

Golf Advisory Board Meeting Continued
Friday, January 27, 2017
10:00 am
Minutes - continued

Members Present: Mark Johnson, Jackie Lohman, Kelly Gilligan, Roy Aafedt, Lori Muzzana

Staff Present: Keith Hollenback, Patty Rearden, Connie Cramer Caouette, Cindy Stein

Meeting reconvened with the continuation from Monday, January 23rd.

Board motioned to approve the minutes from September as written, motion second and carried.

Agenda item on Concession Agreement requires a recommendation from the Golf Advisory Board for Commission approval prior to Tuesday, January 31st Commission meeting.

Meeting held to review the RFP for the concessions

December 8 requests for concessions proposals were sent out to 16 possible concessionaires, 2 were received back; K&M Inc (current providers) and Pegasus (Jerry Bass).

There were 5 committee members who reviewed the proposals on January 11th; one member from the Park Board; two members from the Golf Board, Patty Rearden and Connie Cramer-Caouette.

Proposals were ranked as follows:

- basic qualification
- proposal of approach
- cash bid

Board received the points scoring sheet for the two proposals.

The final outcome was the recommendation to award to K&M (current vendor)

Discussion that surfaced:

- Vendor has to go through a process to use our beer/wine license; Mr. Bass would have to apply through the state and the TIPS programs. Not mentioned in proposal.
 - K&M already certified
- Mr. Bass proposal was very vague
- Mr. Bass listed that he has no equipment and that he would buy new
- Most of the equipment is currently owned by K&M
 - The City does own the hood
- Concern that Mr. Bass would be up and running by the time the course opens
- Concern with customer service from K&M
 - This will be addressed.

There is an escape clause in contract for both parties if necessary.

Board motioned to recommend to the City Commission K&M for Golf Course Concessions at Eagle Falls Golf Club and Anaconda Hills Golf Course. Motion second and carried.

Director's Report

- Eagle Falls scheduled to open March 15
- Anaconda Hills is scheduled to open April 1
- February Board meeting will be March 6th and will be the tournament draw at 3:00.

Manager's Report

Connie had no report to share

Superintendent Reports

Keith Hollenback, Eagle Falls

- Finished grinding on Thursday, have a few things left to go through;
- Need to repair range fence, working with Forester on using tower truck.

Wade and Keith will be attending the GCSAA Conference and Trade Show in Orlando, Florida next week.

Wade Altschwager, Anaconda Hills

Wade was absent

Miscellaneous Reports/Announcement

Board

Is there a financial report (revenue vs. expenses) at the end of the season?

- Revenues are down (Patty), been operating in black with the exclusion of the debt payment
- Still own the general fund \$280,000
- There are lots of expenses that have gone up
- Hope to finish the fiscal year in black; but still no budget to purchase any equipment.

Any incentives for golfers

- We will continue the premiere card and other variety of promotions.
- Asked how the card worked; we expect it to be better the second year.
 - Mark, those who purchased the cyber card played more; if we educate them by purchasing the larger premiere card they have the same savings if they played 15 times or more.
 - Premiere card was also good with a membership since it can be shared.
 - Promote to business. We have hired (Missouri River Ad Services) Tonya Jorgensen, to sell tee signs, scorecard advertising and other social media stuff.

- Jackie asked if the board looks at revising the requirements for tournaments from 100 golfers for shotgun. We have lost many tournaments to Hickory Swings; need to find out why they left and how we can bring them back without impacting public play. To be discussed at future meeting.
 - Kelly suggested a reverse shotgun for those who do not have 100 players. People need to be educated.
- There is the intimidation factor by playing Eagle Falls where they just go to Hickory Swings.
- If Hickory Swings grants all the tournaments it will make their course not available to the members to play.
- Need to promote renting the entire course (Anaconda) for a day is an option.
- Catering is also an issue with tournaments. We don't have people coming to our courses just for lunch that would require a significant investment in the concessions.
- Mark brought up the master plan and what was mentioned on closing Anaconda with the population for two courses. It could be an Adventure Park (no necessarily an RV Park)
 - Patty, there is no doubt the City commission will continue to look at that.
 - Kelly, it is easy for someone from the outside to look at that but if they are both operating in the black, it would be questionable if we need two courses. But we are operating with no budget for equipment and are at a critical point which is going to be very hard to overcome.
 - Keith, we are at a point where a piece of new equipment once a year is not helping.
- Lori asked why do not offer a military discount at the courses? Maybe look at just Anaconda?

Tournament Draw meeting March 6

Next regular Board meeting will be March 27th

With no further business, meeting adjourned at 10:55am