

Golf Commission Minutes
Tuesday, October 16, 2007 Noon
Waverly Country Club

Members Present: Klamfoth, Lutz, Tyler, VanDaalen
Members Absent: Striepe
Staff Present: Ray, Mason, Snook, Jones
Council Present: Rasmussen, Ribich
Visitors Present: Kruckenberg

Summary of Formal Action: The meeting was called to order at Noon by Chairperson Van Daalen.

Motion: Approve September minutes as amended. #1 under Regular Business, 4th paragraph, "A pump" correction of typo.

14-07 Moved: Klamfoth Seconded: Lutz
Yes: 4 No: 0 Absent: 1

Regular Business:

1. Review of 2007 Marketing Plan

Ray reviewed the marketing plan for the calendar year of 2007 and the fiscal year to date. He said Mason had switched the emphasis to local TV rather than cable. Mason also placed small ads with more frequency in the Waterloo Courier sports. The budget is \$7,500 for FY07-08. It will be reviewed during the budget process in January.

2. Review and Recommendation of Fees for 2008

Ray handed out a suggested revision in the fees and charges. These were staff recommendations and included small raise in the adult season pass, establishment of a senior pass, having one 18 hole daily fee, and increasing the cart fees. It was understood that the daily fee would be the full price but the daily special during the non prime times would still be in effect.

The Pro outlined some of the statistics of the increase in daily fee play, the revenue per person, and the percentage of special rounds. He felt this would continue the trend of more daily fees and in turn, increase revenues. He also stated that the establishment of the senior pass would lose some adult passes but gain in total numbers of passes sold. He also suggested decreasing the junior pass because the juniors always had money to spend in the Pro Shop. The more season passes sold, the more purchases through the Pro Shop and the more revenues.

Van Daalen wanted to look at a 3% increase overall to keep up with inflation. Tyler was not sure of decreasing any pass fee.

Staff's idea is to grow revenue by increasing rounds and traffic. This is different than just increasing fees.

Ray will find out what Waterloo and Cedar Falls are planning for fees for the next year.

The Commission would like to wait until the FY 08-09 budget process to determine the fees for 2008.

Director's Report

- Ray updated financials.
- Ray handed out the proposed Golf Pro Contract that he and Mason had discussed. The differences between the 2007 and the 2008 contract are:
 - \$1,600 for 20 bi-weekly periods for a total of \$32,000- Last year the total was \$29,000.
 - \$1,000 for PGA dues, and up to \$500 for the Assistant Pro PGA dues on a reimbursement basis. - Last year the Pro received \$300 in cell phone reimbursement and \$200 in clothing allowance.
 - \$70.00 per IPGA Event per entry fee up to 4 events during 2008 on a reimbursement basis
 - The Pro will have an option to all of the revenues from group lessons registered through the Pro Shop. - last year received 75% but was contracted under the recreation program. It is now a golf function.
 - 25% of gross receipts for green fees over \$136,000 for the season to be paid after December 1. Last year the threshold was \$130,000
 - 25% of gross receipts for cart rentals over \$96,000 for the season to be paid after December 1. Last year the threshold was \$90,000

The Commission was generally supportive. It was not on the agenda so an action was not taken but Ray plans on reviewing it with Council soon.

Ray noted the Pro Shop negotiations were scheduled for 11:30 am Wednesday, October 17. He also said he was going to establish a calendar for the golf course architect to correspond to the meeting dates.

Superintendent's Report

Snook noted Miller was starting plans and specifications and he was meeting with the irrigation consultant Wednesday. He reported that ISU was going to do some field trials on the Golf Course for Poa control. He said the dormer project was bid and will be starting soon. Snook noted his list of tasks was almost complete. He said a new knotweed control was being tried and this product was more expensive than the last but hopefully more effective. He remarked that last cross country meet might have been performed on the Golf Course.

Pro Report

Mason announced that he was elected Vice President of the Iowa PGA. He would like to be involved with goal setting in terms of a 5 point plan to increase revenues.

Country Club Report

Kruckenbergh wants to start a program to have daily Club memberships for out of town golfers. He mentioned the resignation of the manager effective in December.

The Commission wants to do a retreat to talk about goals and objectives, visioning and future plans. Lutz will check on availability of Wartburg College meeting rooms and meal facilities. The tentative date is Tuesday evening, November 20.

Next Meeting: Next meeting is tentatively set for Tuesday, November 20, Noon at Wartburg College.

Adjournment: Adjournment was at 1:26 pm.

Respectfully submitted,

Tab Ray
Leisure Services Director
Commission Secretary