

Glendale Lakes Golf Club Committee
January 16, 2020 at Glendale Lakes Golf Club

Meeting called to order at 7:05pm by Chairman Pat Maritato, a quorum was established and the meeting began.

Attendance: Pat Maritato (Chair), Dave Edwards, Michael Marron (Deputy Village Administrator), Ed Lambke, Bob Hoffman and Jennifer Ferrell

Others present: Steve Solesky, Brian Trifilio and Rosemary Russell (Notes/Minutes)

Communications and Public Discussion: None

Approval of Minutes from November 14, 2019 Meeting: Mr. Maritato asked for a motion to approve the previous Meeting's Minutes, Dave Edwards motioned to approved and Bob Hoffman seconded.

Golf Management Reports: Jennifer Ferrell gave a brief synopsis of the months of October, November and December. Mike Marron then began discussing video gaming at the golf course. He announced that the Village has backed away from the contract due to the fact that the vendor changed the contract from one year to three years which was not in the original agreement. Ed Lambke questioned why the Village would not sign a three year contract. He stated he does not believe three years is a long time and also he believes if the machines do not produce revenue, either for the golf course or the vendor, they will be removed by the vendor. It is his opinion the machines should be placed in the bar and it will be a good source of revenue for Glendale Lakes. Bob Hoffman stated he has not seen video gaming machines in a banquet facility and hopes they will not be a deterrent to customers. Mike Marron stated he would have to go back to the Board for approval of the three year contract. Dave Edwards stated he is not 100% sold on the idea. Marron asked Jennifer Ferrell to call other golf courses with banquet facilities to ask how they handle the machines and if it has hurt their business. Bob Hoffman agreed with Ed Lambke we should try the machines to see if it will help revenue. Chairman Maritato asked for a motion to ask the Village to approve a 3 year contract for video gaming. Ed Lambke motioned to approve and Hoffman seconded.

Golf Outings: Jennifer Ferrell discussed the Golf Outings booked for 2020. To date, there are 17 which begin in April and continue through Turkey Shoot in November. Of those 17, 11 are returning customers to the golf course.

Banquet Event Bookings: A handout was disseminated listing all events booked, to date, beginning in January and ending in December 2020.

New Business:

- i. **Fish Fry 2020:** The Fish Fry dates for 2020 will be Friday, February 28th and Friday, April 10th. The golf course will begin advertising shortly.
- ii. **Spring Fling 2020:** Spring Fling dates for 2020 will be Saturday, April 18th and Sunday, April 19th. The cost this year will be \$90 per person which is all inclusive.
- iii. **Charity Classic:** The Glendale Lakes Golf Club Charity Classic golf outing will be held this year on Friday, June 19th. The money raised will be given to 3 charities that service the Village of Glendale Heights.
- iv. **Golf Advertising:** Jennifer Ferrell stated that this year the golf course will be participating in an advertising

special with both the Daily Herald and Tribune. This special is a “pop out” in the paper and will cost either \$400 or \$500 per paper.

- v. **2020 New Golf Promotions:** Steve Solesky began the discussion by handing out to each member the new golf promotions for 2020. They included a half season pass, a “Lakes Card”, and also 20 rounds for \$20 = \$400. Steve believes the best promo run in 2019 was a free sleeve of golf balls and that we should continue this also in 2020.
- vi. **PGA Video:** The Illinois section of the PGA selected three married couples to participate in a new video promoting golf in Illinois. One of those three couples included Jennifer Ferrell and her husband Cory. The video may be viewed at www.ipga.com.
- vii. **Drone Pictures:** Recently Dave Genty, Public Affairs Coordinator, brought a drone to the golf course to take a aerial flyover of the golf course. Once placed on the website this flyover would allow new golfers to our course the opportunity to get a better idea what type of layout each hole offers.
- viii. **Video Gaming:** This topic was already discussed in the beginning of the meeting.
- ix. **Wedding Expo:** This year Glendale Lakes Golf Club will be attending the Wedding Expo at the Abbington Banquet Hall on March 1 in Glen Ellyn. Lori Frazier-Alanis, our Banquet Coordinator, has already attended several of these events in her previous positions and has agreed to represent the golf course at this event.

Project Updates:

- i. **Bunker Renovations:** Brian Trifilio showed a picture of Holes #1 and #8 to the Committee in order to show the work that needs to be done to their bunkers. There are 4 bunkers that need to be worked on. Hole #1 will be split in 2 and also will need work on its drainage. Work will begin soon with bringing the needed materials to #1.
- ii. **Projects/Purchases 2020:** Jennifer Ferrell began discussing those projects the golf course needs to accomplish in 2020. She stated that before the Charity Classic in June any cart path resurfacing should be done. Additionally, the cart path staging area, which floods when it rains, needs patching. She then looked to the Committee for any new ideas or suggestions. Dave Edwards asked if it would be feasible to put video gaming machines on the patio versus in the bar?

Chairman Maritato asked to adjourn the meeting at 8:07pm. Bob Hoffman motioned to adjourn and Ed Lambke seconded. The meeting adjourned at 8:07pm.