

**GOLF ADVISORY BOARD  
AUGUST 22, 2011  
MINUTES**

Members Present: Steve Vielleux, Lonnie Yingst, David Nelson, Cam Cherry, Kevin O'Connell

Staff Present: Connie Cramer-Caouette, Marty Basta, Keith Hollenback, Wade Altschwager, Patty Rearden, Cindy Stein

Meeting called to order at 3:35pm

**Board motioned to approve the minutes from July, motion seconded and carried.**

**DIRECTOR'S REPORT**

Board received a report on rounds played and revenue for July, 2011. Green fee revenue is performing well, overall the golf courses are down \$78,000 from 2010; August has been a good month so far and hope to make up losses.

Paving project being done on River Drive North includes the replacement of the old street lights; the contractor has agreed to donate the old 45' light poles to the golf courses. We can use them on the driving range fencing.

**MANAGER'S REPORT**

*Connie Cramer-Caouette, Golf Manager*

- Borries Supper Club is sponsoring the scorecard printing for Anaconda Hills; this allows Borries exclusive advertising on the Anaconda Hills scorecards; The Sting is sponsoring the scorecard printing for Eagle Falls; this allows the Sting exclusive advertisement on the Eagle Falls scorecards. Both will pay the full cost of printing the scorecards;
- The Sherriff's Department State Convention will be held in Great Falls on June 14<sup>th</sup>, 2012. They are expecting 32 players and have put in a tournament request for Anaconda Hills. They would like to confirm their date request now;
- Tournament recap for 2011:
  - 35-40 events in 2011, includes tournaments and group outings
  - All available dates were taken
  - Revenue on bigger tournaments came in from \$3200 to \$5400
  - Also full course rentals, approximately \$3600 revenue each time with the highest at \$8800
  - GF High School Invitational tournament with 170 youth participating;
- Junior programs (2) completed successfully; we have the 7<sup>th</sup> largest girl's golf program in the US with 100 participants;
- A Reality Show was filmed at Anaconda Hills starring country music singer Josh Kelly. They chose Anaconda due to the youth programs we offer there. Name of the show is Day Jobs and it will air on CMT, no date known at this time;
- Checking into grants to purchase a handicap golf cart;
- Would like to have the State put signs up directing traffic to the golf courses; Connie has seen them over in the Marketplace directing traffic to the other golf course. Connie to contact the State Highway Department;

- Twitter has 30 followers at this time. Looking for all league members to sign up, they will find out immediately when league is cancelled. To sign up go to @golfgreatfalls and you chose how you want to receive feeds;
- Tested a pedal powered golf cart last week, it is very unique. They are made in Montana and the price is about the same as a gas cart;
- Change on cart servicing by Park Maintenance Mechanic due to the time required for carts, working on quotes for parts, and warranty through a private company; this is just a test to see if we get good customer service. If the program works well we will go out for bid on servicing the carts.

## **SUPERINTENDENT REPORT**

*Keith Hollenback, Eagle Falls Superintendent*

- Start aeration this week on Wednesday/Thursday;
- Busy with the nice weather.

*Wade Altschwager, Anaconda Hills Superintendent*

- Weed spraying approx 60 acres – fairway and cut rough; next taller rough;
- Cleaned up the bunker;
- Will aerate next week Wednesday/Thursday;
- NW Energy did some tree trimming from around the power lines; there is a lot of brush that will need to be removed.

## **OLD BUSINESS**

*Marshalling*

Kevin O'Connell had provided a narrative on Marshalling at the golf courses at the July Golf Advisory Board meeting, Kevin noted that the numbers are based on possibilities and he has had discussion with other golfers and it is the number one issue at Eagle Falls.

- Since then the Mayor received a letter on golf cart damage noted by other golfers;
- The golf courses use to have a Marshall 8 hours each day and Connie feels that be pro-active it takes a team effort between pro shop, maintenance and golfers to report issues that occur on the course;
- The other issue is how to speed up play and the current policy is based on the amount of time it should take to play a round of golf. Speed of play was determined years ago at Eagle Falls when the Golf Advisory Board played golf together and arrived at 4:10 for EF and a little longer at Anaconda Hills. Although some golfers do not agree with that we have to be careful so we don't lose the beginner golfers;
- Pilot program on Marshalling would help with cart damage and speed of play. How do you determine if we would generate extra revenue with or without a Marshall? Are the golf courses willing to lose money on a Marshall?
- If people are abusing their right to be on the golf course we have the right to confront them, but it is suggested that golfers do not confront the players, that they contact the pro shop.

**Board motioned that staff proceed with securing funds to do a Marshall Pilot Program at Eagle Falls to begin with. Motion seconded and carried**

## **NEW BUSINESS**

### *Pro Shop Merchandising*

Eagle Falls has 400 sq. ft of space for merchandising with doors and counter space; this does not leave a lot of room to add merchandise.

- We don't require leagues and tournaments to go through the golf shop for their prizes due to the lack of floor merchandise to support their requirements
- If we had extra funding it would be the majorities choice to put it into the course and not the pro shop area
- Budget is \$30,000 per shop to purchase merchandise;
- We focus on impulse products instead;
- Availability of staff to assist customers with merchandise sales;
- Cyber card discount on merchandise has helped with sales;
- The Internet is killing hard goods sales for everyone.

### *Golf Carts*

Board to review the current fee's for golf cart rental prior to the 2012 season. The Board will review at a later meeting; it was noted that any changes to the current fees would have to go to a public hearing and commission approval.

Meeting adjourned at 5:10