



**Golf Board Meeting
Work Session Minutes
Thursday, November 16, 2023**

The Piqua Golf Board met at 4 pm at Echo Hills Golf Course located at 2100 Echo Lake Drive, Piqua. Present were ERS Director Amy Welker, Golf Manager Patrick Kirkland, Administrative Assistant Melissa Kinney, and the following board members: JD Denson, Zach Gordon, Gene Hill, Mike Mohr, and Ron Pearson Jr.

- The meeting was called to order by JD and seconded by Mike.
- Patrick started the meeting by going over the golf course's revenue year to date. 2023 has been a very successful year for Echo Hills, as revenue is up overall by 37% and rounds played are up 31% year to date. The 14 new golf carts contributed to the increase in rounds played. The driving range revenue has also increased by 25% this year, merchandise sales are up 42%, and beer sales are up 37% over 2022.
- Mike inquired if the city was going to change the liquor license at the clubhouse. Amy said that the city would like it upgraded eventually. Patrick said that there is a large profit margin when selling draft beer.
- Patrick provided an update on the proposed fee changes for the 2024 season. Because the course typically loses money when offering the Limited Membership season passes, Patrick would like to eventually get rid of this. In 2024 he is eliminating the Limited Membership options for Juniors and Young Adults. He is going to watch golfing trends and re-evaluate fees every 2 years as needed. Patrick said that a new membership offering in 2024 will be the Premier Unlimited Membership, which includes a cart and the driving range. He thinks this will be a very enticing offer for regular golfers. Also next season will be an Unlimited Range Pass offered for \$300. Patrick's goal is to continue to build value into the membership programs. Ron commented that Echo Hills has the best driving range in the area. All board members agreed that the rate increases for 2024 are necessary.
- Patrick then shared some projects planned for the 2024 season, including a new audio system outdoors, new patio furniture, finishing the cart path repaving on the front 9, repaving the parking lot, purchasing 10 more carts, and acquiring commercial kitchen equipment. He also is beginning promotion of the Golf Memorial Program, as the course needs new trees. Patrick briefly shared his idea for a new building in the future with covered bays that have Top Tracer technology similar to the experience of Top Golf. He said that he would also like to find an Assistant Manager next season to manage the food and beverage operations, along with some non-golf events.
- Amy invited the board to the City Commission Meeting next week, as Patrick will be giving a presentation of the 2023 golf season. She announced that the next meeting for this board will be in March 2024.
- A motion to adjourn the meeting was presented by JD and seconded by Ron at 4:58 pm.