

# January 2018 Meeting Notes

## Golf Joint Advisory Committee Meeting Agenda Wednesday, January 10, 8:30 am at Riordan Hall

### Important Outcomes / Announcements:

- **Next meeting: Wednesday, February 14, 2018 8:30 am at Country Club Board Room**
- **Cart Tag Process announced, begins April 1, 2018**
- **Golf Only Coffee and Questions, 2<sup>nd</sup> Tuesday at 9:00 am at Riordan Hall**

---

**Attending:** Bill Barr, Rex Butler, Leia Christeson, Dean Collins, Ruth Hatcher, Keith Ihms, Tom Judson, Jason Loyd, Darryl Muldoon, Susan Nuttall, Bruce Portillo, Mary Riorden, David Whelchel, David Winer, Phillip Wright

**Absent:** Ruth Hatcher, David Whelchel

### Notes:

#### Call to Order – Bill Barr called the meeting to order at 8:35 am

New Golf Committee Member, David Winer was introduced to the group.

#### Staff/Board/Management Reports:

- **Golf Course Maintenance – Keith Ihms**
  - Dogwood Bunkers Update
    - The weather is negatively impacting progress on the bunkers. There have only been 3 ½ work days this year. With the projected cold weather in the next few weeks, the re-opening in late February may be at risk
  - Maintenance and Golf Ops are working together to shift maintenance schedules on 'good weather days' to open some courses and enable more play. This is listed in Today's Play or golfers can check the Frost Line.
  - The long-range forecast shows it is likely that starting on Friday 1/12, the courses will be closed through the end of this week.
  - We are seeking an Assistant Golf Course Superintendent for the Dogwood Course.
  - The traffic flow of golf carts will change to the front parking lot. A new path will be poured to alleviate the tight turn in the current sidewalk. Rather carts will be directed down the current path for Brittany #1 (around the handicapped parking). This project will be complete in time for the re-opening.
  - Highlands is using rocks for the tee makers rather than the wooden ones. The coyotes think the current ones are chew toys. Larger rocks will be used on the larger tee boxes.
  - Maintenance has rented a Root Pruning machine for 3 weeks. This is to test to see if the equipment will work in our rocky soil. After 1 day – so far, so good. If the test is successful, we will plan to purchase one of these machines.
  - 
  - Other Topics
- **Golf Operations – Phillip Wright/Darryl Muldoon**
  - Golf Financials – Darryl reviewed 2017 financials; Appendix 1
  - 2018 Golf Expo – 3/1/2018 Riordan Hall

## January 2018 Meeting Notes

- Couples Sweetheart Open – 2/14/2018: The first tournament of the year. Registration forms are available on the website.
- Spring 3-Person Scramble – 3/17/2018 & 3/18/2018
- Golf Fest – 4/14/2018
  - All of the vendors from last year have renewed. Ping and Golf Buddy are considering as well as Bridgestone to do ball fittings.
  - Golf Fest will be supported with a full marketing program.
- Did You Know campaign:
  - A new campaign, Did You Know will start soon. This will cover topics on interest in the Golf Newsletter weekly.
- Cart Tags – Phillip
  - To help the marshals and reduce 'sneaking on', Golf Operations will implement a cart tag system starting April 1, 2018. When golfers, or captains, check in, each golfer will receive a band to hang on the cart. The bands are similar to wrist bands and come in a variety of colors. The bands will be attached around the post that goes from the cart to the roof of the cart.
- Golf – Coffee and Questions
  - Phillip and Keith will host a 'Coffee and Questions' session one hour before February 13, 2018. Tom Judson's session on the 2<sup>nd</sup> Tuesday of each month. The first session is scheduled for This will offer golfers the opportunity to ask questions in an informal setting. The session is from 9-10am and will start in March.
- **Merchandising** –Leslie Terry
  - Leslie passed around the floor plan of the Country Club Pro Shop. The fixtures and product has been ordered.
  - The merchandising strategy includes apparel ranging from a 'price point \$35 shirt' to higher end brands such as Under Armor, Foot Joy, etc.
  - The shop will have a full line of accessories, sunglasses, shoes, etc. We will also carry logo'd merchandise for all the courses.

### **Board Liaisons – Ruth Hatcher, Bruce Portillo - none**

### **General Operations – Tom Judson**

- The Hydrology Study will be released to the public March 13 at 10am and March 15 at 4pm
- The Coffee and Questions for the 4<sup>th</sup> Tuesday of the month is being replaced by a short video “In the Know” which will be streamed via social media.

**Open Forum:** Members of the community are welcome to speak. 3 minute limit. Discussion limited to clarifying questions. - **none**

**Old Business:** none

### **New Business**

- David Winer will take over the course reports for Kingswood
- Starting next month, reports will be submitted via a form. Susan will send out the form about a week prior to the meeting. This makes it easier to consolidate the information.

### **Action Items from Prior Meeting – Susan: none**

### **Review New Action Items – Susan - none**

**Meeting Adjourn and reminder of next Meeting** – The next meeting is February 14, 2018, 8:30 am Country Club Boardroom

# January 2018 Meeting Notes

## Appendix 1 – Golf Financials for 2017

*Note: A major flood impacted all golf courses in the months of May and June, severely impacting revenues. Berksdale reopened as a 9-hole course. Highlands was closed July – August for bunker and collar work. Country Club Pro Shop was impacted by the remodel at the Country Club.*

### GOLF FEES AND CART REVENUE ANALYSIS Year to date December 2017

#### COMPARISON 2015, 2016 AND 2017

	2015	2016	2017	
Member Greens Fees *	\$ 1,306,610	\$ 1,311,550	\$ 1,058,856	(\$252,694)
Value Cards	\$ 126,969	\$ -	\$ -	
Annual Greens Fees	\$ 532,997	\$ 781,295	\$ 878,733	\$97,438
Total Members Green Fees	\$ 1,966,576	\$ 2,092,845	\$ 1,937,589	(\$155,256)
Cart Rentals	\$ 564,167	\$ 654,286	\$ 750,522	\$96,236
Private Cart Registrations	\$ 202,073	\$ 167,135	\$ 149,691	(\$17,444)
Annual Seat Leases	\$ 439,430	\$ 450,646	\$ 452,563	\$1,917
Total Cart Fees	\$ 1,205,670	\$ 1,272,067	\$ 1,352,775	\$80,708
Guest Greens Fees **	\$ 813,330	\$ 698,096	\$ 665,112	(\$32,955)
Merchandise Revenue	\$ 490,516	\$ 468,590	\$ 450,733	(\$17,857)