

**Recreation Committee Meeting**  
**February, 19<sup>nd</sup> 2018**  
**6:00 p.m.**

The meeting was called to order by Chairman Gary Ritterbush at 6 p.m. and the Open Meeting Act Statement was read. The following board members were present: Gary Ritterbush, Sean Hopkins, Mike Lamp, Heath Peters, Ed McNulty and David LaBounty. Absent: Don Stall Others present: Rick Ayala, Jeff Sprock and Josh Kent.

The minutes were distributed. A motion by Peters was made to accept the minutes seconded by LaBounty. Motion carried.

The bills list and financials were presented. A motion to accept the financials was made by LaBounty and seconded by Lamp. Motion carried.

**OLD BUSINESS:**

Discuss 2018 tournament schedule – Superintendent Kent discussed the 2018 Scenic Knoll Golf Tournament proposals with the committee. Kent let the committee know he will not have time to put on a spring tournament as was discussed at the last committee meeting. Kent also informed the committee he will be attending the area golf tournament organization meeting on February 26<sup>th</sup> at Monument Shadows Clubhouse. The committee discussed if the golf course should hold a free golf day for veterans and active duty military again this year. Hopkins made a motion to set July 7<sup>th</sup> 2018 as a day where veterans and active duty military will not have to pay for greens fees seconded by LaBounty. Motion carried.

Ideas to market Scenic Knolls golf course – Per the request of the committee, continued discussion was held on marketing ideas for the golf course. Superintendent Kent and Administrator Sprock reported to the committee on the steps they had been taking to market the golf course. Marketing topics discussed included: placing signs on the outskirts of town, the GolfNow app, TV advertisements, membership mailings, and contacting Nate Lashley to see if the Golf Course can use his story in advertisements. The committee discussed creating incentives to get customers to provide feedback via surveys and the new suggestion box.

**NEW BUSINESS:**

Proposal from NBC Nebraska and discuss sign ads for the golf course – The committee reviewed information from NBC Nebraska and the Star Herald on advertising opportunities for the golf course. Sprock apprised the committee of a meeting he had with NBC Nebraska and Rick Ayala. Based on input from Ayala, Sprock recommended to the committee purchasing the \$3,000 package submitted by NBC Nebraska. The City agrees to pay \$2,000 of this cost and Ayala's agree to pay \$1,000 of the cost. The committee then discussed what it would cost to purchase the TV ads, two signs and a half page ad in Discover US. A motion was made by Peters to purchase the \$3,000 NBC Nebraska ad package, the \$495 half page ad from the Star Herald and to purchase two signs that would not exceed \$, 1,400 from whitening signs seconded by LaBounty. Motion carried.

**SUPERINTENDENT REPORT:**

Discussion on hole sponsors or banner ads – Superintendent Kent asked the committee for guidance on hole sponsorship. He wanted to know if he should pursue hole sponsorship or selling banners that could be displayed on the golf cart storage shed. After much discussion the committee asked City staff to pursue working with the High School Shop Class for the building of signposts and working with a local sign company to come up with a sign format that the FBLA club at the High School could sell. Staff was tasked to come up with the following: create specs for the sign posts, develop a format for the sign, and come up with a price structure/policy for selling hole sponsorships. The committee also discussed the idea of placing golf etiquette placards on the signs.

New bunker development - Superintendent Kent informed the committee he plans on constructing three more bunkers this year. He hopes to place a bunker on hole four to discourage players cutting across the course. Bunker construction may be curtailed by matters outside of work that may limit the time Kent has available in the spring. The committee discussed the possibility of placing bunkers near the putting green and on the driving range.

#### CLUBHOUSE MANAGER REPORT

Rick Ayala stated that things are going well at the clubhouse. A new wall has been installed in the restaurant. Ayala was asked if the filtration system is working at the golf course. He stated that it was.

#### ITEMS FROM THE COMMITTEE

Flag- Chairman Ritterbush asked that a new American Flag be used at the golf course. The current flag is starting to get ragged.

Parking lot- Peters asked when the cement parking barriers will be replaced for the parking area in front of the clubhouse. Kent informed the committee that the City plans on painting lines in the parking area. Sprock stated that the street department will get this done as soon as weather allows.

Area in front of the clubhouse- Kent was asked about the trees that were removed in front of the clubhouse. Kent replied that he is working on a solution to the sand that is collecting there. Currently he is considering sodding the area.

Lighting the driving range- Hopkins brought up the topic of adding lighting on the driving range to allow for night use of the facility. It was suggested that members of the committee research this topic and come up with ideas that make this possible.

The committee discussed alternative places to lease golf carts.

#### ADJOURN

A motion to adjourn the meeting was made by Hopkins and was seconded by Peters. Motion carried. The meeting adjourned at 7:36 pm

Next meeting: March 19th, 2018, 6:00 pm at Mitchell City Hall

Jeff Sprock  
Acting Secretary