

MINUTES
MUNICIPAL GOLF COMMITTEE
WEDNESDAY, OCTOBER 19TH, 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 October 19th, 2016 at the Krueger Haskell Golf Course Clubhouse. The meeting was called to order at 7: 06 a.m.

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

Members Absent: Chris Moxley

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

Guests: Ron Wolf

1. Approve Minutes from September 21st, 2016 Meeting

Ed Armstrong made a motion to change the date from last month's minutes to the correct date of September 21st, 2016. Motion was passed unanimously.

2. Citizen Participation- Ron brought up some concerns that he has about the course. Some of the other golfers along with him noticed that there have been 5 or so straight weeks of playdays happening on the weekends. He feels it doesn't give the citizens who work all week a chance to play on the weekend. He wondered if it would go back to the way that it was before where playdays start later around noon or 1pm to give golfers a chance to play. He brought up over seeding fairways and how clovers are growing in the fairways. If more money was charged, there would be some left over to pay for the over seeding cost. He believes that \$5 preseason fee that is charged before the start of the year was never brought up to the committee to be charged as a fee. Brian stated that it's always been a standard practice to charge that rate before and after the season. It's in our fee structure with the City. Ida Lenz stated it has been reviewed before and approved by the Committee. Ron wanted to know why season pass holders we being charged \$5 when non-season pass holders are only charged the normal rate for golf. Ed Armstrong made the suggestion to Ron that what the city or the Commission could consider is adding \$100 or 150 per pass to cover that \$5 charge that players are charged pre and post season. Ron says that you would lose golfers that way. He believes that the season shouldn't start until the course can open. Ed further stated that Golf Pass is only valid from April 1st-October 31st and any play outside of that is charged additionally. Ed explained to him that we have to consider what other courses charge and how their rates are because they are our competition. Brian explained that the pass is not in effect when golfers come out to play pre or post season and we could charge all pass holders the regular rate as everyone else;

however we don't, we give them a discount for being pass holders. Mark Young explained that the course is losing money every year. Playdays are the biggest percentage of income right now and he won't give those up. The Golf Course depends upon them to generate revenue. Saturday mornings are played by pass holders so there is no daily fee revenue from them when they come out. Ed thanked him for his comments, but indicated that the Committee is interested in ideas to generate revenue and not discounting golf.

3. Club Reports

- Men's – Done for the year.
- Women's – Done for the year.
- Seniors – Will be done the end of October.

4. Manager of Golf Operations Report-

- **Financial Report-** Daily fees play is down \$11,000. WE are getting bookings but not really anybody just walking in. We are down \$40,000 from last year from season passes and cart rentals, a number of things. We lost two playdays to other courses. Ed asked how we counter that. Mark stated that he's already talked to them to see what could be done to get them to come back. With yesterday being as nice as is was we only brought in \$153. There were a total 53 golfers and 40 of those were season pass holders. All of these courses are pretty much fighting over the same clientele. Brian stated that everything pretty much comes down to play days when generate the most of our income. He asked Mark for a list of everyone who had a play day this year as well as people that were interested but didn't use our course. He's going to send them all a letter and in that letter offer the coordinator of the play day will be offered complimentary rounds of golf for 2 and also talk with City Manager about offering a discount now if they reserve a play day now for next year. Ed suggested that we add something in there about next year being our 90th Anniversary and tie the two in together.

We are still working with a \$50,000 tax subsidy directly from the tax levy. We have to stay within that. For expenses we are at \$300,233 and almost \$54,000 less than last year. Mark saved us another \$14,000 in electric and gas bill where the Big Hill Center was being charged to the Golf Course. We are pretty close to where we were last year on daily fees. Many things factor in to why people aren't playing right now; the weather, family activities, and jobs pay a big part.

- **Marketing-** Nothing to report.
- **Special Projects-** Nothing to report.

5. **Concessionaire report- Dan and Dede-** Sales were down \$17,877 for the season up to September 30th. ABC was roughly \$1,000 and Hog Cabin play day was roughly \$4,000. Some of the play days that took place were down in numbers. Over the span of 5 days only \$1,200 had been made. If the right people are found, this may be a great start up for someone else. Thanks for the opportunity; it's been a great 3 years. Last day will be October 31st, 2016.

Directors report- Brian is anticipating next year and our new carts. Lease runs out in November. We are looking at getting carts on a state contract with Club Car. They may pay our balloon from

6. **Comments by committee members**

Gary Gard- Is going to get a list of Board Members from the Chamber of Commerce and follow up with them about doing a play day next year. Would it be ok so bring in bottle water and pop to sell for \$1.00 after concessions is officially closed for the season? Mark assured him, yes it would. Brian stated we could speak with Spencer Waite, Leisure Services to see if we could possibly use a coffee pot from one of the concessions.

Harry Wiersgalla- Does Winnebago County subsidize their courses? Mark stated yes they do. What kind of carts does Glen Erin have he was told that they are the best? Gary Gard explained those are gas and not as good as the ones Krueger has. Will the carts we are getting have GPS? Brian stated no, they will not fit into the budget. What's the status on finding a new concessionaire? Brian stated the RFP will be out in the next couple of days and he has one person that is interested at this time.

Ed Armstrong- Spencer is supposed to give a June date for the Par 3 event. We need to talk more about the 90th anniversary. Next golf meeting, won't be able to attend have another commitment.

Unanimous motion for adjournment at 8:05 am.

Minutes prepared by Travia Foy