

**Golf Committee Meeting
March 17, 2015**

Present: Bryan Frye - Chair, Richard Schodorf – District V, Greg Ferris – At-Large, Troy Hendricks, Shana Appelhanz, Aaron Calderon, David Buschschulte, Grant West, Michael Solomon, Thomas Monahan, Steven Blaske, Troy Houtman

Absent: Blaine Knott, District II, Debbie Burch, District VI, Dr. Michael Williams, District 1, Leon Lungwitz, District IV, Cindy Renard, District III

Meeting called to order at 4:09 pm

Approval of Minutes from 1/20/2015

Frye made a motion to approve the minutes from 1/20/15.

Approved unanimously by Schodorf, Ferris and Frye.

Rounds/Expenditures

Hendricks stated that rounds were good in February. Rounds were up 2500 over last year and revenue was up \$70k over last year. Rounds were up 41% and revenue was up 44%. Net income was 22% better than last year. So far we are well ahead of last year. We have had 44 rounds of Footgolf so far.

Frye stated that Clapp was up 78%. Everyone was up over 20%.

Schodorf asked why Clapp is up so much.

Hendricks stated that he thought it was due to the winter rate and also the closing of Braeburn.

Frye asked if there were any other expenses or encumbrances.

Hendricks stated no.

Ferris asked if the winter rate was just at Clapp.

Hendricks stated yes.

Committee Members

Frye stated that he will speak to Ron Allen to see who he wants to appoint in Dr. Williams place.

Early Bird Special

Hendricks stated that after discussing scaled fees at the last meeting and seeing that it would cost us more money, we have started looking at an early bird special. Instead of reducing hours, we can offer a half price green fee for those that play before 7am.

Frye asked if that will be at all the courses.

Hendricks stated that it would.

Frye asked what the hours will be.

Hendricks stated 5:45am - 6:57am Mon-Fri only.

Frye asked how we will promote this special.

Hendricks stated that we would send email blasts, post on the website and at the courses and also on Facebook and social media.

Frye asked if we have started radio advertising for the year.

Appelhanz stated that yes, it started 3 weeks ago.

Marshals

Hendricks stated that, at our staff meeting with the golf pros next week, we will be discussing paying for marshals.

Schodorf stated that we only need them on weekends.

Hendricks stated that at this time we are struggling to find enough seasonal employees.

Frye stated that senior services might be helpful.

MacDonald Ponds

Hendricks stated that Mr. Houtman and this committee were in favor of the information we presented in January. Mr. Houtman has indicated that at the last Park Board meeting it was not voted on because it has lost favor and has been tabled.

Frye stated that it was staff that was not in favor of the pond work. We will revisit the topic once we find out the challenge is.

Schodorf asked if there was any negative feedback about the driving range.

Hendricks stated no.

Houtman stated that Public Works has restrictions on what they can spend. At this time we just need to plan a little better.

Schodorf asked if it is appreciated to discuss matters with council members.

Frye stated yes.

Houtman stated that even directors want to be included.

Schodorf stated that it sounds like we should look at this project for next year.

Frye stated that there might be time to work this into the CIP budget for next year.

Marketing

Hendricks stated that we are going to utilize Survey Monkey and offer a free soda that will be loaded on the customer's account when they complete a survey. For new E-club members, we are offering a free basket of range balls. Also, for the month of member's birthdays we will be offering a free cart. We will still be offering the afternoon discount and the swing and save this year. We are also distributing coupons for Footgolf.

Ferris asked if you can play Footgolf anytime.

Hendricks stated no, it is anytime Monday through Friday and only after 11am on weekends and holidays.

Schodorf asked if we can have something like a tip of the month.

Appelhanz stated that we are working on something like that right now.

Hendricks stated that we have been playing some of the Golf Pro's tips on City 7 over the years and are now adding these types of things to our website. We are also adding a virtual tour of the courses.

Schodorf asked how often we send email blasts.

Appelhanz stated that we currently have 84 scheduled, but we are currently overloading the server with the volume of emails we are trying to send. So we are not sending as many as we would like.

Hendricks stated that we will begin utilizing a 3rd party to start improving this process.

Ferris asked if it can come from a different email address.

Hendricks stated that yes, it will.

Frye asked if this is a failure to perform with Club Prophet.

Hendricks stated that it is. But after discussing the cost with Mr. Houtman for the 3rd party company it should be less than \$60/month which is less the reduced price we were given for Club Prophet. We currently have an aggressive marketing plan laid out for this year.

Frye asked what comments we received regarding hack golf.

Hendricks stated that we distributed comment cards on customer appreciation day. We are rotating the hack golf through each of the courses. There will be a press release going out this week.

Frye asked if we will continue rotating the hack golf after customer appreciation.

Hendricks stated that we are thinking of using them at just one course. Regarding Footgolf, we will be promoting it during the indoor soccer world cup and this Friday at the B-52 game.

Schodorf asked if we can work with large employers like Spirit to interest their retirees to play more golf.

Hendricks stated that we can look into it.

Open discussion

Ferris asked if we can plant a couple trees on #3 at AH.

Hendricks stated yes that it is the plan to seed the area with fescue where the other tree was removed.

Schodorf stated that the sand traps at Consolver are hard.

Hendricks stated that we have that on the CIP, to renovate the bunkers.

Ferris stated there should be drinking water on the golf course no matter the time of year.

Ferris asked if we talked about the rate change on the range balls at AH.

Hendricks stated no, we have not, it is only the 2nd increase.

Ferris stated that going forward we should discuss this with the committee prior to implementing.

Schodorf asked if there are new balls.

Hendricks stated yes that they are a better quality.

Ferris asked if we left the price the same for customer appreciation.

Hendricks stated yes, we left it at \$5.

Ferris stated that next year we should raise it.

Frye asked if there was anything from the courses.

Solomon stated that we are getting positive feedback on the new golf guides.

Ferris asked if MacDonald will be overseeding again.

Hendricks stated that we have not overseeded in 3 years.

Ferris stated that MacDonald is getting pretty rough.

Hendricks stated that there is an update on the goose euthanizing, we were denied the permit by the state.

Schodorf stated that the guide turned out really nice.

Blaske stated that his clinics are up considerably over last year.

Solomon stated that another advantage of the guide is that the Shamrock Scramble enrollment is already double what it was last year.

Schedule next meeting

May 12th at Auburn Hills