

**MINUTES**  
**MUNICIPAL GOLF COMMITTEE**  
**WEDNESDAY, AUGUST 19, 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 August 19<sup>th</sup>, 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, Chris Moxley, Noah Scharmer

Members Absent: Harry Wiersgalla

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

Guests: John Emery  
Chuck Kincaid – City Council

**1. Approve Minutes from July 15<sup>th</sup>, 2015 Meeting**

There were numerous changes to be made so Gary Gard made a motion to suspend the approval of the minutes until next meeting seconded by Ed Armstrong. Motion passed unanimously.

**2. Citizen Participation-** Chuck Kincaid stated that the last meeting was very productive. John is just here with Chuck to sit in on the meeting.

**3. Club Reports**

- Men's – The annual outing will be held the first Saturday in October. Everything is on course. We play weekly on Thursdays and also just had our Match Play Event which was very fun.
- Women's –Chris Moxley hasn't been here much this month. We have hardly had a group on Tuesdays, maybe 8 players if that. It's hard to get them going in the morning.

- Seniors – Things are going really well. We have a great time on Friday's that's when most of our players are out on the course.

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

- **Financial Report-** The losses we had in April and May are hard to regain. We did pretty well for this month. Our revenue is at \$350,000 as compared to last year which was \$385,000. We are down about \$30,000. We're trying to get more people to come out and play by checking tee times on Golf Now and possibly tweaking some of our pricing through offering specials and discounts. \$10,000 was made in deposits from a couple of playdays so that is also helpful. Mark handed out an expense report that showed expenses are lower than revenue to date. We haven't had a lot of repairs this year in comparison to last year when we had a lot of unexpected expenses. So far, so good this year on expenses.
- **Marketing-** We are continually running ads in the Beloit Daily News, and with the Stateline shopper. Golf Now is really starting to pay off. We are getting people outside of the Beloit area to book tee times and come out to play on the course. For an extra \$5 on Facebook we are able to hit an extra 1500-3000 people with our posted special. Our billboard on highway 251 in South Beloit is still there.
- **Special Projects-** We will be pulling the flexicor bridge out between 2 & 3. Also will be losing 2 college seasonal workers next week.

1. **Director's Report-** Brian passed out a graph to reflect Daily Fees. April and May played a huge factor in the numbers. We could possibly meet the projections but it will take a lot of work and will need an additional \$10,000 in revenue each month, August-October. Continue to work with Mark regarding where we can cut more expenses! Maybe the weather will allow us to keep the course open longer this year. We are still operating in the red.

5. **Concessionaire report- Dan and Dede-** There is really nothing new to report compared to last month. Sales are down from last year. So far there have been two bridal showers this year. We will be losing 2 girls in the next couple of weeks.

#### 6. **Comments by committee members**

**Bill Howard** – Will there still be season passes next year? Brian stated that currently there are no changes planned as far as season passes go right now.

**Noah Scharmer** – None

**Gary Gard** – Have we done a survey for food and drink this year? Mark indicated no, but it is still planned. The practicing area makes a big impact to the course. There will be a sign made for the practice area with “In Memory Of” engraved. Lately more people stay after golfing to eat and drink. He would like to keep Dan and DeDe and feels that when their contract comes up, they should be able to stay at the same rates they are now.

**Chris Moxley** – None

**Ed Armstrong-** Are we meeting more formally anytime soon with the council? Would we have them come to one of our meetings or hold a special meeting? Brian stated that a special meeting would be held for that purpose.

Ed Armstrong made a motion for adjournment, second by Gary Gard. Motion passed unanimously. Meeting was adjourned at 8:10 am.

Minutes prepared by Travia Foy