

## **GOLF COURSE COMMITTEE Minutes**

**Monday, April 3rd, 2023-12:00 p.m.**  
**Gov Center, 1316 N 14th Street, Room 204 and**  
**Remotely via Microsoft Teams\***

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*The meeting was called to order by Chair Hoag at 12:00 pm.*

### **1 ROLL CALL**

**PRESENT:** Barb Hoag (Chair), Lindsey Graskey, William Anderson, Tylor Elm (Alt City Council Rep)

**VIRTUAL:** Jon Cheshire\*

**ABSENT:** Troy Clark (Vice-Chair), Jack Sweeney (City Council Rep)

**CITY STAFF PRESENT:** Linda Cadotte

**OTHERS PRESENT:** Tom Beaudry, Vince Dodge

### **2 APPROVAL OF MINUTES**

#### **2.1 Golf Course Committee (Meeting held October 24, 2022)**

Hoag asked to correct the October 24 minutes to reflect the Women's Club report to which 3 items of interest being 2022 was a great year, 2023 will be the 75th invite, and 2024 will be the Women's Club's 90th anniversary.

***Motion by Hoag, seconded by Vice-Chair Elm and carried, to approve the October 24, 2022 meeting minutes with edits.***

### **3 OLD BUSINESS**

#### **3.1 Golf Simulator**

47 two person teams were reported by Beaudry. Nemadji was anticipating 40 teams. There was a learning curve experienced with allocated weekends to the public and seeing more benefits from a 4 person team in participation, exposure, and food/beverage. Losing a chef mid-season affected slightly, but Beaudry feels optimistic. Hopes are to build team interest in the summer months to have a consistent option into the Winter. Dart leagues in addition to the simulator added revenue and discussion of a snowmobile trail is in the works, but not yet approved. Hoag inquired if snowshoeing was an option. Providing trails could source another market. Anderson asked about the 2nd simulator. Beaudry explained its possibility, but not sure the space could be provided. Seats would be taken away, which seats equal profit. A follow up in June will have a clearer synopsis as the simulator is in use at the time. Cadotte reiterated the Councilor Sweeney's ask of the breakdown of cost vs profit and how the monitor shows success of the investment.

#### **3.2 KemperSports Management Contract Extension**

Update by Cadotte stated on Superior's City Council decision of the next 5 years. Cadotte congratulated the work of Hoag and Kemper as the process through Finance Committee was lengthy in respect, but positive all around.

### **3.3 Irrigation Design Update**

Initial design concepts were shared by Dodge. Design system to last for the next 50 years. With water trends to be thought of when designing what's appropriate to price. Discussion on the location of the Enbridge pipeline was weighed in on. Which areas are being treated momentarily and the location of spots of sensibility or not. Example the driving range where our municipality's identity helps reflect the direction of how the spots of irrigation will be determined. The plan eliminates more heads resulting in a more efficient design overall. Elm asked if usage of water leaks will be better managed with the upgrade to modern electronics. Chesire responded with cost to water on the range versus visual pleasure is the direction. With the new system allowing factors to be arranged as what could cause problems in the long run.

### **3.4 Tourism Opportunities Off Season - Marketing Grants**

Graskey relayed the options again for how to obtain grant funds through the Tourism Development Commission to be used specifically for events to drive overnight stays. Graskey acknowledged the usage through the newest tourism campaign of Nemadji's amenities. Steps were discussed on how to view the promotional material.

### **3.5 2023 Rates**

Annual passes are selling well, due to weather not being as inspiring with snow on the ground. Expectations for sales to drive upward are on track in reflection. Discounts for annual passes are still being promoted to drive sales through the end of April.

## **4 NEW BUSINESS**

### **4.3 Electric Golf Cart Fleet**

Over assessing the financial numbers, the question is can a larger building be built to condition the lifetime of an electric fleet for both routine charging and for storage during the winter months. Cadotte introduced the options when a lease ends. Beaudry expressed that he felt the current leased fleet is tired and would recommend going with an entirely new fleet moving forward and then after that 5 year lease is up to consider electric fleet again. The decision on how to move forward needs to be made by August for 2025. June's meeting will have numbers to better determine the life of the lease with updating the fleet.

### **4.4 Review Mission Statement**

Cadotte wanted to bring the idea forward of updating the current mission and vision statement to reflect the work done thus far, to then be in line with the vision of Kemper's continuing contract of 5 years. Item of action is to be held in committee with members to work on ideas independently to then bring ideas to the next meeting. Sourcing from public missions along with other KemperSports managed golf courses was encouraged.

*Motion by Elm, seconded by Grasky and carried, to hold in Committee.*

## **5 RECURRING BUSINESS**

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

Beauty wanted to confirm the stated rounds of golf to be off due to entry error with season pass holders within the current POS system. The issue has been resolved entering the 2023 season.

49,000 were played in 2022 compared to 48,000 in 2021. End of year was still in the black of \$76,000. True Review year to date surveys were 1,264 completed with an overall rating of 9.1. KemperSports is switching to a new company to source better analytics of survey takers to be applied to the overall customers demographics to better business decisions. KemperSports won a Leadership Award for True Service at the national KemperSports Awards. How long the Simulator would remain open in the Club House will be determined by weather.

### **5.1.1 Top 3 Concerns**

- 1. Timing of Opening*
- 2. Staffing (currently feeling encouraged)*
- 3. Merchandising and Replacing Carpet*

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

Dodge explained that he is feeling optimistic leading into the spring, but ultimately not sure what lays ahead for course conditions and staffing.

#### **5.2.1 Top 3 Concerns – too early in the off-season to tell yet**

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

*Men's Club Update:*

No representative to give a report.

*Women's Club Update:*

Chair Hoag reported the Women's Club sent out a mailer of the current changes and to-knows heading into the 2023 season. This mailer included information with handicap information for the new year. Other than no concerns at the moment, excitement is of the Women's Club for the season to start. The spring banquet will be held on May 9<sup>th</sup>.

### **5.4 Future Agenda Items**

Review of the Mission/Vision statements

Golf cart fleet

### **5.5 Confirm next meeting Monday, April 24, 2023 - at Nemadji Greens View Grille**

Was determined best date to meet would be May, 15, 2023 at noon. This meeting will be held at the golf course.

## **6 ADJOURNMENT**

***MOTION to adjourn by Anderson, seconded by Graskey at 1:04pm, carried.***

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*Respectfully submitted by Lindsey Graskey*