

# **2017 ANNUAL STOCKHOLDER MEETING REPORTS**

## **2017 Golf Professional Report**

Thank you to members and their guests who supported and participated in the various tournaments, weekly events and other golf opportunities presented this season. This is an essential part of what helps make Fox Valley Golf Club such a special place. Promotion of club & weekly contests and the utilization of BlueGolf Tournament Manager this season again triggered solid participation levels, healthy payouts/club revenue and a general buzz around the club. We will strive to deliver more of the same during the 2018 golf season. Thank you to Cindy Robert, Brandon Warman (Co-Chairs) and the Golf Activities Committee for all of their hard work and effort this season.

Many thanks go out to the membership of Fox Valley Golf Club for all of the kind words and generosity during my seventh season at the club. Thank you to Steve Nockerts and the Board of Directors for granting me the opportunity to be your Head Golf Professional. Thank you to our entire Golf Staff for all of their efforts during the season. More thanks to Mark Coniff (Dining) and Sam Spees (Bar) plus their respective staffs for all they provide the membership for events and daily operations. None of this could happen without the top notch grooming Scott Bushman and his crew deliver daily for member and guest play alike... thank you gentlemen. It was a great year and a lot of fun. Thank you all once again!!

A comparison of rounds of golf the past few seasons is listed below. The 2017 round count was down by 1502 rounds in comparison to 2016, but the course was open 9 less days and had many more rained out days in 2017 versus 2016.

<b>2017 Rounds of Golf</b>	<b><u>15,465</u></b>
<b>2016 Rounds of Golf</b>	<b><u>16,967</u></b>
<b>2015 Rounds of Golf</b>	<b><u>16,376</u></b>
<b>2014 Rounds of Golf</b>	<b><u>12,857</u></b>

The Junior Golf Program had 35 junior golfers participate in the 6-week program. We'd like to thank the parents, grandparents and families that helped out during camp and for coordinating transportation. The future of the game and the club will be determined by junior golf participation and programs that promote an enjoyable golf experience. Please spread the word to family and friends.

This off-season I will be working with vendors, researching product and developing a buying plan that will continue to bring added value to the membership and club. Member input is invaluable in this process. Please contact me if exposed to a product line that could succeed at

The Fox. Our pricing structure in 2017 granted members and guests the best deals in the business on current product. This strategy will continue next season. Members own the Golf Shop... *YOUR GOLF SHOP*, meaning *YOUR PROFITS!!* It is truly is a no-brainer to shop The Fox for all of your golfing needs. Please see club financials for 2017 sales numbers.

Thank you for your patronage and participation. Keep in touch during the off-season and if needing golf product special ordered, please do not hesitate to ask. Have a great Holiday Season.

Respectfully Submitted,

**Jason Haack, PGA**  
Head Golf Professional

## **2017 Greens and Grounds Committee Report**

We were able to open the course in early April, later than we'd all like, but the course came through the winter very well. A lot of that has to do with how Scott and his crew take care of the course during the year, but also into the fall as well. Once we close, they spend several days putting it all to rest, so it survives the way we want it to over the winter and is ready to go in spring. Some work was done over last winter cutting some trees down and tidying up some of the bridges as well. Many of the stumps were ground out over the summer to finish up the majority of the trees that had come down over the winter and this summer.

We also dealt with a ton of rain this summer. We were inches above average, from May-August. The course took it as well as it could, but we had some days with walking only, or closed altogether. We did find some drainage issues along the 15<sup>th</sup> hole and the tree farm that we addressed this summer, and after the course closed that we think will help with drainage more this spring. There's a couple of other items on that list we'll keep looking into so the course drains as it's supposed to. The rain also meant we had to use labor on the course in areas we'd rather not be spending extra time. Washed out bunkers and the grass growing at faster than normal rate kept the grounds crew pretty busy. Scott and crew did start to maintain bunkers a little different than in the past, so other than being washed out, I felt like the sand did get less compacted and crusty. We did also buy some new equipment that definitely helped, but also had a little learning curve to it as well.

Jon Wittman also met with an arborist on several of our maples that look scraggly, like those on left side of 6 and left on 15. Unfortunately not much that can be done to save them, but they should live for a while, so hopefully we can do some work to replace them going forward. Crew is also continuing to work on trimming trees up in the late summer and winter. This should help

those trees get stronger while also allowing the grass to get more sun. We also know that the ash borer beetle is continuing to spread, so we've planted a variety of trees on the course to counter that as it gets closer.

We also have met with a couple of companies on leveling the tees, so we are looking at how to move forward with course improvements as a board and club. In addition to leveling tees, we're looking at moving or creating tees to make the course more playable for more people. Tees and bunkers are a large expense, but something we know that needs to be done in order to keep our course at a standard we all can be proud of and enjoy for years to come.

Respectfully submitted,

Dan Haak

Greens and Grounds Committee Chair

## **2017 Golf Activities Committee Annual Report**

The committee members are responsible for scheduling golf events for members of The Fox. Below are some of the events:

- Derby Day
- Memorial Day Best Ball
- 4th of July 40-Ball
- Men's Scramble
- He-She Scramble
- Battle of the Sexes
- Club and Class Tournament
- Men's Guest Day
- Fox Frenzy
- Pumpkin Man/Gourd Gal

The committee members work with Jason to schedule events, in which he and Pro Shop staff members promote and manage. The goal is to avoid conflicts with state or NEWGA events. We appreciate your understanding when events need to be rescheduled due to bad weather or other scheduling conflicts.

Please take a moment to talk with or email Jason or one of the committee members listed below to let us know how we can make the 2018 events more enjoyable.

Members of the committee included Ryan Berndt, Bob and Jean Vande Hey, Dot VanLith, and Mike Zweibel.

Thank you,  
Golf Activities Chairs  
Cindy Roberts and Brandon Warman

## **2017 Business Development and Operations Report**

After strong Membership growth years in 2015 and 2016, total Membership remained stable from 2016 to 2017. As of October 2017, we had 242 Family, Individual, Senior and Business Memberships along with 18 Student Memberships. In total, they comprise a bit over 300 total Members.

Each spring, we touch base with those who decide not to renew their Membership and the most common reasons given for leaving are age (too old to golf), relocating to another area or not golfing enough to justify a membership. It's a testament to the experience and value a Membership at The Fox delivers that the overwhelming number of folks leaving for whatever reason have nothing but praise for the club and many say they plan to rejoin the club when their personal circumstances allow.

We've taken a prudent approach to Marketing that seeks to maximize the effectiveness of our limited marketing budget. We've formed strategic partnerships with WHBY and Dave Edwards as well as WAPL and Len Nelson to get the word out about The Fox to residents of the Fox River Valley, and that has led to much higher awareness of the club throughout the Valley. Our Members continue to play a key role in spreading the positive word about The Fox—their grass-roots efforts and willingness to share their experiences and love of the club with prospective Members serves as very strong testimonials that are invaluable in persuading acquaintances to join. Competitive dues pricing, engaging social opportunities and Member-friendly policies like no initiation fees or monthly/quarterly spending requirements also form strong bonds between our club and prospective Members, break down barriers to membership and make FVGC unique among private golf courses in the area.

Jason Haack joined our staff as Head Golf Professional in 2011 and continues to provide our Members and Guests with quality golf experiences and exceptional customer service. The Fox is fortunate to have such a dedicated and talented Head Golf Professional. He and his staff continue to find new ways to get Members more involved in the game of golf through lessons, competitive and friendly games and innovations like the forward yellow tees that make the game more fun for all.

In the Bar and Dining area, Samantha Spees joined our team in the Fall of 2016 as a bartender and was promoted to Head Bartender in spring, with additional responsibilities for product ordering, inventory control and staffing. She works closely with Bar and Dining Operations Manager Mark Coniff and has been an outstanding addition to our team. Mark joined The Fox in 2012 and has brought stability, consistency and accountability to a position that had been a bit of a revolving door prior to his joining our team.

Together, the Food and Beverage team continue to evolve our menu offerings and keep a keen eye on bar and dining costs in order to strike a proper balance between delivering great value to our Members and Guests while being fiscally responsible to the club and the Member/Owners. Food costs were a bit higher this year than we would like, so we will be looking at our cost structure closely and making prudent adjustments as needed. Going forward, we feel there is an opportunity to develop alternative revenue streams for the club by promoting the clubhouse facility for business meetings, parties, showers, and events of all kinds. We have a beautiful venue and plenty of capacity to add events to our clubhouse schedule. We believe our “sweet spot” is events with between 50 and 150 attendees. We also encourage Members to give us suggestions for permanent menu items as well as weekly feature items—we want to serve what you want to eat!

The summer of 2017 wasn't as cooperative as the previous couple years were, with lots of rain on Wednesday's and Thursdays contributing to lower patronage and revenues for the year. Despite these challenges, the combined bar and dining operations produced a profit for the club. We would like to thank our fantastic Members who support the club as well as our employees who take pride in outstanding service to our Members and guests. Your support makes a positive impact on the club's bottom line and helps create the energy and camaraderie that's such a big part of being a Member at The Fox.

Respectfully Submitted,  
Steve Nockerts  
Director of Business Development and Operations

## **2017 Building Committee Report**

To the membership of Fox Valley: 2017 was an uneventful year for our facilities compared to 2015 and 2016. In 2015 we completed a complete renovation of our parking lot and the surrounding landscaping. In 2016 we finished an extensive remodel of the club house including new carpet, furniture (donated by Lynne Keller), and most interior finish carpentry throughout the facility including our mural donated by our club President Mike Zimmer. The only repairs or capital improvements made in 2017 were minor expenditures which included a primary pump

replacement in the irrigation pump house for \$6000 and the replacement of our main air-condition unit for the bar area for \$3200.

As a board member I appreciated your support and look forward to serving for the foreseeable future.

Sincerely,

Josh Hounsell

Buildings and Grounds Committee Chair

## **2017 Personnel Committee Report**

To the membership of Fox Valley: 2017 was a great year from staffing perspective. We brought on two new professionals to increase our level of service at the club. The first being Sam our Bar Manager. Sam has been a great addition to the club and the membership has benefited from her excellent level of service all year. The second hire we made was our new PGA assistant professional Jeremy Wilkinson who has done a great job as a late addition in the season. Jeremy started a ladies group clinic and also helped with the Juniors outside of his day to day duties. Welcome to the Fox!

As a board member I appreciated your support and look forward to serving you for the remainder of my term.

Sincerely,

Josh Hounsell

Personnel Committee Chair

## **2017 Policy and Bylaws Report**

There were no Policy or bylaw changes this year.