

Minutes Golf Committee May 7, 2008

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

Members Present:

Robert Marshak, Chair
Alex Walsh
Fred Wood
Robert Lofgren
Ron Cosner
Clem Star

Members Absent:

Dennis Brady
Jim Harelson
John Bebbling

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

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 – March 5, 2008 Meeting

Minutes of the March 5, 2008 meeting were accepted as written.

Agenda Item 2 – Public Appearances

Six public appearances – No comments.

Agenda Item 3 – Update on the Progress of the New Clubhouse Plans

Sam Thompson, Deputy Manager-Parks Services, Parks and Recreation Department, provided updates on the new clubhouse plans.

1. Continue to look at financing, how can this be paid for?
2. Working with Mark Vinson, Planning Department, on costs.
3. Enterprise fund cannot sustain this project.
4. Will go to Council in the near future.

Agenda Item 4 – Update on the schedule for 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 schedule.

1. There are delays – will not go to Council until August 2008.
2. Possible start date at the golf course is May/June 2009 – do not want to impact busy season.

Agenda Item 5 – 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. Ken McDonald participation/revenue/green fee numbers down in April.
2. Rolling Hills balanced out – rounds & revenue were up slightly.
3. Discretionary monies are very tight and people are not spending as much.

Agenda Item 6 – Impact of Papago Golf Course Closing

1. Hard to say at this moment.

Agenda Item 7 – Maintenance Updates

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

1. Ken McDonald prepping for city amateur.
2. Discuss over-seeding for this year – Follow last years schedule and go early? Stagger the over-seeding? Do not close both courses at the same time?
3. Delivery of new equipment at the end of the week or early next week.
4. Hydro-seeding bald areas at Ken McDonald.
5. Aerifying with solids.
6. Clean up palm trees next month.

Agenda Item 8 – Marketing

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

1. Constant contact with email blasts – keeps existing customers updated quickly.

2. Working with Channel 10 on their “Deal of the Day” program. Idea presented is - Buy a green fee at Ken McDonald and get a free one at Rolling Hills. Channel 10 is considering this.
3. Hot Spots VIP cards given at Rolling Hills to its best customers. Get a large bucket for the price of a small bucket - 25% off merchandise – 10% off food and beverage.
4. School is out and junior clinics are up and running again.
5. Alex Walsh suggested marketing the junior programs to some neighborhoods in the south Phoenix area.

Agenda Item 9 – Chair/Board Member Comments

1. Bob Marshak stated our courses are in great shape thanks to dedicated maintenance staff.
2. Alex Walsh stated the greens/bunkers are in great shape.
3. Clem Star suggested putting on a benefit tournament for veterans – proceeds would go to the state veterans. Will look into this – possible sponsors?

Meeting adjourned at 7:34 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