

# GOLF COMMITTEE REGULAR MEETING

ANNOTATED MINUTES  
AGENDA ITEM

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DATE: AUGUST 2, 2011  
ACTION



## I. PROCEDURES

- A. Call to Order Brian James called the meeting to order at 5:00 p.m. and asked for a roll call.
- B. Roll Call Committee members Brian James (Chairman), Ed Czech, Bob Delander, arrived at 5:26; Charles Nelson, Pam Fain, Tom Hughes and Brent Redman (Pro) were present and constituted a quorum. Vice-Mayor Don Dent attended as Ex-Officio member. Golf Course Superintendent Marty Yerian and Administrative Assistant Pamela Galvan represented City Staff.
- C. Approval of minutes: May 2, 2011 Charles Nelson moved to approve the minutes of May 2, 2011, as presented. Ed Czech seconded, and the motion carried 6-0.
- D. Adoption of Agenda Ed Czech moved to adopt the agenda as presented. Chuck Nelson seconded, and the motion carried 6-0.

## II. AGENDA ITEMS

- A. Discuss improved tee yardage signs.
- Brian James opened the discussion with asking for ideas on advertising. He noted Tim Pettit confirmed that the signs must be less than 6' square.
  - The cost for 18 holes is \$30,000.00; the cost for sponsors would be \$1,500.00 for 5 years; includes advertisement, breakdown to \$300.00 per year.
  - Discussed the type of materials to be used.
  - Tom Huges added he felt we needed to see revenue within the first, second and third years. Brian James noted that the city does not have the upfront money to provide the signs so we must seek sponsorship.
  - Don Dent noted that Clean N Beautiful increased their costs and lost advertisers.
  - Tom Huges inquired as to the length of time the sign would last.
  - Brian James suggested a sponsor's night at the course.
  - Brent Redman asked the question "do we want to spend \$30,000.00 on signs?"
  - Don Dent noted how nicer signs would attract sponsors.
  - Brent Redman and Marty Yerian will do research on types, styles and cost of yardage signs, on ground vs. posted.
  - Ed Czech spoke of type of businesses to target for

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advertising.

- Brain James noted attractions, lodging, restaurants and realtors could be some to the businesses to approach.
  - Don Dent suggested Sign-O-Rama in Flagstaff would be a good source of information on signage for tee signs.
  - Brain James requested that samples and costs be reviewed next meeting, Monday, October 24<sup>th</sup>, 2011.
  - Marty Yerian noted this project is for next season 2012
  - Chuck Nelson and Don Dent noted that there needs to be given lead-time in the production of the signs; it needs to be taken into consideration for ordering.
- B. Acknowledgment of Ed Payne at the golf course.
- Brain James noted the loss of Mr. Ed Payne and would like to do something in his honor; he asked for opinions from the committee.
  - Brent Redman spoke of a “bell” of some sort made by Mr. Gibbson and perhaps adding a plaque to it. As far as location, a starter box on the 1<sup>st</sup> tee would be a good. Jerry is going to bring it to the course. This will be for next year.
  - Brain James suggested naming the Club House; Ed Payne Club House or pavilion. He asked that everyone think about it for now and the committee will review additional suggestions at the next meeting.
- C. Discuss standard bench design and cost.
- Brent Redman asked that all note the web address of [outdoorbenches.com](http://outdoorbenches.com); \$699.00 includes engraving and delivery. He suggested going to the site and looking at the variety of benches, they sell i.e. trek deck composition.
  - Tom Hughes stated that he has seen benches at Home Depot and Lowes. He inquired if they planned to provide them on each hole.
  - Brain James wants a standard design because there are already a request for two (2) at this time.
  - Tom Hughes will obtain a photo of the bench for the next meeting.
- D. Discuss replacement of trees.
- Marty Yerian stated we are continuing to lose more trees. He moved four (4) trees and three (3) of them have survived. Holes 17, 9 and 2 have survived.
  - Brent Redman asked why all of a sudden there are such

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losses. Marty Yerian could not answer.

- Tom Hughes inquired if we know why they are dying.
  - Bob DeLander questioned if there was something in common. Marty Yerian noted there is nothing consistent.
  - Chuck Nelson will call Mark (or someone else) to come out and check the trees for their demise.
- E. Discuss maintenance issues.
- Brain James took a moment to thank Marty Yerian for the outstanding upkeep of the course.
  - Don Dent too, noted that he had overheard comments regarding the fabulous condition of the course.
  - Brent Redman noted the people talking of cart uniformity.
  - Marty Yerian spoke of the squeaking carts (old); Yamaha is looking into this.
  - Brent Redman stated that he was grateful for the first year furniture, second year bunkers and now third year carts.
  - Don Dent mentioned a group of young golfers commenting on the affordable cost and great condition of the course; how they are going to tell their friends about it.
  - Marty Yerian had some of the cart seats replaced (received them back with incorrect colored seats (black)) and they are being returned for appropriate color. Yamaha seats are good for 3 years.
- F. Set date, time and location for next meeting
- The next meeting is scheduled for Monday, October 24<sup>th</sup> at 5:00 p.m.

**III. REPORTS AND INFORMATIONAL ITEMS**

- A. Ex-Officio and Committee Members
  - Brent Redman spoke of the “great” month they just had since his coming on board. He is shooting for the same revenue next month.
- B. City Staff
  - Marty Yerian has ordered used equipment.
  - Don Dent spoke of the used equipment, cost and timing.
  - Brent Redman noted they are up 500 rounds this year from last.
  - Brent Redman inquired on placing rocks into the drainage ditch for appearances. Mary Yerian noted that eventually

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the silt would rise up and cover them.

- Don Dent suggested cementing it in first then adding the rocks.

***IV. ADJOURN***

Pam Fain moved to adjourn, Tom Hughes seconded and the motion carried 7-0. The meeting adjourned at 5:50 p.m.