

**MINUTES**  
**MUNICIPAL GOLF COMMITTEE**  
**WEDNESDAY, MARCH 20, 2013 @ 7 A.M.**  
**KRUEGER HASKELL GOLF COURSE CLUBHOUSE**

The regular meeting of the Municipal Golf Committee of the City of Beloit, WI was held on March 20, 2013 at the Krueger Haskell Golf Course Clubhouse. The meeting was called to order at 7:00 a.m.

Members Present: Ed Armstrong, Ida Lenz, Gary Sherer, Harry Wiersgalla

Members Absent: Bess Davies, Gary Gard, Bill Howard

Staff: Mark Young, Golf Course Supervisor  
Brian Ramsey, Director of Parks & Leisure Services  
Dennis Quinn, Golf Course Concessionaire  
Kim Waite, City Staff

**1. Approve Minutes from November 14, 2012 Meeting**

Harry Wiersgalla made a motion to approve the minutes; seconded by Gary Sherer. The motion passed unanimously.

**2. Citizen Participation – None**

**3. Election of Officers –** Ida Lenz made a motion to nominate Gary Gard for President, seconded by Harry Wiersgalla. Motion passed unanimously. Ida Lenz also made a motion to nominate Harry Wiersgalla for Vice-President, seconded by Ed Armstrong. Motion passed unanimously.

**4. Club Reports**

- Men's – Will be meeting this month and forms are being updated. They finished last year excellent and exceeded their goal. Everything fell into place.
- Women's – Will be meeting a week prior to the league starting.
- Seniors – There are questions about if the course doesn't open the first week of April will play be extended in November for pass holders.

5. **Season Pass Refund Policy-** The policy is in place in case someone wants a refund. It encourages people to sign up and is a nice insurance policy to have if something comes up.

## 6. **Marketing**

- **Pass Holder Appreciation Days-** Will be the same as last year with alternating days. Information will be posted in the clubhouse.
- **Golf Now-** Ads are run through Golf Now and this is booking for tee time. We can use this to get extra golfers onto the course. Advertisement is strong in Wisconsin. Email blasts are sent out to help get extra rounds. NBC is backing them and they have access to 45,000 golfers. We are not locked into any contracts so if it doesn't work out, we can stop at any time.
- **Radio Spots with Cumulus Broadcasting-** We have done this for a number of years. We give them rounds of golf in exchange for advertising.
- **Rockford Register Star Golf Card-** This is the 5<sup>th</sup> or 6<sup>th</sup> year that we have used them. We have a 2-for-1 card and get advertising through them as well.
- **WREX Golf Card-** We started with them last year. We receive TV ads/commercials in exchange for rounds of golf. We give about \$1200 in rounds of golf and receive about \$4000 in ads from them in a 3-month window.
- **Charter Media-Mainstreet Deals-** We started with them about two years ago. We have ads on various stations throughout Charter and receive ads in exchange for rounds of golf.
- **Other Items-** We have been working with Propel Marketing. Pop-up ads have been in place to target more golfers and we have had 26,000 impressions. We are above average for hits at 13% running a 1-month trial of this service. If one person visits our website and buys a membership, it would pay for the ad. Turner also had a buy one get one special.

## 7. **Manager of Golf Operations Report**

- **2012 Year End Report-** The 5-year season summary was presented and last year we were open on March 1<sup>st</sup>. EZLinks Prepaid rounds are growing and complimentary rounds were at 1,820 including advertising rounds. The number of season pass holders was still down but the number of playdays was up from the previous two years. They were small playdays but we got the Hog Cabin back. Daily cart rentals were huge which is reflected in our revenue and we were open 280 days out of the year! Because of the smaller playdays the revenue from them was way down from 2011. We did well in 2012 but fell

short of the End of Year projections. Water and unemployment is what ended up hurting us the most.

- **2013 Revenue Projections-** The total projected budget is \$487,765 however; the way that the weather has been so far it may hurt us this year.
  - **2013 YTD Revenue-** As of the end of February we don't have any daily fee income. About \$38,000 has come in for season passes and concession has revenue of \$500 which is a check from last year. Hopefully we will get more stuff in that people would like to buy and that will boost income slightly.
  - **Projected Opening Day-** The course can be open in early April if the weather warms up a little, hopefully by the middle of April. Opening the first week would allow people to come to the clubhouse. Mark gave everyone a calendar from April-July showing events. Brian stated that even after it warms up some we are supposed to get a lot of rain and moderate flooding. Mark is looking forward to getting started.
8. **Director's Report-** We ended the year - \$75,000. Fees and revenue were down \$30,000 and irrigation was \$20,000 over budget. The city is considering adding the golf course to the tax levy to fund the annual subsidy. This would be similar to the transit and cemetery funds. We overspent on the marketing budget to bring golfers back but it was helpful in the long run. Playdays are a major key and as the year goes on, it will be determined if extra play time will be given to pass holders if the course isn't open on the designated date.
9. **Concessionaire Report-Dennis Quinn-** Stated that he has cabin fever. There will be all new help this year and he is going to have a new menu. He has some promotions for people who bring new members to the course. They will receive a \$10 gift certificate. The 2<sup>nd</sup> Friday of the month he plans to have the fish fry going.

#### 10. Comments by Committee Members

**Gary S.-** None

**Ed-** Dressing up the course is nice. Are there any projects this year? Mark stated that #18 will be lengthened. He wanted to know how #17 was doing and Mark stated that it is filling in nicely. He also asked about the range and Mark stated that he had been in contact with someone to get a quote for pricing. He inquired about the sprinklers and Mark stated that they are all done and will be trimmed around.

**Ida-** Has seen a couple of coyotes as well as geese. Also the black dog is back. She thinks it will be a good year. Brian stated that the geese police will be back and we will be using the "Denier" to test out on the course by #4, and #17 to try and get rid of the geese as well. It will cover 125yd x 125yd.

**Harry-** None

Ed Wiersgalla made a motion for adjournment, seconded by Gary Sherer. Motion passed unanimously. Meeting was adjourned at 7:50 a.m.

Minutes prepared by Travia Vance