

MINUTES
MUNICIPAL GOLF COMMITTEE
WEDNESDAY, SEPTEMBER 21ST, 2016 @ 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 21st, 2016 at the Krueger Haskell Golf Course Clubhouse. The meeting was called to order at 7: 04 a.m.

Members Present: Ed Armstrong, Gary Gard, William Maze Jr, Harry Wiersgalla

Members Absent: Ida Lenz, Chris Moxley

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

Guests:

1. Approve Minutes from July 20th, 2016 Meeting

Gary Gard made a motion to approve the minutes seconded by Harry Wiersgalla. Motion passed unanimously.

2. Citizen Participation- None

3. Club Reports

- Men's – Had our annual Play Day on Saturday the 17th. It was a great event and Dan Copper ran our scramble format. A couple of issues did occur however will try to address those next year to make sure they don't occur in the future.
- Women's – None.
- Seniors – Not much is different, everything is the same.

4. Manager of Golf Operations Report-

- **Financial Report-** Starting with the daily fee chart, unfortunately we've been dropping off with daily fees. Partially because of the weather. We are about \$7,000 for August even though we are still a little ahead of last year's numbers. September started off pretty well so hopefully we can keep that up.

There isn't any more Play Days this month but we have a pretty big one coming up on October 1st with Woodward Governor and they have 32 teams participating. On the expense side, expenses are way below last year by about \$48,000. We are in good shape with those so far. After October we have no revenue coming in so hopefully we can continue to keep expenses low. For historical overview, daily fees are above last year, season passes are way down. Cart passes, we made our budget but are down from last year and cart rentals are down. Carts, and season passes are where we are losing our revenue. The extent of our revenue for the month is daily fee's and cart rentals. Hopefully, today will be a busy day. We have a lot of tee times taken, but we're waiting to see what the weather will do. We've had rain all morning.

- **Marketing-** We are still running Facebook Ads as well as WREX, radio ads will be ending soon, the Daily News as well as the Stateline Shopper. DeDe informed the committee that a lot of people have seen the TV commercial for the course. Ed mentioned that on our webpage doesn't have the current committee members names up to date.
- **Special Projects-** Nothing is planned for projects. May fix bunker in the front left corner of #14.

5. **Concessionaire report- Dan and Dede-** Dede was not able to get numbers for the Committee as of yet however; she will have them for next meeting. She discussed that she will not be returning next season and her reasoning behind it. Liquor sales have gone down tremendously and only a handful of people support and actually sit down to dine and spend money with them. Four Play Days have been lost since last year which totals around \$15,000 in revenue lost. She is down to 4 workers and is forced to work 60-70 hour weeks which is not how she envisioned having to run this season.

DeDe also shared some unfortunate incidents that have occurred with various customers over the time they have been running concessions. Some golfers are just simply rude and don't understand that they are trying to run a profitable business. Lastly, they'd be happy to cooperatively work with the new concessionaire once they are selected.

Brian spoke with her after last month's meeting and praises and thanks Dan and Dede for their hard work and dedication. They have been wonderful, and provided outstanding quality of service; and he credits them for what they have done for the Golf Course.

Director's Report- Brian gave his insight about Glen Erin and why he feels they are our main competition. They have the capacity to provide for bigger play days than we do. However; our pricing is not the same and it's up to us and the customers that we bring in to make others want to come and spend time playing at Krueger. Hopefully

we can replace Dan and DeDe as quickly as we can because that could also deter people from coming to use the course, if we aren't available to provide the services for them that they are used to, whether it's a cold beer or a bottle of water.

Brian explained that our budget process for next year is in place. We submitted pretty much the same information as 2016. The biggest change is there will not be a full-time replacement made for Zach Savage's old position. There will be no price changes on fees or member. The council will approve it in October or November. To make our marketing practices easier, we need to keep our prices stabilized and that's what we will be focusing on doing.

6. **Comments by committee members**

Bill Maze Jr. – Believes that people who do not or refuse to respect this course whether if they are season pass holders or not should be removed for the rest of the season. All it takes is one bad able to ruin a bunch.

Gary Gard- Has been on this Committee since 2009 and no one has ever paid a membership fee so they are not considered members, they're passholders. Thinks the season pass fees should at least go up \$50 annually, people will pay it. Seniors Club numbers are down; they are either too old, or dying. He suggested to Mark that the ranger's day be changed from Tuesday to Wednesday because more people are out on the course on Monday and Wednesday. He asked Brian if he's been in touch with Bill Betts about possibly running the concessions. Brian stated his has tried him already and his wasn't previously interested. He also made the suggestion that Mark just fill the bunker on #14 in with dirt and save the extra money on something else.

Harry Wiersgalla- Would like to know what are our chances of finding someone else to take over the concession area. Brian stated that it's hard to tell but they will do everything they can to get a replacement soon and used upon previous times, it will be extremely challenging. If anybody knows anyone, feel free to let him or Mark know.

Gary Gard made a motion for adjournment, seconded by William Maze Jr. Motion passed unanimously. Meeting was adjourned at 8:04 a.m.

Minutes prepared by Travia Foy