

It's my pleasure to welcome you to the 2020 Annual General Meeting. For those of you who may not know me, my name is Tracy Bertsch, Interim President of the Board. Joining me today is John Burke, Board Treasurer and Secretary; and Board Directors Kathy Jessop, Roberta MacKenzie, Kevin Farr Jones, Kevin Franson and Joe Fenton. Please join me in recognizing each of them for their ongoing dedication and support of the TVGCC.

I would also like to take this time to recognize and thank former Board members Tamara Robbins and Gregg Undershute. Tamara relinquished her Board position to become our course horticulturist, so the Club continues to benefit from her contributions...just in a different way!

Gregg served diligently on the Board for 8 years, the last 3 in the role of President. While working fulltime at Alberta Health Services (and more during the pandemic!) he still managed to dedicate a great deal of personal time to the Club and we thank him for his leadership and contributions. While he has resigned from the Board, we know that he will continue to support the Club wholeheartedly.

On behalf of the Board of Directors, thank you for attending today and for your ongoing support of our Club.

During 2020, working within the restrictions imposed by the pandemic, many of you were still able to volunteer your time in support of committees, volunteer projects and assisting course operations. We all learned how to do some things differently and embraced technology even more. I can report that our Board meetings became quite efficient over Microsoft TEAMS!

### **SLIDE 1: 2020 Volunteerism**

Thank you, Robbie and Kathy, for your sponsorship of our volunteer efforts. More than 60 members volunteered during the 2020 season, logging a total of 805 volunteer hours. This is truly impressive and underscores the strong sense of community and support we have come to enjoy and rely upon at TVGCC.

The dual impacts of the COVID-19 pandemic and a collapse in oil prices dealt a serious blow to the provincial economy in March and April 2020, resulting in historic job losses and a sharp drop in business activity and consumer spending. Although government support helped mitigate the impact of the pandemic, golf

courses felt the effects one way or another. Maintenance, fuel, and labor costs continued to rise, while many courses saw decreases in memberships and corporate tournaments dry up. JD Scheller, General Manager, and his management team of Gary McGonigle, Kelly Nobert and Corey Seamen certainly rose to the challenge and implemented organizational changes to better align revenues with cost. Please join me in extending our sincere appreciation to JD, his management team and all our wonderful employees who work hard every day to make this Club and our golf course a great place to work and play.

### **SLIDE 2: Key Performance Indicators for 2020**

- 32,389 rounds played out of 40,000 possible rounds for a course usage rate of 81% up from 55% in 2019
- Pro Shop purchases per customer were \$15.24 in 2020 down from \$19.06 in 2019
- Food & Beverage purchases per customer were \$12.55 in 2020 down from \$19.00 in 2019
- Course & Grounds Cost per round was \$10.11 slightly up from the \$9.51 in 2019.

### **SLIDE 3: Key Accomplishments**

The Club remained competitive and for the first time since 2011, Club membership for 2020 was overall positive, with a net gain of 17 new shareholders. Significant accomplishments were realized during the 2020 golf season.

- Celebrated our 90<sup>th</sup> birthday in 2020 (although Covid spoiled the party!)
- Finalized road discussions with the Town of Turner Valley
- Repaired winter damage to the putting green
- Repaired and resurfaced the #2 Green
- Introduced an additional 2771 green fee tee times
- Implemented new cart fleet and terminated Visage system
- Refinanced mortgage and line of credit
- Continued progress on golf course Master Plan
- Launched PARTners FORE the course Volunteer program
- Increased Junior golf program by 38 junior members. Many thanks to Joe Fenton and Peter Keenan for their leadership and support

- Started work on the #12 white tee box
- Received Canada Emergency Wage Subsidy (CEWS) and Canada Summer Jobs grant
- Completed the 2012-2024 Strategic Plan

Looking ahead, the Board determined the Club must continue to demonstrate adaptability and flexibility in response to change as well as continue to re-evaluate and assess its position relative to its competitors.

As a modestly priced, rural destination club with an older demographic, Turner Valleys' membership turnover will likely continue to be relatively higher than that of the higher priced, city centric clubs. We are dependent on attracting both a stream of new members to replace those who leave as well as cultivating green fee players. New members bring new ideas and fresh faces to the Club along with predictable revenue to continue to maintain and improve the Club. Additional green fee players bring incremental revenue and help maximize overall course and staff efficiency. While the pandemic was seen to be a catalyst for the surge in golf's popularity, we expect there will continue to be a battle for market share for both green fee players and prospective members for many years to come.

Please join me now in welcoming John Burke to review our 2020 financial position.

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Thanks, John, for all that you do as our Treasurer. We are fortunate to have you on the Board.

At this time, we are pleased to provide the slate of Directors nominations for the 2021 term. Kevin Franson, our scrutineer, will introduce the candidates and explain the process.

Congratulations. May I have a motion to close the 2020 AGM?

**New Business:** We invite comments or questions from the floor. Kindly identify yourself when you provide your comments.