

**Golf Advisory Board Meeting
Monday, January 25, 2016
Minutes**

Members Present: Kelly Gilligan, Mark Johnson, Lonnie Yingst

Members Absent: Lori Mazzana, Cam Cherry

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

Staff Absent: Wade Altschwager

Others Present: Meghan Sutton, Shad Pepion and Rhonda Matsko

Meeting called to order at 3:30pm

With no corrections or additions to the minutes from November (no meeting in December) Board motioned at approve as written. Motion second and carried.

Director's Report

- Staff meeting to discuss initial components of the strategic plan process
 - develop a planning calendar implementation of plan
 - schedule town hall meeting to get general feedback from the public
 - there will a survey sent out
 - get ideas from staff and golf board
 - do a staff analysis
 - staff participated in a conference call with “Golf Now”, since we are not in a highly competitive area for golf to use their solutions or go with something else.
- Will implement new rec trac software in fall of 2016 - easier to go on line and book tee times - a better platform.

Managers Report

Connie Caouette, Golf Pro

- Working on pro shop work analysis for director
- Reviewing pro shop inventory; top sellers are impulse items
- Working on administrative paperwork
- Working toward capturing data on golfers by getting households updated with emails
- Will begin summer hiring in February

Superintendent Report

Eagle Falls - Keith Hollenback

- Majority of inside stuff completed
- Some fixes outside - the sitting water tells us where we need to make changes
- Plans for trees - Forestry to clean up in front of pro shop and around #1 tee; try to clean up the low hangers for mowing crews, and raising some fir trees
- Work on driving range fence that needs to be done

Anaconda Hills Wade Altschwager

- No report from Anaconda

Old Business

No old business to discuss

New Business

Golf Promotions

The Commission has approved and provided the Park and Recreation Director with the authority to offer special promotions during slow times, holidays or for helping to increase play at the courses. With the elimination of the cyber card in 2016 staff has been working on new promotions at the golf course.

- Premiere card
 - Example: Pay \$150 received \$175 value; pay \$250 receive \$300 value; pay \$500 receive \$625 value. (Max benefit is 25%)
 - Can be used for green fees, cart rental and driving range; cannot be used for merchandise or membership fees.
 - Can be used by individuals or as a group.
- Email promotion
 - provide email and receive a free round of golf at Anaconda Hills
 - Will help us with pushing out other daily or weekly special promotions via email that may include a % discount, birthday discount or some other program.
- Family days
 - Paying adult, kids under age 12 play for free
 - After 3pm on certain days (Saturday's, Sunday's Holiday's)
- Short course days
 - Tees set at 150 yard and in
- Birthday party Packages
- Special events
 - Wine fest
 - Beer fest
 - Open house

Board encouraged with the ideas and direction we are going.

Public Comment

Megan Sutton member of Women in Golf (WIGS) Ways and Means Committee

- Concern with fees for leagues changing (no fee changes in leagues)
- Concern with Cybercard being discontinued (discontinued/new promotions in the works)
- Concern with price increases (increased at Eagle Falls only)
- Concern with mandate on purchasing merchandise from the pro shops (not mandated)

With no further business, meeting adjourned at 4:06.