

**FOX VALLEY GOLF CLUB  
2019 ANNUAL STOCKHOLDERS MEETING MINUTES  
THURSDAY DECEMBER 12, 2019  
6:00PM HELD AT THE CLUB:**

**CALL TO ORDER:**

The meeting was called to order by President Mike Zimmer at 6:10pm. A moment of silence was observed for deceased past members Jim Munson and Bill Peterson. A quorum was declared by secretary, Ed Bekx.

**APPROVAL OF MINUTES:**

The minutes of the December 13, 2018 annual meeting were posted online and approved by the membership.

**CANDIDATES FOR THE BOARD:**

President Zimmer announced the candidates seeking election to the Board of Directors and thanked them for running. Mike Zimmer and Brandon Warman whose three year terms are concluding are seeking re-election. Ryan Zelhofer is seeking election for the position vacated by Cindy Roberts whose term expired. A motion by Patty West to dispense with the formal vote and accept the two candidates to fill the positions on the board was seconded by Marlene Kloiber and the motion carried.

## **2019 Annual President's Report**

2019 was the second year in a row that Mother Nature dealt us a rough hand. But if we never had bad years like this, what would you have to compare a good year to.

Our main accomplishment this year was completing the Tee Box Project and we were firing off the new tees by Memorial Day. Hats off to Superintendent Scott Bushman and his crew for a job well done. We bit off this large project that a few years ago we wouldn't have thought we could pull off while only increasing our debt by a relatively small amount.

During the summer we had a huge storm wipe out over 100 trees on the course. But all hands were on deck for a major effort to clean up the debris and get the course open for play within only a few days. Thanks to everyone that helped out.

Jason kept operations running smoothly while handling many outside outings that gave great exposure to The Fox. We look to continue this outreach to let people in the area know what a great resource we are.

Mike whipped up some great meals and has got a good vibe going in the bar and dining area. We encourage all members to support the club, especially during the winter months. Mike will be putting on several themed events over the winter. Please get these on your calendar and get out and support your club.

Jeremy and his staff did a nice job with all the pro shop duties and kept things running smoothly during a tough year.

Spring is right around the corner and I have a feeling we are in for several long and dry seasons of golf. I am excited to continue making The Fox the best place in the area for Great Golf and Great Times!!

Mike Zimmer

## **2019 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 2020 golf season. Thank you to Cindy Roberts, 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 third season at the club. Thank you to Jason Haak and the Board of Directors for their support and the opportunity to be your Golf Professional. Thank you to our entire Golf Staff for all of their efforts during the season. More thanks to Mike Faggio (Dining) and his staff for all they provide to 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 2019 round count was up by 111 rounds in comparison to 2018.

<b>2019 Rounds of Golf</b>	<b><u>12,739</u></b>
<b>2018 Rounds of Golf</b>	<b><u>12,628</u></b>
<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 48 junior golfers participate in the 6-week program. We'd like to thank Carolyn Barnett-Howe and her mentors for being a part of this year's program. We couldn't have done it without them. We'd also 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 2019 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 truly is a no-brainer to shop The Fox for all of your golfing needs. Please see club financials for 2019 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,

**Jeremy Wilkinson, PGA**  
PGA Golf Professional

## **2019 Greens and Grounds Annual Report**

First, I want to thank Scott and Casey and the rest of the grounds crew for doing their usual great job. They kept the course in great shape in what was certainly a busy and difficult year babysitting the new tees, cleaning up downed trees and fighting rain.

We finally got on the new tees around Memorial Day. For the most part, tees were in great shape. Some took a little longer to grow in than others, and they are continuing to mature. For the most part the tees over the summer held up well. I would expect that it will still take a couple of seasons for them to be completely grown in. I know there was great feedback on the tees during several of the outside events we hosted at the club. Appreciate everyone's patience dealing with the temp tees as we watched the new grass grow in.

Things rolled along well until July and storms hit and really created a mess. There was an incredible amount of damage and an incredible amount of support from the membership. The hours that were put in to get the golf course back open for play in a matter of days is really something to be proud of. We lost upwards of 80 trees, but thankfully no real significant damage to greens or tees. We were lucky from that standpoint. The trees lost in some cases will impact play, and in some cases might improve some areas of the course where grass was tougher to grow. We're continuing to look at how and where to strategically replace trees to protect the course.

Fall was difficult as well and the fact it started in August doesn't help. Record rains and cold weather made it tough fall for golf and maintenance. I guess we're lucky that we weren't doing the tees this year. That would have been a real mess. October snow and early close have us all looking towards an early spring, or south in many cases.

We've also been busy as a board this off season. One off season project is purchasing a new cart fleet. We've sold most of our old carts and are looking into other options for 2020. Similar style carts as we had, and we're looking at what options will be best for the club and members. In addition to carts, we've been discussing some options for turf mats on the range. Goal would be to protect the range from over use when it's too wet or outings. They wouldn't be used for every day, and at this point it's just something we're kicking around. Also on the horizon, we will need to replace a couple more bridges over the next year or two. That will be another discussion point for the board, and those members who helped a couple of years ago.

Looking forward to an early spring and long season next year.

Respectfully submitted,

Dan Haak

Greens and Grounds Committee Chair

## **2019 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:

- Memorial Day Best Ball
- 4th of July 40-Ball
- Spring Scramble
- He-She Scramble
- Club and Class Tournament
- The Whipper-In

The committee members work with staff members to schedule, promote and manage events. The goal is to avoid conflicts with State, NEWGA, Mile of Music, Oktoberfest 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 one of the committee members listed below to let us know how we can make the 2020 events more enjoyable.

Members of the committee include: Dot VanLith, Sue Rusch, Janet Charlesworth, Ryan Zelhofer and Mike Zwiebel.

Thank you,  
Golf Activities Chairs  
Brandon Warman and Cindy Roberts

## **2019 Building Committee Annual Report**

To the membership of Fox Valley: 2019 was a challenging mostly due to weather. In late January Scott Bushman's shop flooded due to a well line break on our neighbor's property resulting in thousands of gallons of water filling up nearly the entire shop. Luckily no equipment was damaged and a remediation company was hired to address any damage to the building.

The only other capital building project we implemented was a retrofit of the existing pump house in front of number 8 tee box. This project was procured through Vacuum Pump and Compressor, which Gabe

Dahl is a minority owner in. I would like to personally thank Gabe for saving the club nearly \$10,000 over the next closest competitor for this project.

Looking forward we do have additional capital projects that need to be addressed, when those projects are inched forward, the members as always will be made aware prior to the Board of Directors taking any action.

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

## **2019 Personnel Committee Annual Report**

To the membership of Fox Valley: What a difference a year makes, 2019 was an excellent year from a staffing stand point. With the new addition of Director of Food and Beverage Mike Faggio the F & B staffing was steady all year long, thank you Mike.

And of course thanks to our GM and Fearless leader Jason Haack who is the glue that holds the club together day in and out.

Last but certainly not least I would like to thank Scott Busman and his staff (which is minimal) for taking excellent care of the golf course with all of the changes this year while dealing with a terrible weather year

I look forward to a much season with less rain in 2020 and continued growth of the club.

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

Sincerely,

Josh Hounsell

Personal Committee Chair

## **2019 Policy and Bylaw Updates**

2019 saw no changes in the bylaws and no new policies were adopted.

Respectfully submitted,

Ed Bekx

Policy and bylaws chair

## 2019 Business Development and Operations Report

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/Dave Edwards as well as WAPL/Len Nelson to get the word out about The Fox via radio and that has led to much higher awareness throughout the region. Aaron Baer has stepped in and offered assistance thru his company (Baer Performance Marketing) to create more effective internet based marketing solutions thru Google AdWords for the club. Our Facebook page is continually being updated and has seen continued growth. 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, breaking down barriers to membership and make The Fox unique among private golf courses in the area.

This off-season I will be meeting with the Board of Directors (Marketing Committee) to develop a membership business development plan for the 2020 golf season.

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Your management team at The Fox is as follows:

- **Scott Bushman** oversees the golf course operations as Golf Course Superintendent with Casey Kopf assisting as Assistant Golf Course Superintendent.
- **Mike Faggio** oversees the food and beverage operations as Director of Food & Beverage/Special Events with TBD assisting as Lead Bartender.
- **Jason Haack** oversees the golf operations, membership/marketing and business office as Director of Golf & Membership with Jeremy Wilkinson assisting as PGA Professional and Mike Farrell as Bookkeeper.

**Scott Bushman, GCSAA** was hired by the club in the spring of 1996 as Assistant Golf Course Superintendent and assumed the Golf Course Superintendent post the following year. He is a highly valued asset to the club that cannot be put into words properly. Scott is a skilled and tireless worker that wears many hats. He is also well respected and liked amongst his peers in the golf course industry.

**Casey Kopf, GCSAA** was hired by the club in October of 2014 as Assistant Golf Course Superintendent. He handles and assists Scott with a variety of tasks in golf course operations and is very devoted to his work.

**Mike Faggio**, joined The Fox team in a part-time role to help out our kitchen operation in the fall of 2018 and signed on as full-time Director of Food & Beverage/Special Events in November of 2018. He has done an exceptional job to date in all facets of the F&B department and we look forward to continued improvements and growth. Mike is highly skilled, detailed oriented and a pleasure to work with.

Note: In the Bar area, the Lead Bartender resigned in early fall. With Mike Faggio's leadership, the F&B team provided excellent service through the remainder of the golf season as well as to date. Thank you to the entire F&B team for working together and all of the extra effort.

This was my (**Jason Haack, PGA**) ninth season at The Fox (began April of 2011) and second in the Director of Golf & Membership position. My role throughout the 2019 golf season was far more streamlined than the prior year. Focus was primarily devoted to Golf Operations, Membership/Marketing and Business Office functions along with an occasional assist to the F&B team.

**Jeremy Wilkinson, PGA** joined our staff as 1<sup>st</sup> Assistant Golf Professional in July of 2017. Jeremy was promoted to PGA Professional this season after undertaking a similar interim role in 2018. Merchandising was added to Jeremy's role this season. We look forward to the 2020 season with both new and past programs being offered for members.

**Carolyn Barnett-Howe, PGA** began teaching at The Fox in 2019 as an Independent Contractor. Carolyn brings years of teaching experience to the club and exposed many new faces to the facility this past season.

**Mike Farrell (Bookkeeper)** joined The Fox team in December of 2017. He handles a variety of tasks in the Business Office and is very devoted to his work.

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Thank you to our 2019 Board of Directors for their service and efforts with a variety of tasks throughout the year. Your support is instrumental in our effectiveness as a club.

Thank you to 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,

**Jason Haack, PGA**  
Director of Golf & Membership

## **2019 Bar and Dining Committee Report**

The Bar and Dining Committee wishes to thank Mike Faggio and his staff and our members for a successful year for the clubhouse bar and dining programs. An emphasis for the year was placed on food quality and the customer experience. Feedback indicates success in both areas and is backed up by the following data:

1. Friday bar and dining revenue was up 48% in 2019 vs. 2018 (Jan-Nov of each year). Average dinners served was 70/Friday night. Menus included 2-3 specials, homemade soups and deserts
2. Wednesday bar and dining revenue was up 23% on a year to year basis.
3. Thursday revenue was down 2% on a year to year basis primarily driven by lower bar revenue in August through November (poor weather). Dining revenue was actually the same in 2019 vs. 2018 during this time period.

Costs data and net profits will be available in the treasurer's report.

Another focus of Mike and his staff is to work with the board to increase the utilization of our human and physical assets. Some activities in this area include:

1. Whiskey/Bourbon testing event last spring.
2. Wine/dinner pairing event in early fall.
3. Scheduled events during the offseason to include: New Year Eve Dinner/Dance, Sunday Brunch, Saturday Themed Dinner.
4. Beer and Wine lists will be updated and continue to be modified through the year.
5. Catering options for upcoming holidays and parties (on site and off site)
6. Promote use of club for showers, weddings, holiday parties etc. Four holiday parties on tap for upcoming weeks.

Please continue to support your club in the bar and dining area and we look forward to you input in regard to menus items, special events and customer service experiences.

Respectfully Submitted,

Mike Zwiebel

Bar and Dining Committee Chair

## **ACKNOWLEDGEMENT OF RETIRING DIRECTORS:**

President Zimmer thanked everyone who helped the club in anyway this year. He thanked retiring director Cindy Roberts for her energy and service to the board and encouraged other women to consider serving on the board in the future.

President Zimmer handed out Fox Future Fund Bag tags to all who reached another level of participation this year.

## **2019 ANNUAL TREASURER'S REPORT:**

The annual treasurer's report is attached in a pdf. File as it is so large.

## **OLD BUSINESS:**

None

## **NEW BUSINESS:**

None

## **MOTION TO ADJOURN:**

A motion to adjourn was made by Patty West and was seconded by Marlene Kloiber M/C.



Respectfully submitted,

Edward Bekx  
Secretary to the Board of Directors  
Fox Valley Golf Club