

Golf Commission Minutes
Tuesday, November 11, 2008 Noon
Waverly Country Club

Members Present: Klamfoth, Lutz, Tyler, VanDaalen
Members Absent: Striepe
Staff Present: Ray, Snook
Council Present: Ribich
Visitors Present: Jason Allen, Country Club Manager

Summary of Formal Action: The meeting was called to order at 12:01 pm by Chairperson Van Daalen.

Motion: The August and September minutes were approved as amended. Vice Chairperson Tyler called the October meeting to order until the chairperson arrived.

13-08 Moved: Lutz Seconded: Tyler
Yes: 4 No: 0 Absent: 1

Regular Business:

1. Review and Adjustment of Goals

Ray reviewed the Goal Setting Session document from 2007. Commission discussed Strengths, Weaknesses, Opportunities and Threats. They revised the document for 2008:

Strengths of Commission and Course

- Available to play
- Staff provides high quality of care
- Longevity of staff
- Affordable
- Support from City Council
- Great shape/renovation project
- Unique situation with Country Club-provides services the City does not
- Challenging but playable for all abilities and ages
- Trees- well designed
- Private Carts
- Realistic revenue projections
- Cart Paths
- 2008- 4 star rating by Golf Digest
- Golf Pro
- Golf Professional of the Year- Iowa PGA

Weaknesses

- Lack of practice/teaching area
- Youth program-don't know how it is going
- Acceptance of private carts as a norm

- Supply of golfers in Waverly
- Weeknights when there are league activities
- Partnering with the motels
- Restroom on the course
- Compared too much with Waterloo/Cedar Falls
- Revenue streams are limited
- Outside uses-Fair/fireworks
- Financial dealing with unknown- exp grubs
- Tight budget/ economic climate
- Losing trees

Threats

- Accepting mediocrity of course conditions
- Demand to become self supporting
- Other golf courses
- Competition for the recreation time and dollar
- Key staff turnover
- Trees lost
- Current financial conditions (overall economy)
- Weather

Opportunities

- Coordination of youth program
- Draw golfers from metro area
- Ability of guests to use Country Club facility
- Seniors
- Marketing
- Set realistic revenue budget
- Outings
- Golf foundation for \$ gifts
- Partnering with Wartburg on parents/student events
- "W" golf hitting area
- Waverly Bucks for prizes
- Centennial Oaks joint efforts to coordinate events
- Two new holes/ land swap
- Hotel packages

Immediate Needs

- ❖ Trees
- ❖ Marketing-promotion of full services facility
- ❖ Revenue budgeting
- ❖ Youth program communications
- ❖ Grub control

Short Term

- ❖ Key employee retention
- ❖ Bremer County Fair-confirm dates needed
- ❖ Income/revenue Streams
- ❖ Fireworks
- ❖ Trees
- ❖ Market new holes
- ❖ Potential of north land

Long Term

- ❖ Restroom
- ❖ Practice/Teaching Area
- ❖ Trees
- ❖ Cart staging Area
- ❖ Better Pro Shop

Reports and Communications:

Director Report

- Reviewed the monthly financials. Snook reported the about \$4,000 will be transferred to the project. He also said about \$10,000 was the cost of the reseeding program.
- Discussed the next meeting whether it would be at the Club and the date. Two Commissioners had conflicts with 2nd week so the next meeting will be the third week. The budget will be reviewed with recommendations for revenues and fees.

Superintendent Report

- Snook handed out pictures of where animals had disturbed the turf in search of grubs for food. Dr. Don Lewis, etymologist from ISU has visited the course and made some recommendations for grub control. He took some samples but the Golf Course has Japanese beetle and June bug grubs. Take about 2-3 years to control. Snook determined the best method of control is a dry chemical that can be applied with a fertilizer application. The additional cost to include in the fertilizer is about \$7,000. This will be proposed at budget time. Lutz suggested a written report from ISU. Snook reminded the Commission that the visit by Dr. Lewis was due to relationship established with ISU over the years and did not cost anything.
- Snook distributed the list of projects that have been completed this fall with some being held over to spring of 2009.

Pro Report

- Attended national PGA Show and rounds are down almost everywhere. The discretionary dollar is being decided upon for the best value. PGA looks at this as an opportunity to market the game of golf.
- At this time we are only 3,000 rounds down. The overall numbers are not bad.
- Staff has met and the course is now closed for the season

Country Club Report

- Jason Allen attended the meeting and said the new Board had not met to decide on a new Commission liaison.

Next Meeting: Monday, Dec. 15 at 5:30 pm at City Hall or Dec. 16 at Noon at the Country Club.

Adjournment: Adjournment was at 1:08 pm.

Respectfully submitted,

Tab Ray
Leisure Services Director
Commission Secretary