



300 McGimpsey Road, Campbell River, British Columbia, V9H 1K8

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June 19, **2023**

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Welcome - call to order:

Meeting called to order at 6:00 pm by Cathy McCartney

**Present:**

**Directors**      Scott Oldale – President  
Cathy McCartney – Vice President  
Shelly Boates - Treasurer  
Gerry Gillis – Secretary  
Liza Hadfield – Director  
Chris Roper – Director  
Gerry Jackson – Director  
David Fitzsimmons – Director

**Staff**            Steven MacPherson - Head Professional  
Deb Olsen – Business Manager  
Marty Smtih – Food and Beverage Manager  
Rob Watson – Course Superintendent/Operations Manager

**Regrets:**        Barry Rhinehart - Director

**1. APPROVAL OF THE AGENDA:**

Motion            To approve the agenda.

**M/S:** Liza/Chris      carried

**2. APPROVAL OF MINUTES**

Motion            To approve minutes of May 15, 2023

**M/S:** Liza/Cathy      carried

### 3. MANAGERS' REPORTS:

#### COURSE SUPERINTENDENT'S REPORT



#### Maintenance Report (May 12, 2023 to June 15, 2023)

Submitted by Rob Watson, Golf Course Superintendent: May 15, 2023

We have definitely been blessed with outstanding golf weather over the past month. Unfortunately, with great golf weather comes a high consumption of water along with a large number of hours spent each day hand-watering greens, collars and tees.

Comparing the weather for May 12 to June 15, 2022, with the same time period this year shows a dramatic difference.

	<u>2022</u>	<u>2023</u>
May 12 to 31 Rainfall	31.6 mm	0 mm
June 1 to 15 Rainfall	79.8 mm	7.2 mm
<b>Combined Rainfall</b>	<b>111.4 mm</b>	<b>7.2 mm</b>
May 12 to 31 Mean Temp	11.4 degrees	16.8 degrees
June 1 to 15 Mean Temp	13.9 degrees	16 degrees
May 12 to 31 Average High Temp	15.9 degrees	23.9 degrees
June 1 to 15 Average High	Temp 18.1 degrees	22.8 degrees

Over the past 10 years, our average water usage for the 2<sup>nd</sup> quarter (April 1 to June 31) of the year has been 19,739 cubic meters. Based on the 2023 water cost, this works out to an average cost of \$14,607. As of June 14, this year we have consumed 23,134 cubic meters of water so far in the 2<sup>nd</sup> quarter. This works out to a cost of \$17,119. Looking at the 2-week forecast, I am guessing that we will consume another 6,000 to 10,000 cubic meters of water. This would work out to a water bill of between \$21,519 and \$24,519.

Like last month, staffing levels combined with all of the time that has been required hand watering has made finishing up course improvement projects along with regular bunker maintenance a challenge. With the cooler weather forecast over the next week we are hoping to complete numerous tasks that keep getting put off. These include the following:

- Bunker sand adjustments.
- Stripping and sodding worn rough areas.
  - Rough beside hole 3 cart path by tees.
  - Large worn area beside 11 tee next to cart path.
  - Grass along 15 path by green.
- Gold tees at hole 6 and 8.

Dusty from Current Environmental was out a couple of weeks ago to begin planning out the culvert replacement at hole 17. This culvert will eventually tie into an improved creek in front of 17 green that will allow for fish passage all the way to 12 pond. Currently the culvert at 17 is about 2 feet above the creek which does not allow for fish migration. In addition to the culvert being high it was discovered last year that the culvert is over half crushed under the path.

#### **Irrigation**

Whenever we are having to work our 35-year-old irrigation system hard I am always concerned with water line breaks. The following is an update on irrigation issues that we had to deal with over the past month:

- Cracked 2-inch tee at 8 tee.
- 15-foot spiral break on a 2-inch line to the right of 8 green. This section of pipe is thin-walled pipe that was installed during construction.
- Cracked 2-inch tee to the right of 10 fairway.
- Cracked 2-inch tee at main putting green.
- 4 Toro 670's that were installed during construction all had solenoids that stopped working. (1 on hole 6, 1 on hole 12 and 2 on hole 15). These heads were removed and replaced with new Rain Bird Eagle 900's.

On a positive irrigation note we have installed surrounds sprinklers at 15 green. Unfortunately, we are still waiting for a PRV that attaches to an electric valve. This part has been on back order for close to 2 months. We will manually water the sod until we receive the PRV.

#### **Bear Encounters**

I was hoping that I would be able to contact the conservation officer now and see if we would be able to put the garbage cans back out. Unfortunately, we are still dealing with regular bear sightings.

**Additional tasks that have taken place or are ongoing include the following:**

- Irrigation system charged on March 20.
- Fairways, roughs and tees have all been fertilized with granular fertilizer over the past 2 weeks.

- Greens were vented on May 8. All greens were vented with a 7-inch bayonet tine to a depth of about 6 inches with the exception of greens 5, 7 and 8 which were all vented with 3/8 hollow tines to a depth of about 5 inches. Venting allows for water to infiltrate into compacted rootzones along with allowing for air a gas exchange.
- On May 15 greens were double verti-cut, double cut, toppedressed, rolled and had gypsum applied. Gypsum helps to flush salts out of our rootzone which accumulate throughout the summer when we are using high amounts of city water.
- On May 16 we sprayed the greens with humic acid. This enhances the effectiveness of the gypsum and also helps to make nutrients that may be tied up in the soil more plant available.
- On May 15 we sprayed the entire driving range with fertilizer along with growth regulator and herbicide to eliminate the high level of clover.
- Dave from Husky tree service was out on June 6 and 8 to remove 3 hazard trees, numerous hangers and to also raise tree crowns in select areas.
- Spiking fairways to relieve compaction and to allow for improved water infiltration.

**Manager’s report accepted as presented.**

## **HEAD PROFESSIONAL’S REPORT**

### Pro Shop Report June 2023

#### Rounds of Golf May

If March and April were difficult months due to weather, May was the opposite. Almost 31 perfect days. Some really hot days at the start of the month, followed by the perfect temperature for golfers with temperatures hovering around the low twenty degree mark throughout the remainder of the month. Rounds reflected this with a 10 percent increase over 2022.

Year	Total Rounds	Member Rounds	Public Rounds
2023	6649	3778	2871
2022	6071	3656	2415
2021	6438	4188	2250

6649 rounds were completed. 3778 by Members and 2871 by Green Fee players.

## Membership

Membership numbers continue to build as people return after injury, or pick up a prorated package with the great weather. In particular, the two Young Adult categories have risen in great number. When I became Head Professional in 2016/17 the club had two adult Members under 40 years of age. Now we have 94! This is incredibly important for the continued health of the golf club. At the end of May, Membership accounted for \$892,000 with a further \$20,000 in Subscription payments, \$912,000 total. \$813,000 was the budgeted target for Memberships in 2023.

Type	Age Category	Amount
Super Senior	80	10
Senior	65-79	159
Adult	40-64	119
Young Adult	30-39	44
Young Adult	19-29	50
Twilight	All	42
	Total	424

## Game Packs

This month we introduced a new Game Pack, available only to Shareholders A, B and C. This Game Pack offers 5x 9 Hole Passes for \$225. We hope it will be extremely popular with our Shareholders.

Type	Amount	Revenue
5 Pack (9 hole rounds)	0	\$0.00
5 Pack	0	\$0.00
10 Pack	17	\$11800.00
20 Pack	29	\$39000.00
30 Pack	14	\$23400.00
Total	47	\$74,200.00

## Revenue Streams

May rebounded after a difficult March and April. Each category was well above budget with Green Fees up over 50% compared to budget! Budget numbers are mostly based on the last three years performance. Covid 2020 was replaced with 2019 during the early months, so you can see just how amazing Green Fees performed in the tables below.

May Green Fee Revenue looked like this in previous years:

Year	Green Fees
2023	\$183674
2022	\$134216
2021	\$122055
2020	\$71836
2019	\$113496
2018	\$105463
2017	\$75460

As at May 31st, including Membership Dues, we are approximately **\$270,000** ahead of this years budget.

Type	YTD 2023	YTD Budget	YTD 2022	May 2023	May Budget	May 2022
Green Fees	\$323220.00	\$233500.00	\$255728.00	\$183674.00	\$120000.00	\$134216.00
Power Carts	\$77618.00	\$56000.00	\$65015.00	\$32038.00	\$22500.00	\$22938.00
Driving Range	\$55875.00	\$53500.00	\$54322.00	\$16036.00	\$15000.00	\$13607.00
Pro Shop	\$230503.00	\$173525.00	\$229522.00	\$99963.00	\$77500.00	\$91168.00
Totals	\$687216.00	\$516525.00	\$604587.00	\$331711.00	\$235000.00	\$261929.00

### Penalty Area Injuries

In the past two weeks two golfers have sustained broken bones due to falls in the penalty area at the 4th hole. Linda Patrick and Beth Gilroy suffered a broken arm and a broken ankle, respectively.

### Pace of Play

During one Board Meeting last summer I was challenged with improving Pace of Play in each of our four leagues, Tuesday Women, Mens Night, Seniors and Thursday Night Women. We chatted about the skill level for the latter and thought we would handle this league differently from the other three.

We have been tracking each leagues pace from when they tee off, complete nine holes and complete eighteen holes, and pace has improved considerably. While not all groups remember to check in after 9 or 18, the majority are and this is helping us identify the slow groups and promote better conversations with them.

Overall, I believe Pace of Play is the final piece of the puzzle in creating the best experience for our Members and Guests alike. I'm currently re-working our schedule for June, July, August and September to accommodate more marshalling shifts, so we can keep play moving both during and outside of our League play. Marshalls will also be able to determine which groups are bringing their own alcohol and confiscate it, enforce the no smoking ban and chase bears and other dangerous animals around the property!

### Events

We have been exceptionally busy with events, staging the Mixed Open, May Couples Night, the Annual East vs West match, the Wingman, The Drive Away Domestic Violence Fundraiser, Four Leagues plus three smaller leagues; a Tuesday Night league, Monday morning league, Sunday Couples League and a monthly Women's Team Scramble.

We're holding a women's event this coming Saturday, the Brind'Amour/Nugent-Hopkins Cystic Fibrosis the following Saturday, the RBC PGA Scramble the following day and Midsummer Madness in two weeks on Canada Day. Just about enough to keep a guy out of trouble!

### No Shows

We have been charging through golfer No Show's as we had hoped, but in much smaller numbers, again, as we had hoped. Taking a Credit Card number has helped reduce the number, and it is clearly noticeable the amount of calls we are receiving from golfers one day in advance to reduce their foursome, or to cancel one to two players.

I think our green fee revenue numbers are able to reflect this.

### Power Carts

When the season begins to slow down, I will prepare a business plan highlighting the need for the purchase of further power carts to our fleet.

We currently own forty gas carts (fourth season) and twenty electric carts (tenth season). Of the twenty electric carts, three are being used for spare parts and several of the remaining carts have failed to complete eighteen holes when called upon. Electric carts with batteries sitting out in sub zero degree temperatures is not conducive to long lasting batteries or good health when summer does roll around.

Briefly, I believe we should be budgeting for the acquisition of ten per year for the next few years. We would be able to sell the electric carts, then slowly build our own fleet. A fleet of 72 carts and a new storage building, would allow us to rotate the carts and extend their life span. We would be able to service every full shotgun event, and sell more companies or charities on the prospect of staging their event at our facility.

The Brind'Amour event has 144 players but we only have 57 carts for them. (I will be reaching out to our Cart-owning Members to see whether they are willing to rent their cart for the day). Many prefer not to rent them.

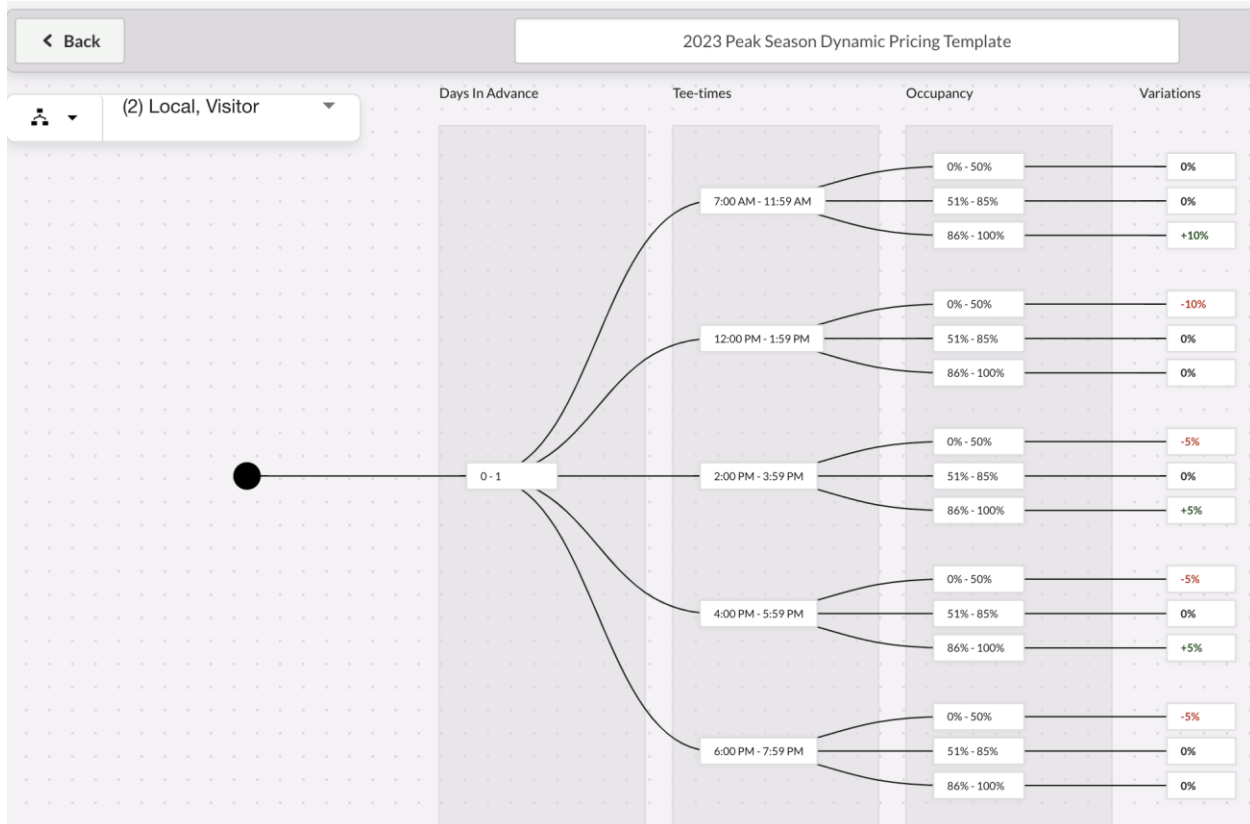
### Green Fees

We have moved into a Dynamic Pricing model. Golfers will see discounted green fee rates during quiet periods and slight increases in cost during busy periods. I will continue to tinker with the model until I am please with it. See the structure below.

Currently, we have the days in advance set at a very tight 0-1 days. We will make exceptions for league play, (Wednesday and Thursday) where afternoons are mostly sold out, so that our customers always receive the same rate with no unpleasant surprises.

Moving forward I'm considering opening up our tee sheet to online booking 180 days in advance. Golfers and groups of golfers would pay a premium to reserve their tee time this far in advance and would also need to make full payment in advance.





We would protect Member's Tee Times as we do currently with blocks covering the first four hours of each day as well as all League play. I think this would be a powerful way to generate further income for the club and to further curb the no shows and short shows.

### Storey Creek Branded App

The Storey Creek Branded App has hit the Apple App Store and Google Play Store and Members will be able to move all of their mobile tee time reservations into this format.

By the time you have read this, a short newsletter will have been sent to all Members advising them of this and including instructions on how to use the app.

**Manager's report accepted as presented.**

## FOOD AND BEVERAGE MANAGER'S REPORT

### F&B Report to the Board, May 2023

Great weather, adequate staffing levels, and full events contributed to the highest monthly F & B revenue in Creekside history for the month of May.

Some revenue figures for review:

	<u>May 2023 Actual</u>	<u>May 2022 Actual</u>	<u>May 2023 Budget</u>
<b>Sales</b>	\$101,800	\$81,665	\$74,340

35% over budget, 25% higher than the same month last year, which was the previous record for the month of May. We are currently unable to provide monthly profit loss information but hope to provide that soon.

I think we are at the point in the season when we can say with some confidence that the golf business is alive and well post Covid. The concerns of a possible recession have not disappeared entirely, but our local economy remains strong, and our customer base continues to grow. June is shaping up to be another strong month for revenue, I expect we will exceed the budget once again.

Staffing levels are better than they have been, and we have begun to reach out to the local community to promote our upcoming events. In addition to our member focused couple's nights, we will host a Surf & Turf night in July, a Seafood Night in August, and an Oktoberfest Night in September. In addition to promoting these we will begin a regular Creekside newsletter and social media campaigns targeting non-golfing locals and Storey Creek neighbours.

I look forward to discussing agenda items regarding dress codes and member/guest conduct.

As always, we are challenged to compete with better equipped, year-round facilities for qualified staff. Steven and I are working to continue to cultivate an environment of cooperation and positivity. Looking ahead to next year, staff benefits, and performance incentives will be included in my F & B budget. Investing long term in our key people will pay off.

As always, your questions or comments are welcome.

Regards,

Marty Smith

Food & Beverage Manager

## **BUSINESS MANAGER'S REPORT**



Financial Report – May 2023

This month's report will look quite different from previous reports as it relates to financial information.

Attached is a draft Income Statement for Feb-May 2023, to give provide a sense of where we are financially. As stated, this is only a draft and I have made notes to support the findings.

The transition to Lightspeed still has a few kinks to be worked out. Everyday I find another little glitch that we will need to be fixed. As I work towards getting detailed monthly reports, finalizing month ends, it is becoming more apparent that there is much more work to be done, especially within the FB platform. Daily I continue to spend too much time reconciling the previous days reports.

A big issue found today, while compiling the income statement, is that revenue reports coming out of Lightspeed are not migrating correctly into Shogo and QuickBooks. This will require quite some investigation and time.

I hope that by the next meeting, all problems will be resolved...Fingers and toes crossed.

Items of Note:

1. Still waiting to hear back if we will be in receipt of any Canada Summer Job Grant, have been given information about other employment assistance we might be eligible for (haven't been able to inquire about yet)
2. working on getting the Development Permit for the septic field completed and filed with the City of Campbell River

**Manager's report accepted as presented.**

#### **4. OLD BUSINESS**

In Camera

Clubhouse update – the committee is continuing to work with AFC construction to develop a plan for the new clubhouse

#### **5. NEW BUSINESS**

- 1) Dress Code Policy #11  
Cathy, Scott, Steven and Marty to review current policy
- 2) Member Code of Conduct (Proposed Policy)  
Scott, Gerry Jackson, Chris, Steven, Marty – Gerry to co-ordinate
- 3) Board newsletter articles  
The Board should contribute an article in each of Steven's newsletters.

- 4) Letter regarding Subscription redemptions – Cathy to respond on behalf of the Board
- 5) Medical Fund request – Deb to respond to the member
- 6) Meeting dates and time – Change meeting day to Tuesday and time to 4:00 pm

Adjournment: 8:00 pm

Next Meeting: July 18 2023 @ 4:00pm – Maintenance Shop