

MINUTES
MUNICIPAL GOLF COMMITTEE
WEDNESDAY, OCTOBER 21, 2015 @ 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 October 21st, 2015 at the Krueger Haskell Golf Course Clubhouse. The meeting was called to order at 7:08 a.m.

Members Present: Ed Armstrong, Gary Gard, Bill Howard, Harry Wiersgalla

Members Absent: Chris Moxley, Noah Scharmer

Staff: Mark Young, Golf Supervisor
Brian Ramsey, Director Parks & Leisure Services

Guests: Vincent Borgogni

1. Approve Minutes from September 19th, 2015 Meeting

Gary Gard made a motion to approve the minutes seconded by Bill Howard. Motion passed unanimously.

2. Citizen Participation- Vincent Borgogni presented a proposal to the Committee on what he thought were ideas that would generate more income. He states that this is a hard time for the course and substantial shortfalls over the years don't make things any better. Chairman, Ed Armstrong stated. Most of the things presented to the Committee have already been addressed by Brian and Mark in some way, shape, or form. All efforts to reduce costs and bring in more income have been tried. What we really need is to increase play and that will increase revenue. Ed thanked him for his presentation.

3. Club Reports

- Men's – Not a lot. There was a request to move up the Annual Playday to September 17th, 2016.
- Women's – None
- Seniors – Had a social gathering, numbers are back down because of weather. We are getting some younger people but since they are still employed it's hard for them to always make it out to play.

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

- **Financial Report-** Cart revenue is up from last year and right now expenses are under where we were last year but November and December will close the gap we have now. There will be no increases for next year on any rates. Daily play is still down again due to April and May.
- **Concessionaire report- Dan and Dede-** Loss of playdays made a big hit to the business. Liquor sales have gone down. Even with the cart out on the course, we are losing money because we have to pay someone to go out there with the cart. Across the board, revenue is down. We have friends that come from Janesville and are impressed with the course. Cart sales have gone down about \$7000 and this is due to prices going up for daily play. The change in rates has detoured a lot of customers. From January-August income has gone down \$2500 from last year. We may not be returning next year but are still thinking about it for the time being.
- **Marketing-** We are coming to an end with advertising. Edwin Armstrong made a suggestion that we possibly update Facebook and the radio commercials to let people know that the course is still open.
- **Special Projects-** Will be replacing the boards on the bridge in front of #3 tee.

5. **Director's Report-** We had a good month, still haven't been able to come back from May and June and there will still be another two months of expenses. We will fall a little short and Mark is doing what he can on the expense side. We are always trying to budget to where at the end of the year we include depreciation.

6. **Comments by committee members**

Gary Gard – Would like to propose a formal letter from the Golf Committee to the Beloit Daily News to run the article about the dedication ceremony. The carts need attention. By next year we are going to need new carts. We have had about 10-11 carts brakes go out and some of them have bad windshields and battery cable problems.

Bill Howard – Did the dedication ceremony for the hitting area ever make the paper? Ed and Gary informed him that it hadn't but they will get in touch with the right people to make sure an article will be printed.

Harry Wiersgalla – Vince gave a heck of an effort on his presentation. Do we have rangers? According to Mark, yes we do.

Ed Armstrong- Really would like to try to keep Dan and DeDe. Is there a time frame on when we will know for sure if they will be leaving or not? Brian has been in contact with them and working with them on staying. It is still to be determined.

Ed made a motion for all in favor of the meeting being adjourned. Motion passed unanimously. Meeting was adjourned at 8:25 am.

Minutes prepared by Travia Foy