

MINUTES
MUNICIPAL GOLF COMMITTEE
WEDNESDAY, APRIL 15TH, 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 April 15, 2015 at the Krueger Haskell Golf Course Clubhouse. The meeting was called to order at 7:08 a.m.

Members Present: Ed Armstrong, Bess Davies, Bill Howard, Ida Lenz, Noah Scharmer

Members Absent: Andrew Insko, Gary Sherer

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

Guests: Chris Moxley

1. Approve Minutes from November 19, 2014 Meeting

Ed Armstrong read through the minutes from the November 19, 2014 meeting and Ida Lenz made a motion to approve the minutes seconded by Bess Davies. Motion passed unanimously.

2. Citizen Participation- Chris Moxley has been trying to get more involvement for a Wednesday Women's league but there hasn't been enough participation so there won't be a league started at this moment in time.

3. Club Reports

- Men's – Men's league is up and running now. We will be picking up some new members.
- Women's – We have asked some of the County Club members to come and join us until the renovations are done out there but haven't gotten a good response. There was a pre-season meeting held yesterday and it was very productive. There were about 19 people in attendance. Our dues have been lowered and we took a vote to get rid of some of the rules that are in place and the decision was unanimous. We would like to start using the Gold Tees for older members of the league. This will speed play up, make it easier, and more fun. All in all it was a good meeting. This will be Bess Davies last

meeting with the committee and Chris Moxley will be taking over her place. On behalf of the committee Ed Armstrong would like to thank Bess for her service!

- Seniors – None

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

- **Financial Report-** We opened the course on March 30th. Season passes through March will show up on April's report. Hopefully we will have a great season this year. So far to date, season passes are doing well.
- **Marketing-** We will continue to run ads with BDN, the Shopping News, Big Radio, WREX, and Rockford Register Star. Right now there is an ad running to let people know that the course is open and to come out and buy season passes.
- **Special Projects-** The nets will be going up soon. The locate has been done and the ground will be broken next week. We will be airfiring the greens and redoing the bridge between #2 and #3. In the fall, the bridge on #13 will also be done.

5. **Director's Report-** We will be doing the billboards this year as we did last year. There will be two billboards, one in between Beloit and Janesville by the airport and the other will be in South Beloit. The design from last year did not change. They will be going up in May for two months. It's time to start the budget for next year already. Brian Ramsey and Mark Young will be meeting with the City Manager, Larry Arft and Budget Analyst, Jessica Tyson this week to discuss strategies to help bring in more income to the course. This will be discussed at the next Golf Meeting. We will continue to push for playdays and season pass sales. There was discussion about how to bring more young people out to the course to play and what draws them to want to come to play at Krueger-Haskell.

6. **Concessionaire report- Dan and Dede-** There are no numbers to discuss as of yet, however there have been some issues with pricing of food and drink. The number of customers that frequent the restaurant is declining. Everybody wants something for nothing. Dan expressed his concerns about what has been going on at Bucky's Bunker. There have been a few changes to the menu and they are trying to keep prices to a minimum. Some playdays have been scheduled and we are hoping not to have the same problem as last year with people bringing their own food out on to the course and not purchasing from us. Brian Ramsey, Mark Young, and Kim Waite will be meeting with each other to review the contract and discuss how and why this has been happening in previous years.

7. Comments by committee members

Bill Howard- Would like to look at other means of advertising besides the billboards.

Ida Lenz- The conversation about playday members bringing their own food to the course blew her away. It should not be happening.

Bess Davies- Enjoyed being in this group and a part of the committee. Chris Moxley will do a great job.

Noah Scharmer- None

Ed Armstrong- Will the pond on #18 be getting relined? Mark stated it will but not right now.

Ida Lenz made a motion for adjournment, seconded by Bill Howard. Motion passed unanimously. Meeting was adjourned at 8:09 a.m.

Minutes prepared by Travia Foy