

Minutes Golf Committee March 5, 2008

Minutes of the Golf Committee meeting held on March 5, 2008, 7:00 a.m., at Ken McDonald Golf Course, 800 E. Divot Dr.

Members Present:

Robert Marshak, Chair
Dennis Brady
Alex Walsh
Fred Wood
Robert Lofgren
Ron Cosner
John Bebbling, Vice-Chair
Jim Harelson

Members Absent:

Clem Star

City Staff Present:

Sam Thompson, Deputy Manager Parks and Recreation – Parks Services
Gladys Wagoner, Administrative Assistant – Parks Services
Mike Armfield, Recreation Supervisor - Parks and Recreation
Tim Pfannenstien, Parks & Golf Course Supervisor - Parks and Recreation
Mark Vinson, Principal Architect - Community Development

Golf Course Concessionaires Present:

Jim Bellows, Golf Concessionaire
Bob Lockhart, Golf Pro Shop
Jennifer Marsh, Golf Pro Shop
James Godfrey, Food and Beverage Concessionaire

Meeting convened at 7:00 a.m.

Robert Marshak called the meeting to order.

Agenda Item 1 – Approval of Minutes – December 5, 2007 Meeting

Minutes of the December 5, 2007 meeting were accepted as written.

Agenda Item 2 – Public Appearances

Four public appearances – No comments.

Agenda Item 3 – Report and recommendation from Clubhouse Ad Hoc Committee

1. Presentation of conceptual site plan developed by Mark Vinson.
2. Question on how to finance project.
3. Fred Wood suggested a motion to present the concept to city staff – motion made by John Bebbeling, second by Dennis Brady, all in favor.

Agenda Item 4 – Update on the Western Canal Bike Path project

Sam Thompson, Deputy Manager-Parks Services, Parks and Recreation Department, provided updates on the Western Canal Bike Path project.

1. No changes – plan at 90%.
2. Continuing issues with SRP regarding light poles.
3. Possible start date of June 2008, if not met then start date of summer 2009.
4. Reiterate to Eric Iwersen that the 11th tee box is the Golf Committee's #1 priority.

Agenda Item 5 – Maintenance Updates

Tim Pfannenstien, Golf Course Maintenance Supervisor, provided an update on course maintenance activities at both courses.

1. Both golf courses were approved for new equipment worth \$250,000.
2. Successful overseed at both courses – positive comments from the public.
3. Raking bunkers on a daily basis with a machine.
4. This spring removing non-playable turf areas at Rolling Hills and transitioning to desert areas to save water.

Agenda Item 6 – Marketing

Mike Armfield, Community Services Supervisor, Parks and Recreation Department, provided the updates.

1. Provided in Agenda Item #7

Agenda Item 7 – Spring Training – Golf/Baseball “Package”

Mike Armfield, Community Services Supervisor, Parks and Recreation Department, provided the information.

1. Mentioned an Idea to reach out to spring training people (Angels) and provide a unique opportunity to golf in the morning and watch a spring training game in the afternoon.
2. The plan is to try a 1-2 day test run – marketing - approaching customers.
3. Interest from the Angels, but no commitment yet.

Agenda Item 8 – Rounds/Revenue of the Golf Enterprise

Sam Thompson, Deputy Manager-Parks Services, Parks and Recreation Department, reviewed the recent totals for rounds and revenue.

1. The 4-6 days of rain took a hit on golf.

2. Rounds are improving at Rolling Hills, but for the calendar year the rounds at both courses are down.
3. The golfing industry is down as a whole. Robert Marshak presented an article titled, "More Americans Are Giving Up Golf" from the New York Times.

Agenda Item 9 – Chair/Board Member Comments

1. Need to work on policing slow play. Need to speed up play or will lose golfers.
2. Possibly establish and enforce a city policy to speed up play – posted regulations.
3. Robert Marshak wrote a letter to the Mayor and The Arizona Republic. In response to the editorial about Rolling Hills Golf Course from the November 29th Tempe Republic section.
4. What are the options of enforcing slow play currently?
5. Robert Marshak noticed the 250 marker on the course and requested a marker on 18 at Rolling Hills.
6. Robert Marshak thanked Fred Wood and Alex Walsh for their great job on the Ad Hoc Committee.

Meeting adjourned at 7:45 a.m.

Prepared by: Gladys Wagoner, Administrative Assistant, (480) 350-8165

Reviewed by: Sam Thompson, Deputy Manager-Parks Services, Parks and Recreation Department (480) 350-5234