

MINUTES
MUNICIPAL GOLF COMMITTEE
WEDNESDAY, AUGUST 21, 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 August 21, 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, Harry Wiersgalla

Members Absent: Ida Lenz, Gary Sherer

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

Guests: Chris Moxley
Edwin Armstrong

1. Approve Minutes from July 17, 2013 Meeting

Bess Davies made a motion to approve the minutes seconded by Bill Howard. Motion passed unanimously.

- 2. Citizen Participation** – Chris Moxley spoke up for the Tuesday league that plays 9 holes. They are paying the same \$20 that the 18 holers are paying and would like to possibly get a break in the price even if it's just a couple of dollars. Edwin Armstrong is just sitting in on the meeting and would like to get back involved a little bit.

3. Club Reports

- Seniors – We are trying to get a 2 day senior event toward the end of September where you would play on a Friday with your own ball as well as on Saturday grouped by score. Other than that, things are going pretty good.
- Women's – We are trying to have a banquet during the first week of October. We would like to do an 18-hole handicap tournament however; when the weather isn't very good, the number of players is down.

- Men's – There will be a steak fry tomorrow with about 8-10 people. We would like to get back up and running like we used to be. We have about the same numbers as we did last year. We will be doing a flighted tournament soon and so far things are going well.
4. **Playday Report-** On July 6 we had about 84 golfers for the Swannies playday as well as Hormel. We had the Snappers in exchange for the use of their sign and the men's city tournament the last week of July. We had a good month on playdays and we have about 4 playdays lined up for September as of now.
 5. **Marketing-** We have done 2-for-1 ads with Propel Marketing using mobile and internet ads and did really well. About 40 people brought in coupons to use for golfing. Now we are thinking about doing coupon books in the shopping news for September and October and work on marketing in other areas. Our ESPN Radio ad will be done after this month.
 6. **Manager of Golf Operations Report-**
 - **July Revenue-** We are gaining ground now. Our daily play is almost consistent with last year and according to the weather report, the weather should stay above average for the next couple of months and that should help to bring in more revenue.
 - **Golf Course Inspection-** We don't have much going on except for our irrigation. Some sprinklers have been leaking and some are being repaired. We have a few dead trees to cut down this winter and some stumps to grind. Some of the tees have shrunk over the summer so we will be working on enlarging them this fall. We are going to look at the getting the gold tees leveled out also. Gary Gard mentioned that some of the maintenance workers don't move far enough out of the way when there are people out playing on the course and Mark says that he will talk to them about that.
 7. **Director's Report-** We are in the process of developing the RFP for a concessionaire and hope to have it done by the end of the month to review and go over it. We would like to keep Dennis on board for next year.
 8. **Concessionaire report – Dennis Quinn-** Has heard great comments from visitors. Business has been a little slow but hopefully it will pick back up in September.
 9. **Comments by Committee Members**
 - Bill Howard-** Would like to know if the Ash Border is in the area. Brian stated that it is and the city has a plan in place to take care of it but we have yet to treat any on the golf course.

Bess Davies- Is glad to hear about the tees being leveled off and the condition of the rough is really good.

Harry Weirsgalla- None

Gary Guard- None

Harry Weirsgalla made a motion for adjournment, seconded by Bill Howard. Motion passed unanimously. Meeting was adjourned at 7:40 a.m.

Minutes prepared by Travia Vance