

MINUTES
MUNICIPAL GOLF COMMITTEE
WEDNESDAY, MARCH 19, 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 March 19, 2014 at the Krueger Haskell Golf Course Clubhouse. The meeting was called to order at 7:02 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
Greg Boysen, Public Works Director
Kim Waite, City Staff

Guests:

1. Approve Minutes from December 18, 2013 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 – Nothing to report
- Women’s – Nothing to report
- Men’s – Nothing to report

4. Introduce New Concessionaire – Dan and Dede Bucholtz- Dan and Dede Bucholtz will be the new concessionaires for the golf course. The concession will be called “Bunkys Bunker”. They are working on an ad that shows some of their menu items. The liquor license has been acquired and they are waiting on inspection to be completed. Once the water is running again, things can be wiped off. They are on term with all of their vendors so once inspection is complete they can also begin stocking.

5. **Playdays-** Things are moving in the right direction already besides the weather. We have a new Golf Outing with Kampii thanks to Dan and Dee Dee. Mark passed out a list of outings taking place this year and there have been 9 more added so far.
6. **Marketing-** We will be doing a reciprocal program with Victory Driving Range out of Rockford. Golfers that play at Krueger can go to Victory and use their services at a discounted rate and vice versa. We are also considering doing a junior golf team through them. We have our Golf Now P.O.S. updated and not much has changed from the way EZ Links was set up; Golf Now is just more efficient. We will be doing the WREX Card again as well as another commercial. We will no longer be using Charter Media for advertising however; we will be doing more with social media to get more business. We have changed our website and it looks great although there are some things that still need updating.
7. **Manager of Golf Operations Report-**
 - **2013 Year End Report-** We didn't do very well last year as we had a 17% decrease for 2012 in rounds of golf. We were open almost every month that year and for 2013 we missed a lot of days to be open. There was a big drop in season passes as well as cart rentals because of the weather. Our total revenue took a big hit because of our expenditures.
 - **2014 Revenue Projections-** Our 2014 projections are about \$450,000. We are about halfway where we need to be on our season passes for the year.
 - **2014 YTD Revenue-** So far we have \$56,426 in season pass sells and \$608 in playday deposits.
 - **Projected opening day-** The projected opening day for the course is April 7 depending on the weather.
8. **Clubhouse Updates-** We have a new floor behind the bar and food counter as well as new paint. The stove, deep fryer, freezers, sinks, and prep table were all thoroughly cleaned. Kenny Bordner, Zach Savage, and Donny Mikkelson have done most of the work and have done a great job. The carpets will be cleaned next week.
9. **Director's Report-** Brian welcomes Dan and Dee Dee. These are the vendors that we want and that we need. We are excited to have them in here because of their positive impact. We are thinking of doing billboards again this year around May/June since we didn't do them last year. They have shown to be very helpful in bring in revenue. We are also going to be modifying the billboard at the Snappers stadium to advertise our new concessionaires.

10. **Appointment of New Officers-** Harry made a motion to re-elect Gard Guard as chair seconded by Ida Lenz. Motion passed unanimously. Harry Wiersgalla will remain the Vice-Chair by acclimation.

11. **Comments by committee memberships**

Ida Lenz- Welcomes our new concessionaires and can't wait for the season to start.

Bill Howard- Inquired about what's going on with the diseased trees. Mark informed him that we have four of them coming down. And for other ones we are going to try and treat with insecticide.

Gary Gard- Welcomes our new concessionaires. They are great people and they have great food

Ida Lenz made a motion for adjournment, seconded by Harry Wiersgalla. Motion passed unanimously. Meeting was adjourned at 7:46 a.m.

Minutes prepared by Travia Foy