

Recreation Committee Meeting
June, 18th 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, Mike Lamp, Heath Peters, Don Stall, Ed McNulty and David LaBounty. Absent: Sean Hopkins Others present: 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 by Administrator Sprock. A motion to accept the financials was made by McNulty and seconded by LaBounty. Motion carried.

OLD BUSINESS:

Discuss ideas to market Scenic Knolls Golf Course – Various members of the group expressed how they approved of the new Nate Lashley sign that was put up at the entrance of the golf course. A member of the committee asked if the coupon is available. Sprock said that he had forgotten about the coupon until last week and that the coupon with the new price of \$45 was posted to Facebook and will be available in the next City Newsletter. The committee also discussed the Scenic Knolls commercials by Gray Media and Mitchell High School Media Design and Production class. Sprock stated he would share the school's video on the City's and Scenic Knoll's Facebook page. There was also discussion on placing Nate Lashley signs on the east and west entrances to Mitchell along Highway 26. Sprock and Kent informed the group that they are working on obtaining official permission from the property owners at these locations.

Mowing and Cattails- Superintendent Kent discussed mowing and cattail control that needs to take place at the golf course. Kent informed the group that he had tried to control the cattails with copper sulfate in the spring, but that the application was too late in the year and did not have the intended effect of controlling the cattails. Kent will try burning and herbicide application to clean up the cattails. Kent asked Sprock if he would have the service Department come out with the brush hog mower to mow the east side of the golf course along the highway. Sprock said he would ask the Service Department Foreman to meet with Kent and a schedule a time to get the mowing completed. The committee also discussed weeds in number 5 pond and placing signs in the native grass areas to keep people from driving on sensitive areas of the golf course.

POYNT Point of Service (POS) Application Discussion- Administrator Sprock shared with the committee some of the reports, graphs, and tables that come with the POYNT POS application the City is using to collect money at Scenic Knolls. Sprock showed the committee a sales graph and an item report created by the application. The committee liked the information and asked that the sales chart be included in future meetings. The committee asked if the data from the POYNT application could be combined with the golf revenues collected at City Hall to give a complete accounting of golf course revenues.

NEW BUSINESS:

Tournament sponsorship prices- Superintendent Kent requested input from the committee on the appropriate rate for sponsorships of golf tournaments. Kent informed the committee that he had been approached by people interested in sponsoring tournaments and he would like to

know what the committee feels is fair for sponsorship fees. Kent stated that sponsorship could be at the tournament level or the hole level. After some discussion, the committee recommended to Kent that \$100 per hole is appropriate because it allows for professionally made sponsor signs and still provides additional revenue that can be used for prizes and support the golf course.

Equipment Repair and Maintenance Discussion- Sprock reviewed a list of the golf courses equipment with the group. He discussed how much of the equipment Kent and his crew are using are over 10 years old. This is causing Kent to spend a significant amount of time on equipment repairs and causing frustration for the department. Sprock requested input from the group on coming up with a plan for needed replacement. This could come in the form of a loan from the Electric Department or Pinnacle Bank. Kent, also brought up the idea of leasing equipment. Sprock added that due to the significant equipment needs the City should consider discontinuing the emergency franchise fee and instead increase the amount of franchise fees the golf course receives as revenue. After much discussion the committee asked staff to devise a plan, as part of this year's budget, to create funding options for equipment purchases or leases to replace aging equipment.

Golf Department Budget- Spock reviewed the 2018-2019 Golf Department budget worksheet with the committee. He asked the committee to review the budget and provide input on modifications to revenues or expenses. Sprock was directed to approach Rick and Jenny Ayala about paying rent and some of the clubhouse utilities in the next fiscal year.

Golf Cart Storage- Ritterbush and Sprock discussed an issue with cart storage at the golf course. There are 25 carts in the cart storage barn and 22 payments for cart storage this year. The committee discussed ideas on how to address this issue. The consensus of the group was to try to ascertain who owned the carts where storage fees have not been paid and contact them individually. The committee also asked staff and the clubhouse manager to come up with a method to track cart storage in the future.

Discount Discussion- The committee discussed how to administer the Star Herald Punch Card. The committee informed staff that using the punch card for 18 holes or 2 9-hole stints was acceptable. Sprock said he would inform the clubhouse manager and the clerks about how to handle the Star Herald Punch Card.

Website update- Sprock showed the committee the new website that city staff is working on. He let the group know that the website is close to complete and should go live in the next few months. He requested input on the page devoted to the golf course. Overall the committee was pleased with what they saw. The committee requested that the video advertisements (High School and Grey Media), a feature on Nate Lashley, information on Ayala's Restaurant, and the golf course's Facebook page be added to the webpage.

SUPERINTENDENT REPORT:

Winterkill- Superintendent Kent discussed winterkill issues at the golf course. The fairways on hole 1 and hole 4 experienced significant winterkill. Kent has re-seeded these areas and they are recovering well. The committee praised Kent for the condition of the course. Kent was asked if placing no driving in the rough signs were needed throughout the course. Kent responded that they were needed but he felt that the signs were too expensive and would probably be ignored.

CLUBHOUSE MANAGER REPORT

None- The committee would like to see more golf merchandise available at the clubhouse.

ITEMS FROM THE COMMITTEE

Appreciation Weeks- Superintendent Kent discussed an idea he had for marketing the golf course. Kent proposed having weeks set aside for community appreciation. During predetermined time periods groups like first responders, the military, or farmers could receive special discounts at the golf course. The committee liked the idea and asked Kent to have a proposal put together for the next meeting

ADJOURN

A motion to adjourn the meeting was made by LaBounty and was seconded by Lamp. Motion carried. The meeting adjourned at 7:21 pm

Next meeting: July 16th, 2018, 6:30 pm at Mitchell City Hall

Jeff Sprock
Acting Secretary