



Rotary Club of Kalamazoo

September 21, 2020

Editorian: Amy Remmert

Today's meeting was called to order by President, Seth Weeldreyer at 12:15 p.m.

National Anthem: The Pledge of Allegiance was said. There was not music today.

Invocation: Aaron Winters gave the invocation. The only ones who will be happy are those who serve.

Arts News: Dan Sytsma on this day in history Stonehenge a man bought it for his wife for the equivalent of about \$7,000 American dollars. A day we have to be grateful for in 1985 George Clooney made his debut as a celeb. There are many virtual activities in the arts. Please visit the Rotary website to see a list.

Happy Bucks: Jim Cupper gave \$5 Habitat has a project out at Gull Lake to disassemble a house Aaron Winters gave a happy buck for his daughter getting her drivers license. Sid Ellis, dropped his son up a CMU and hopefully won't have to pick him up soon.

Deb Harris gave a happy buck for grandchildren at college. Amy Remmert for grandchild getting his along awaited puppy.

District Raffle: Please consider purchasing a ticket for the District Foundation Raffle. Information will be coming via email this Monday evening. We need your support and there are only 10 days left to meet our goal of selling 150 tickets. Money from this sale supports youth programs district wide and some of the proceeds are returned to the local club for use with its own programs like Strive, Interact Club and more.

Satellite Club: Duane Powell announced Truck or Treat at Frosty Boys families across Kalamazoo. Members are encouraged to come out with their vehicle trunks decorated and provide candy. Contact Duane for more information. (419) 315-0438

The Program: Greg Ayers introduced today's program allowing us the opportunity to hear about Gull Lake View Golf Club & Resort, Southwest Michigan's oldest and largest golf resort. Since 1965 when they opened their first golf course, residents and visitors alike have enjoyed breath-taking views, outstanding customer service and exceptional golf and dining experiences. Today, they own and operate six championship golf courses, two restaurants and 67 on-site villas.

Our presenters today include Bill Johnson, Paul Perks and Jake Heerlyn from the Gull Lake View team. They will share with us the history of Gull Lake View, rankings and recognitions their organization has received over the years and the impact of COVID-19 and working with local and state authorities on executive orders and mandates.

Please welcome Bill Johnson, President of Gull Lake View Golf Club & Resort!

History of the business: Darl and Letha Scott opened the front west course first. Since then they opened Stoatin Brae which overlooks the Kalamazoo River Valley and has been named the Golf Course of the year. Beyond Golf they have lodging, restaurants, are involved in real estate, and host events. Blue Stem restaurant is their latest addition.

COVID-19 has had an effect on golf. Early May they were notified they could open again. Golfers had to check in at window, no services were available indoors and everyone had to prepay. The Pro Shop was not available. They have a preparedness plan in place working on doing the right thing. They received the OK for golf to get going fully again, carts allowed in use and alcohol available in June. It's been a challenge for everyone. Golf is very strong in the community and their travelers are starting to return to use the course. There have been no outbreaks with staff. The lesson from all of this is they have become more efficient. Blue Stem never opened because of lack of employees. It is hard for restaurant business.

What type of cleaning? Lodging is sanitized and taking the better part of a day.

What changes have you made in marketing? Typically, you can plan on when your customers can come to play so you can start earlier – maybe three months. In this market, they are more focused on day to day. More willing to pay for golf and people are more willing to pay higher rates.

What is Charles and Darrels? It was formerly the East Course Grill.