

**Golf Commission Minutes**  
**Tuesday, April 10, 2007 Noon**  
**Waverly Golf and Country Club**

**Members Present:** Klamfoth, Lutz, VanDaalen  
**Members Absent:** Murray, Striepe  
**Staff Present:** Ray, Snook, Mason  
**Council Present:** Ribich, Rasmussen  
**Visitors Present:** Thorson, Kruckenberg

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

Motion: Minutes were approved.

04-07                      Moved: Klamfoth                      Seconded: Lutz  
Yes: 3                      No: 0                                      Absent: 2

**Regular Business:**

**1. Pro Shop Policies.**

Staff wanted to review some of the policies that may need to be clarified or have been in force but may not have been enforced. The trail fee pass will be enforced the same as last year. This means the pass holder can have anyone ride with them but cannot give the cart to anyone to use without him. Staff presented the idea to be considered for next year to have the pass holder designate up to two people to use the cart outside of the immediate family. They pay a reduced fee to be added onto the trail pass.

Staff is offering a special Monday Through Friday from opening till 2:00 pm of \$22/person for 18 holes and half a cart. There is a minimum of 2 people for this deal. There are no rain checks with this.

Staff has established Pro Shop hours of 7:00 am till dark weekdays and 6:30 am till dark on weekends.

Replay rounds (to originally pay for 9 holes and decide to pay for the other 9 holes) is the difference between the 9 hole fee and the 18 hole fee.

**2. Marketing Plan for 2007**

Ray reviewed the 2007 Marketing Plan. The main changes in the plan were to target certain areas for the TV ads to news, weather, and sports, particularly golf events. He also reported the ad will be on KWWL this year and not as much on Cable. He emphasized the tracking of rounds to determine the marketing plan's effectiveness. We are going to monitor the websites for the correct information. Direct mailing will continue. Van Daalen would like a marketing report on a monthly basis.

## **Reports and Communications:**

### **Director's Report:**

- Ray mentioned the agenda of the April 16 City Council meeting. The meeting will have the pay request for the cold storage building and the request for the soil borings in the area to expand.

### **Staff Report:**

- Snook said all staff is hired. The condition of the course is good with a little snow mold damage and not as serious storm damage as first considered. The prairies were burned. The question came up of where to have the sand rakes. The decision was made to keep the rakes out of the bunkers and put that information on the scorecard for next year.
- The cold storage building should be done next week. Concrete should be done the following week.
- Fire Department has said the heater can go out of the old fire station into the Turf Care Center on May 7.
- Mason asked for better weather.
- Lutz noted the Wartburg invite was cancelled so this was an over \$2,000 loss of revenues from the weather.

### **Club Communication:**

- The County Club lost their chef and hired a new one. All the help is new so there will be a learning period and hopefully some patience.

### **Chairperson's Report:**

- He would like to see a report on how many season passes on a monthly basis. And he would like to see the land acquisition budget report.

Ribich asked if the course was too wet when we opened in March. Snook said due to the drainage improvements from 2002, the course was okay to open at that time. Lutz asked if the carts are staying on the paths. Snook said the Pro Shop staff is reminding everyone and so far there has not been a problem. The maintenance staff appreciates the efforts of the Pro Shop staff.

**Next Meeting:** Next meeting Tuesday, May 8, noon at the Country Club.

**Adjournment:** Adjournment was at 12:58 pm.

Respectfully submitted,

Tab Ray  
Director of Parks and Recreation