
Minutes Golf Committee December 3, 2008

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

Members Present:

Alex Walsh, Vice-Chair
Dennis Brady
Ron Cosner
Chris Dahm
Jim Harelson
Robert Lofgren
Clem Star

Members Absent:

None

City Staff Present:

Sam Thompson, Deputy Manager, Parks and Recreation - Parks Services
Cynthia Yanez, Executive Assistant - Parks and Recreation
Mike Armfield, Recreation Supervisor - Parks and Recreation
Tim Pfannenstien, Course Supervisor - Parks and Recreation
Jerry Hart, Manager, Financial Services

Golf Course Concessionaires Present:

Jim Bellows, Golf Concessionaire
Jennifer Marsh, Golf Pro Shop
Jason Shore, Golf Pro Shop
James Godfrey, Food and Beverage Concessionaire

Meeting convened at 7:02 a.m.

Alex Walsh called the meeting to order.

Agenda Item 1 – Approval of Minutes – September 3, 2008 Meeting

Minutes of the September 3, 2008 meeting were accepted as written.

Agenda Item 2 – Public Appearances

None.

Agenda Item 3 – Approval of New Chairman and Nomination of New Vice-Chairman

Motion: Ron Cosner moved to elect Alex Walsh as chair.

Second: Clem Star.

Motion Carried.

Motion: Alex Walsh moved to elect Ron Cosner as Vice-Chair.

Second: Clem Star

Motion Carried.

Agenda Item 4 – Introduction of New Committee Members

New member, Chris Dahm, introduced himself to the committee.

Agenda Item 5 – Clubhouse Funding Source

Alex Walsh, Chair, spoke to the committee about the possibility of funding course and clubhouse improvements through bonds. Jerry Hart, Financial Services Manager, was invited to discuss possible options with the committee.

1. The enterprise fund does not have the capacity to finance the renovations needed.
2. The next bond will possibly be held in 2012-2013.
3. A request could be made to include the funding needed in addition to the bond request that will be made for park renovations.
4. If the enterprise fund could not support the bond, the Council would have to decide if there are other funds available.
5. The enterprise fund currently has about \$200,000 in the fund, which is more than what was projected in the pro forma that was created several years ago.
6. Dennis Brady, Bob Lofgren and Alex Walsh volunteered to create an ad-hoc committee to discuss possible course renovations.

Agenda Item 6 – Ideas for Improvements to the Golf Course

Alex Walsh, Chair, has the committee to discuss options for making other improvements to the courses.

1. There are other improvements that should be considered to improve the quality of the golf courses.
2. Adjustments need to be made to lower the risks posed by errant balls, speed up the pace of play and other items that will make sure that Tempe has a competitive product.
3. There is a possibility that some of the additional improvements that are identified may be added to the bond request.
4. Tim Pfannenstien, Parks and Golf Supervisor, offered to review any suggestions for improvements to the courses that can be done with the current resources that are available.
5. Ron Cosner, Chris Dahm and Alex Walsh volunteered to create an ad-hoc committee, joined by Tim Pfannenstien and Jim Bellows, to discuss suggestions for improvements to the courses.

General Discussion by the Committee:

- Previously, the Golf Committee has had discussions on course renovations and irrigation replacement at Rolling Hills.
- Because the golf enterprise was not able to support those improvements, the items were removed from the CIP plans.

- The committee wanted to know if there would be Council support for any requests that are made.
- It is staff's opinion that the Council is focused on re-investing in the current assets of the City which was evidenced by the recent bond election.
- It is the Golf Committee's responsibility to do their due diligence and open lines of communication with the Council.

Agenda Item 7 – Maintenance Updates

Tim Pfannenstien, Parks & Golf Supervisor, reviewed current maintenance activities at both courses.

1. The overseeding at both courses was successful.
2. Staff have performed more detailed work around the Rolling Hills Golf Course Clubhouse.
3. Several trees were lost at Rolling Hills during the monsoon storm.
4. Staff have also worked on the vegetation along Mill Avenue, in front of the course, which has created a better visibility of the course & clubhouse.
5. Clem Star noted that Rolling Hills is in phenomenal shape.

Agenda Item 8 – Marketing Updates

Jim Bellows, Concessionaire, shared information on on-going marketing strategies.

1. New carts are now available at both courses.
2. They have been working with staff to contract with golfnow.com to market and sell tee-time reservations.
3. This Internet search engine has been successful with the other properties that they operate.
4. Staff will meet with the City's attorney this afternoon to review the contract.
5. The site will allow you to "add value" by offering packages as opposed to discounting green fees.
6. The fee for this service is 1 tee time per day.
7. The site will allow the City to offer certain tee times to fill in gaps in play.
8. The contract can be cancelled at any time.
9. Because the concessionaire's POS systems is already "Internet-active" it will make for an easy transition to the new site.
10. Mike Armfield, Recreation Supervisor, said staff has been in discussions with the Angels on the implementation of "The Perfect Day" program.
11. This program will allow two-somes to play 18-holes, have lunch and attend a spring training game.
12. This program will be held during certain home spring training games.

Agenda Item 9 – Rounds/Revenue of the Golf Enterprise

Sam Thompson, Deputy Manager, Parks Services, reviewed the round and revenue numbers through October 2008.

1. The rounds and revenue for Rolling Hills were down for the month of October, while play remained flat at Ken McDonald.
2. It is hoped that with the current temperatures, that December will be a good month for play.

3. The courses are in great shape and the staff and concessionaires will continue to work together to promote the courses.

General Discussion by the Committee:

- An inquiry was made about using volunteer marshals to monitor the speed of play.
- The concessionaire said there may be liability issues if they were to be injured while on the course.
- The chair asked the staff to speak with the City's attorney to find out if there would be any liability issues with using volunteers on the course, especially since so many of the City's special events are staffed with volunteers.

Meeting adjourned at 7:59 a.m.

Prepared by: Cynthia Yanez, Executive Assistant, (480) 350-5240

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