

MINUTES
MUNICIPAL GOLF COMMITTEE
WEDNESDAY, MAY 21, 2014 @ 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 May 21, 2014 at the Krueger Haskell Golf Course Clubhouse. The meeting was called to order at 7:00 a.m.

Members Present: Gary Gard, Bill Howard, Ida Lenz, Gary Sherer, Harry Wiersgalla

Members Absent: Bess Davies

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

Guests:

1. Approve Minutes from April 16, 2014 Meeting
Gary Sherer made a motion to approve the minutes seconded by Harry Wiersgalla.
Motion passed unanimously.
2. Citizen Participation — None
3. Club Reports
 - Seniors — None
 - Women's — None
 - Men's — On the 29th of May there will be a meeting at 4:30. We have about the same numbers as last year with three new additions.
4. Marketing-
 - Beloit Daily News- Six ads will be run for golf and cart specials. Season passes and junior golf passes will also be advertised.
 - Shopping News- The same ads that run in the Beloit Daily News will also run in the Shopping News. An ad will also run in the Shopping News for the Father's Day golf outing in June.

- **Big Radio-** Big Radio used to be ESPN radio. It is the same station but with a different name. We will be doing "Tee off Tuesdays" and advertising through the High School Baseball for about 6 games. A sample of the billboard that will be posted in various areas was passed around for the committee to view. Mark met with Charter and may be doing some ads with them also.

5. Manager of Golf Operations Report-

April Revenue- So far we are doing a little better than we were last year. We are ahead of last year in daily play. Cart passes and cart rentals are higher than they were last year also.

- **Season Pass Sales-** We are in line with last year other than single passes. We currently have (32) single passes, (113) senior passes, (7) family passes, (9) limited play and (21) twilight passes.
- **Golf Course Inspection-** The motor in the pump house is back and running. The irrigation is back functioning now because of that. An engineer was out last week to address the leak in the pond on #18. Water from #3 will be pumped into that one when needed. Greg Boysen stated that the big pond will hopefully stay in balance as this process happens. All seasonals started on Monday May 19th. Now we will be able to work on other things besides just mowing.

6. **Director's Report-** Brian is glad that the golf course has become more customer friendly. He had a tee time reserved and Golf Now sent him a reminder. After he golfed, they sent him another email to come back again. This is a really important feature to get people to come back to play and also tell their friends and co-workers.
7. **Concessionaire report-** Dan and Dede- We had our 1st playday last Saturday. They beverage carts have been out and we are trying to get them out more often. It's good to see the amount of people coming in and coming back to the course. There have been a lot of comments about the cart being out. Mark is doing a great job!

8. Comments by committee members

Gary Sherer- None

Ida Lenz- There will be a spring scramble on June 1st.

Harry Wiersgalla- Is going to be a caddy for his son, daughter and two brother-in-laws at Sultan's Run golf course in Indiana.

Bill Howard- Pointed out some percentages that we off on the fiscal comparison report in the Annual Report booklet. Also there are a few dead pine trees out on the course.

Gary Gard- Kudos to everyone. There are great things happening out on the course. Would like to take up a collection to purchase coffee for the clubhouse to help out the workers on the golf course. Anyone interested could stay a few minutes after the meeting has been adjourned.

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

Minutes prepared by Travia Foy