

Golf Committee Meeting
September 15, 2015

Present: Greg Ferris, At-Large, Cindy Renard, District III, Richard Schodorf, District V, Debbie Burch, District VI, Troy Hendricks, Shana Appelhanz, Michelle Haun, David Buschschulte, Stacey Hamm

Absent: Patti Vizzini, Dr. Michael Williams, Blaine Knott, Leon Lungwitz

Meeting was called to order at 4:13pm.

Approval of Minutes from 8/12/2015

Hendricks asked if there were any changes needed to the minutes. Seeing there are none, approved as is.

Rounds/Expenditures

Hendricks stated that rounds are up 2% year-to-date. Auburn Hills is down 5% year-to-date due to all the rainfall. Clapp is up 3%. If we were to deduct the Footgolf rounds, they would be down 2%.

Ferris asked what we charge for Footgolf.

Hendricks responded \$12 adults and \$8 for youth. He state that net income is 25% better than it was a year ago and revenue exceeded 2012.

Marketing

Hamm stated that the Gallus Golf app is up and running. It is now available for download, but the official launch will be Oct 1st. We have recorded training videos with Don Hall and Tad, of Tad's Lockerroom. Our yearend goal is 2500 downloads. Google analytics will show us the shift from tee time booking through the website versus booking through the app.

Hendricks state that so far we have noticed that iphones load four times faster than android system phones.

Hamm stated that the Player's Card promotion will begin in November.

Hendricks stated that there is no limit on the number of cards a golfer can purchase, and no expiration date. We will sell them for \$75.

Hamm stated that Appelhanz is working with the courses on next year's tournaments. We also received a call from the Eagle letting us know that Auburn Hills was voted Wichita's favorite course and MacDonald was 2nd. We are still working on improving our Google Analytics data.

Schodorf asked if we would consider a discount on green fees at AH when the front nine are closed.

Ferris stated that there isn't a decrease in rounds, it is that they are only able to book 50% as many rounds.

Golf Business Plan Update

Hendricks provided a finalized copy of the updated business plan review. A proforma has been added.

Ferris asked if this this is with, or without, the fee increases.

Hendricks responded that it is with the fee increases.

Ferris stated that we should ask for projections without the fee increases as well.

Hendricks stated that Park Board member, Troy Palmer, had a question regarding the cart data. He wanted to know why we are projecting an increase in cart fees. That is because we are projecting an increase in the cart fleet for Tex, Sim and Mac.

Ferris asked if there is a solution for the cart brakes.

Hendricks responded that there is. We recently had all of the cart mechanics meet so they could put their heads together. They liked the idea of working on all of the carts as a group.

Ferris asked if there are any projected increases in cart fees.

Hendricks responded that there are not.

Schodorf stated that it looks like the debt service principal stops in 2016.

Hendricks stated that the bonds will be paid in 2016. But we will still have to repay the debt service. There is a line item for transfer of debt service that picks up in 2016.

Schodorf stated that it looks like we are \$90-100k ahead for year to date and asked where we will be sitting at the end of the year.

Hendricks stated that we will need to make the debt service payment with any additional funds, at the end of the year.

Schodorf asked if we are still looking at a short course.

Hendricks responded that we are. It is in the plan pertaining to MacDonald golf course, working with Stormwater correcting irrigation issues and capturing more storm water. In the process, using the dirt to build a driving range and pitch and putt. Cost is estimated around \$800k. We would like to split this 60/40 with Stormwater, but this has not been taken to council yet.

Burch asked in a best case scenario, how soon can this be done.

Hendricks responded 2017. We would prefer it to be bonded.

Ferris stated that council action was for Auburn Hills to get the money when it was built.

Hendricks stated that we are expecting additional revenue from the new app, increased food sales and tee sign advertising.

Burch stated that she can include "download app" on their website.

Hendricks stated that it will take the park department, finance department, City Manager's office and Council to help fix the golf division's budget issue. We recently found that we overpaid close to \$180k to CMF for equipment rental that was expected to have a life of ten years and we still had at 15 years.

Ferris asked what we owe debt service.

Hendricks responded \$6.1 million.

Ferris stated that he would like to see a proforma without the fee increases and how many cart rentals we are doing before we talk about fee increases. He asked, "What about a monthly fee to play Auburn Hills?" It was talked about years ago; the homeowners were interested. Resistance was that it was too prestigious. It would be good for the winter months.

Hendricks asked about making carts mandatory on weekends until noon.

Ferris, Burch and Renard responded no.

Schodorf stated that we would lose golfers.

Ferris asked if we can determine how many golfers walk Saturday mornings.

Renard asked if there is a plan to bring the issue to council regarding the TIF district that was never implemented at Auburn.

Hendricks responded yes, that is why it has been added to the business plan update.

Schodorf asked if the committee members need to start talking to council members.

Hendricks stated that we will need to plan a workshop with council to discuss the plan.

Renard asked if tournaments will still be \$75 next year. Feedback has been that it was too much. She asked if each course designs their own tournaments.

Hendricks stated yes, the pros design their own tournaments and determine the price of the tournaments as well.

Ferris asked if tournament revenue is included in the plan.

Hendricks stated that it is not.

Ferris suggested a par 3 shoot-out at Clapp with a lower price to draw in golfers. Not really losing anything by dropping the fee.

Renard stated that season pass holders also think they should have a discount on the tournaments.

Open Discussion

Hendricks stated that there are bridge repairs needed at LW Clapp with cost around \$80k-\$100k.

Renard asked what happened to Starbond project.

Hendricks responded that the proposal never went through.

Ferris asked if anyone has talked to James Clendenin.

Hendricks responded no.

Ferris made a motion for staff to draft a letter, on behalf of the GAC, to Clendenin explaining that there is a Stormwater issue that needs to be addressed at Clapp.

Schodorf second.

Hendricks stated that Houtman is talking to Alan King.

Ferris stated that he will withdraw the motion until the next meeting contingent on Houtman discussing the issue with King.

Schedule next meeting

Oct 27th at CH