

**Golf Commission Minutes**  
**Tuesday, April 18, 2006**  
**Noon**  
**Waverly Country Club**

**Members Present:** Lutz, Murray, Striepe, VanDaalen  
**Members Absent:** Klamfoth  
**Staff Present:** Ray, Snook, Iverson  
**Council Present:** Ribich  
**Visitors Present:** Dennis Kruckenberg

**Summary of Formal Action:** The meeting was called to order at Noon by Chairperson VanDaalen. Minutes were approved as written.

06-06                      Moved: Lutz                      Seconded: Murray  
Yes: 4                      No: 0                                  Absent: 1

**Regular Business:**

1. **Review of Season Pass Comparison Sales Chart.** Iverson reviewed the season pass chart. Sales were not up with last year at April 10. He stated the main difference was that the opening days were about one week later this year. Ray will present an updated revenue and expenditure sheet at the next month's meeting.
2. **Corporate Pass.** Ray had a request for a corporate pass. This company would like to be able to bring clients to the course to play when they have people in town. The Commission recommended that staff find out if any other course offered a corporate pass and the fee structure used. They thought a discounted corporate punch card may be an option. Ray will report at a later meeting.
3. **Review Goals and Objectives.** Ray reviewed the Goals and Objectives from the Commission Strategic Planning session. There was significant progress. Some of the items to be covered are the Golf Waverly site, completion of the tracking tools, the youth golf representative, permanent restroom, practice area, merchandising for profitability, college team fees, and staff turnover. We will visit these items again in August.

**Reports and Communications:**

**Staff Report:**

- Ray reviewed the Marketing Report. He said there was not much on Cable in March but it is picking up for April. He shared the radio auction trade of radio spots for some rounds of golf.
- The Commission reviewed the marketing tracking surveys. Ray will make the changes and report back to the Commission.

- Snook reported on the parking lot cracks and the work being done to correct them. He stated the Club is purchasing the material with golf staff doing the work. Snook praised Public Services for their guidance in solving the problem.
- Ray asked opinion from the Commission on the statement “Adjacent Outstanding Restaurant” used in the marketing. He had a complaint that taxpayers are paying for advertising a particular restaurant when there are many restaurants in town. It was resolved to change the marketing to “Excellent Dining”.

Club Communication:

Mr. Kruckenberg of the Country Club Board reported there were 27 new members at the Country Club. The cart shed was full with 10 on the waiting list. He also reported the cart shed would be painted white in the next month.

Chairperson’s Report:

Directors Report:

**Next Meeting:** Tuesday, May 16, 2006 at Noon at the Country Club.

**Adjournment:** The Commission adjourned at 1:10 pm.

Respectfully submitted,

Tab Ray  
Director of Parks and Recreation  
Commission Secretary