

Recreation Committee Meeting
January, 22nd 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, Don Stall, Mike Lamp, Heath Peters, and David LaBounty. Absent: Ed McNulty Others present: Jeff Sprock and Josh Kent.

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

The Bills List and financials were presented. Superintendent Kent noted that the fertilizer bill from Westco was coded incorrectly. Administrator Sprock stated he would get that corrected. A motion to accept the financials was made by LaBounty and seconded by Stall. Motion carried.

OLD BUSINESS:

Rate changes at the golf course – Superintendent Kent provided information on a rate study he conducted that compared various golf fees among area golf courses. The committee discussed the suggested rate increases for weekday green fees and cart rentals. A motion by Hopkins was made to recommend that council increase the 9-hole weekday green fee to \$14, increase the weekday 18-hole green fee to \$20, and increase the 9-hole cart rental rate to \$7 seconded by LaBounty. Motion carried. Kent recommended not to change any of the membership fees because Scenic Knolls fees are comparable to area golf courses. The committee discussed continuing the early bird discount and veteran's discount for memberships. A motion was made by Hopkins to leave the early bird discount and veterans discount in place seconded by LaBounty. Motion passed. Kent discussed his recommended changes to the remaining golf fees. He recommended increasing the trails fees by \$1, reducing the cart lease by \$40, and reducing annual range fees by \$25. The committee discussed if the cart lease rate was appropriate. A couple of the members were concerned that the rate had a per seat stipulation making this option unattractive to customers. There was also discussion on how dropping the per seat rate stipulation could limit the number of carts available for play. A motion was made by Hopkins to recommend to council increasing the trail fee to \$7, dropping the cart lease to \$400, remove the per seat restriction on the cart lease, and lowering the annual range fee to \$125 seconded by LaBounty. Motion passed.

Discussion on changing the coupon – The committee discussed making changes to the coupon that has been made available to the public for weekday golf play. The current coupon offers 2 people for eighteen holes with a cart for \$35. That amounts to a \$27 savings on weekday play for two people. It was brought to the committee's attention that Administrator Sprock had pulled the coupon. Sprock explained that he had pulled the coupon because he felt like the discount was excessive. Chairmen Ritterbush commented that this action cost the golf course over \$1,000 in revenue because people using the coupon stopped playing at the course. The committee discussed what rate the coupon should be set at. Staff recommended increasing the coupon to \$50 for two people with a cart for 18-holes. Ritterbush suggested the coupon should be set at \$40 for two people with a cart for 18-holes. A motion was made by Hopkins to change the coupon rate to \$45 for two people with a cart for 18-holes seconded by Peters. Peters, Ritterbush, Hopkins, and Stall voted in the affirmative. Lamp voted to oppose the motion. Motion passed.

Marketing presentation- Administrator Sprock gave a presentation on why it is important to market the golf course. He stated that in order to successfully market an organization, you must have a good understanding of three key aspects: your organization, customers, and your competition. Sprock went on to discuss those three aspects in detail. Some of the ideas offered by Sprock and Kent for marketing the golf course included: Purchasing another TV ad with Grey Media that advertises the golf course and the restaurant; increase the number of nongolf activities (i.e. volleyball, walking path, obstacle course); purchasing billboard ads on Highway 26; registering with golf apps, utilizing the data from the POYNT system in the pro-shop. Peters offered that marketing the golf course could be a good project for Strive TV, a video production group at the High School. He also offered that the High School's FBLA Chapter could work on obtaining hole sponsorships. The committee liked these ideas encouraging Peters and the staff to pursue this opportunity. Staff were also asked about creating a Facebook page for the golf course. Kent informed the group that he has plans to develop a page shortly. Peters asked that golf course marketing be on the agenda for future meetings.

NEW BUSINESS:

Discuss Nitrate Treatment system – Administrator Sprock informed the committee that he had authorized the installation of a nitrate treatment system at the clubhouse. The City is currently leasing the treatment system from Culligan. Sprock asked the committee if there was any interest in buying the system instead of leasing the system. The committee advised Sprock to lease the treatment system.

Discuss 2018 Tournament Schedule- Superintendent Kent conversed with the committee about the 2018 tournaments for the golf course. Kent expects the tournament schedule to be similar to last year. Kent would like to hold a Par 3 Tournament with a longest drive competition in the early fall. The committee liked the idea and asked Kent if it was a possibility to hold one in the spring as well. Kent said the spring tournament might not be feasible due to aeration, but he would look into it.

SUPERINTENDENT REPORT:

Greens Roller- Kent has been researching greens rollers. The City has \$8,000 dollars budgeted to purchase a roller this year. A used roller costs about \$8,000 but a new one costs about \$12,000. Kent said he would work with Stotz Equipment to see if he can find a unit that will work for the golf course.

GolfNow App- Kent apprised the committee regarding the GolfNow app. This is an app that allows customers to purchase greens fees at a competitive rate similar to how Expedia and Trivago work for hotels. The cost of the app is one to two greens fees per day depending on the package you select. The committee advised Kent to go ahead and set up the app for Scenic Knolls

CLUBHOUSE MANAGER REPORT

None

ITEMS FROM THE COMMITTEE

Sign- Kent asked the committee about the dimensions for a sign he is going to place out by the highway. Peters advised Kent to look into a vinyl sign from logos. They offer robust signs that allow you to attach banners below the sign.

ADJOURN

A motion to adjourn the meeting was made by Hopkins and was seconded by Peters. Motion carried. The meeting adjourned at 8:06 pm

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

Jeff Sprock
Acting Secretary