

MINUTES FEBRUARY 18, 2021
ELY GOLF CLUB
GRAND ELY LODGE
5 O'CLOCK



ORDER: The meeting was called to order at 5:04 p.m. by the President.

ATTENDANCE: All board members were in attendance along with Tim Cooper, Manager. [Linda Enquist VandenBranden, Scott Drechsler and Dawn Rowe present with Len Clewett, Frank Gulbrandsen, Mikey Lund, Lori Casey and Tim Cooper by phone.

MINUTES: January 19, 2021 minutes were approved by a motion from Scott Drechsler and seconded by Len Clewett.

NEW & OLD BUSINESS

President Report

- A. Contracts: The Superintendent and Manager 2021 contracts were discussed. All board members received the two contracts several days before the meeting. Len Clewett moved to accept both contracts as written. Dawn Rowe seconded the motion. Discussion: Hirdler was offered a 5 year contract and as customary, Cooper was offered a one year contract. Both employees earned above average ratings in performance. Both contracts approved 7-0.
- B. Enquist VandenBranden will begin to solicit advertisement for tee-markers at \$200 and scorecard advertisement at \$250 each. EVB will again assume this responsibility.
- C. The manager was asked about the Payroll Protection Loan. The club is awaiting notice from the government about loan forgiveness. All required documents have been submitted.

Treasurer's Report

Len Clewett thanked Tim Cooper for his contribution to the club working many hours over the winter to keep business up-to-date. There were no significant changes to the financial statements since year end. Current assets remain increased from a year ago due to the SBA loan, which is under review for terms of re-payment. Payment for the Toro sweeper has been completed.

Ely Golf Club Financial Report as of 2/15/21			
Item	2/15/2021	2/15/2020	Change
Checking	\$33,062.54	\$10,997.83	200.6%
Capital	\$12,741.71	\$11,758.13	8.4%
Savings	\$27,114.41	\$27,056.04	0.2%
Youth Savings	\$7,315.51	\$7,717.98	-5.2%
Cash on Hand	\$500.00	\$500.00	0.0%
TOTAL	\$80,734.17	\$58,029.98	39.1%
Same as Year End 2020 ↓ (See Minutes of 1/18/21 for details)			
GROSS PROFIT	\$207,907.66	\$190,872.05	8.9%
TOTAL EXPENSES	\$193,032.37	\$174,967.12	10.3%
NET OTHER INCOME	\$6,030.78	\$7,176.68	-16.0%
NET INCOME	\$20,906.07	\$23,081.61	-9.4%

A recommendation to form an ad hoc committee to develop a five year capital plan was discussed and agreed to by the board. Frank Gulbrandsen will join Clewett on this committee.

Discussion will be held this spring with Cooper and Hirdler to identify expected capital spends. The report will be shared with the financial committee and the board on a routine basis.

Manager's Report

- A. Indoor hitting and lesson will not be available this spring.
- B. Spring advertisement/ads-flyers will be distributed and announced as in past years.
- C. Computers – the manager is negotiating a 4 year contract with GolfNow. This will include new software and upgrades in the office and at the front desk. The agreement is a trade as agreed upon in past years. GolfNow gains access to two tee time spots (hot deals) - and the club receives web hosting, and point of sale service and software.
- D. Mailing of the newsletter will be in mid-March. Casey is including a spotlight on the manager and superintendent.
- E. Tim Cooper does not see any COVID rule changes this spring. Changes to restrictions will be based on State and local recommendations.
- F. Eighteen carts will be leased-two less than last year.

Marketing & Advertisement:

- A. Guldbrandsen spoke with Kurt Soderberg regarding Kurt's research on traffic generator signs for the golf club. This inquiry began in July of 2019 with MNDOT and the City of Ely. In review one sign would cost approximately \$945 and learned, due to regulations, no additional signs will be allowed near the corner of Central/Sheridan Street. Other golf sign locations were investigated but due to cost, location and laws, no action was taken by the board. One private property location, Forest Concrete on Hwy 1, allowed us to displayed advertisement but it was removed by the club for repair and never replaced. The Superintendent will be consulted and hopefully permission will be granted to reconstruct that sign.
- B. Tim, Linda and Lori will continue to use Facebook and our website for electronic advertisement.

Youth Golf: Frank Guldbrandsen believes not all youth are aware golf is free for players who cannot afford the fee. A lengthy discussion following which involved these topics: the youth fund; eligibility for free golf for players 16 and younger who cannot afford golf; advertisement; student memberships; youth golf camp; youth etiquette on the course; the age players should be allowed to play alone without an adult; Youth on the Course Program (PGA/MGA), tee time eligibility and perhaps a youth etiquette class/session requirement for youth playing alone (the age is presently 14). Casey will provide further information for discussion in May or June. Youth Golf Camp is tentatively scheduled for the week of June 14th. This is dependent upon the pandemic and volunteers.

Handicap Committee: Terry Cooper resigned from the Handicap Committee. Cooper served as a past Ely Golf Board Member and chaired of committee since October 2018. The club appreciates Terry and his committee's service to EGC. Jim Townsend will become chair. Barb Soderberg, Casey-board appointee and person to be named will complete the committee.

NEXT MEETING: April 14, 2021, 5 p.m., Clubhouse (Meeting changed to 4/22 after meeting).

ADJOURNMENT: 6:22 p.m.