

DRAFT
Sudden Valley Golf Club Annual Meeting
Saturday, October 14, 2023, 4:00pm
El Agave Restaurant

Attendees:

Board Members: Brian Kruhlak, Lorna Lane, Rick Larrabee, Jean Maixner, Dan Perrino, Melissa Reece, Dave Strauss

Golf Club Members/Guests: Kristin DeSalvio, Laura Haggard, Nick Flacco, Greg Wadden

The meeting was called to order at 4:00 pm by Club President, Jean Maixner.

A quorum was confirmed with 3 members present and 42 proxies received.

The minutes of the last Board Meeting held on August 23, 2023 were unanimously approved.
(D. Strauss/M. Reece)

Reports:

President's Report (Jean Maixner): Copy of report attached.

Jean thanked Brian, Greg and the rest of the golf staff for ensuring the club experienced another successful year. She wanted to acknowledge Brian's efforts on behalf of the golf course members during the last 13 years and wish him all the best in the future. We don't know what's ahead for the course management and how it might impact our club but whomever takes over, we will stand with them going forward. A strong golf club not only benefits our members but all of the Sudden Valley Community.

Director of Golf Annual Report (Brian Kruhlak): Copy of report attached.

We had another successful year and it was a blessing to have Greg Wadden join the team overseeing the Turfcare Department. It was the first year since 2020 that we have the same person in charge of the course maintenance and Greg has certainly stepped up to the challenge.

Pond restoration has been completed between holes 2 and 3 and they are working to restore the pond between holes 6 and 7. In addition, Greg's team completed four new Gold Tee boxes (holes 1, 7, 10 and 12) and plans are to complete another four over the off-season. At the rate of four new Gold Tee boxes a year, we should have them all completed by the Spring of 2025. Brian asked that the Ladies Club survey their members and recommend which of the Gold Tee boxes they wanted prioritized.

Sanding of the greens was recently completed, and the plan is to get the fairways sanded next week. Sanding is a critical part of improving and maintaining the course.

Memberships growth was neutral for the first time in several years. Before Brian leaves at year-end, he will work with Kevin to analyze the situation and implement a plan to improve enrollment, particularly with the Couple and Family 3+ membership categories.

There was an informal discussion about what was next for course management. The SVCA is looking at a few different options. No decisions have been made. Dan Perrino wanted to go on the record that the Men's Club was opposed to a management company coming in and strongly supported Kevin LeDuc taking over the position.

Dave Strauss suggested the Board meet in November to solidify the Tournament Schedule. It was decided the Club Captain, Kelly Devlin, Brian, Dave, Jean and Kevin would meet to decide the schedule.

Brian also wanted to acknowledge the efforts of the SVGC Board to revitalize the Club.

Treasurer's Report (Dave Strauss): Copy of budget attached.

We had a discussion about raising the membership fee which is built into our annual golf course dues. That fee has not been raised in four or five years and we all agreed it needed to be increased to offset rising costs when the club sponsors events, particularly in food. It was decided to continue this conversation during our next SVGC Board meeting in November.

Men's Club Report (Dan Perrino): Copy of report attached.

It was another successful year for the Men's Club thanks to the Pro Shop staff and the many volunteers who pitched in during the various events.

The 2023 Men's Club Championship was a match play event and we expect to continue with that going forward.

We continue to transition towards a true Members-Guest Invitational next year which adds more value to the club and course. We will no longer accept Guest-Guest teams and we'll poll the members to see if they agree we should also ban Full Member-Full Member teams although Full Member-Associate or Social Member teams will be allowed. That survey will take place in early 2024 to determine if that change should be applied for 2024.

We averaged 15-20 players in our Wednesday Skins Games and we plan to continue the same format going forward. In subsequent reporting from the Ladies Club it was acknowledged that more events needed to be included to attract working women to the club and a plan was floated of perhaps featuring a separate women's event coordinated with the Wednesday Skins Game. Melissa and Dan will continue that discussion and report their decision back to the golf board.

Ladies Club Report (Melissa Reece): Copy of report attached.

The Ladies Club had another successful Invitational with 80 women participating and they raised \$1,000 for a local women's shelter. We will continue to allow Guest-Guest Teams and next year will allow Full Member-Associate or Social Member Teams.

We also saw an improvement in the Fall Wind-Up Tournament participation thanks to some players from our 9-hole group.

We continue to struggle to attract younger members and will explore offering mid-week and weekend events to attract women who work Monday-Friday; perhaps having a weekly Ladies event in conjunction with the Men's Wednesday Skins Game.

Club Captain Report (Kelly Devlin): Although not able to attend today's meeting, Kelly did submit a report. Copy attached.

Handicap Chair Report (Rick Larrabee): No report.

Social Chair Report (Beth Johnston): No report.

New Business:

Elections:

Jean Maixner was reelected as President.

Kelly Devlin was voted in as Club Captain.

Dave Strauss was reelected as Treasurer.

Election results were unanimously approved. (M. Reece/D.Perrino)

There were no nominations from the floor. Jean announced that John (Fuzzy) Fuchs has accepted the position of Greens Chair and will contact Greg about projects to be done.

Next meeting will be scheduled for Wednesday, November 15, 2023 at 5:00 pm in the backroom of El Agave.

Meeting adjourned at 4:45 pm. (M. Reece/D.Perrino)

Respectfully submitted,

Lorna Lane
Secretary

Presidents Report:

What a wonderful golf season we have had this year. The course was busier than ever, we put on six club events, five ladies' events, four men's events and several Monday night socials. The course was in great shape this season and the greens were true and fast. The beautification fund contributed to creating four raised tee boxes for the gold tees. The club's membership grew with the ladies' nine-hole group having a large influx of members. Thank you to Brian and Kevin who were able to get an official handicap index for the mixed silver-gold tees. Thank you to all the members who made the club and club events successful.

As mentioned in the last newsletter, there will be changes in 2024, some known, Brian retiring, and some unknown, who or how will Brian be replaced. Having said that, we have a sound foundation from which to move forward. We have a wonderful club, with good people who can make a difference. If you are a new club member, I encourage you to participate in the Golf Club events, most events have no added cost as it is a benefit for being a member.

I hope the golf club membership will continue to grow. A strong golf club not only benefits the club's members but the entire Sudden Valley Community (SVC). Much of the golf club's fees and dues contribute to the SVC income. We need to keep growing the club and encourage event participation to maintain and strong and vibrant club and help the entire Sudden Valley community.

Sudden Valley Golf Club – Golf Director's Annual Report

October 14, 2023

2023 has been another very successful year for the golf program at Sudden Valley. The pandemic is now firmly in the rear-view mirror, and on almost all fronts we were able to return to normal operations.

While we had great stability at the top of the turfcare and golf shop departments, we did lose key assistants in both. Assistant Superintendent, Sam Hruska left in July and Assistant Professional, Mike Fields left in late 2022. While we were able to promote from within on the turfcare side, we struggled through the 2023 season not having filled Mike's vacancy. Thankfully Andrew Hatch agreed to stay on through this golf season, but his full departure will leave big shoes to fill as his contributions here have played a huge roll in the success of the program.

After several years of being unable to complete a significant number of projects on the course, Greg and his team went above and beyond as detailed below:

Pond Restoration – In the late fall of last year, Greg was able to diagnose and repair a problem with the valve control on the pond between holes 2 and 3. Within a matter of a few weeks, he had mowed down the tall grass and filled the pond with water, returning it to a condition not seen in many years. The aesthetic and strategic enhancement that this provided has been immense to say the least. As if that wasn't enough, in September of this year Greg and his team did the same to the large pond that comes into play on holes 5,6 & 7. Returning these ponds to their original and intended condition has been a huge goal of mine and to say that I am thrilled would be an understatement.

Gold Tee Construction – In the 2022-23 off-season, we asked Greg to complete two new Gold Tee boxes, and instead he did four! Holes 1-7-10-12 now have proper Gold Tee complexes, and the plan is to build four more over this off-season. Assuming we can complete four per year, we will have all tees complete by the spring of 2025. Funding from the course beautification fund was critical and will be called on again as we push on with this project.

Fairway Sanding- We will once again begin aerifying and topdressing our fairways as soon as next week. Continuation of this program is critical to continued drainage improvement and turf health.

Thanks in large part to the continued commitment and support of the Golf Club, the golf program at Sudden Valley is on pace for our 6th consecutive year of record revenue and our 5th consecutive year of operation profitability.

Membership growth was neutral in 2023 for the first time in several years.

Membership by Category for last six years:

	2018	2019	2020	2021	2022	2023
Social	135	142	133	173	208	234
Associate	45	46	74	78	76	71
Single	86	79	62	61	64	62
Sr. Limited	37	45	39	48	49	44
Intermediate	4	3	18	18	13	20
Couple	88	86	70	86	74	66
Family 3+	33	27	24	18	30	27
Young Family	24	30	36	30	39	33
Junior	10	10	14	21	36	33
Total	462	468	470	533	589	590

As all of you know, this will be the last annual report I submit as my tenure here will come to an end on December 31st. I feel so fortunate to have been able to lead this program for the past 13 years. The transformation and redirection of the program's trajectory represent the most significant accomplishment of my professional career. The credit for this success is due entirely to the incredible team members that were responsible for implementing the changes necessary to achieve success. They are too numerous to mention here, but the current team leaders, Kevin LeDuc and Greg Wadden make immeasurable contributions daily.

On behalf of the golf shop and turfcare staff, I thank you all for the past 13 years of unwavering support and commitment to our golf program.

Respectfully Submitted,

Brian Kruhlak
Director of Golf

Treasurers report

1 message

dhstrauss@comcast.net <dhstrauss@comcast.net>

Thu, Oct 12, 2023 at 10:00 AM

To: Jean Maixner <jmmaixner@comcast.net>, Lorna Lane <llane.suddenvalley@gmail.com>

Cc: "dhstrauss@comcast.net" <DHSTRAUSS@comcast.net>

Jean, Lorna,

The following is my annual report.

Tournament prize money this year paid out \$12,100, which is \$100 under budget for the season.

Golf Club expenses recorded so far is \$2,900 under budget but expenses for the Fall Wind-up door prizes and dinner have not been paid yet. Projected figures should be around \$400 under budget for this season.

The Golf Club portion of the balance in the checkbook is \$6,076.95, Beautification balance is \$3,130.58. for a total checkbook balance of \$9,207.54. After the Fall Wind-up prizes and dinner are paid for, we should have approximately \$3,576.96 for the Golf Club and \$3,130.58 for Beautification, for a projected checkbook balance of \$6,707.54.

Revenue from membership fees is \$19,316.50 which is \$1,316.50 over the estimated budget of \$18,000. Membership dues were changed to December last year, so it was difficult to estimate the income from membership fees. We probably had an increase in memberships due to a couple of golf course closings. Whether that continues into 2024 remains to be seen and may make budgeting for 2024 a little more difficult.

Dave Strauss

Treasurer

Sudden Valley Golf Club



2023 SV Golf Club Budget.xlsx

44K

2023 Sudden Valley Golf Club Budget

Golf Club Tournaments

Description	Budget	Actual	Difference
4/15/2023 Opening Day	\$ 1,500.00	\$ 1,500.00	\$ -
5/6/2023 Sudden Valley Cup	\$ 1,500.00	\$ 1,500.00	\$ -
5/20/2023 Two Person Scramble	\$ 2,000.00	\$ 2,000.00	\$ -
2023 Socials	\$ 900.00	\$ 900.00	\$ -
6/10/2023 Two Person 6-6	\$ 1,500.00	\$ 1,500.00	\$ -
Jr Club Championship	\$ 100.00	\$ -	\$ (100.00)
7/22/2023 Mid-Summer Best Ball	\$ 1,500.00	\$ 1,500.00	\$ -
8/6/2023 Bucks & Does	\$ 1,500.00	\$ 1,500.00	\$ -
9/23/2023 Fall Wind Up	\$ 1,700.00	\$ 1,700.00	\$ -
Totals	\$ 12,200.00	\$ 12,100.00	\$ (100.00)

Golf Club Expenses

Description	Budget	Actual	Difference
SV & Avalon	\$ 300.00	\$ 300.00	\$ -
Die Hard	\$ 1,000.00	\$ 995.61	\$ (4.39)
Door Prizes - End of Year	\$ 1,200.00	\$ -	\$ (1,200.00)
Fall Wind Up Dinner	\$ 500.00	\$ 589.33	\$ 89.33
Hole-in-One Payouts	\$ 2,000.00	\$ 2,000.00	\$ -
Ladies Club	\$ 2,270.00	\$ 2,270.00	\$ -
Mens Club	\$ 250.00	\$ -	\$ (250.00)
Club Promotions	\$ 300.00	\$ 300.00	\$ -
New Member Gathering	\$ 300.00	\$ -	\$ (300.00)
Pro Shop Junior Golf Camp	\$ 50.00	\$ -	\$ (50.00)
Secretary	\$ 50.00	\$ -	\$ (50.00)
Treasurer	\$ 700.00	\$ 523.33	\$ (176.67)
Trophies and Wall Plaques	\$ 300.00	\$ 300.00	\$ -
WA Junior Golf Assn. Not Cash	\$ 9,220.00	\$ 7,278.27	\$ (1,941.73)
Totals	\$ 9,220.00	\$ 7,278.27	\$ (1,941.73)

Budgeted	Actual
Income less	Income less
Budget	Budget
Expenses	Expenses
\$ 23,143.12	\$ 24,459.62
\$ 21,420.00	\$ 19,378.27
\$ 1,723.12	\$ 5,081.35

Budget approved - 2/27/23

Checkbook Balance \$ 8,211.93

Golf Club Income			
Description	Budgeted Income	Actual Income	Difference
Prior Year Carryover	\$ 5,143.12	\$ -	\$ 5,143.12
Membership Fee Income	\$ 18,000.00	\$ 19,316.50	\$ 1,316.50
Totals	\$ 23,143.12	\$ 24,459.62	\$ 1,316.50

Golf Club Income vs Expenses Actual		
Income	Actual Expenses	Difference
\$ 24,459.62	\$ 19,378.27	\$ 5,081.35

Beautification Income (Separate from Golf Club Budget)			
Description	Budget	Actual Income	Difference
Prior Year Carryover	\$ 3,170.57	\$ 3,170.57	\$ -
Income 2023	\$ 2,000.00	\$ 1,800.00	\$ (200.00)
Totals	\$ 5,170.57	\$ 4,970.57	\$ (200.00)

Beautification Expenses (Separate from Golf Club Budget)		
Income	Actual Expenses	Difference
\$ 4,970.57	\$ 1,839.99	\$ 3,130.58

Employee Christmas Fund (Separate From Golf Club Budget)			
	Income	Actual Expenses	Difference
	\$ 2,055.00	\$ 2,055.00	\$ -

Men's Club 2023 Annual Report:

2023 was another great year for the Men's Club! A big shout out to the Pro Shop and Turf teams for their hard work and support throughout the season! Also, thank you to all the members who volunteered to help run the Men's Club events!

We continued with the match play bracket format for our Club Championships this year. No format changes are expected for the 2024 season.

A big congratulations to our 2023 Men's Club Champions:

Championship Flight - Steve Kaestner
Flight 1 - Jason Vance
Senior Flight - Steve Pake
Best Ball - Tony Louzao & Steve Pake

The Sudden Valley 2023 Men's Invitational was a big success this year. 116 golfers participated and well over \$10,000 of merchandise and prizes were awarded. We also had an amazing turnout of volunteers leading up to and during the tournament - a big thank you to all the volunteers who participated in the 1-Club Challenge Horserace & Sanding party the week prior. The Title Sponsor for this year's event was Jessica Davis Perrino, a real estate agent with John L Scott in Bellingham. Congratulations to Joe Walton & Ron Killmer for overall low gross, and to Ken Cormack & Craig Brown for overall low net!

The two-person team stableford format continues to work well and will likely remain the format for the Men's Invitational going forward. However, we plan to continue the slow transition into a true Member-Guest tournament. This year we increased the entry fee for member-member teams as a way to encourage member-guest teams. We also made it more difficult for guest-guest teams to register by requiring a reference from their home club's head PGA Professional. The current Men's Club leadership believes that by transitioning to a Member-Guest only tournament, more value will be added to the club and golf course as a whole. Member-Guests/Invitationals are traditionally the premier club events of the year, so members hosting guests at our Invitational is a great way to showcase the quality of our course and club. In 2024, Guest-Guest teams will no longer be able to register and participate in the Men's Invitational with some exceptions applying. Additionally, we may also make a change to disallow Full member<>Full member teams, but still allow Full member<>Associate or Social member teams. The Men's Club members will be polled in early 2024 to determine if the change should be applied for 2024.

The Wednesday afternoon 9-Hole Skins game continued to grow in participation in 2023. No advanced sign-ups were required for the 9-Hole Wednesday afternoon Skins games, and guests were welcome to join as well. The less formal 9-Hole Skins games were successful with an average of 15-20 golfers participating each week. The current plan is to continue with the same 9-Hole Skins game format for the 2024 season.

Lastly, the Men's Club would like to thank Brian Kruhlak for his hard work and dedication over the past 13 years. He will be missed in his current capacity, but we look forward to welcoming him as a Men's Club member in 2024!

Thanks,

Dan Perrino
Men's Club

Ladies Club Captain Report

- 5 ladies club tournaments, highlighted by the invite
- 80 women participated in the invite, and we raised \$1,000 for a local women's shelter
- Great participation in the fall wind-up this year, including some ladies from the 9-hole group that don't normally play
- The Tuesday/Thursday group continues to be popular, along with the 9-hole Tuesday group

Melissa Reece

Club Captain's Report

This year as Club Captain, I met with the Pro Shop staff early in the year to discuss and help schedule the club events for the year. I also got our plaques up to date as well as getting the names on the yearly award board in the hallway. Then arranged for crystal awards for the winners of the Mid summer best ball as well as Men's and Women's club champions. Bay Engraving was utilized for the awards and plaques.

Kelly Devlin