

**Deer Ridge Golf Club  
Board of Directors Meeting June 24<sup>th</sup>, 2013  
Summary**

**2013 Director Positions**

**President** – Mark Schumacher

**Vice-President** – Craig Moore

**Treasurer** – Richard Ernst

**Secretary** – Roy Ojala

**Director** – Jeff Butt

**Director** – Roger Farwell

**Director** – Mike Rhiger

**Superintendent Report**

The rain has eased and the heat of summer has been here for only a few days. The new fan has been running at 17 green since Friday June 21 and keeping air moving and cooling the playing surface. The golf course is in great condition and greens, tees and fairways are in good health. Collars are struggling and will need aerifying which will take place this Thursday June 27<sup>th</sup> and will include the perimeters of the greens also.

Turf Projects Scheduled for July

- Clean up drain line on the driving range
- Continue with regular topdressing of greens
- Continuation of weed spraying
- Fountain parts have been ordered

**General Manager / Head Golf Professional Report**

No Certificates to report at this time (twelve for the last twelve months).

An update was provided on the Project Perfect initiative. Members are being taught how to fix ball marks and the divot blitz party on June 23<sup>rd</sup> was a huge success.

Kevin provided an overview of the upcoming PGA of Ontario Championship. The goal of the event is to expose the course to golf industry leaders with hope that they will create a positive “buzz” about DR.

An outline was provided of the in depth golf course utilization study that KO will complete. The tee sheet utilization will be analysed by month, day and hour.

A new marketing sales kit is being developed by Sara. The package will be electronic and distributed in a USB drive/stick.

An e-invite has been sent to all golf course raters for Golf Digest, Score Golf and Fairways magazines. Kevin will host these individuals over the next few months. The goal is to expose the course to individual raters who have yet to play DR.

The Directors tabled discussion about improving the public section of the Clubs web-site and collecting guest e-mail contact information.

### **Treasurer Report**

Year to Date revenue is \$25,871 behind than budget

Year to Date expenses are \$10,717 under than budget

Year to Date profit is \$39,963 below budget

Capital spending year to date is on budget (\$512K approved)