

Recreation Advisory Board

Agenda

Monday, June 22, 2026
Recreation and Senior Center
900 West Via Appia
6:30 PM

Members of the public are welcome to attend and give comments remotely; however, the in-person meeting may continue even if technology issues prevent remote participation.

- You can call in to +1 646 876 9923 or 833 548 0276 (toll free)
Webinar ID # 886 7577 1709
- You can log in via your computer. Please visit the [City's website to link](#) to the meeting:

The Board will accommodate public comments during the meeting. Anyone may also [email comments](#) prior to the meeting.

1. Call to Order & Roll Call

2. Approval of Agenda

3. Public Comments on Items Not on the Agenda and Items on the Consent Agenda

Public comments are limited to 3 minutes per speaker. When several people wish to speak on the same position on a given item, a spokesperson may be used to state that position.

4. Consent Agenda

The following items on the City Council Agenda are considered routine by the City Manager and shall be approved, adopted, accepted, etc., by motion of the City Council and voice vote unless the Mayor or a City Council person specifically requests an item be considered under "Regular Business." In such an event the item shall be removed from the "Consent Agenda" and Council action taken separately on said item in the order appearing on the Agenda. Those items so approved under the heading "Consent Agenda" will appear in the Council Minutes in their proper order.

A. Approval of Minutes

5. Regular Business

A. Golf Fund Presentation and 2027 Preliminary Fee Discussion-Ryder Bailey,
Director of Finance

6. Staff Report

- A. Golf Updates-Mark Jensen
- B. Director Updates-Adam Blackmore
- C. Recreation & Senior Services Update-Kathy Martin

7. Board Informational Comments

- A. Coal Creek Golf Course Information

8. Adjourn

Resident Information

If you wish to speak at the meeting in person, please fill out a sign-up card and present it to the Clerk at the meeting. If you are attending remotely, please use the "raise hand" icon to show you wish to speak in appropriate public comments section.

Persons planning to attend the meeting who need sign language interpretation, translation services, assisted listening systems, Braille, taped material, or other accommodation should [email the City Clerk's Office](#) or call 303.335.4574.

A 2 business day notice is requested.

Si requiere una copia en español de esta publicación o necesita un intérprete durante la reunión del Consejo, por favor llame a la Ciudad al 303.335.4574 o [email](#)

Recreation Advisory Board

Meeting Minutes

Monday, April 27, 2026

Recreation Center

900 W. Via Apia

Louisville, CO 80027

6:30 PM

Call to Order – Chairperson Norgard called the meeting to order at 6:30 pm.

Roll Call was taken. The following members were present:

Board Members Present: Douglas Minter, Lisa Norgard, Michele Van Pelt, Carla Rapp, Mike Knapp, and Dan Brenner, and Everett Weiss.

Board Members Absent:

Staff Members Present: Kathy Martin, Chris Davis, David Dean, Katie Beasley, Katie Tofte, Tricia Morgan,

Public Members Present: Monarch HS Students (5)

Approval of Agenda – The agenda was approved unanimously.

Motion: Michele Van Pelt
Second: Dan Brenner

Approval of Meeting Minutes – The minutes from the March 23, 2026 meeting were approved unanimously.

Motion: Michele Van Pelt
Second: Lisa Norgard

Public Comments on Items not on the Agenda

City of Louisville

*Parks & Recreation Department 749 Main Street Louisville CO 80027
303.335.4903 (phone) 303.335.4738 (fax) www.LouisvilleCO.gov*

Parks Superintendent Intro and Update-Chris Davis

CIP Updates: Infill repair work of ballfields. Centennial Courts resurfacing. New playgrounds at Memorial Park.

Lisa: if there is a need to reconstitute the former Parks and Rec Board Subcommittee, could this be done?

Chris: yes, we can consider this.

Golf Maintenance Update-David Dean

Watering of Golf Course started on April 17th and the grass is starting to recover. We have removed dead trees which we have funds to replace. This would include trees lost from the Marshall Fire. Some turf areas have dried up and may need to be replaced by seeding, etc. Conditions were dryer than normal throughout the winter so more restoration will be needed. This is compounded by having less water available compared to other golf courses. We plan to access reused water later this year and are looking to secure additional water rights.

The Practice Green has not survived over the winter which has happened before. Staffing for the summer should be full (10 seasonal positions). No need for additional equipment for now. Geese mitigation continues to prevent nesting and interaction with golfers. "Goosenator" continues to be effective for mitigation.

Senior Services Update- Katie Beasley, Tricia Morgan, and Katie Tofte (see slide presentation).

Katie B: Our new meet up programs includes Songs and Stories for those who bring and play instruments. Coffee days have been added as well as massage therapist appointments. The increase in popular special events from 2024 to 2025 demands all of our room capacity of 200.

Tricia: I coordinated all senior trips (38 scheduled last year). We are on track to serve more meals than last year. We are fortunate to have more than enough volunteers to help as volunteer hours continue to increase.

Katie T: We continue to coordinate with Boulder County in offering senior needs based programs including housing, mental health support, etc. We continue to seek reimbursement from the State to help cover our cost for meals. We continue to hold resource fairs, open house events, and staffing booths at City events.

Katie B: Silver Sneakers numbers have decreased while Renew Active numbers have increased. Overall totals continue to increase.

Michele: can we consider how to better manage these numbers since this is by far the most popular pass program at the Rec Center?

Staff Updates

- Recreation Updates-Kathy Martin
- Our May Meeting Date will be on the 18th.
- We can decide whether to cancel June Board Meeting due to City Council's break.

Pickleball court design is done. Fabrication, resurfacing, and glass perimeters will be done this summer.

We will upgrade playgrounds at the Rec Center and Memory Square this summer.

Long range plan will not be adopted until August due to numerous public comments, particularly by seniors.

We are replacing Rec Center supplies and fitness equipment. Budget will allow us to maintain staffing at current levels.

An NRPA audit was recently completed. Their draft report will likely be positive. This can help the Rec Center to achieve the highest accreditation standard. Not sure if we can use this to leverage grant funding.

We hired a lead lifeguard to start next week. Julie Seydel will be retiring after 34 years! Reviewing applications to backfill her position and doing interviews. Julie will be able to mentor her replacement. Memory Square will be open soon if weather cooperates.

Board Updates

- Draft Budget 4/21/26 Memo to Council by May 15th

We made some changes to specific line items including adding water rights, adjusting outdoor recreation amenities amounts, etc. Some of these overlap with what the Parks Board may be presenting to City Council. Lisa will update the Draft Budget Memo for final Board review before submitting it to City Council.

Board to attend City Council meeting at City Hall at 6 pm this Tuesday.

Discussion Items for Next Meeting on May 18th

Review of Golf Budget
Update on Council Study Session
PROS Update
Comp Plan Update
Pickleball Court Update

Adjourn – The meeting was adjourned at 8:10 pm. Move to adjourn was approved unanimously.

Motion: Lisa Norgard
Second: Michele Van Pelt



Golf Fund – Financial Presentation and Preliminary 2027 Fee Discussion

Recreation Advisory Board – June 22, 2026

Presented by:

Ryder Bailey, CPA – Finance Director

Mark Jensen, PGA – Coal Creek Golf Course -General Manager

Bo Lewis, PGA – Coal Creek Golf Course – Head Golf Professional

Adam Blackmore, CPRE – PROS(G) Director

Approach and Future Timeline

- Today, Staff will present a financial background and then will present the following items, seeking your input on the following:
 - Annual Season Passes
 - 2027 Fees
 - Resident Preferences
- Staff will return in July and model your feedback and input
- Staff will return in August for your final recommendation(s)

Today's Agenda

- Recap of Previous Discussions (Council & FiCom)
- Background on the Golf Fund
- Budget, Financial Trends, Forecast, and Projected Deficits
- Coal Creek Golf Course Dashboard – May 2026
- RAB Discussion, Feedback and Input on:
 - Annual Season Passes
 - 2027 Fees
 - Resident Preferences

Previous Discussion – Joint CC/RAB

The April 28th Joint meeting between **City Council** and **Recreation Advisory Board (RAB)** had the following outcomes:

RAB's top capital priorities were:

- New Clubhouse
- New permanent restroom on the back 9

Council asked RAB to consider and provide feedback on:

- ***What do we want our golf course to be, and how do we get there?***
- To incorporate feedback received through the PROS long-range plan.

Previous Discussion - May's FiCom

- The May 18th City Council Finance Committee meeting outcomes and staff direction:
 - Reexamine unlimited golf packages.
 - Increase fees in some manner.
 - Provide some resident preference – preferential booking or discounts.
- With the expectation that;
 - User Fees are expected to cover all Golf-related expenses – the direction is to make ***the Golf Fund self-sufficient***
 - Try to get to a place where the golf course can cover its own costs – ***both operational and capital***

Background – Golf Fund

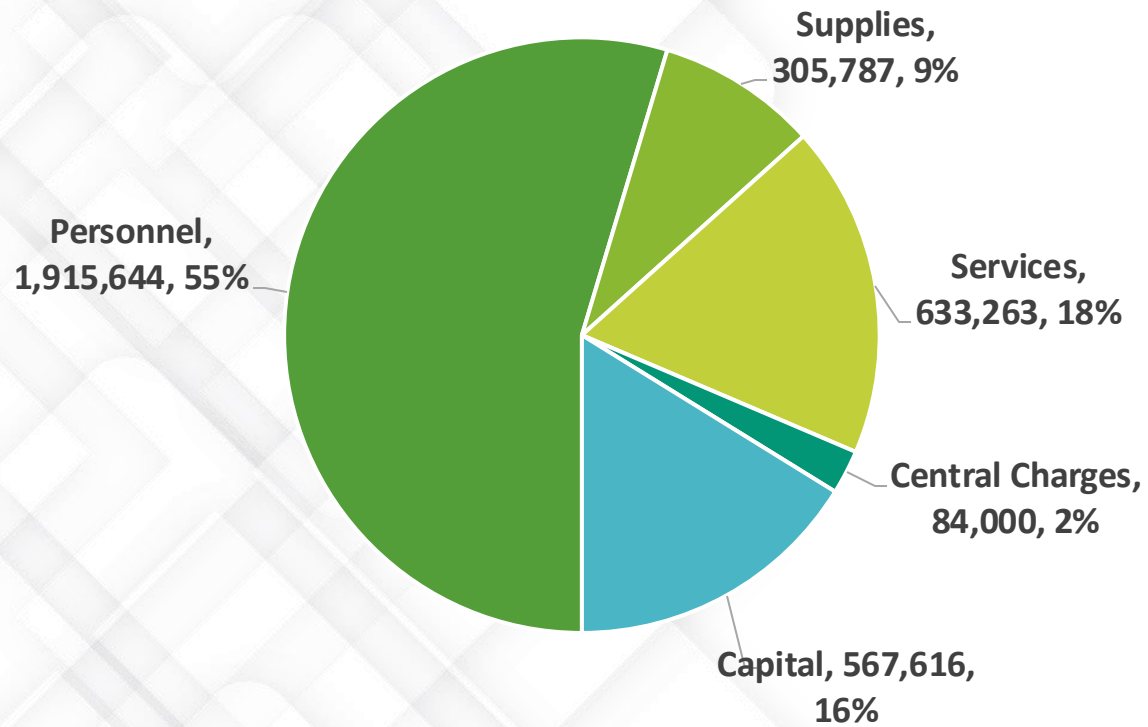
- The Golf Fund was established in 1988 as an Enterprise Fund, also known as a "**Business-like Fund**". This means this fund is to be run like a business.
 - Other City Enterprise Funds include Water Fund, WasteWater Fund , Storm Fund and Trash (Solid Waste & Recycling) Fund
- Debt was issued to fund the purchase of the land and was repaid out of that fund, derived from User Fees.
- In 1998, the City Council, by Ordinance 1280, Series 1998, declared the Golf Fund an Enterprise Fund under the TABOR Definition.

Background - Golf Fund – Cont.

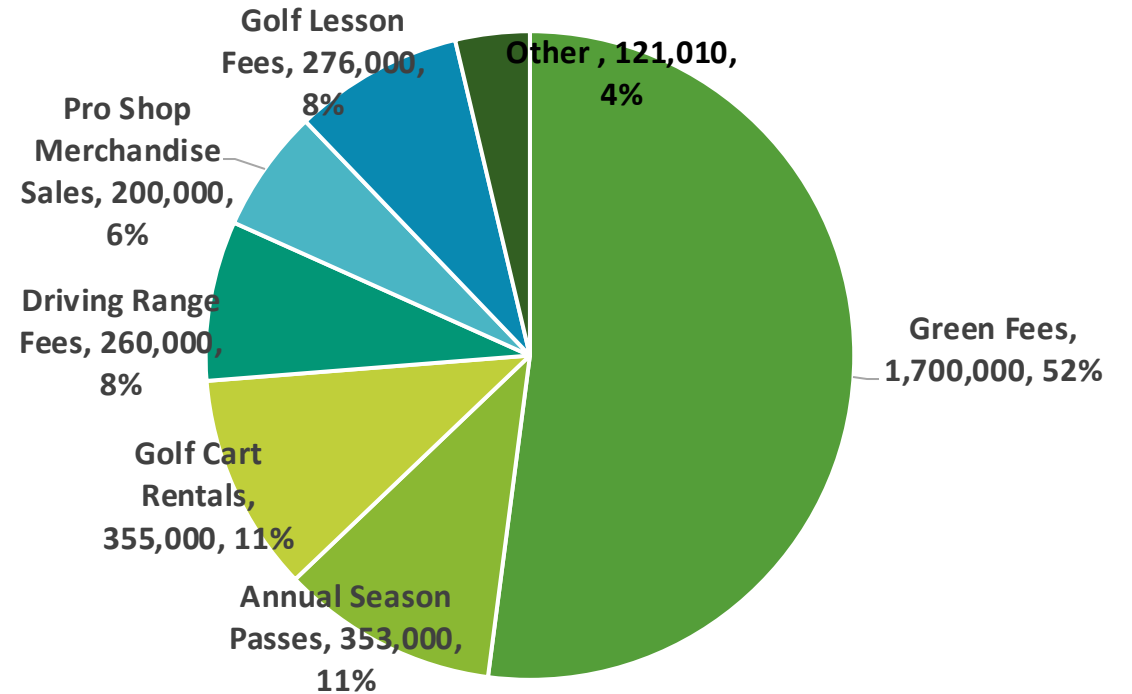
- In the early years (1988-2000), “Concessionaire Years,” The Golf Course expenses were largely composed of Debt Payments and payments to the Concessionaire to operate the Course.
- 2010 – 2013 – City *fully* licensed the Course to Western Golf Properties, where the licensee fully operated the course, paying all costs and retaining all revenues.
- September 2013, the Course was destroyed by flood and was reconstructed.
- Upon re-opening in 2015, the **City took over and managed golf operations.**

Golf Fund – 2026 Adopted Budget

2026 Budget – Expenses \$3.5M



2026 Base Ado - Revenues - \$3.2M

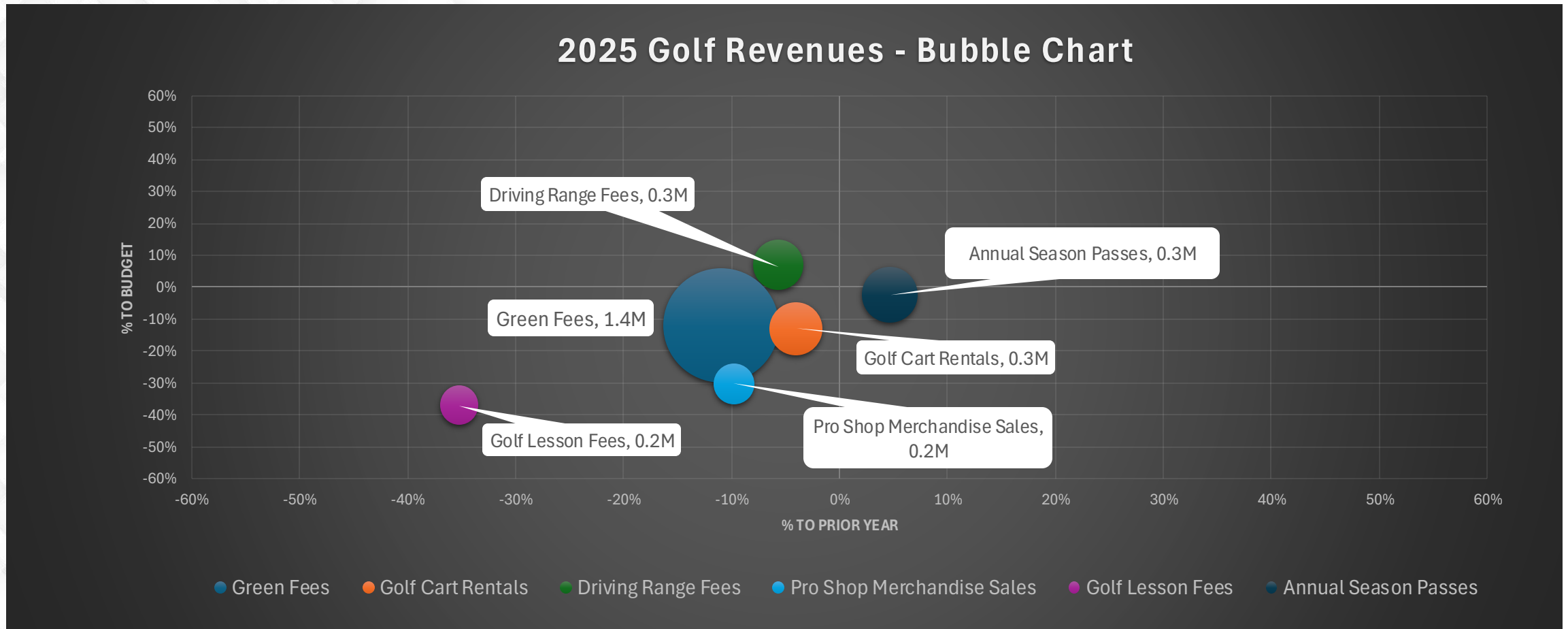


Golf Fund - Revenue Trends

2024, 2025 (*Budget to Actual*), and 2026

Account Title	FY 2024	FY 2025	FY 2026		
	Actual	Adjusted Budget	Year-To-Date Actual	Year-To-Date Variance	Budget for 2026 Adopted
Green Fees	-1,560,757	-1,579,080	-1,389,813	-189,267	-1,700,000
FEMA Grant - 2013 Flood	0	-435,000	-434,572	-428	0
Golf Cart Rentals	-312,802	-345,050	-300,175	-44,875	-355,000
Annual Season Passes	-319,946	-343,070	-334,890	-8,180	-353,000
Golf Lesson Fees	-244,283	-251,300	-158,264	-93,036	-276,000
Pro Shop Merchandise Sales	-187,632	-242,730	-169,252	-73,478	-200,000
Driving Range Fees	-274,967	-242,660	-259,449	16,789	-260,000
State Grant - Misc.	0	-73,000	-72,429	-571	0
Interest Earnings	-75,688	-46,441	-82,273	35,832	-49,000
Food & Beverage Sales	0	-30,000	-7,578	-22,422	0
Golf Course - Rentals	-30,000	-16,000	-7,780	-8,220	-30,000
Daily Rentals	-16,914	-14,280	-11,495	-2,785	-14,700
Club Repair Fees	-9,545	-13,000	-5,782	-7,218	-13,000
Fouth of July Reimbursement	-8,000	-8,000	-8,000	0	-8,000
Handicap Fees	-4,230	-7,400	-1,735	-5,665	-6,000
Miscellaneous Revenues	-992	-310	-1,265	955	-310
Cash Over/Short	-59	0	-2	2	0
Insurance Recovery	-2,774	0	0	0	0
Proceeds from Sale of Assets	-2,500	0	0	0	0
	-3,051,087	-3,647,321	-3,244,752	-402,569	-3,265,010

Golf Fund Revenues - 2025 Budget to Actual & Prior Year

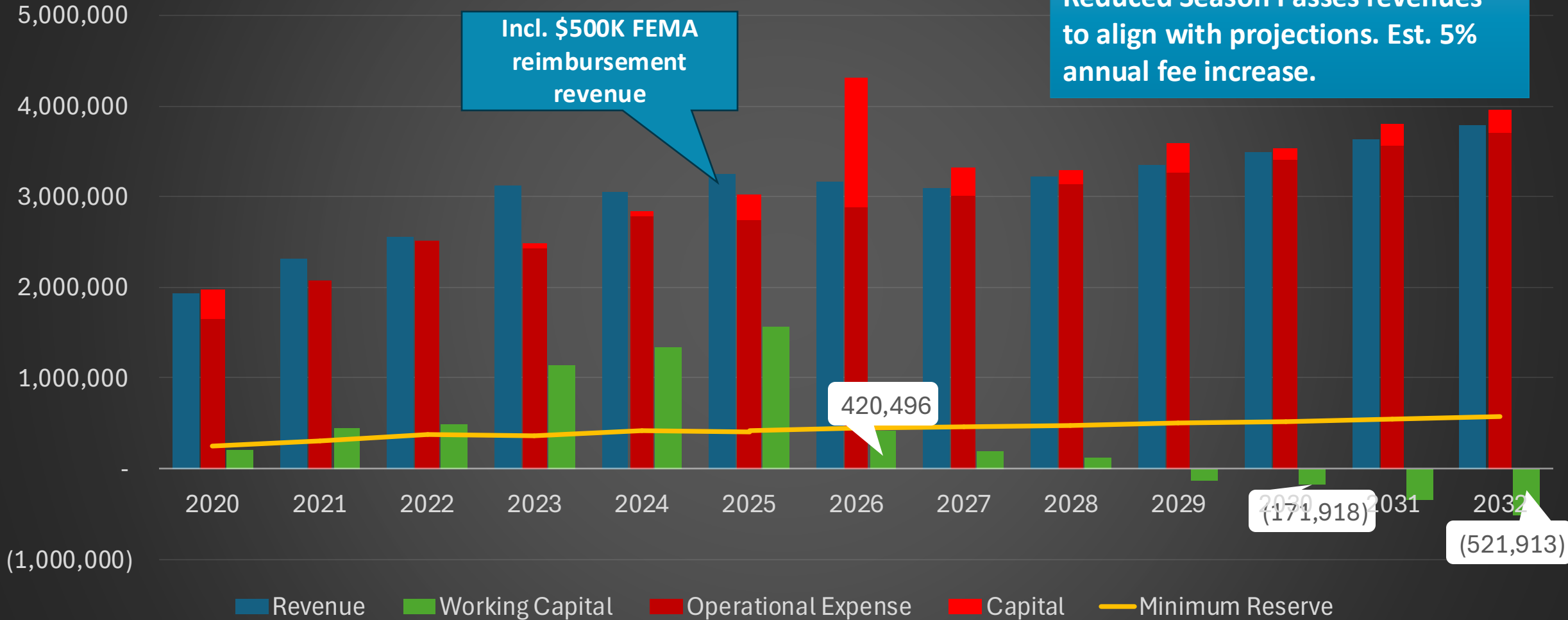


Long Term Financial Forecast

Golf Course Fund

Assumptions: Status Quo Model. Reduced Season Passes revenues to align with projections. Est. 5% annual fee increase.

Incl. \$500K FEMA reimbursement revenue



Forecasted Deficits by Year

2027: \$227,000*

2028: \$77,000

2029: \$244,000*

2030: \$45,000

2031: \$173,000* *(2027-32 CIP Under development, \$250K est. incl.)*

2032: \$177,000* *(2027-32 CIP Under development, \$250K est. incl.)*

Total (2027–2032): \$943,000

* - Primarily Capital expenditure driven

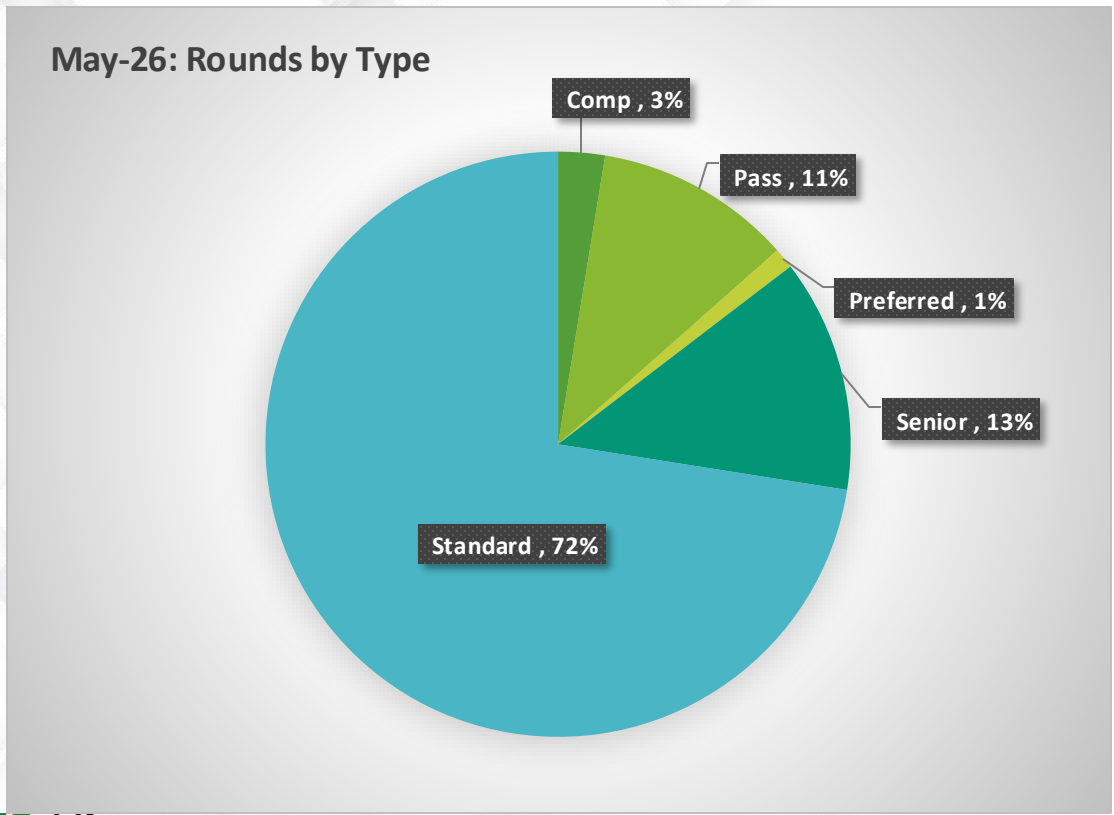
CCGC May 2026 Dashboard

CCGC Dashboard Summary

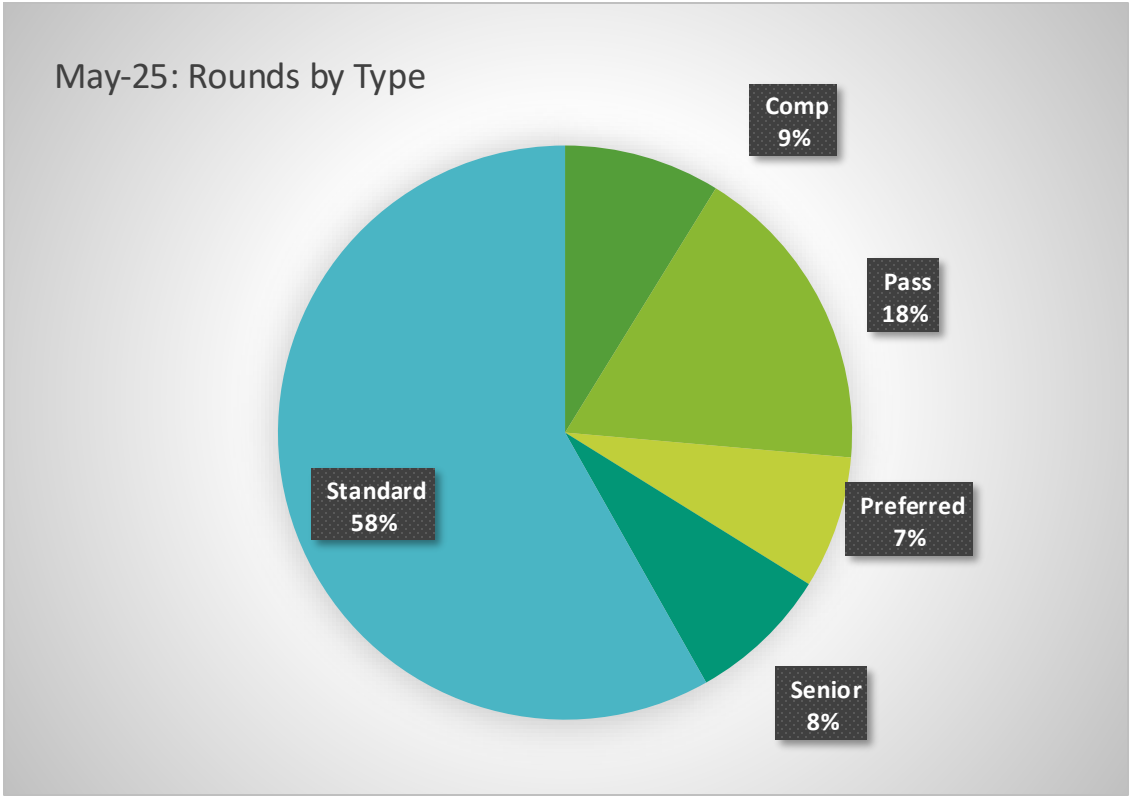
- Staff have been working to increase **market rate** rounds in 2026 and we're starting to see the impacts of those efforts on the May CCGC Dashboard.
- **73% market rate rounds in May 2026**, compared to 58% in May 2025.
- The average revenue per round increased to **\$53 in May 2026**, from \$42 in May 2025, a 26% increase.
- While initially positive, the full impact is yet to be realized.

May 2026 / May 2025 – Round Types

After



Before



May's Golf Dashboard

ROUNDS	2026		% yoy	2025	
	May-26	YTD-26		May-25	YTD-25
<i>Playable Days</i>	27.5	102	6%	31	96.5
<i>18H Equiv.</i>	3785	10717	11%	4328	9676
<i>RPPD</i>	\$ 12,706	\$ 9,816	15%	\$ 11,050	\$ 8,499
<i>EPPD</i>	\$ 15,630	\$ 12,860	2%	\$ 15,841	\$ 12,574
<i>RPR</i>	\$ 92	\$ 93	10%	\$ 79	\$ 85
<i>18H Equiv. Avg \$</i>	\$ 53.14	\$ 45.83	17%	\$ 42.35	\$ 39.11
Round Type	May-26	YTD-26	% yoy	May-25	YTD-25
<i>Comp</i>	97	347	-60%	381	877
<i>Pass</i>	410	1777	-7%	761	1916
<i>Preferred</i>	43	432	-33%	323	641
<i>Senior</i>	485	1169	49%	345	786
<i>Standard</i>	2729	6972	28%	2518	5456
<i>Total</i>	3764	10696	11%	4328	9676
	YTD-26	%	% diff	YTD-25	%
<i>Discount</i>	3,724	35%	-9%	4220	44%
<i>Non-Discount</i>	6,972	65%	9%	5456	56%

Interactive Discussion – RAB & Staff

RAB Ideas, Input and Discussion

- Annual Season Passes
 - What would RAB's Annual Season Passes look like?
- Fees
 - What would RAB's future fee increases look like?
 - Should we align daily play green fee increases and season passes pricing?
 - Exploring Dynamic Pricing?
- Resident Preferences
 - What would RAB's residential preference(s) look like?

Annual Season Passes

- Unlimited golf play is a **loss leader** and is becoming increasingly **uncommon in the industry**.
- In 2025, Regal & Imperial annual passes generated approximately **~\$40 per round**. (*Discount range of 27% - 60%*).
- Our most avid annual pass users saw an average cost of **\$16 per round** in 2025. (*Playing 100+ rounds, resulting in nearly a 70% discount*).

Imperial & Regal Annual Season Passes

Plan Type	2026 Regal	2027 Regal?	% Change?	Notes
Regal - Weekday Unlimited	\$2,769 / <i>\$2,077 (Pro Rated Rate)</i>	\$X,XXX	?%	Holidays included, Limited Existing Pass Holding / Renewals Only
Imperial – Weekday/ Weekend Unlimited	\$3,673 / <i>\$2,755 (Pro Rated Rate)</i>	\$X,XXX	?%	Holidays included, Limited Existing Pass Holding / Renewals Only
Plan Benefits:				
Book Tee Times in advance	5 day booking advantage (15 days in adv)	No Change		General Public can book 10 days in advance
Range Card	\$300 (Regal) / \$600 (Imperial)	No Change		
Loyalty Point Program on Golf Purchases	10% back applicable towards Green Fees, Cart and Range ball	No Change		
Pro Shop Discounts	10%	No Change		Certain exclusions may apply

Annual Season Passes

What would RAB's 2027 annual season pass program to look like?

Acknowledging there is demand for an unlimited golf product;

- *Continuing to limit season passes to renewals only?*
- *Aligning future pass increases with green fee percentage increases?*
- *Setting a maximum # of rounds played per pass?*
- *Other Thoughts?*

Annual Season Passes / RAB Discussion

Fees

What would RAB's 2027 fee increases look like?

- Initial analysis – with an anticipated deficit of around \$200,000-\$300,000 beginning in 2027 and continuing over the out few years, and with ~30,000 18 Hole Round equivalents, this would compute to a **\$5-\$10 increase per 18 Hole Round equivalent.**
- It's important to consider other courses' rates, as CCGC needs to remain competitive within the regional market. There is a limit to what can be charged, and the customer can/will bear. Over the next few slides, those increases **may** look like this.
 - **Indian Peaks 2026** fees are included for comparison.
 - **Note:** this is **not** a comprehensive fee benchmarking study.

Green Fees – Weekdays (Mon – Fri)

If 2027 Green Fees were to increased by **\$5-\$10 per 18 Hole Round Equivalent**

Fee Type	2025	2026	2027?	% Change	Indian Peaks (2026)
18 - Morning - Weekday – (Mon-Fri)	\$56	\$59	\$64- \$69 (\$5-\$10 incr.)	9%-17%	\$68
18 - Afternoon - Weekday – (Mon-Fri)	\$51	\$54	\$59- \$64 (\$5-\$10 incr.)	9%-19%	\$58
9 - Morning - Weekday – (Mon-Fri)	\$30	\$32	\$35- \$37 (\$3-\$5 incr.)	9%-16%	\$36
9 - Afternoon - Weekday – (Mon-Fri)	\$27	\$28	\$31- \$33 (\$3-\$5 incr.)	11%-18%	\$36

Green Fees – Weekends (Sat & Sun)

If 2027 Green Fees were to increased by **\$5-\$10 per 18 Hole Round Equivalent**

Fee Type	2025	2026	2027?	% Change	Indian Peaks (2026)
18 - Morning - Weekend (Sat & Sun)	\$67	\$70	\$75- \$80 <i>(\$5-\$10 incr.)</i>	7%-14%	\$81-\$89
18 - Afternoon - Weekend (Sat & Sun)	\$63	\$66	\$71- \$76 <i>(\$5-\$10 incr.)</i>	8%-15%	\$71-\$81
9 - Afternoon - Weekend (Sat & Sun)	\$33	\$35	\$38- \$40 <i>(\$3-\$5 incr.)</i>	9%-14%	\$41

Green Fees – Senior Discounts

If 2027 Green Fees were to be increased by **\$5-\$10 per 18 Hole Round Equivalent**

Fee Type	2025	2026*	2027?	% Change	Indian Peaks (2026)
18 – All Day - Weekday - Senior - (Mon-Tue)	\$45	\$45	\$50- \$55 <i>(\$5-\$10 incr.)</i>	11%-22%	\$53
9 – All Day - Weekday - Senior - (Mon-Tue)	\$25	\$25	\$28- \$30 <i>(\$3-\$5 incr.)</i>	12%-20%	\$31
18 – Afternoon - Weekday - Senior - (Weds-Fri)	\$45	\$45	\$50- \$55 <i>(\$5-\$10 incr.)</i>	11%-22%	\$53
9 – Afternoon- Weekday - Senior - (Weds-Fri)	\$25	\$25	\$28- \$30 <i>(\$3-\$5 incr.)</i>	12%-20%	\$31-\$41

*No increase in Council-approved Senior rates between 2025 and 2026.

2027 Fees / RAB Discussion

Residential Preference(s)

What would RAB's residential preference look like?

- Preferential / advanced booking preference(s)?
- Range and pro-shop perks/discounts?
- A "resident appreciation day"?
- Daily tee fee discounts?
 - Staff notes these are uncommon in the region and have not existed since at least 2015, when the Course was managed by a Concessionaire

RAB Considerations: Administrative impacts on Staff to manage and enforce

Residential Preferences / RAB Discussion



The End - Renovated Clubhouse and The Turn Grill

Comments for RAB Regarding the Coal Creek Golf Course

Concern: Culture Issues leading to reputation damage

The current management of the CCGC has implemented changes that I believe negatively impact the golf course and its future success. Many of the changes represent a shift from prior practices, and while some change is good, and possibly even needed, other changes should be challenged. They reflect poorly on the course and are causing many to question their loyalty to a course that appears to care more about the bottom line than about the community it serves.

Recent examples, collected over the last 6-8 weeks, include:

- A single person cannot make more than two tee time reservations. So, if you are trying to golf with a group larger than 8 people, scheduling is difficult. My question is WHY? If a person has a full foursome, and is willing to pay the prevailing rate, why can they not make as many reservations as needed? What difference does it make who is playing? The policy has directly impacted a group of golfers who have played at CCGC for many, many years and has caused them to question whether to continue playing here.
- The CCWGA (women's league) recently hosted a Scenic League event on a Wednesday, whereby women from other leagues come to our course for a friendly competition. One of the women from a neighboring league had surgery and requested a handicap flag for her golf cart – this was three days before the cart path only rule was lifted. Management declined her request and therefore, she could not play. Not only was this inflexible, but she also then goes back to her home course and tells everyone about her negative experience at Coal Creek. As we know, one unhappy person typically shares their unhappiness with many.
- I had the opportunity to play on Mothers' Day with my family in the afternoon. We commented on how nice it was to have the course so empty – great for golfers who don't like to wait on or be pushed by golfers in front or behind them, but not great for a golf course trying to maximize revenues. Come to find out, many of the neighboring courses offered mothers free or discounted golf on that day, hence the lack of demand at CCGC. While offering a discount is a small hit to revenue, a full foursome, with 3 full-fee paying golfers, is certainly better than open slots on the tee sheet.
- Women's Weekend League – this league, which was originally implemented by David Baril to encourage more women participation – has not only received no support from the course, but in fact has encountered so many obstacles it is unlikely to keep going. Because tee times cannot be held for this league (as is done for the men's weekend league) a CCWGA board member has to log-on after midnight to secure tee times; and now because of the policy mentioned above, can only make two reservations. This is a small league and would require only one hour's worth of dedicated times, at most. While

the course has managed this league in prior years, the CCWGA (women's league) has assumed management responsibilities and has only asked for some flexibility with respect to booking times.

- Imperial season pass holders (the very few people who paid \$3,670 for their pass!) were charged for golf on Memorial Day. Apparently, the course management decided this pass was good for weekends, but not holidays (again, WHY??), changing policy without communication. After many players complained, management changed course and decided not to charge, but not before some players gave up and went home. A reminder...these are the MOST loyal and committed golfers of CCGC.
- League play winnings, which are funded by the leagues, and have typically been remitted to the course to apply to members accounts, now cannot be used to pay for green fees. This is a new rule. The money can be used for merchandise, cart rental or range balls...but not green fees. Again, WHY? This new rule is prompting the women's league to consider not remitting the winnings to the course and instead, paying members out directly. This is the exact opposite outcome the course would want since now there is no incentive to buy in the shop.

Sadly, I could go on but I think you get the idea. I understand and appreciate that the golf course needs to be financially sound, but I think this bottom-line focus has rippled through the organization in a way that will have long-term negative financial consequences. I personally have had casual conversations with golfers that I did not know, local Louisville residents, that said they are simply playing other courses more often and are generally avoiding CCGC altogether because of the current culture. This makes me truly SAD. We all love the golf course and want it to succeed financially, but at what price?

I recall Councilman Dickinson asking the RAB at our recent joint meeting, "what do we want CCGC to be"? I thought this was an excellent question, and it caused me to reflect. I want the course to be a place that Louisville golfers WANT to play at, to gather and socialize, and recapture the sense of community that we once had. I want it to be a place where management respects the individual (guest and staff alike) and does not change the message based on the day, the recipient or the mood. And if getting all this back means that we NEVER have a new clubhouse, then that is a tradeoff I am willing to make. I realize that I speak only for myself here, but be assured, I have had many, many conversations and these are common sentiments. I believe the financial health of the golf course will not be negatively impacted if we refocus on what we are all about – a welcoming, respectful and well-run golf course that Louisville can be proud of.

My understanding is hardly any member of the last few city councils plays golf regularly and is somewhat disconnected from Coal Creek Golf Course issues that have arisen in the past few years, especially since the departure of the popular Dave Baril.

I do not play golf. My spouse, Larry Donner, however, does and is a paid "theoretical member" of Wednesday's Senior League. I say theoretical because notifications for Senior sign-ups and other information arrives late or not at all. The current manager of the Senior program has changed the shot gun start for a sequential start. This is particularly frustrating because Larry enjoys an early tee time before it gets blistering hot and the day gets wasted waiting in backed up lines of slow golfers because the course marshals are absent. Phoning to register concerns enter an endless city phone loop or get transferred to an inexperienced staffer who promises someone will get back to you but usually that does not happen in any timely fashion.

My observation is the culture of CCGC is radically different from the friendly, helpful, welcoming place it once was. This was confirmed by a few phone calls this morning to other golfers I know who do not know Larry. (I never trust just one person's perception, even if it's my spouse.) I started with the neutral question "How's it going at the golf course nowadays?" The *immediate* universal response is "IT SUCKS!!" Two people I called had gotten so disgusted with CCGC, they joined leagues in other places. It appears a quiet city attempt is underway to discourage the locals from using our course in favor of trying to make more money with non-resident golfers. Evidently, this switch is well-known in golfing circles and other local courses are exploiting it to get new Louisville players and league members.

I recognize we have always attempted to have CCGC be self-supporting. I know a huge fight recently erupted over the increase in fees and many would like to see an expanded and improved clubhouse. **This email is NOT about those issues. This email is about how the staff treats the resident players. You can mitigate a lot of resentment over anything by simply responding in a timely fashion with a kind, understanding explanation of why you have implemented new strategy and how it may benefit all of us as taxpayers.**

PS. I am writing because, unlike Larry who thinks this issue is hopeless, **I believe you do care and can do something** to correct what has become an obvious slide.

Thank you for your consideration.

Sue

303.931.9985

From: Gerri Foley <gerrifoley@hotmail.com>

Sent: Monday, June 15, 2026 6:26 PM

To: City Council <Council@louisvilleco.gov>; Diana Langley <dlangley@louisvilleco.gov>

Cc: Gerri Foley <gerrifoley@hotmail.com>

Subject: Negative Culture Change at Coal Creek Golf Course

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To City Council and Diana,

I am writing because I am concerned about a culture change this season at Coal Creek Golf Course. I am concerned about staff management's treatment of golfers and the loss of the friendly, welcoming place it once was.

BOTTOM LINE:

Golfers Feel Like Coal Creek Doesn't Value Them as a Paying Golfer

As a golfer at Coal Creek since its opening, this is the first year I'm seeing and hearing about golfers, both men and women, dropping out of league play and not getting/renewing even the minimal season pass offering. When I asked why, the responses boiled down to this: a feeling that Coal Creek doesn't value them as a paying golfer.

It feels like there is an underlying attempt to discourage frequent golfers from using the course so that more money can be made by courting non-resident, once-in-awhile golfers.

We're Finding Out 'New Rules' After the Fact – without any prior communication, corroboration, or collaboration.

1. Coal Creek Golf Course Management decided that golf league winnings can solely be used for merchandise and no longer be used to pay for greens fees. The women's league

winnings are women's league dollars, so why is Coal Creek management telling them (us) how they can spend their own money? Golf Management said they can do that because they are 'hosting' the league. For the record, the only 'hosting' Coal Creek does is block out tee times. The women's league Board of Directors manages every other facet of league play (pairings, events, registration, GHIN and Golf Genius management, days play, etc). Blocking out tee times warrants them telling the league how they can spend their money?

2. And then there's the change from shotgun starts (a group of golfers starting at one time) to traditional tee times....no warning, no explanation. I'm not aware of any input from anyone (players?, Recreation Advisory Board?, golfing professionals?) about the benefits and disadvantages of this change. I personally see no improvement in pace of play if I'm playing behind a league that switched to traditional tee times versus shotgun starts. From my perspective, I see a bunch of unavailable tee times and not enough marshals (sometimes none) to speed up the slow pace of play.

3. Even with the Imperial Pass, Imperial Pass holders had to pay full greens fees on holidays. This happened over Memorial Day and it was rescinded that same day after some pass holders expressed their outrage and wouldn't pay, therefore didn't play. Yes, it was rescinded that same day, but the point is that it never should have happened....i.e., excluding holidays in full season passes is a new low.

Dear Louisville City Council Members,

I am writing to express my deep disappointment regarding recent structural and staffing changes at the Coal Creek Golf Course youth golf camps. For the past two summers, my son has participated in the PGA Junior camps.

While we initially intended to enroll our son in the afternoon camp sessions for the entirety of this summer, the recent schedule changes forced us to reconsider. Ultimately, this schedule shift became a secondary concern after we discovered that Coach Brandon Shupick ('Coach B') has been removed from the youth camp staff.

Coach B has built an exceptional, safe, and highly engaging community program. A major highlight of his leadership was his successful mentorship program, which brought in local high school players to help coach the younger children. This initiative provided invaluable mentorship opportunities for the teenagers while deeply inspiring and motivating younger golfers like my son. It is entirely because of Coach B's dedication that my son developed a genuine love for the game of golf. Replacing a skilled, versatile professional like Coach B is a significant loss for Louisville families.

I was even more disheartened to learn that Coach B has had to raise his lesson prices by \$25.00 because Coal Creek is charging him to bring students on the golf course. Several great golf course employees have already left because of the new management, let's not lose Coach B!

As our elected officials, I urge you to investigate these operational changes at Coal Creek Golf Course. Please take the necessary steps to restore this public asset into a family-friendly, community-centered space that values its impactful employees and the relationships they build with our youth.

Thank you for your time, leadership, and dedication to our community's families. Louisville is the best!!

Sincerely,

Erin Finn

303-870-2061