

Minutes Golf Committee September 3, 2008

Minutes of the Golf Committee meeting held on September 3, 2008, 7:00 a.m., at Ken McDonald Golf Course, 800 E. Divot Dr.

Members Present:

Robert Marshak, Chair
Fred Wood
Ron Cosner
Clem Star
Dennis Brady
Jim Harelson
John Bebbling, Vice-Chair

Members Absent:

Alex Walsh
Robert Lofgren

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
James Godfrey, Food and Beverage Concessionaire

Meeting convened at 7:04 a.m.

Robert Marshak called the meeting to order.

Agenda Item 1 – Approval of Minutes – May 7, 2008 Meeting

Minutes of the May 7, 2008 meeting were accepted as written.

Agenda Item 2 – Public Appearances

One public appearance – Don Watkins of the Parks & Recreation Board – No comments.

Agenda Item 3 – Update on the New Clubhouse Plans and Projected Cost Estimates

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

1. Projected cost given by Mark Vinson is 3.5 million. Does not include design - construction costs only (demolition, parking lot, etc...)
2. Costs will escalate as time goes on.

Agenda Item 4 – Update on the Status of the Western Canal Bike Path Project

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

1. Targeted start date of April/May 2009 with a 2 ½ month window for completion. Cannot impact play during spring season.
2. Work has already started at Arizona Mills. There has been a delay - 2 weeks behind schedule.

Agenda Item 5 – Rounds/Revenue of the Golf Enterprise; Winter Rate Schedule

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

1. Rounds and revenue is up – doing better.
2. Ken McDonald is up 300 rounds, but down in revenue for August.
3. Rolling Hills data was not available due to computer problems.
4. Winter fee rate increase will start in November - \$1.00 per 9 holes/\$2.00 per 18 holes at Ken McDonald. This increase is for everyone.

Agenda Item 6 – Over-Seeding Schedules for both Golf Courses

Tim Pfannenstein, Golf Course Maintenance Supervisor, provided an update on the over-seeding schedule for both golf courses.

1. A little different from last year – both courses will not be closed at the same time.
2. Ken McDonald: Sept. 15th = scalping, Sept. 22nd = closed, Oct. 2nd = re-open.
3. Rolling Hills: Sept. 29th = scalping, Oct. 6th = closed, Oct. 16th = re-open.
4. Seed will cost an additional \$15,000 next year if we decide to go with the same rates and/ or the same amount as this year.
5. Option of cutting down density of seed and/or cutting back seeded areas possibly at Rolling Hills.

Agenda Item 7 – Maintenance Updates

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

1. Lost 16 mature trees at Rolling Hills after last weeks storm (5 from parking lot).
2. Cleaning up landscaped areas around the pro shop.
3. Late transition at Ken McDonald – rough July in fairways, but greens and tees transitioned well. Did not effect play because July numbers were up.
4. Hydro sprigged an acre of rough on holes 14, 15, 16, 18.
5. Continuing to upgrade sprinkler heads throughout Ken McDonald.

Agenda Item 8 – Marketing

Mike Armfield, Community Services Supervisor, Parks and Recreation Department, and Denise Rentschler, Community Outreach Marketing Coordinator provided the updates.

1. Creation of a Parks & Recreation Newsletter that goes out 2 times a month via email to about 1200 people. One can be added to the distribution list through the city website.
2. Promoting newsletter along with “Buy a Large Bucket – Get a Small Bucket Free” offer.
3. Promoted Jr. Golf Tournament at Rolling Hills. It was great; clinics well attended; 62 golfers in the tournament – up from last year.
4. Working on “The Perfect Day” spring training/golf package – more updates in the future.
5. Developing a banner campaign to place hardware and signs in high traffic locations to promote the golf courses. Great way to increase visibility and brings awareness about the golf courses in an economical manner.

Agenda Item 9 – Election of Chairman and Vice-Chairman

1. Ron Cosner nominated Fred Wood for President – second – all in favor.
2. John Bebbeling nominated Alex Walsh for Vice-President – second – all in favor.
3. End of term for Bob Marshak and John Bebbeling.
4. Bob Marshak thanked everyone for their support.

Agenda Item 10 – Chair/Board Member Comments

1. Potential event at Ken McDonald was turned down by certain factors and City management.
2. Plan on possible partnerships with companies and allow them to have their logo placed on City banners. The City has allocated 20% of space on the banners.
3. Fred Wood stated that in the next year or two, when the economy has turned around, we should ban together, get a network going, talk to friends in City Council and get the new Clubhouse project completed.

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