Randy for his help). Amy has purchased and placed a number of plants as decoration throughout the clubhouse. We are looking for more ideas on interior landscaping.

Spring cleaning was completed by Action Enterprises and the windows were cleaned by Shine On Windows.

2. Finance Committee

Bob Therrell highlighted a few items from the report he handed out.

He noted that we had less rounds in march because the course was open fewer days, but the driving range usage was up.

He noted that we don't keep a separate account to hold trail fees, but we do keep track of how much comes in from them.

Merchandise sales are way up from last year now that the clubhouse is open again.

3. Golf Operations Committee

Michael Anziano discussed some items from the report he provided in the board packet.

Jeff Thompson, Rich Hohlhein, Michael McCloskey, Lindsay Mattison, and Michael Anziano now make up the committee.

Michael Anziano highlighted some findings from the 2021 ASGCA Golf Facility Market Trend Watch Survey that he included in the Board Packet. The highest score for "high importance" was condition of the greens. This survey can help provide some background for the Hillcrest survey that is being worked on now. The plan is to have the survey ready so it can be sent with a monthly newsletter.

G. NEW BUSINESS

Pres Brian Dommer reported on the Cart Barn program and how the process of passing ownership from one to another has been done. He suggests that we need to improve and update the license agreement to

improve the process. Consideration will need to be given of how to grandfather in the existing agreements but change them for all new lessees. There is a concern over lack of insurance coverage now in place or required for the contents of the shed. Rental payment is due on May 1st each year, but rental agreement only changes when renters change.

President Dommer summarized a letter from a member who has asked for permission to use a motorized single-rider carrier on the golf course (CycleBoard). This sparked a discussion of all rideable equipment golfers have or may consider bringing to the course such as personal carts not stored at the course, specialized golf motorcycles, manual bikes, e-bikes, e-scooters, etc. Concerns were expressed over loss of cart fees and liability when accidents occur. The request was tabled until Board and Staff can research this issue and develop a comprehensive policy and procedure related to all types of alternative vehicles that can transport riders.

H. UPCOMING CALENDAR ITEMS

The next board meeting will be held at the clubhouse on Tuesday, May 18th, 2021 at 5:30pm.

I. EXECUTIVE SESSION

A motion was made and seconded to go into executive session to discuss personnel contracts. The motion passed unanimously. The Board was in executive session from 8:15 to 8:46pm.

J. ADJOURNMENT

The meeting was adjourned at 8:47pm.

Submitted by Britt Bassett, Board Secretary