

Pro Managers Report

AGM - November 25th 2023

Good afternoon to all those in attendance,

The 2023 season is now in our rearview mirror and though there is much hard work to do moving forward, I will look back on this season knowing that the Membership and Employees of our club continue to do all that can be done to support and sustain the successful future of Aroostook Valley Country Club. Rather than dwell on the negative and continue to let circumstances that we cannot control consume me, I would like to highlight the positive and be part of the effort to grow our business and ensure our successful future.

“Our members are simply AMAZING” – if it wasn’t for the membership of our club and all their support, our club would be in serious trouble! Currently, we have 143 Members. Our membership consists of 115 Canadian members and 28 American members. I am so proud that as a group we can accomplish things that other golf clubs with 3 and 4 times the number of members cannot. The volunteers help and participation by our membership is the lifeline of our club. This summer that dedication and willingness to be part of something positive was on full display! From your help with tournaments, ground maintenance, to the winter preparation of our greens, your contribution allowed us to get things done that surely would otherwise be impossible!

I know for a fact that Golf NB saw what we could do working together as we pulled off a “wonderful” Provincial event with more than enough help and under very unique challenges not faced at any other club. From access to the club, ensuring players were shuttled down to the club for their tee times, to preparing and maintaining the course for each day of the competition given our small but dedicated grounds crew, it was a pleasure to observe and one of our proudest moments. We have always had an active membership and help has always been available, that is what makes Aroostook Valley such a special place and I thank you all very much!

I would like to thank all the employees of the club! At times we are extremely understaffed. The grounds crew and club house staff are all “Company” men and women. They go above and beyond to keep the day-to-day operations of the club moving. To them, it is more than a job. I see the love and pride they take in their daily tasks and working alongside all of them is a pleasure and an honor. We are very lucky to have the people we have, and I know it is noticed and appreciated by all.

I won’t go into details about finances at this time as we have a separate financial update for you, but I am pleased to report to you that we realized a modest profit this year and expenses were kept well in check. This, despite a rainy summer, the likes we have not seen in some time.

Our biggest goal going forward must be getting more golfers on the property. The expenses are always going to be there and will continue to spiral, and we need to find ways to increase revenues. Our tournaments are very important to us, and I thank the membership for their understanding and patience. I think it is clear that these events bring people to the club and increase revenue from tournament subscription, cart rentals, food and beverage sales and pro shop sales. Tournaments also expose new clients to our facility, almost always ensuring return business.

With 143 members, there is room for many more golfers at our facility. Our members have private country club conditions, and pace of play is never a concern, we just need to increase revenues by attracting more people. It goes without saying that we are met with many unique challenges to achieve this goal and with forward and creative thinking and positive attitudes, I believe we can sustain our club and grow our business. We simply must do what is required and I believe that we have what it takes within our membership to make the right decisions and search out the help we need to move forward.

We were able to make some improvements to our facility as well this year starting with the acquisition of 12 new golf carts. These carts were acquired by lease to own, and we were able to meet our commitment of some \$28,000 in lease payments this season. No small feat!

We were able to fertilize all the fairways this year which is a major expense. As it turned out, maybe it was not the best year to fertilize as with all the rain it sure made keeping up with the grass a major task.

We replaced the shingles on the side of the club house facing west. This leaves us with just the north facing side to replace when needed.

We have equipment needs going forward and therein lies one of the challenges. Given our current model, it makes it difficult, to say the least, to accumulate enough cash to purchase equipment and taking on debt is a tough proposition. These are matters to be addressed by your Board of Directors and myself and we welcome any involvement or suggestions/insight from the membership.

At this time, I would like to wish all of our American members a Happy Thanksgiving and to all of us a happy and safe Holiday season. There will be lots of work being done between now and start up to next year, but I look forward to another successful season at Aroostook Valley working with all of you to be part of the solution in a positive and constructive way.



Stephen Leitch
AVCC Pro/Manager