

# GOLF COMMITTEE REGULAR MEETING

ANNOTATED MINUTES  
AGENDA ITEM

PAGE 1

DATE: APRIL 1, 2013  
ACTION



## ***I. PROCEDURES***

- A. Call to Order Brian James called the meeting to order at 5:02 p.m. and asked for a roll call.
- B. Roll Call Committee members Brian James (Chairman), Pam Fain, Tom Hughes, Andy Worthington and Rick Shipley were present and constituted a quorum. Commissioners Charles Nelson and Bob Delander were not present. Vice Mayor Don Dent represented as ex-officio for City Council. Golf course Superintendent Marty Yerian and Administrative Assistant Pamela Galvan represented City Staff.
- C. Approval of minutes November 5, 2012 Andy Worthington moved to approve the minutes with correction to the spelling of Brian James name. Rick Shipley seconded, and the motion carried 5-0.
- D. Adoption of Agenda Pam Fain moved to adopt the agenda as presented. Tom Hughes seconded, and the motion carried 5-0.

## ***II. AGENDA ITEMS***

- A. Welcome new golf management Scott Little
- Brian welcomed Scott Little to Williams and the Committee.
- B. Report on Tee signs
- Brian noted that Marty had spoken to Fusion Cast and mentioned that most of the signs had been casted and are on schedule for delivery; however, the ads are a bit behind.
  - Brian announced that hole #3 is currently available for sponsorship; previous sponsor is no longer going to sponsor.
  - Marty mentioned that he would like to replace the posts.
  - Don Dent inquired as to the placement of the new signs.
  - Marty noted that these signs could handle being hit by balls; it will not hurt them. He pointed out that the placement needs to be decided upon.
  - There was additional discussion on the signs.
- C. Report on road and parking lot
- Brian pointed out the reduction in dust at this time. This is due to Marty's crew packing down the dirt and the addition of the millings (oil).
  - Marty noted that wash boarding is beginning to develop again.
  - Brian said the group should thank Brandon Buchanan, City Manager, for his effort and success in making this work for the course.

## GOLF COMMITTEE REGULAR MEETING

ANNOTATED MINUTES  
AGENDA ITEM

PAGE 2

DATE: APRIL 1, 2013  
ACTION



- Marty noted that essentially we could do this to the cart paths as well.
- D. Discuss cart fees
  - Brian handed out a cart fee analysis that he had compiled. He pointed out that the prices had not changed since 2006. He noted that 38% of the pass holders pay for a cart separately and perhaps the carts should be discounted too.
  - Andy suggested that providing an annual cart pass would inject cash up front.
  - It was pointed out that other golf courses provide annual cart passes.
  - Tom feels it would be nice to offer a break to the locals.
  - Scott suggested sticking with the current cart fees.
  - Don noted that we are maxed in our peak times and need to encourage our pass holders to play in the off-peak hours.
  - \$10.00 cart fee after 2:00 p.m. pass holders or not.
  - Don pointed out that we need to be cautious in not killing our revenue because we have major expenses.
  - Brian said there are not many pass holders that play in the P.M., the \$10.00 may encourage them to play after 2:00.
  - Any golf after 2:00 (twilight) cart fee will be \$10.00 instead of \$18.00.
- E. Summer promotion (Scott Little)
  - Scott presented as a summer promotion to join up with Groupon. It will expand the database and potentially increase revenue at the course.
  - Scott would like to run the two, two, and two with range balls deal. ( a round of golf for two; two hot dogs, two beers and balls)
  - Scott presented how Groupon works.
  - He explained how he intends to hit the Las Vegas and Phoenix markets; and feels the markets are close enough (distance) to encourage players to come.
  - This will perhaps address an entirely new audience. We will obtain email addresses and it is 1,000 times better than Golfnow.
  - Don suggested the Committee run it by Brandon Buchanan.
  - The Committee likes the idea and would like to try it out.

### III. REPORTS AND INFORMATIONAL ITEMS

- A. Ex-Officio and Committee Members
  - Andy would like to add an additional tee marker; add one black (*back*) marker. He would like the course to look and play like a champion course by increasing the length.
  - Brian suggested that he, Andy and Scott go out on the

**GOLF COMMITTEE REGULAR MEETING**

**ANNOTATED MINUTES  
AGENDA ITEM**

**PAGE 3**

**DATE: APRIL 1, 2013  
ACTION**



course and take a look.

- Scott noted that the course is up by 400% for the first seven days as compared to last year.
- None

B. City Staff

***IV. ADJOURN***

Pam Fain moved to adjourn, Rick Shipley seconded and the motion carried 5 -0. The meeting adjourned at 6:12 p.m.

---

Chairperson

Attest

---

# GOLF COMMITTEE REGULAR MEETING

ANNOTATED MINUTES  
AGENDA ITEM

PAGE 1

DATE: AUGUST 5, 2013  
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), Pam Fain, Bob Delander, Andy Worthington and Rick Shipley were present and constituted a quorum. Commissioners Charles Nelson and Tom Hughes were not present. Vice Mayor Don Dent represented as ex-officio for City Council. City Manager Brandon Buchanan, Golf course Superintendent Marty Yerian and Administrative Assistant Pamela Galvan represented City Staff.
- C. Approval of minutes April 1, 2013 Pam Fain made a motion to approve the minutes as presented. Rick Shipley seconded, and the motion carried 5-0.
- D. Adoption of Agenda Andy Worthington moved to adopt the agenda as presented. Bob Delander seconded, and the motion carried 5-0.

## II. AGENDA ITEMS

- A. Discuss minor capital improvement projects
- Brian opened asking the Committee to create a list of items for improvement should/when funds become available.
  - Andy Worthington inquired if the City will listen to suggestions coming from the Committee; if not, did not feel the list would be necessary to create.
  - There was discussion regarding the cart paths, concrete work and the use of millings from the airport.
  - There was extensive talk about the sprinklers. Brandon Buchanan noted the 2013-2014 budget amount of \$20,000 for sprinklers. Marty Yerian explained that he is going to replace the 23 year old sprinkler with new and from there, is going spot place additionally needed sprinklers. The fairway sprinklers along the left side of holes 6, 7 and 8 were pointed out as in great need of replacement; Marty agreed.
  - Andy Worthington mentions he noticed new logo flags on the holes. Marty acknowledge and pointed out his concerns of theft in the past. Marty suggested that he might use exclusively for tournaments and switch them out with the regular flags afterward. Don Dent also shared his concern regarding theft of the tee markers.
  - Brandon Buchanan went over several line items from the 2013-2014 budgets.
  - Brain James requested the Committee to continue to think

# GOLF COMMITTEE REGULAR MEETING

ANNOTATED MINUTES  
AGENDA ITEM

PAGE 2

DATE: AUGUST 5, 2013  
ACTION



of items to place on a list.

- B. Discuss location and design of bridge on #13
- Brian spoke of the remaining balance (once all funds are collected) in funds received from the yardage sign sponsorship and how they might be best used at the course. He spoke of the need to install a bridge on the 13<sup>th</sup> hole over the ravine.
  - There was extensive discussion on the type of bridge to be installed; size of bridge and what it is to accommodate; walkers, carts, equipment etc. As well as, various ways of blocking off the ravine via ropes, posts etc.
  - Brian James asked that everyone bring design ideas to the next meeting and where it is to be placed. Everyone needs to go out and look it over.
- C. Update on tee marker signs
- Brian noted that there are a couple of sponsors' monies still outstanding and attempts to collect are in the process.
  - All were in agreement as to the placement of the signs.
- D. Progress of Summer Promotion (Groupon)
- Brian went over the Groupon results and reminded the Committee the purpose for trying this was to fill empty tee times and obtain email addresses.
  - The Committee went through some of the Groupon feedback.
  - July 2013 rounds were up 9.6% from last year.
  - 12% of total rounds in July were generated by the Groupon promotion.
  - It was noted that the course is open longer. Don Dent noted that you could see the difference in the evening play.
  - Also mentioned was the concern that the Groupon promotion needs to have some adjustments made to it.
  - Andy Worthington noted that the City takes a financial hit with this promotion. Apparently, there are regular groups who play that were able to take advantage of the promotion as well. He also feels that the course needs to limit the days of play in the promotion.
- E. Maintenance issues
- Andy Worthington inquired on the shack on the 6th hole.
  - Marty Yerian noted that he is done fertilizing for the year.
  - There was discussion of sand and the cost to haul it. As well as, plans for punching fairways and greens.
  - There was talk of top dressing and Brian James noted lack of funds to top dress the entire course.
  - Marty said he was glad for the work they had been able to

**GOLF COMMITTEE REGULAR MEETING**

**ANNOTATED MINUTES  
AGENDA ITEM**

**PAGE 3**

**DATE: AUGUST 5, 2013  
ACTION**



do this year.

- Brian James stated that the bunkers were better this year. Everyone agreed.

***III. REPORTS AND INFORMATIONAL ITEMS***

A. Ex-Officio and  
Committee  
Members

- Andy Worthington requested a later meeting time.

B. City Staff

- None

***IV. ADJOURN***

Andy Worthington moved to adjourn, Bob Delander seconded and the motion carried 5 -0. The meeting adjourned at 6:06 p.m.

\_\_\_\_\_  
Chairperson

Attest  
\_\_\_\_\_

**DRAFT**

# GOLF COMMITTEE REGULAR MEETING

ANNOTATED MINUTES  
AGENDA ITEM

PAGE 1

DATE: NOVEMBER 5, 2013  
ACTION



## I. PROCEDURES

- A. Call to Order Brian James called the meeting to order at 5:01 p.m. and asked for a roll call.
- B. Roll Call Committee members Brian James (Chairman), Bob Delander, Andy Worthington and Rick Shipley were present and constituted a quorum. Commissioners Pam Fain, Charles Nelson and Tom Hughes were not present. Vice Mayor Don Dent represented as ex-officio for City Council. Golf course Manger Scott Little Golf course Superintendent Marty Yerian, and Administrative Assistant Pamela Galvan represented City Staff.
- C. Approval of minutes August 5, 2013 Rick Shipley made a motion to approve the minutes as presented. Bob Delander seconded, and the motion carried 4-0.
- D. Adoption of Agenda Andy Worthington moved to adopt the agenda as presented. Bob Delander seconded, and the motion carried 4-0.

## II. AGENDA ITEMS

- A. Discuss minor capital improvement projects list
- Brian opened asking the Committee members if they had come up with a list of items.
  - Andy Worthington presented a list of items as golf course improvement ideas. He proceeded to go through his list item by item; each was discussed with the Committee.
  - After going through Andy's list Brian mentioned an old list that the City is making their way through and one of the items is the driveway to the clubhouse. The asphalt millings have provided a great improvement with their use.
  - Marty mentioned the renovations taking place at the clubhouse and cart barn.
  - Bob brought up issues with the men's restroom and possible remedies.
  - Brian thanked Andy for his list.
- B. Discuss location and design of bridge on #13
- The Committee discussed using the additional monies collected from the sale of yardage sign advertisement, for the bridge on 13.
  - Andy provided photos showing various types/styles of bridges that could be installed. There was extensive discussion on which bridge should be installed; size of bridge and what it is to accommodate; walkers, carts, equipment etc.
  - The Committee decided on a six foot wide flat bridge with raised two by four sides as their choice. Andy offered to

**GOLF COMMITTEE REGULAR MEETING**

**ANNOTATED MINUTES  
AGENDA ITEM**

**PAGE 2**

**DATE: NOVEMBER 5, 2013  
ACTION**



price it out and assist in its construction.

- They discussed where it should be installed.
  - All agreed to move forward with pricing and construction of the bridge.
  - Scott passed out a 2014 Rate Suggestions schedule. He noted that this past season was a bit down perhaps due to various factors, i.e. Groupon's discounted golf rate (although it was great advertising and brought new people to the course), and his not having a clear understanding of who is actually a local resident and should receive the local rate. He expressed his concern that many non-locals, through actual locals, received the local rate. Scott continued going over this year's numbers.
  - Brian asked for input from the Committee on the presented schedule. Andy questioned raising the rates for locals and expressed his dislike. Brian mentioned he backs Scott in increasing the annual pass rate; pointing out that Elephant Rocks has the lowest rates around and has for some time now. There was extensive discussion on rates and what they should be. Don Dent was in agreement with Andy in not raising the local resident rates.
  - Brian asked that they relook at the figures and research the impact at the next meeting.
  - Rates will be discussed again at the next meeting scheduled for January 6, 2014.
  - Scott has requested a clear definition of who is "local."
  - Brian went over the policy explaining the requirement to show a utility bill (APS or Water bill) provided by the City, naming the individual on the bill.
  - Don Dent mentioned that there are those who work in the City and are more invested than "lot" owners.
  - Rick asked if there is something creative the City might do like offer non-local player cards; purchased, then allowing for a locals discount rate to play. Andy mentioned that perhaps they could be issued at City Hall's front desk. Don Dent is going to speak with Brandon Buchanan (City Manager) regarding issue and requirements.
  - Committee will discuss this again at the next scheduled meeting.
  - Scott went over the Groupon Analysis. He expressed being
- C. Discuss 2014 rates and make a recommendation to council.
- D. Discuss the definition of "local discount" and propose adjustment to policy if necessary.
- E. Receive update on

**GOLF COMMITTEE REGULAR MEETING**

**ANNOTATED MINUTES  
AGENDA ITEM**

**PAGE 3**

**DATE: NOVEMBER 5, 2013  
ACTION**



2013 course promotions and discuss.

happy with the results.

- Brian noted that the course is now up and running with “Golf Now,” a fee free online tee time booking service. He feels we will do well with this next year.
- Scott spoke of adjusting the Groupon program for next year.
- Scott mentioned the need for a new POS online store system. Cost is approximately \$3,000.00. It has great advantages when combined with email blast.
- The Committee discussed the process on the online store; pre-buy golf rounds.

F. Discuss policy on fivesomes.

- Brian expressed the Scott needed some direction on fivesomes.
- The Committee agreed the need of a policy regarding fivesome play.
- Don feels the Ranges need to monitor the fivesomes. If they are holding up play, the group either moves aside for play through or if necessary, split them up if they continue to hold up play.
- The Committee agreed to fivesome with monitoring provided by the Rangers.
- Scott will provide his Rangers with more direction and a policy to follow.
- The Committee noted that the average round of golf should take no more than 4 hours. Scott noted that the average time at Elephant Rocks is 4 hours 15 minutes.

G. Sprinklers

- Marty brought both the 23-year-old Toro sprinklers he is replacing and the new Rainbirds he is installing. He explained how the new sprinkler would operate making it dryer around the watering head during watering. They are also adjustable; quarter, half and complete round watering. The Rainbirds perform much better than the Toro’s; they are a better product.

**III. REPORTS AND INFORMATIONAL ITEMS**

A. Ex-Officio and Committee Members

- Andy Worthington asked when the course would be closing for the season.
- Weather permitting, November 17, 2013 or longer.

B. City Staff

- Marty stated he enjoys working with Scott.
- Pam Galvan inquired on the next meeting date. The Committee is scheduled to meet next on January 6, 2013

**GOLF COMMITTEE REGULAR MEETING**

**ANNOTATED MINUTES  
AGENDA ITEM**

**PAGE 4**

**DATE: NOVEMBER 5, 2013  
ACTION**



***IV. ADJOURN***

Andy Worthington moved to adjourn, Bob Delander seconded and the motion carried 4 -0. The meeting adjourned at 7:14 p.m.

---

Chairperson

Attest

---