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MEMORANDUM

TO: GOLF BOARD
FROM: KURT RUEHLING, GM / PGA PROFESSIONAL
SUBJECT: MONTHLY DEPARTMENT REPORT – GOLF OPERATIONS
DATE: MARCH 18, 2024

The 2024 golf season started on Monday, March 11th...possible the earliest, organized opening in Facility history!

Membership sales are steady, with many new memberships and large numbers of Young Adult memberships! (Great for the future!!) Many “Snowbirds” are not yet back for the season, so total number of Members are in-line or lower than in 2023.

League sign-up is going very well...most noticeably in the Couples’ League, which will be great for the Food & Beverage as well. Junior Golf offerings will be made available on April 1st and are expected to fill once again. We will continue offering Junior Camps, Junior League, PGA Jr League, and Tuesday Evening Advanced Lessons (organized by Steffi Williams and Simon Kallal)

Goals for the Golf Department for 2024:

1. Report League winners in a more timely manner
2. Respond to emails and phone messages in a more timely manner
3. Increase the tee sheet capabilities by maximizing each day’s available tee times
4. Book all 2024 events for 2025
5. Decrease expenses from 2023
6. Incorporate automated scoring and League administration where needed

Goals for the General Manager for 2024:

1. Improve communication with all employees, with focus on Grounds Superintendent
2. Work closer with the Food and Beverage operation
3. Lower the expenses in the Golf and Food & Beverage operations, oversee Grounds
4. Improve Social Media and Patron communications
5. Create/update the Capital Improvements list and execute
6. Create new social/golf offerings to increase traffic

RESPECTFULLY SUBMITTED,
KURT RUEHLING, PGA
GENERAL MANAGER / DIRECTOR OF GOLF