



Island View Golf Club Annual Meeting

September 25, 2019



❖ Call to Order

❖ Approval of Minutes and Agenda

❖ 2019 Recognition



Recognition 2019

Thank you to all of our IVGC Members and Shareholders

- Patience
- Supporting events
- Clean up the course
- Vandy's Grille



Recognition 2019

Cliff Stahlke

- 18 years of dedication and loyalty to IVGC
- Smooth transition with Allen Cole, the new Club Administrator
- Ongoing support



Recognition 2019

Dan Callahan

- 21 years as head golf professional
- Loyalty and dedication
- Passion for teaching golf
- Support for junior golf

Thanks to support staff, Jeff Crouch, Susan, Tom, all the rest!



Recognition 2019

Kurt Knox

- Overcoming the elements
- Hard work and dedication to our golf course conditions
- Consistent communication to members
- Plans for the future to make IVGC better for all of us

Congrats to the support staff, Marc, Ryan, and all of the team members!



Recognition 2019

Corey Vanderhoff and Vandy's Grille

- Overcoming obstacles
- Listening to member feedback
- Helping to make the events successful

Thanks to the support staff, Chelsea, cooks, wait staff, cart staff, shack staff, and everyone!



Recognition 2019

Board of Directors

- Brad Solheim Vice President
- Marty Leestma Treasurer
- Tammy Birlew Secretary
- Ryan Berger
- Jackie Conley
- Chuck Dueber
- Jason Ickert
- Cory Uchtman



Secretary's Report

- ❖ 21 new members this year (43 new members last year)
- ❖ Full membership is 375 dues paying members
- ❖ We currently have 363 dues paying members
 - ❖ 10 members on the exit list
 - ❖ 2 members have medical exemptions
- ❖ History tells us to expect that another 10-20 members will go on the exit list this winter
- ❖ **Our goal is to get to full membership with a waiting list**



New members

Todd and Kelly Overgard

Kenneth and Deborah Peyer

Blake and Jill Hahn

Jim and Liz Denn

Alex Cunningham

William and Sheri Nichols

William Predovich

Kent and Cheryl Michaelson

Daniel & Tamara Kiepenbrock

Jamison & Jessica Edlund

Jeff & Jennifer Ulrich

Matthew & Drew Jensen

Matt and Betsy Pffingsten

Eric & Beth Donabauer

Geoffrey & Jennifer Hansen

Maxx Williams

Stan & Chris Rud

Eric & Karly Schemenauer

Andrew Maki

Chris & Stephanie Kasdagly

Robert & Suzanne McCarty



Finance Committee

2019 Financial Challenges

❖ Health Insurance	↑	15%
❖ Hourly Course Employees	↑	7%
❖ Club Cleaning & Supplies	↑	20%
❖ Real Estate Taxes	↑	6%
❖ Horticulturist	↑	30%



Treasurer's Report

	<u>Income</u>	<u>Expenses</u>	<u>Profit</u>
❖ 2017	\$1,573,073	\$1,498,282	\$74,791
❖ 2018	\$1,573,037	\$1,553,630	\$19,407
❖ 2019*	\$1,589,016	\$1,556,234	\$23,782
❖ Total Club Debt –			
2017	\$1,013,379		
2018	\$871,500		
2019	\$835,708		

* 2019 numbers based on 10-month actual, 2-month projection



Buildings and Grounds

Improvements made this year

- ❖ LED Upgrade to building and Parking Lot
- ❖ Deck trim and gutter painted
- ❖ New Horticulturist
- ❖ New Laptop and removal of older furniture
- ❖ New wall art in and around the clubhouse

Proposed Improvements on the Horizon

- ❖ Landscaping around snack shack and smoker
- ❖ Spot light illuminating American Flag
- ❖ Upgrade to the Men's downstairs restroom
- ❖ Driving Range Tee Area



Course Clean-Up

Program Metrics:

- Occurred four of five scheduled Monday nights (one rainout)
 - 65 people participated – Several coming multiple times
 - 500 lbs of soil and seed mix each Monday
 - Repaired approximately 22,000 divots for the season
-
- ❖ Program portrays an “I Care Attitude” which can be shared with all golfers at IVCG, encouraging expectations for course care.
 - ❖ Video on proper divot and ball mark repair shared with all IVGC Members and on Social Media
 - ❖ Cart Signage implemented to increase awareness

Looking for new Leadership to continue the program



Handicap Committee

- ❖ New Computer purchased for recording golf scores
- ❖ Increase in use of cell phones to post scores
- ❖ New Updated Scorecard for 2019 including updated combo option
- ❖ Communication piece encouraging
 - ❖ Posting your scores using the equitable stroke control system, for example, a handicap of 40 and up, max score of 10 on any hole.
 - ❖ To complete rounds within 4 hours
 - ❖ Keep up with the golfers in front of you
 - ❖ Play from tees that most accurately reflect your golf ability
- ❖ No handicap inquiries during 2019 golf season
- ❖ Thank you to the membership for your continued accurate posting of scores this season



Golf & Hospitality

- ❖ The G&H Committee prime objective is to enhance the golfing experience of the IVGC members.
 - ❖ Members: Ryan Berger, Tammy Birlew, Luke Henning, Jason Ickert (chair), David Peterjohn, Dan Callahan, Jeff Crouch
- ❖ Goals for 2019 Season
 - ❖ Create events and a golf experience that focused on increasing the participation of women members
 - ❖ Introduce new events and formats that would be enjoyed by members (4-some Championship)



Golf & Hospitality

- ❖ Rounds Played Report
- ❖ Memberships
- ❖ Club Events
- ❖ Corporate Outings
- ❖ Junior Golf
- ❖ Pro Shop Staff



Greens Committee

- ❖ Coming out of winter
 - ❖ Winterkill
 - ❖ Lessons learned
- ❖ Game plan for recovery
 - ❖ Closing greens, seeding, & carts
- ❖ Catching up after spring
 - ❖ Trees, collars, flower beds, other projects
- ❖ Prepping for winter
 - ❖ Covers
 - ❖ Topdressing
- ❖ Looking to next season
 - ❖ Details, trees, & drainage



Marketing

- ❖ Memberships sold since fall 2018: 21
- ❖ Exit list: 10
- ❖ New website went live early 2019
- ❖ Recruiting through Facebook and prospect lists
- ❖ Welcome Wagon mailer sent out spring 2019
- ❖ Facebook marketing campaign started August 2019



Marketing



Fall Membership Promotion

Become a member today and for the remai...

52

Leads (Form)

5,319

People Reached



Fall Membership Promotion

Enjoy the view? Join today and for the rem...

10

Leads (Form)

1,686

People Reached



Fall Membership Promotion

On the fence? Join today and for the remai...

18

Leads (Form)

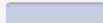
1,429

People Reached



Marketing

[Add Pages](#) Engagement *i*

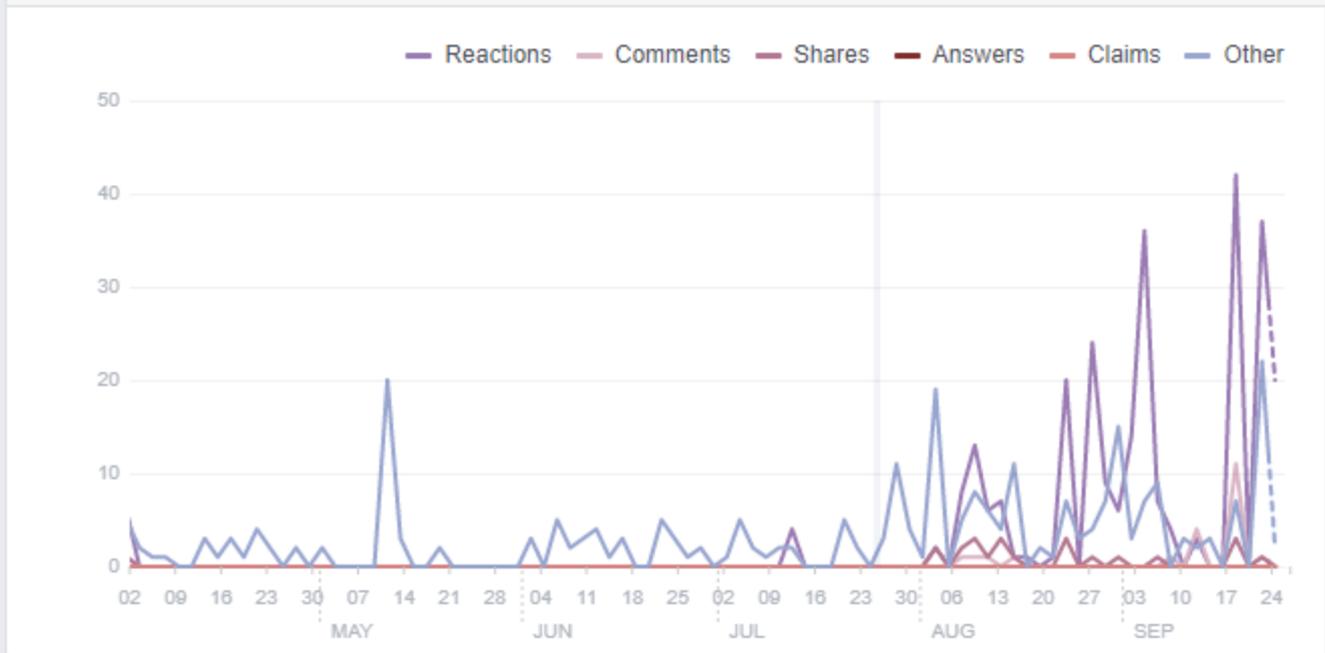
Page	Total Page Likes	From Last Week	Posts This Week	Engagement This Week
1  Hazeltine National Golf ...	4.3K 	0%	2	956 
2  Deer Run Golf Club (Vict...	2K 	▲0.1%	1	312 
3  The Chaska Town Course	1.9K 	0%	0	220 
YOU 4  Island View Golf Club	1K 	▲0.1%	6	707 
5  Bluff Creek Golf Course ...	701 	0%	1	497 



Marketing

Reactions, Comments, Shares, and More

These actions will help you reach more people.



Follow/ Like Us



Facebook



Twitter



Instagram



2019 Rounds Info

❖ Member rounds

❖ 2018: 13,933

❖ 2019: 13,214 (-5%)

Season Length: 2018: 129 days

2019: 136 days (+5%)

❖ Member-guest rounds

❖ 2018: 2,150

❖ 2019: 1,750 (-18%)

Average rounds per day 2018: 139

2019: 122

❖ Public rounds

❖ 2018: 1,881

❖ 2019: 1,593 (-15%)

*Data is through August 31, 2019

❖ Total

❖ 2018: 17,964

❖ 2019: 16,557 (-8%)



Restaurant Committee



New Business

- ❖ Member Survey (Course, Club, and Pro-Shop)

Old Business

- ❖ None



Election of New Board Members

- ❖ 2019 Candidates
 - ❖ Jake Grassel
 - ❖ Brett Howells
 - ❖ Steve Marsden
 - ❖ Mark Stangret
 - ❖ Jeff Teal
 - ❖ John Zerull

- ❖ Join a committee



Outgoing Board Members

- ❖ Larry Lashley, Jason Ickert, & Chuck Dueber

Any Questions/ Comments?

Adjourn

