

MINUTES
MUNICIPAL GOLF COMMITTEE
WEDNESDAY, APRIL 20TH, 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 April 20th, 2016 at the Krueger Haskell Golf Course Clubhouse. The meeting was called to order at 7:01 a.m.

Members Present: Ed Armstrong, Gary Gard, Ida Lenz, Chris Moxley, Gary Sherer, Harry Wiersgalla

Members Absent: William Maze Jr.

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

Guests:

Ed questioned whether the new chairperson for this term was to be determined now or after the meeting. Brian indicated that the chairman is appointed at the first meeting and the following meeting, the new chairperson takes over.

1. Approve Minutes from September 15th, 2015 Meeting

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

2. Citizen Participation- None

3. Club Reports

- Men's – We are just getting started and numbers are looking good. We are still getting some in. Our first Thursday will be in June when we play. The league will be an Open Day on that Thursday. Flags will be put out that day also.
- Women's – We had our first meeting yesterday. Hopefully we will get about 18 coming back this year and will be starting May 3rd this year. There's 10 or 11 for 18 holes and about 9 for 9 holes.

- Seniors – We started Friday instead of the 1st of April like we usually do. We had 38. We have a couple new people but there may be about the same amount as we had last year.

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

- **Financial Report-** Starting off with the 2015 Season Summary we finally made money last year. Revenue was \$407,740 without the tax levy and \$457,740 with the tax levy. Our operating budget supplement per round ended with a positive \$.66. The decrease in expenses and the months of November and December helped out a lot. Late summer and fall fertilizing applications haven't been done in a while but we may be doing one or two this year. No major expenses came up last year that weren't expected and that also helped us to keep costs down. Equipment expenses were less than what we budgeted. We still need more play. Gary informed everyone This year on the carts, we are going to experience labor costs for any major cart repairs because the warranty is up for them. We are going to really have to watch what we do with the carts until this season is over. Single passes have gone down and we aren't selling very many of them anymore. We only sold about 32 last year. Season pass rounds per year were down as well as daily play 18-hole rounds. Daily cart rentals are good. We have 3 new playdays that we haven't had before. Otherwise, very happy with the results from last year. Lost Zach Savage this year and we aren't filling his position. Hired an extra seasonal to help cover that loss and will be saving an extra \$20,000. Kim Waite is no longer working the front counter; she took another position but will be still helping out on Sunday's. Through the end of March for expenses we are at \$41,696 compared to last years \$67,416. The goal is to eliminate the tax levy for this year. Daily fees for March were \$3,830 which we don't normally expect because we aren't usually open in March. Last weekend was a great weekend at the course. We made \$9,000 in two days. Daily play we did almost \$1300 and \$1700 on Sunday. For the end of March our total revenue is \$129,355.63 which is up from last year. Our cart passes and rentals are already up from the last two years. We are off to a good start hopefully it continues. Some of my salary comes out of Storm water for the maintenance of the pond. We manage the upkeep of the Ponds for Water Resources so that's how why the allocation can be in place.
- **Marketing-** So far we have done BDN, Facebook our website along with the Shopping News. Working with Golf Now to do some more marketing with them through Facebook, Twitter, and Instagram. We had quite a bit of business off of the Golf Now and the website lately.
- **Special Projects-** We've had 4 leaks already this year. One on 15, behind 14 one on 11 and one on the putting green. We are in the process of getting them repaired. Looking at filling in the bunkers on 18 and make it into a berm.

Continue to work on keeping everything maintained. Right now, the pump is running and it circulating the water through all of the ponds.

5. **Director's Report-** Brian hasn't contacted the billboard company about doing them this year yet. Wants to know the committees thoughts on pursuing. With everyone getting more of electronic advertising and mobile apps maybe it will be more sufficient to save that \$3000 for the end of the year when it is time to advertise for the courses 90th anniversary which will be held next year. The committee agreed
6. **Concessionaire report- Dan and Dede-** We already some food playdays scheduled for May. Friday and Saturday two weekends in a row. Last week was our first full week. Mark' guys have been great helping to get everything together. Was at the course on Sunday and heard a lot of positive comments about the course and how nice it looks now. All staff returning,
7. **Comments by committee members**

Harry Wiersgalla- Is the lack of fertilizing going to hurt? Mark says eventually it will start catching up so by the fall, should be able to do a fertilization by then. Concerned that the Council won't have very many advocates left for the golf course. Brian states that the Golf course won't be shut down it just needs to generate revenue. Without asking, would you still spend the \$3000 on billboards? Brian says no, that's why it was discussed first.

Gary Gard- We lost Haynes off of the Council, and have Preuschl that sounds pretty supportive in being an advocate for the course. Takes care of the advertising signs for the Men's club and there are 17 out right now which is \$3400 for the course. The money takes care of maintenance for the signs. Every couple of years they need painting. There are two potential for a hole on #3. We will be getting new carts next year and a sticker that can go on there with the year #1927 on it. Is there a way that we can get a better open/close sign so that it's easier for people to see? Did anything come about with the letter that Gary wrote to Bill Barth about the donation that Becky gave being recognized? Brian stated that there was an article written however, it came out the same time as other negative information about the course.

Chris Moxley- None

Ida Lenz- Brought up an issue regarding a refund request for Jack Davis due to medical. Unfortunately, according to our Refund Policy, it's too late to seek a refund from 2015.

Ed Armstrong- None

Gary Gard made a motion for adjournment, seconded by Ida Lenz. Motion passed unanimously. Meeting was adjourned at 7:50 a.m.

Minutes prepared by Travia Foy