

GOLF COMMITTEE REGULAR MEETING

ANNOTATED MINUTES
AGENDA ITEM

APRIL 24, 2018
ACTION



I. PROCEDURES

- A. Call to Order Chairman Andy Worthington called the meeting to order at 5:00 p.m.
- B. Roll Call Chairman Andy Worthington, Committee members, Bob DeLander, Marci Freshour, Gill Hoffman, Chuck Wilson and Rick Shipley were present. Staff members in attendance included Golf Course Superintendent Marty Yerian, and Deputy City Clerk/HR Administrator Sue Bennett. Also attending were Council Liaison Vice-Mayor Don Dent, and Golf Course Manager Scott Little (arrived 5:05).
- C. Approval of minutes March 19, 2018 Marci Freshour made a motion to approve the minutes as presented. Gill Hoffman seconded, and the motion carried.
- D. Adoption of Agenda Rick Shipley made a motion to adopt the agenda as presented. Bob DeLander seconded, and the motion carried.

II. AGENDA ITEMS

- A. The Committee will review and discuss recommendation for rate hikes 2018.
- Andy read the memo from Keith Buonocore regarding increasing the rates by \$3.00 dollars to assist with Marty's budget in purchasing equipment and carts.
 - Marty describe the proposed 5-year CIP budget contingency plan for equipment and carts. Andy asked if Marty had the figures from his last's year's budget, he did not. Scott Little does not feel raising rates across the board by \$3 would be to our advantage and may possible hurt business. We need to view each area and determine where the best area would be to raise. Scott mentioned we have room in the local fee, right now there are at 31+tax, we could go to 35+tax. Each season we could easily go to 58 or 59+tax if we wanted to, our competitors are at 80 this year. Those two areas we could target on and not hurt our stats. If we go up to 3 dollars on our twilights, we will be close to what continental twilights are. Currently we are at 25+ tax and Continental is 31+tax. We are currently extremely competitive with other golf courses in our prices. We may not have an option since we have already advertised the same plan on the pass holders and have already distributed 80% of the passes.
 - Andy mentioned if possible could we raise the cart fees; this will allow us a little more revenue. Scott feels this area would not be a critical factor and may be something to look

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at. The normal cart rate of \$10 we could raise the rate to \$13 using the newer carts as leverage.

- Rick asked Marty that we talk of increasing revenue every year, but does Marty's budget increase each year. Marty stated it might increase a little but it is mainly based on the cost of equipment and fuel which always goes up each year.
 - Main changes proposed: Weekend rate up to \$58 from \$55. Local weekday went from \$35 including tax to \$35+tax. Weekend local we were at \$49 we could go to \$50 and still offer discounts in the afternoons.
 - Marci Freshour motioned to approve the proposed changes to the rate fees. Seconded by Gill Hoffman and it carried.
- B. The Committee will review and discuss Marty's equipment recommendation.
- Without increasing rates, as Keith's memo noted, we may not have the funds to purchase all the equipment and carts. Marty has a good return value on the carts (\$1100 to 1700/ea.) since they are so well maintained which will assist with new purchases. We were quoted about \$4000/ea. minus the return. We may need to finance the equipment on a 5-year term to get the equipment he truly needs. To purchase/replace all 65 carts it would run around \$180,000.00 with tax minus returns. Scott asked that we look into 65 carts and 1 ranger cart in another color. Marty pointed out that carts is our best return on money spent.
 - Scott mentioned that regardless of rate increases, if we do not have well maintained greens and updated carts, we wouldn't have the clientele to even raise rates too. The look of the course is so important to the quality experience for our players. Marty has done a fabulous job with his limited resources in maintaining our greens.
 - Most of Marty's current lawn care equipment is over 20 years old. He has a grinder that it well past its prime at 27 years old. The equipment is something we most certainly need to purchase to properly maintain the greens in the manner that we are accustomed to. Marty stated that we use the equipment at other departments not just the golf course. Marci asked if we could look at the other departments for allocation of funds to assist with purchase of new

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C. The Committee will discuss the renewal of tee sign advertising.

- equipment. After further discussions it was determined that a few committee members will attend the council meeting in June to support the budget request from Marty.
- Rick Shipley motioned that we support Marty on his request for new equipment and carts. Seconded by Freshour and it carried.
- This year the Tee Hole sponsors are due, we need to contact all sponsors and see if they wish to participate again. Gill presented an updated list of tee holes with the name of the sponsor.
- Discussion about the city invoicing for annual renewals as well as a memo addressing the renewal process and the cost for any new sign applicant. Don asked that Sue generate a memo to accompanied the invoices and send to Andy and Gill for review.
- Gill Hoffman motioned to have the City invoice the current Hole sponsors along with a letter explaining the increases. Seconded by Freshour and it carried.

III. REPORTS AND INFORMATIONAL ITEMS

A. Committee Members

- No reports.

B. City Staff

- Next meeting is set for Tuesday, July 10, 2018, 5:00 p.m.

IV. ADJOURN

The meeting adjourned at 6:23 p.m.

Chairperson

Attest



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