

Golf Committee Meeting  
March 1, 2016

Present: Troy Palmer, President, Chair, Greg Ferris, At-Large, Dr. Michael Williams, District 1, Cindy Renard, District III, Richard Schodorf, District V, Debbie Burch, District VI, Hendricks, Buschschulte, Appelhanz, Houtman

Absent: Blaine Knott, District II, Leon Lungwitz, District IV

Meeting was called to order at 4:05pm.

**Approval of Minutes from 1/19/2016**

Palmer made a motion to approve the minutes, Ferris seconded.

**Rounds/Expenditures**

Hendricks stated that we had 7500 rounds for February which was the most rounds in February for the last 9 years. Revenue was up \$90k over last year.

**Season Pass and Cart Fee Increases**

Hendricks stated that we included possible fee increases in our business plan. We are in the process of preparing a green sheet recommending a \$20 increase for the 5 day single, 7 day single, 7 day couple and 7 day retired military passes and a \$25 increase for the 5 day senior and driving range passes. We are also proposing to increase the 5 day super senior pass by \$25 in 2016, 2018, 2020 and 2022. There is also a recommendation to increase cart fees from \$12.10 to \$13 for 18 holes and from \$7.10 to \$8 for 9 holes. The new rates would be effective May 2<sup>nd</sup>.

Palmer stated that he would prefer not to see an increase on the military pass.

Ferris stated that he agreed with Palmer and also stated that the cart increase seems high at \$26. He stated that he would recommend raising the senior green fee instead of the cart fee.

Schodorf stated that he agreed with Ferris.

Burch asked when we would review pricing again.

Ferris stated that the committee reviews the prices every year.

Hendricks stated that we projected fee increases in 2017, 2019 and 2021 in our business plan.

Schodorf asked if we are losing rounds by not offering a senior rate for those seniors that do not have a season pass.

Hendricks stated that season pass sales are up by 100 passes from last year.

Schodorf stated that the season pass restricts play to weekdays and weekend afternoons. But many of the seniors he knows are still working and cannot take advantage of the pass.

Palmer agreed that we should offer a senior discount.

Hendricks stated that we should continue discussing cart fees before we address a possible discount.

Palmer agreed with Ferris on the cart fees.

Hendricks asked if everyone was ok with the increases proposed on the passes.

Palmer stated that was ok.

Houtman asked why we offer a military season pass if we don't sell more than 10 per year.

Hendricks explained that it was created as a result of the closing of McConnell's golf course.

Renard asked if we have a large population of retired military in Wichita.

Hendricks stated that many of those stationed here probably do not stay once they retire. The retired military pass is for those age 42-62 and we also offer an active military discount which is half price with a military ID.

Schodorf asked if we need to market our military passes.

Appelhanz stated that in 2013 we tried to form a military league at LW Clapp and Auburn Hills. We were not able to get enough teams to form the league.

Houtman suggested doing away with the pass.

Palmer disagreed because there are so few. He stated that it isn't costing us any extra since it is already in place.

Hendricks asked again if everyone was ok with the proposed increases on the passes.

Ferris stated that it doesn't sound like enough, but he is ok with it.

Hendricks asked if it is ok to raise the price of the military pass as well.

Ferris opposed.

Palmer opposed.

Hendricks asked if the other increases are, including the increase on the super senior pass for multiple years.

All were ok with the increases.

Ferris proposed to add an additional increase for senior and super senior pass green fees by \$1.

All were ok with this additional increase.

Schodorf stated that he would recommend a senior discount only if it generates additional revenue.

Ferris stated that we don't need to offer the discount on Saturday and Sunday mornings because we don't have any tee times to spare at those times.

Hendricks stated that we have early times available between 6 and 7am and then not until after 11am.

Schodorf stated that we could just try offering a senior discount during those times and at the locations where we have tee times available to see if we can fill them.

#### **Increase Rounds at MacDonald and LW Clapp**

Hendricks stated that we need to look at ways to increase the rounds at MacDonald and LW Clapp courses.

Houtman stated that he recently learned about marathon golf.

Ferris stated that we need to look at what times we need to drive rounds.

Hendricks stated that we also need to maximize revenue and not just give away the tee times. Discounts have proven to lose revenue and not increase rounds.

Burch asked if there is a new market that we can offer a discount to.

Hendricks stated that he is concerned that by offering a discount, we will not generate new business, we will just encourage current players to play at the discounted time.

Ferris stated that it may be beneficial to try it on the weekends because it may open up some of the more desirable morning times. He also stated that he still thinks the biggest problem at our courses is pace of play. He stated that we need to tell people they need to play in four hours.

**Open discussion**

Hendricks stated that we have completed replacing the bumpers on the bridges at LW Clapp. He also stated that we will be launching our own Wichita Junior Golf Tour this year to encourage youth to play golf.

Ferris stated that the \$75 registration fee is too high.

Williams stated that we should provide more than a bag tag and towel.

Burch agreed that leaving the price and adding more incentive would be better.

Hendricks showed the committee the new pricing signage that will be going into all the clubhouses. He also stated that the webstore, we started in November, has generated more than \$13k so far.

Ferris stated that his phone received an update from T-Mobile and he has been having problems with his mobile app ever since.

Next meeting April 12, 2016