BOCA WEST
COUNTRY CLUB

MINUTES

MEETING:	Golf Committee
DATE:	October 15, 2024
MEMBERS PRESENT:	Robert Lerner, Chair; Dan Schulman, Vice-Chair; Jeffrey Baltimore; Lela Canon; Jeffrey Getelman; Mark Gold; Irving Jainchill; Morris Maybruch; Rosetta Melchior; Susan Osten; Jack Roth;
MEMBERS ABSENT WITH NOTICE:	Marc Blitstein; Larry Gulko; Carla Schraub;
PARTICIPANTS:	Jeremiah Lockhart, Director of Agronomy; Travis Wehrs, Director of Golf Operations; Michael Bove, Head Golf Professional; Jacob Huizinga, Club Fitting Specialist; Jeff Jones; Assistant Director of Agronomy
ISSUE DATE:	October 22, 2024

Meeting was called to order at 3:00 pm

Golf Staff Reports

1. Travis Wehrs, Golf Director, Operations Report:
   A. Rounds of Golf Played:
      a. October 14, 2022 – October 14, 2023: 128,889 rounds
      b. October 14, 2023 – October 14, 2024: 127,464 rounds
         i. Difference: 1,435 fewer rounds this year
   B. Equipment Sales:
      a. October 14, 2022 – October 14, 2023: $683,303
      b. October 14, 2023 – October 14, 2024: $775,722
         i. Difference: Sales increased by $92,419
   C. Travis expressed optimism that, with the addition of Jacob to the team, total equipment sales will exceed $1,000,000 by year's end.
   D. Tee Time Utilization:
      a. Only 60% of available tee times are currently being used.
   E. Tournament Program:
      a. Luken Tournament:
         i. Consistent with last year, only 56 players registered.
         ii. Travis suggested reconsidering this tournament going forward.
      b. Welcome Back Tournament:
         i. Participation increased from 495 last year to 568 this year.
      c. Member-Member Tournament:
         i. Last year saw 268 participants, while this year had 284.
      d. Wine & Dine Tournament:
         i. Sold out last year with 68 members
         ii. This year, 80 members registered, with a waitlist of 64.
         iii. Travis emphasized the need for committee members to actively promote tournaments to other golfers.

F. Club Fitting Programming:
    a. A complimentary monthly seminar is planned:
        - November: Putter Month
        - December: Specs Month
        - January: Driver Month
        - February: Approach Month
        - March: Wedge Month
        - April: Golf Ball Month

G. Calling All Golfers:
    a. So far, 1,385 members have participated in the program, with an additional 290 signed up for future presentations.

H. Video Communication:
    a. The committee provided positive feedback on the instructional videos.
    b. Upcoming topics include:
        - Club Fitting
        - Golf Studio
        - Tournaments
        - Rules of the Game

I. Staff Updates

a. International Staff: 21 returning members from last year.

b. Promotions:
    - Daniella De Sousa: Promoted to Golf Operations Manager
    - Nick Salvas: Promoted to Player Operations Coordinator
    - Matthew Gardner: Promoted to Competition Coordinator
    - Chelsea Howard: Promoted to Golf Registration & Tee Time Supervisor
    - Reed Spangler: Seasonal Assistant

J. Project Update

a. Tree Marking: Ongoing on the course to assess existing trees.

b. Course Updates (as recommended by Jason Straka):
Two companies—Match Play (Canada) and Golf Graphics (Ireland)—will help keep members informed about course developments, including real-time flyovers of five key areas.
    - Course 1: Holes 1 and 2 will be converted into a nine-hole short course (75-120 yards per hole), accessible by foot or cart.
    - Hole 3 will become the new starting hole with a large putting green.
    - The course will remain 18 holes, with a more vertical design featuring significant elevation changes.

2. Open Discussion
    a. Lela Cannon raised a concern about mixed-couples tournaments, noting that it can be challenging for men and women to play together.
    b. Travis was also asked about accommodating two- and three-person groups
        - He confirmed that players would be added where it is feasible to complete foursomes.

3. Nanna Update
    a. Nanna will host a golf clinic at the driving range on November 26 from 4:00 to 5:00 PM.

4. Mike Bove's Report
    a. Mike discussed proposed changes to the Golf Operations Rules & Regulations.
    b. He outlined each current rule, followed by the proposed modification.
    c. Most changes were aimed at clarifying the existing rules or aligning them with current practices.

5. Jeremiah Lockhart, Agronomy Director's Report
    a. Jeremiah introduced Jeff Jones as the new Assistant Golf Maintenance Manager.
        i. He explained that heavy rains over the past few months have delayed maintenance work.
        ii. Typically, mowing the rough takes four men three days, but the wet conditions have forced adjustments.
        iii. They are also battling diseases and a persistent signal grass issue.
    b. Course 2: The front 9 is in good condition, while efforts continue to manage the signal grass on the back 9.
    c. There is also an ongoing focus on achieving consistent greens speed.

6. Additional Information
    a. Bob Lerner thanked Travis, Mike, and Jeremiah for their reports.
    b. He noted that members are pleased with the new scorecards and that the new Callaway practice balls are of high quality, eliminating previous complaints.
    c. Bob then opened the floor for any remaining questions
        - All of which were addressed to the committee's satisfaction.

The meeting was adjourned at 4:30 PM.

The next Golf Committee Meeting will be on November 5th at 3PM.