

**MINUTES**  
**MUNICIPAL GOLF COMMITTEE**  
**WEDNESDAY, SEPTEMBER 18, 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 September 18, 2013 at the Krueger Haskell Golf Course Clubhouse. The meeting was called to order at 7:01 a.m.

Members Present: Bess Davies, Gary Gard, Ida Lenz, Gary Sherer, Harry Wiersgalla

Members Absent: Bill Howard

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

Guests:

**1. Approve Minutes from August 21, 2013 Meeting**

Bess Davies made a motion to approve the minutes seconded by Harry Wiersgalla. Motion passed unanimously.

**2. Citizen Participation – None**

**3. Club Reports**

- Seniors – There will be no more Monday make-ups.
- Women's – We are wrapping up the end of the season and there hasn't really been a good turnout lately.
- Men's – We will be having a playday on October 6<sup>th</sup> and it should be the same as normal. Also our numbers are about the same as they have been.

**4. Playday Report-**

Mark included a list of playdays that have been tracked for the year. There were four playdays in August with two of them being Golfin with the Guys. The men's club will host their playday October 5<sup>th</sup> and Woodward Governor on the 19<sup>th</sup> of October.

5. **Marketing-**

We are doing radio ads with ESPN for another month will have during jock talk. We are continuing with Propel Marketing also and are doing a 4-some special. When you pay for golf for four, cart rental is free. It just started last week so we don't know how well we have done on it as of yet. We still have ads in the shopping news and will be putting ads in the coupon book as well. Golf Now is doing well for us. It lets us know when we have open tee times so we can run specials and our numbers have been increasing. Starting next year we are going to use Golf Now's P.O.S. system instead of EZ-Link. We are also going to drop our rates going into the end of the month for fall.

6. **Manager of Golf Operations Report-**

- **August Revenue-**

For the month of August we are at \$65,394 where last year were lower. There has been a good jump in revenue and daily play. Cart revenue was a bit higher last year however, August has been a good month for us and we would like to continue out through September and October. We would like to cut a bit more into our deficit before the end of the year though.

- **Golf Course Inspection-**

There aren't a lot of things going on. The college kids are gone so there isn't much help around. We have been edging sprinklers, and there is a board to fix on the bridge by #3 tee. There are 24 dead trees that need to be removed and have already been marked. Our spiker tore up a few spots on the green but they are very small areas and will be repaired. We have a new mower for the tees and it should be up and running by next week. This will guarantee a better cut on the tees and around the greens on the collar.

7. **Director's Report-**

We still have about another \$150,000 to go until we reach our budget and we are working to close the gaps. There has been talk about subsidizing our golf course in order to help balance the budget. Our budget review in October will be very interesting. Golf is down everywhere, not just in Beloit. Brian passed out an article on how to modify golf and what can be done to bring out new golfers. The goal will be to reach out to people targeting younger age groups and encourage them to come out and play.

8. **Concessionaire report – Dennis Quinn-**

The days are getting shorter and there isn't a lot of early play going on. He's worried about September and October because of the weather. The future of business depends on the youth and if we can find the right seniors to work with them on the course it could be beneficial for everyone. If anything at the course is lacking it would have to be the youth.

## 9. Comments by Committee Members

**Harry Weirsgalla-** Thanks Mark for everything. Had an idea that sending flyers out to schools to advertise golf around next spring could help bring in more youth. There can be a defined time frame so that they aren't out playing or trying to practice on a busy day.

**Ida Lenz-** Has clubs that she could donate to youth interested in golfing or learning how to golf.

**Bess Davies-** Talked to an archeologist from Beloit that has traveled all over the world playing golf. He told her that Krueger has the best greens he has ever putted on.

**Gary Sherer-** Thinks that it's important to get more youth out to play golf.

**Gary Guard-** We are going to need volunteers in order for the youth to want to come out and learn the game and their needs to be enough to go around so there aren't so many youth teamed up to just one person.

Bess Davies made a motion for adjournment, seconded by Gary Sherer. Motion passed unanimously. Meeting was adjourned at 7:56 a.m.

Minutes prepared by Travia Vance