

MINUTES
MUNICIPAL GOLF COMMITTEE
WEDNESDAY, JUNE 19, 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 June 19, 2013 at the Krueger Haskell Golf Course Clubhouse. The meeting was called to order at 7:00 a.m.

Members Present: Bess Davies, Gary Gard, Bill Howard, Ida Lenz, Gary Sherer,

Members Absent: Harry Wiersgalla

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 April 17 and May 15, 2013 Meeting

Ida Lenz made a motion to approve the minutes seconded by Bill Howard. Motion passed unanimously.

2. Citizen Participation – None

3. Club Reports

- Seniors – Some changes have been made to the senior scramble and we have gained six new members.
- Women's – The numbers have been declining because of illness but we have one new member.
- Men's – The weather has been holding us back with meeting but everything is going well so far. We are ready for the tournament with about 100 players and will be meeting tomorrow night.

4. Playdays thru May – Total #'s and \$'s

There were 52 people in attendance for Memorial's Day and 75 in attendance for the Crimestoppers playday. Mark handed out a spreadsheet showing upcoming playdays. All in all, things are going good.

5. **Marketing-** There isn't much new to report. We are still running ads with ESPN radio, Charter Mainstreet Deals and WREX which will run until the end of September. We also have ads in the Shopping News as well as the Beloit Daily News. On Sunday we had about 187 golfers and daily fees we around \$1700 which was a good day. Some ads will be running in the Beloit Daily News and Stateline Shopper in July and we will try to tie something in with Leisure Services. We are normally busy when the weather cooperates.

6. **Manager of Golf Operations Report-**
 - **May Revenue-** All in all everything is going good. The historical comparison report shows that we had a late start to the season and daily fees for this year are down. The seasonal pass income is about the same as last year, cart passes are over last year's total and cart rentals are down.

 - **Golf Course Inspection-** Mark has help now and will able to get more things done around the course. This will involve more than just mowing. The tee mower broke and is in the process of repair as well as the fairway mower. There are some dead trees that need cutting as well as trimming. The ropes on #3 are going to be moved and the ladies tee #3 will be trimmed. Bess Davies stated that the bathroom out on the course really needs to be cleaned and Mark will be getting it cleaned today. Everyone is doing a great job so far and there is plenty of help now that the high school and college kids are back. The course has gotten busier with the early bird specials going. Ida wants to know if there is a policy in place for golfers bringing toddlers along and riding on the carts. Brian stated that he will have to talk to risk management and see what can be done because we haven't had this issue come up before so their isn't a rule in place.

7. **Director's Report-** The biggest issue is that we are still behind on revenue by about \$30,000 and if anyone can think of ideas on how to bring in new customers let him know. It's time to start preparing the budget and get it submitted.

8. **Concessionaire report – Dennis Quinn-** This is a weather driven business so it's hard to pick which days will be the busiest. The fish fry has had a new high this season. There has been good support from the membership and he looks forward to playdays. The beverage cart is not normally out on Sunday because it's more of a family day and not a drinking day. It's not usually worth bringing it out if the income isn't there so he offers specials on beer and puts a sign out that the cart isn't available that day.

9. **Comments by Committee Members**

Bess Davies- none

Gary Gard- none

Bill Howard- none

Ida Lenz.- none

Gary Sherer- none

Ida Lenz made a motion for adjournment, seconded by Bill Howard. Motion passed unanimously. Meeting was adjourned at 7:30 a.m.

Minutes prepared by Travia Vance