

GOLF COURSE COMMITTEE PROCEEDINGS
March 9, 2020
Government Center Room 204

Members Present: Jack Sweeney (alt), Barb Hoag, Kevin Gunderson, Bob Kolbe, Lindsey Graskey

Members Excused: Dan Olson

Advisory Members and Others Present: Linda Cadotte, Ashley Puetz, Tom Andersen, Tom Beaudry, Vince Dodge, Angie Harker

1. Approval of the February 10, 2020 meeting minutes.

Tom Beaudry noted one correction under item 3, HR update: the accounting position if held by corporate would cost \$24,000, if the position were paid on site, it would cost \$28,000 (costing \$4,000 more if filled locally).

MOTION by Hoag, seconded by Sweeney and carried, to approve the February 10, 2020 meeting minutes as amended.

2. HR update

Beaudry spoke about the accounting position and indicated about a half dozen people submitted applications. The applications are being reviewed by their regional controller. Regarding the food and beverage position, an offer letter went out this morning, and if the person accepts the position, they would start on March 12. Employees that worked at the golf course last year have been contacted regarding their interest in returning. Additional hiring will be done for food and beverage service after the manager begins working. Positions will be posted on the website and possibly in the newspaper closer to the start of the season. Superintendent Vince Dodge spoke about his staff and stated his assistant started last week. The assistant and mechanic are both working in the shop now and once the snow is gone, another two or three are scheduled to start. Approximately four more grounds crew staff need to be hired and the plan would be to continue to accept applications in the event that some hires do not work out.

3. 2020 Golf outings schedule

Beaudry had emailed the most current list to committee members, gave a brief update and indicated that it is a work in progress.

4. Pro shop plan – update

Merchandise has been ordered and some fixtures are still needed. Painting has been done, a dressing room is being worked on and artwork is being updated. New phone and security systems will be installed as well.

5. Kitchen plan - update

Beaudry indicated that they now have a safe, time clock and a lockable gate for liquor. Some reconfiguration was done to accommodate these items and subsequently more deep cleaning is needed after moving coolers. The handwashing sink has been installed.

6. Marketing update – Facebook, website, growth of email list.

Facebook is gaining traction with freebie Friday giveaways. A handout regarding the website traffic was reviewed. The e sign up list is over 300 and the first newsletter has been sent out. There is a season pass promotion for those who subscribe their email. Hoag noted that the women’s club used to have a tab on the golf course website, listing leagues, events, contact info, etc. and Beaudry indicated that this could continue on the new website. The regional sales and marketing person is looking to purchase an email list of 5000 names of known golfers within 100 miles (via the National Golf Foundation). Beaudry has been also been working with the Chamber to promote the course.

7. Standing agenda items

a) Profit/Loss – Budget/Actual Statement

Beaudry reviewed the financial handout (which had been emailed to the committee). It was requested that he provide departmentalized monthly and year to date spreadsheets for future meetings, showing revenue and cost of goods. The issue of range tokens from previous years was discussed at length and Beaudry asked the members to decide how to handle those, as a new machine will be installed that will render tokens obsolete. After discussing a number of options, the committee recommended leaving the existing machine on the course until May 15, with a notice posted on it that tokens would need to be used by that date as the machine will be replaced and will no longer accept tokens. The members felt a notice was important as none has been given out thus far and this way those in possession of tokens would have a chance to use them.

MOTION by Sweeney, seconded by Gunderson and carried, to leave the existing token machine/system in place until May 15.

b) General Manager/Golf Pro – report

Beaudry reviewed his handouts and discussed Green to a tee, Safety National and True Service. He also mentioned a few highlights from the Kemper Sports Leadership conference he attended recently in Chicago, including the Folds of Honor Program.

c) Superintendent - Grounds/Maintenance report

1) Equipment – Purchase/Maintenance update

Dodge indicated that some of the new equipment will arrive tomorrow and another shipment next week. Old equipment will be brought to the city garage and readied for auction. 100 carts will be delivered late March, along with beverage carts. It was noted that additional carts will need to be rented for larger events.

d) Nemadji Women’s and Men’s Club - concerns/update

No new concerns or updates at this time.

8. Future agenda items

Policy regarding golfer behavior and disciplinary actions

Update on food menu

Gunderson announced the meeting adjourned at 1:03 p.m.

The next Golf Course Committee meeting will be held Monday, April 13 at noon in Room 204 of the Government Center.

Minutes submitted to the Council Meeting of March 17, 2020.

2020 Nemadji Events

	April		Time	Course	Holes
Friday	3rd	Men's Club Spring Meeting	5:00pm	Clubhouse	
Monday	13th	M/T Bushwackers Capt. Mtg.	6:00pm	Clubhouse	
Tuesday	14th	Tues. AM Seniors Capt. Mtg.	9:00am	Clubhouse	
Tuesday	14th	Tuesday Scratch Capt. Mtg.	6:00pm	Pro Shop	
Tuesday	14th	Women's Club Spring Meeting	6:00pm	Clubhouse	
Wednesday	15th	Wed. 2 Man Best Ball Capt. Mtg.	6:00pm	Clubhouse	
Thursday	16th	Thursday Seniors	6:00pm	Clubhouse	
	May				
Tuesday	5th	Men's Club Spring Scramble	5:15pm	North/South	9 Hole
Wednesday	TBD	SHS High School Invite	11:00am	East/West	18 Hole
Friday	???	Nemadji Hosts Metro League	2:00pm	North/South	18 Hole
Saturday	30th	Amlin - Rink 2 Man best ball	8am-11am	North/South	18 Hole
Sunday	31st	Amlin - Rink 2 Man best ball	9:00am	East/West	18 Hole
	June				
Thursday	4th	Duluth Engineers	11:30am	East/West	18 Hole
Saturday	6th	City Championship	8:00am	North/South	18 Hole
Saturday	6th	Demo Day	11:00 AM	3:00 PM	
Saturday	6th	Lakeview Christian Academy	8:30am	East/West	18 Hole
Saturday	13th	Duluth Figure Skating	1:00 PM	East/West	18 Hole
Tuesday	16th	Strong Compass	2:00pm	East	9 Hole
Thursday	18th	Hermantown Chamber	11:30 AM	East/West	18 Hole
Tuesday	23rd	Nemadji Hosts PGA Junior League	2:00pm	North	9 Hole
Tuesday	23rd	Ladies Guest Day-Member Mingle	2:30	North/South	9 or 18
Wednesday	24th	MN PGA Junior Golf Event	11am-12pm	North/South	18 & 9
Saturday	27th	Nemadji Invitational	8:00am	North/South	18 Hole
Saturday	27th	Steve Arnovich Memorial	12:30 PM	East/West	18 Hole
Sunday	28th	Nemadji Invitational	8:00am	North/South	18 Hole
	July				

Saturday	4th	Men's Club Red, White, Blue	8:00am	East/West	18 Hole
Tuesday	14th	LHB	11:30am	North/South	18 Hole
Thursday	9th	PGA Junior League Championship	2:00pm	North	9 Hole
Saturday	11th	KEYPORT/ Julie LaPorte Mem	3:00pm	East	9 Hole
Sunday	12th	Fed Ex Outing	12:00pm	North/South	18 Hole
Sunday	12th	Roscoe's Pioneer Bar	10:45-12:30	East/West	18 Hole
Monday	13th	Morgan Park Reunion	12:00pm	East/West	18 Hole
Wednesday	15th	Superior Central Class of '61	11:00am	North/South	18 Hole
Wednesday	15th	Transportation Club	12:30pm	East/West	18 Hole
Friday	17th	UWS Athletics	1:00pm	East/West	18 Hole
Saturday	18th	BLACK BEAR	8:00am	WHOLE COURSE	18 Hole
Saturday	18th	Top Hat Tavern	2:30pm	East/West	18 Hole
Saturday	18th	Ballentine Scramble	2:30pm	South	9 hole
Sunday	19th	BLACK BEAR	8:00am	WHOLE COURSE	18 Hole
Sunday	19th	CATHEDRAL	4:00pm	East	9 Hole
Monday	20th	Golf Scramble for Life	12:30pm	East/West	18 Hole
Tuesday	21st	PGA Junior League	2:00pm	North	9 Hole
Wednesday	22nd	Women's Invitational	8:30am	North/South	18 Hole
Friday	31st	CASDA	12:00pm	East/West	18 Hole
Friday	24th	ACME Tools	6:00pm	North	9 Hole
Saturday	25th	Serbian Church	8am-11am	North/South	18 Hole
Wednesday	29th	Boy Scout Golf Scramble	12:00pm	East/West	18 Hole
	August				
Saturday	1st	Women's Club Championship	8:30am	North/South	18 Hole
Saturday	1st	BN-McKenna	1:30pm	North/South	18 Hole
Tuesday	4th	Jack's Bar	10:00am	East/West	18 Hole
Wednesday	5th	LSC Foundation	12:00pm	North/South	18 Hole
Thursday	6th	Enbridge	1:30pm	North/East/West	9 Hole
Friday	7th	Superior Chamber	11:30pm	WHOLE COURSE	18 Hole
Saturday	8th	Bird's Bar Classic	9:30am	East/West	18 Hole
Sunday	8th	Bird's Bar Classic	9:30am	North/South	18 Hole
Monday	10th	Junior Tournament	9:45am	North/South	18 Hole
Tuesday	11th	Junior Tournament	10:00am	North/South	18 Hole

Wednesday	12th	NWGC Senior Tournament	8:45am	South	9 Hole
Wednesday	12th	GEAPS	1:00pm	East/West	18 Hole
Friday	14th	Woodland Hills	12pm-1:30pm	East/West/North	9 & 18
Saturday	15th	SHS Golf Scramble	12:30pm	East/West	18 Hole
Saturday	15th	Denfeld Class of '77	7:45am	North/South	18 Hole
Saturday	TBD	Amsoil	9:30am	East/West	9 Hole
Sunday	16th	Hall of Fame Bowling	12:00pm	North/South	18 Hole
Sunday	16th	Plaza Invitational	2:00 PM	East/West	18 Hole
Monday	10th	North Lakes Golf Association	7:00am	East/West	18 Hole
Friday	21st	Van Damme	12:00pm	North/South	18 Hole
Saturday	22nd	Miller Team Championship	9:00am	North/South	18 Hole
Saturday	22nd	Phi Kappa Tau	11am-12pm	East/West	18 Hole
Sunday	23rd	Miller Team Championship	9:00am	East/West	18 Hole
Wednesday	26th	Senior Traveling	1:00pm	North/South	18 Hole
Thursday	TBD	Thursday Ladies Banquet	TBD	Clubhouse	
Friday	28th	6th Annual SJA Foundation	1:00pm	North/South	18 Hole
Saturday	29th	Twin Ports Collegiate	10:00 AM	East/West	18 Hole
	September				
Thursday	3rd	ISM	12:00pm	North/South	18 Hole
Thursday	3rd	High School Cross Country	3:30pm	West	
Friday	4th	148 th Fighter Wing	11:00pm	East/West	18 Hole
Saturday	5th	RT Quinlan's	11:00am	East/West	18 Hole
Saturday	5th	South Shore Brewery	4:00 PM	East/West	9 Hole
Sunday	6th	Krenzen	9:00 AM	East/West	18 Hole
Tuesday	TBD	Women's Fall Banquet			
Thursday	10th	Essentia ICU	10:00am	West	9 Hole
Friday	11th	Ferguson Enterprise	10:00 AM	East/West	18Hole
Friday	11th	AAD Shiners	1:00 PM	East/West	18 Hole
Saturday	19th	UWS Fex Fraternity	12:00pm	North	9 Hole
Saturday	12th	Verso	1:00pm	East/West	18 Hole
Tuesday	15th	Northwoods Children Serv.	1:00 PM	East/West	18 Hole
Wednesday	16th	SHS HON Conference	9:00 AM	North/South	18 Hole

Thursday	17th	Arrowhead Builders	11:00 AM	East/West	18 Hole
Friday	18th	Rustic Bar	1:00 PM	East/West	18 Hole
Saturday	19th				
Saturday	19th	Fastenal	11:00am	East/West	18 Hole
Monday	TBD	Bushwhackers Scramble & Banquet	4:30pm	North/South	9 Hole
October					

Start	Contact Information
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	Ethan Anderson
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Shotgun	
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Shotgun	
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Feb 2020 GM Report

To: Golf Committee
From: Tom Beaudry, GM/Head Golf Professional
CC: Steve Loomis

Overview:

February was another very productive month for both financially and operationally. Below summarizes all we were able to accomplish.

8,243	9,742	85%	0	PAYROLL
0	0		0	Course and Grounds
1,032	0		0	Carts, Range, Starters, Etc.
0	0		0	Pro Shop
8,318	14,579	57%	0	Food and Beverage
				General and Administrative
17,592	24,320	72%	0	TOTAL PAYROLL
				OPERATING EXPENSES
5,708	6,460	88%	0	Course and Grounds
0	0		0	Carts, Range, Starters, Etc.
0	0		0	Pro Shop
149	0		0	Food and Beverage
4,626	6,050	76%	0	General and Administrative
1,279	1,200	107%	0	Marketing
11,762	13,710	86%	0	TOTAL OPERATING EXPENSES
29,354	38,030	77%	0	TOTAL EXPENSES
(29,354)	(38,030)	77%	0	EBITDA
(7,000)	(7,000)	100%	0	MANAGEMENT FEES
0	0		0	OTHER INCOME (EXPENSE)
				Other Expenses / Capital Reserve / Impairment
0	0		0	TOTAL OTHER INCOME (EXPENSE)
(36,354)	(45,030)	81%	0	NET INCOME
0	0		0	Paid Rounds
0	0		0	Member Rounds
0	0		0	Total Rounds
0	0		0	Revenue/Paid Rounds
0	0		0	Revenue/Total Rounds
0	0		0	Green Fees / Cart Fees per Paid Rounds
0	0		0	Green Fees / Cart Fees per Total Rounds
0	0		0	F&B Revenue/Total Rounds
0	0		0	Merchandise Revenue/Total Rounds



Key Performance Highlights:

- NOI finished 19% ahead of budget related to savings realized in both payroll and OPEX. The savings in OPEX will be deferred and is not actual savings.

Key Performance Issues:

- Hand sink needed to be installed as part of the health inspection.
- Decision on old range tokens should be made.

KemperSports Upcoming Key Initiatives:

Green to a tee-

Nemadji will complete the paperwork necessary to complete level 1 before the end of the 2020 golf season. Throughout its 30 year history KemperSports has consistently operated its properties in an environmentally sound manner. Through our national **Green to a Tee** program we are seeking to improve on that record of sensitivity and be a leader in the industry. Our goal is to manage each of our facilities in as environmentally sound a manner as possible, paying particular attention to golf course maintenance practices, habitat management, water conservation, energy use, recycling and other environmentally friendly practices. In support of this initiative, we have adopted an environmental certification program to assure that all facilities are doing their part. The program establishes four distinct levels of KemperSports Green certification. Certification at the highest level earns the facility the Grand Slam of Green award to be presented each year to leadership facilities.

Safety National-

Nemadji will formulate a committee once the core staff is hired and on boarded. Safety National is a simulated 18-hole golf tournament with each hole representing safety processes to be implemented at KemperSports facilities. Safety National was introduced in 2004 to raise awareness of a controllable expense – staff member, third party, and property incidents. Safety National was created to reinforce that safety performance has a direct impact on insurance costs and the operation of your facility. Our intent is to provide a process for continual improvement and incident reduction through periodic risk awareness activities – this game/audit being one such activity.

True Service-

Next training session planned for April. Below shows the target training dates.

- o Module 1 – all staff completed before June 12th
- o Module 2 – all staff completed before July 12th
- o Module 3 – all staff completed before August 12th
- o Module 4 – all staff completed before September 12th

The KemperSports True Service program was created to serve as a standardized service training and delivery platform across all facilities. It provides the foundation for KemperSports properties to stand out in their markets, differentiating the customer experience on a non-price basis. Every KemperSports staffer goes through True Service training, and every facility places the highest value on creating Happy, Loyal Customers. True Service training is conducted at every KemperSports facility.



Course	NPS	Overall Rating	Service Rating	Course Rating	Food Rating	Recommend Rating	# of Surveys
Feb 2020	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Feb 2020	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Course	NPS	Overall Rating	Service Rating	Course Rating	Food Rating	Recommend Rating	# of Surveys
FY 20 TYD	n/a	n/a	n/a	n/a	n/a	n/a	n/a
FY 19 YTD	n/a	n/a	n/a	n/a	n/a	n/a	n/a

Annual Pass Information:

We sold 5 season passes and two players cards in February.

Weather:

Golf course is snow covered. February had 5.4" of snow and the average temperature was 14.4 degrees.

Personnel:

- There are two finalists for the F&B manager and a selection will be made within the next few days
- The controller position is going through interviews with the home office
- All of last year's staff has been contacted and interviews are being set up when available
- Will post help wanted for additional positions in March and will hire/train as needed by first week in April

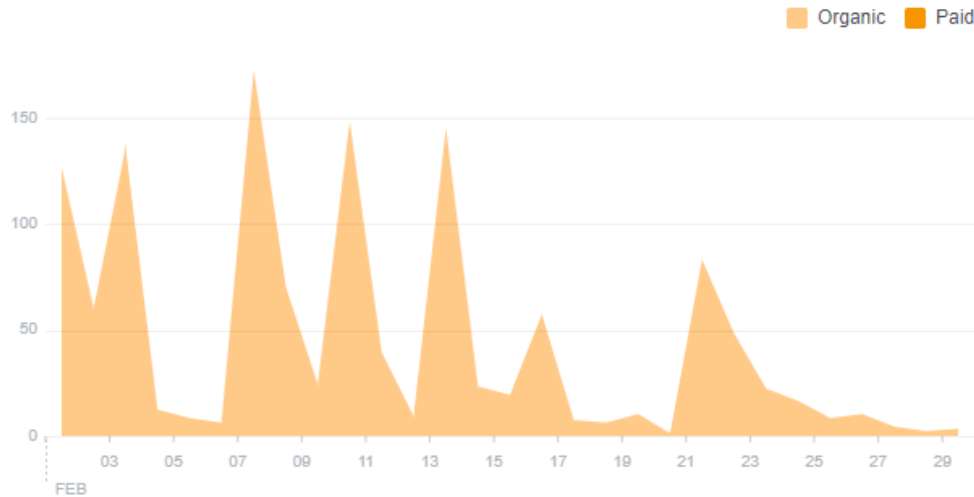


Marketing:

We had 5 posts during February. We started our weekly promotion, Freebie Friday, that is gaining in popularity.

Post Reach

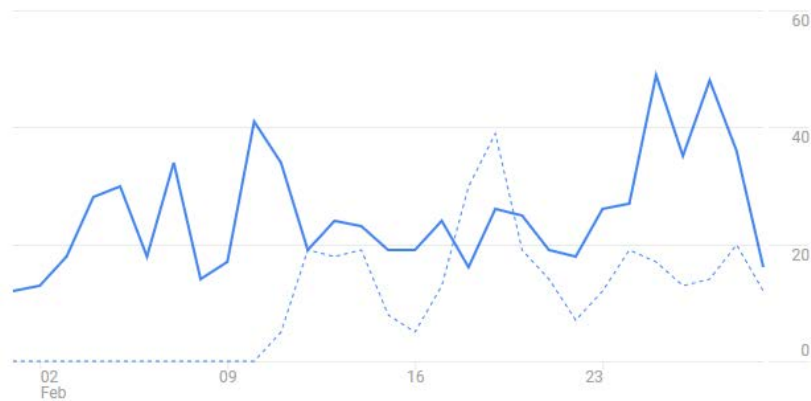
The number of people who saw any of your posts at least once. This metric is estimated.



The website has decent traffic and will continue to increase once we get closer to opening.

Google Analytics Home

Users	Sessions	Bounce Rate	Session Duration
597	801	39.83%	2m 07s
↑138.8%	↑139.1%	↑1.8%	↓18.8%



Feb 1, 2020 - Feb 29, 2020

[AUDIENCE OVERVIEW >](#)

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www.kempersports.com



E-mail sign ups

CORE DATA		
Total of Customers	287	100%
Customers with Email	282	98.26%
Customers with Phone	279	97.21%
New Customers	0	0%
New Customers with Email	0	0%
New Customers with Phone	0	0%
Sent Emails	247	

Tournament Booking Pace

Current Year to Date Analysis			
MONTH	Actual Total Revenue	Number of Events	Pipeline
January2020	\$ -	-	\$ -
February2020	\$ -	-	\$ -
March2020	\$ -	-	\$ -
April2020	\$ -	-	\$ 4,053
May2020	\$ -	-	\$ 8,000
June2020	\$ -	-	\$ 34,406
July2020	\$ -	-	\$ 65,690
August2020	\$ -	-	\$ 98,229
September2020	\$ -	-	\$ 53,588
October2020	\$ -	-	\$ -
November2020	\$ -	-	\$ -
December2020	\$ -	-	\$ -
Total	\$ -	-	\$ 263,966

Tournament contacts and arrangements are ongoing.



Clubhouse:

- Painting is 75% complete on the interior of the clubhouse
- Training is ongoing with POS
- Staff onboarding is ongoing
- Deep Cleaning ongoing throughout the building
- Local company to install new phone system
- Local company to install recording device for security system
- Interviews for F&B manager ongoing
- Marketing training ongoing
- **KSLC Leadership conference**
 - a) **Sales and Marketing Revenue Plays to Win**,
Lucino Sotelo, Chief Marketing Officer
 - b) **The KemperSports Experience**
 1. Leading Multigenerational Teams
 2. Reaching Sustainable Health through Lifestyle and Nutrition
 3. Sales and Marketing Revenue Plays to Win
 4. True Leadership Workshop
 - c) **Golf's Commander and Chief**
Suzy Whaley, PGA President
 - d) **Folds of Honor**
Tony Biata, Vice President of Folds of Honor
 - e) **The KemperSports Experience**
 1. Leading Multigenerational Teams
 2. Reaching Sustainable Health through Lifestyle and Nutrition
 3. Sales and Marketing Revenue Plays to Win
 4. True Leadership Workshop

Course & Grounds:

- Numerous side projects for clubhouse
 - Painting
 - TV Sets
 - Outlet repair
 - Order safe and gate for secure storage
 - Changing room in pro shop
 - Numerous other little things
- Repair bed knife grinder and use to sharpen cutting units. Begin breakdowns and repair.
- Set up work for hand washing sink in clubhouse.
- Continue to accumulate tools for shop. Ongoing.
- Stock up on safety supplies and set up drug screening program.
- Research 2-Way radios.
- Talk over pump stations with techs.



- Buy forks for skid loader.
- Golf committee meeting
- Inspect greens for ice. Not too bad
- Newsletter article
- Set up timeclocks
- Snow removal by shop
- Create and hang maps and as-builts for shop.
- Begin face to face meetings with prior staff.