

**Golf Commission Minutes
Special Meeting
Tuesday, January 26, 2010 Noon
OPII**

AMENDED

Members Present: Klamfoth, Lutz, Striepe, Tyler, Van Daalen
Members Absent: None
Staff Present: Ray
Council Present: Lindell
Visitors Present: Ted Hool

Summary of Formal Action: The meeting was called to order at 12:03 pm by Chairperson Van Daalen.

Motion: The January 12, 2010 minutes are approved as submitted.

04-10	Moved: Lutz	Seconded: Striepe
Yes: 5	No: 0	Absent: 0

Regular Business:

1. Review of the Proposed 2010-2011 Golf Enterprise Budget
Ray began with the new support documents and detailed the changes from the budget reviewed in January. He said the revenues now reflected the attached fee schedule. Salaries and wages and building-grounds maintenance supplies were amended to reflect the transfer from the project. A tax subsidy of under \$70,000 remained after these changes.

Motion: To recommend the 2010-2011 Golf Course budget as amended.

05-10	Moved: Klamfoth	Seconded: Striepe
Yes: 5	No: 0	Absent: 0

2. 2010 Fees and Charges
Ray reviewed the proposed changes in the fees and the rationale behind the changes. He stated the proposed fees were in line with information gathered on the fee survey. The Council was interested in the survey and thought the original fee schedule presented needed additional study.

Tyler said there are two choices, increase user fees or increase property tax support. Klamfoth echoed there are two ways to position the facility, make it cheap or sell the quality. Snook said golfers price shop.

Lindell said that low prices **may** attract golfers. **Low prices do not necessarily lower revenue or quality.** Obviously, if we can increase use we would increase revenue. Klamfoth cannot see that low prices would not draw people unless it was a large reduction in price.

The Commission commented importance of the marketing funds and plan. They think it is important to sell the plan and show the differences in rounds and revenue before and after.

The Commission started to look favorably on the staff suggested rates. Klamfoth stated for each dollar less on the daily fee, the City would lose \$13,000 per year based upon approximately 13,000 daily rounds per year. Discussion went back to the fees recommended to Council on January 18.

Motion: To recommend to the City Council the fees presented by staff with the season ticket increases remain at 3%.

06-10 Moved: Lutz Second:

Did not pass due to lack of second.

Motion: To re-recommend to the City Council the fees presented at the City Council meeting on January 18.

07-10 Moved: Tyler Second: Klamfoth
Yes: 4 No: 1 (Van Daalen) Absent: 0

Ted Hool wanted to know why the season pass fees were increased every year. Van Daalen stated the costs to operate the course increase every year and fee increases reflected the increase.

Mr. Hool asked why the Cancer Society Golf Discount Card limited the discounts to 3 times at the Waverly Golf Course. He has a group of 20-30 players that travel the area to play and they really like Waverly Golf Course. Van Daalen stated the Cancer Card discount was similar to “price point” merchandise in a store. It gets the customer in the door and hopefully the customer would come back to play and pay full price. The Cancer Card allows the card holder to play 3 times for ½ the cost of the cart or \$12 in 2009. The Chairperson suggested the Cancer Society Golf Discount Card be on a future agenda since it was too late to change for the 2010 season at this time.

Ray reviewed the marketing plan. It will be similar to the effort in 2007 when we spent a significant amount of the available funds at the beginning of the calendar year and saw good results in the rounds and revenues.

Motion: To accept the marketing plan and recommend continuing to fully fund the Golf Course marketing efforts.

08-10
Yes: 5

Moved: Tyler
No: 0

Seconded: Lutz
Absent: 0

Reports and Communications:

Director Report

- Article on Public Golf Courses being an asset to communities with the reasonable playing conditions and prices. The article stated the three main concerns by golfers on a golf course were condition of greens, customer service, and speed of play.
- Letter from Richard Groth regarding fees and the migration of golfers to area courses.

Pro Report

- None

Superintendent Report

- None

Country Club Report

- None

Van Daalen said to cancel the February meeting if there are no issues.

Next Meeting: February 9 at Noon at the OPII (if necessary)

Adjournment: Adjournment was at 1:30 pm.

Respectfully submitted,

Tab Ray
Leisure Services Director
Commission Secretary