

MINUTES
MUNICIPAL GOLF COMMITTEE
WEDNESDAY, MAY 18TH, 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 May 18th, 2016 at the Krueger Haskell Golf Course Clubhouse. The meeting was called to order at 7:05 a.m.

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

Members Absent:

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

Guests:

Ed suggested the meeting be suspended until a new chairperson was voted in. Ida Lenz made the motion seconded by Harry Wiersgalla. Motion passed unanimously. Ida Lenz made a motion to nominate Ed as Chair for the year, seconded by Chris Moxley. Motion passed unanimously. Chris Moxley made a motion to open the meeting back up for discussion seconded by Ida Lenz. Motion passed unanimously.

1. Approve Minutes from April 20th, 2016 Meeting

Chris Moxley made a motion to approve the minutes seconded by Harry Wiersgalla. Motion passed unanimously.

2. Citizen Participation- None

3. Club Reports

- Men's – We are getting ready to kick off soon. Our numbers look good.
- Women's – There are about 18 members now which is more than expected and we started the league officially yesterday. Asked Mark where are the picture frames for the pictures.
- Seniors – None

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

- **Financial Report-** Starting with the expense report through April we are saving money from last year. Some due to the fact that we don't have Zach's salary anymore. Compared to last year we are \$32,000 down under expenses from last year. So far so good. The gap is closing a little because of fundicide purchase. Haven't had any major expenses yet. We are up in numbers for April. We had a big playday on Saturday and received \$3,900. So far season passes are down a little bit. We are right on pace with cart passes for the season. Cart rentals compared to last year are about the same. We still have about 4 people doing trail fees. Compared to last year we are pretty good. Lack of season passes sales are the reason we are down a little bit. Pro shop revenue has increased a bit and the main sales have been gloves and golf balls.
- **Marketing-** We won't be doing the billboard this year saving approximately \$4,000. We can always do it later in the year if needed.. We have done some Facebook stuff already. We always get extra play out of that. Golf Now has been really successful. Compared to last year we are already up about \$5,000. Off to a good start with online booking. Just been doing ads in Beloit Daily News and the Stateline Shopper. Will be doing commercials with WREX and Big Radio. The main focus is going to be to push social media such as Facebook and Instagram. That is where most of our revenue is coming from right now.
- **Special Projects-** Not doing a lot with special projects. We have possibly found out the reason for our pond leak. The water department has a new camera that they can run through the pipes to look for leaks and they will be out this morning. There shouldn't be any water inside the pipes but there is. Hopefully if that's part of the problem we can get it fixed. We thought there was a leak at the pump house but it may be something with the controller. A few seasonals started this week and a few more will be starting Monday. We will be up to full staff next week. Kristina Bordner started last week and is a good worker that gets a lot done when she is here. The course is in good shape, if the weather would cooperate more that would be great. We will get to leveling the gold tee boxes very soon.

5. **Director's Report-** Brian Ramsey presented the Annual Report from last year. It's a good report in some ways. We actually made money last year. We are headed down the right track we just need to keep it up. Committee members should try helping to get people to bring their playdays to Krueger Haskell. Credit card sales are high which shows that people are moving more towards technology and booking online tee times when registering. The bulk of our revenue is through credit cards. The biggest thing that is hurting us is that rounds of golf played keeps going down which is happening to courses all over. We don't want to diminish the golf course by lower fees and running weekly specials. Ida Lenz made the suggestion that we have specials

but not every week like some courses; maybe just do once a month. We are trying to make the golf course profitable without the tax levy and help it to succeed on its own. Operating costs last year were \$22.81 with revenue being \$23.47 so our profit was \$.66 per round. Over 5 years we are averaging 20,000 rounds a year and that number is continuing to drop. We need to try to get around 25,000 rounds a year. Social media and Golf Now have been a good thing to help us. The City Council made an ordinance that all Commissions and Committees can define and set their meeting times as long as we advertise it in advance and is held at the same re-occurring time. There was discussion about whether or not the Golf Committee would still like to meet at 7am which they decided on and the time will stay the same.

6. **Concessionaire report- Dan and Dede-** We had our first round of playdays this past weekend. Weather wasn't very good but participation was great. The grill outside is a fabulous thing for them to use. Saturday was very cold, we had 124 golfers, 124 steak dinners plus lunch. April wasn't very good with a total of \$8300 in sales for the month. It was a tough month. Hopefully May will be much better. We have double playdays again this weekend, Friday and Saturday. At least 60 golfers on Friday and 72 on Saturday doing lunch for both of them. Hears nothing but good things about the course. Everyone so far that is doing a playday will be doing food through us and we are happy to see that. Looking forward to a good season. All of the girls are back to help out for the season and one will be leaving soon to give birth. Just hoping for warmer weather and a good season.

7. **Comments by committee members**

Bill Maze Jr.- Trying to get his family to play golf, they aren't interested. He asked if the Council was really thinking about closing the golf course. Brian explained that we have had this conversation a lot and explained the difference between the enterprise fund and general fund. The golf course is run through an enterprise fund and does not run on tax payers' dollars, it should be self-sufficient. Currently, the golf course owes the general fund for several years of being in the red.

Harry Wiersgalla- What are we missing with no longer having Zach Savage. We are saving money but are we missing anything? Mark explained all his benefits and salary aren't being paid anymore he hired a seasonal to cover some of the work and is still saving money.

Chris Moxley- Would like to commend the mowers this year. They all will stop and let them tee off first before continuing. The website shows that #13 has a par 5 and the scorecard says par 4. Everything needs to be consistent. Mark hasn't gotten the scorecards yet so he will make sure that it will be a par 5 now on the card just like it is on the website.

Ida Lenz- Mark Young, Ida Lenz, and Ed Armstrong are doing some advertising for next year's 90th anniversary celebration. They need help doing things because

they can't all do it alone. When we have a playday there should be a sign that says, "Krueger Haskell Welcomes _____" and the blank spot could be a removable piece. There's no one to greet them when they come. Mark is working on getting a sign done.

Ed Armstrong- Is it possible to look into defining the bunkers? Some of them have a lot of washout. Mark stated that it's on the list to repair.

Mark Young- We will be repairing the grill outside sometime towards the end of the month.

Ida Lenz made a motion for adjournment, seconded by Chris Moxley. Motion passed unanimously. Meeting was adjourned at 8:07 a.m.

Minutes prepared by Travia Foy