

Golf Commission Minutes
Tuesday, February 10, 2009 Noon
Waverly Civic Center Meeting Room

Members Present: Klamfoth, Lutz, Striepe, Van Daalen
Members Absent: Tyler
Staff Present: Ray, Mason
Council Present: Ribich
Visitors Present: Stu Thorson, Country Club Liaison

Summary of Formal Action: The meeting was called to order at 12:04 pm by Chairperson Van Daalen.

Motion: The December 2008 minutes were approved as presented.

01-09	Moved: Striepe	Seconded: Klamfoth
Yes: 4	No: 0	Absent: 1

Regular Business:

1. Review Tee Sign Procedure

Ray reviewed a sample letter for the tee sign sponsorship renewal. The last agreement with the sponsors ended in 2008.

The Commission felt the letter had too much detail. They suggested sending a letter to the sponsors to renew the sponsorship and to wait until the new part of the course was ready to open before the changes were presented to the sponsors.

Discussion turned to the fees for the sponsorship. The Commission thought the fees could be higher. Ray said renewal fees were set at the time of the original contract. He will have the original letter and the reference from the minutes for the March meeting.

2. Review Draft Gift Catalog

Ray reviewed the draft Gift Catalog. The Gift Catalog has items to be donated to the Golf Course for the new areas and the course as a whole. The Commission suggested itemizing the list of donated items for the new area and the entire course. They made suggestions regarding the narrative including an ongoing need for trees. Ray will make corrections and have it ready for distribution.

3. E-Mail Marketing/ Marketing Plan

Ray explained the concern of the Council that there was not empirical evidence that the \$9,000 of marketing funds were working. He reported the funds from the hotel motel tax would be designated as Golf Course Discretionary Funds that could be used for marketing or emergency golf maintenance funds.

The Pro reminded the Commission that the rounds did increase in 2007 and the rounds did not drop as much in 2008 as other area courses. Cedar Falls and Waterloo ranged from 10-18%

decrease in rounds with Waverly dropping 5% in rounds for 2008. The Commission felt this was empirical evidence that the marketing of the course was working.

Some suggestions for measuring the marketing effort were made. Better attempt to book and record information for new players will be made. Staff will look into coupons on the website and in the newspaper. A free round on your birthday could be offered. A three question survey will be implemented asking how customers found out about the course.

Reports and Communications:

Director Report

- The discretionary fund has been discussed.
- Ray reported a Sesquicentennial Committee was formed and will be planning activities for 2009.
- Ray reviewed the policy on donations. Usually only donations are granted for those local groups that have been granted before. The donations are always for golf without carts so there is an opportunity to receive some revenue. Similar to the American Cancer Golf Card program.
- Ray reported the fiber had been installed at the Pro Shop and wireless to the Turf Care Center. This should improve speed and reliability of the internet and phone systems.

Superintendent Report

Not Present

Pro Report

No Report

Country Club Report

- Scott Thorson is the new Club Manager starting March 1. Stu Thorson has resigned from the Board and a new liaison will be appointed.

Next Meeting: Tuesday, March 10, 2009, Noon at the Country Club.

Adjournment: Adjournment was at 12:41 pm.

Respectfully submitted,

Tab Ray
Leisure Services Director
Commission Secretary