



City of Helena

GOLF ADVISORY BOARD SUMMARY August 18, 2015



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|--|--|
| <input checked="" type="checkbox"/> Jon Pallister, Chair | <input type="checkbox"/> Christopher DeVerniero excused |
| <input checked="" type="checkbox"/> Dave Bauer | <input checked="" type="checkbox"/> Arthur Pembroke |
| <input type="checkbox"/> Kelly Casey excused | <input type="checkbox"/> Lynn Staley excused |
| <input checked="" type="checkbox"/> Andy Cottrell | |

Ex-Officio Members

- Larry Kurokawa, Golf Course Superintendent
- Scott Longenecker, Head Golf Pro
- Amy Teegarden, Parks and Recreation Director
- Jennifer Schade, Recorder

LOCATION: City-County Building, Room 326

TIME: 12-1 P.M.

Visitor(s): Mr. John Andrew, Kurtis Robinson

1. Call to order/establish quorum/review agenda

Chairman Jon Pallister called the City of Helena Golf Advisory Board Meeting to order at 11:55 am. A quorum was present.

Introductions

Amy asked for introductions of two new staff.

- Jennifer Schade is the new Administrative Assistant for the Parks and Recreation Department. She comes to the city from Helena College.
- Kurtis Robinson is the newly hired Golf Assistant. Kurtis has lived in Helena for a year and worked as a seasonal employee for the city.

2. Approval of minutes: June 9, 2015 (No July meeting)

- After review of the minutes, Art moved to approve the June 9, 2015 minutes as presented. Dave seconded. Motion carried.

3. Unfinished business

- Business Management Plan: Review of Goals & Accomplishments (see attachment)
 - Recap – went through goals and objectives and added achievements for each goal listed. Jon asked that we add timelines and/or expiration dates to debt services.
 - Committee needs to begin looking at next 10 year planning process – what is next planning effort?

- Include goals with measurements. This could include frequency of play, financial growth, and possibly include what public would like to see happen at golf course.
 - As the levels of expectation go up, how can we provide what the public needs? We need to continue to make improvements, but stay within our means.
- Look at the whole picture – suggestions included improving cart paths, a new club house building, and possibly a new pro shop. We will need to evaluate utilization, impact on staff, costs and assign pros and cons. How will we accomplish our goals, when (timeline), and how are we going to get there? The struggle is that we are limited by existing facilities.
 - There was a suggestion of a meeting room at golf course that perhaps could be utilized with different entities within the city.
 - Always be looking for opportunities for generating revenue (i.e., winter park league, sponsorships).
- Scott – on pace to do 44,000 rounds this year – biggest gains in earning profit should be focused on 5 months when course is not opened. There have been greater earnings with advertising, the simulator, the restaurant, etc.
- Under current conditions, what more can we do?
 - Andy – larger clubhouse, pro shop, increase foot traffic. We need to not only cater to those who golf, but to the general public. There is a need in Helena for banquet space.
- Priorities
 - Review fees
 - Look for 10 year action plan on how to market, improve, build, and promote the restaurant.
 - Amy suggested we hire a consultant.

ACTION ITEM: Amy will include timelines and/or expiration dates on the “Goals and Accomplishments” document.

ACTION ITEM: Amy will research golf course consultants over the next month and will present findings at the next meeting. She will request that they review our financials, look at our market and existing facility, and determine potential obstacles/opportunities. Dave made a recommendation that Amy contact Millikan Consultants out of Bozeman.

- Larry encouraged board members to visit with him regarding improvements to the course.
- Jon has asked that Scott and Larry come up with 2 realistic ideas on what we can work on over the next 10 years. Ideas on generating revenue – more promotional ideas, etc. We need a financially sustainable plan.
- Punch Card Policy (carry-over from year to year)
 - The issue of carryover of punch cards was discussed at the last meeting. Jon asked for feedback.

- Scott reviewed written correspondence from the City Attorney regarding this issue. Punch cards should not transfer from season to season. They are considered to be similar to a season ticket which is not portable to the next season.
- No restriction on services.
- Punch cards clearly state that if not used, they will expire at the end of the season; however, they are transferable.
- The purchaser receives a 23% discount if they use 8 punches. \$155 per card. \$135 for seniors. Great discount.
- Per Mr. Andrew – his punch card was given as a gift. He was unaware of the expiration and transferability option. He said no information was shared.
- We have a monetary value on product we are selling – value may go up next year (i.e., green fees, etc.). The product we are selling is for the current year.
- The committee agreed that we will need to do a better job of communicating constraints of our punch cards.
- Andy – to avoid emotional responses, offer full disclosure; however, would not do anything with the policy in place.
- The punch card is no different than a season pass.
- Jon stated there will be no further discussion on this issue.

4. New business

- Arrange group picture for sign donor thank-you
 - Amy suggested we host the September Golf Advisory Board Meeting at the golf course. After the meeting, we can do a photo shoot in front of the new sign. Recommended Amy contact John Reddy about doing photo shoot.
 - September 8th, 2015 – suggested that we have an extended meeting from 11:30 am – 1:00 pm.
 - Dave asked that we send out a note to those not present today.

ACTION ITEM: **Amy will reach out to John Reddy to see if he would be available to do the photo shoot at the golf course on September 8th.**

ACTION ITEM: **Jennifer will send email to those absent informing them that our next meeting will be held at the golf course.**

5. Reports

- Parks and Recreation Director
 - Deferred

- Golf Course Superintendent
 - Larry – landscape and sign beautification looks great. Additional landscaping is on hold. Administration is looking at other options. Larry gave credit to his staff for stepping up this summer.
 - Moving on to fall operations.
 - Greens – scheduled for 9th and 10th.
 - Weed spraying as weather and time permits.
 - Reminded committee that loan for improvements will appear in the budget.

- Golf Professional
 - Scott – July was slightly down if you look at year to date; however, check from the United Way tournament has not come in yet.
 - Last year was good year.
 - Season passes slightly down. Green fees, punch cards, merchandise, concessions are up. Lesson revenue is solid.
 - Wine and Wedges – 6 week beginner course was very successful.
 - Looking for ways to carry on through winter.
 - City employee golf tournament was August 14th. Art won first gross – rained out.
 - Held last couples drive in movie night. Very successful. Discussed doing this in conjunction with high school fundraiser. Have student golfers work concessions.
 - Snowball tournament is scheduled for September 26th.
 - State high school tournament is scheduled for October 1st.
 - Helena High Golf Booster tournament is this Friday.
 - Jon thanked his entire staff for everything they are doing.

- Men's League
 - Per Dave – two weeks left – winding down.

- Ladies League
 - Deferred.

6. Public comment

- Mr. Andrew regarding punch card issue/discussion.

7. Next meeting date – September 8, 2015

8. Future agenda items

Adjournment – 1 P.M.

Jon moved to adjourn at 1:09 pm.

golf/agenda/8-18

Mission Statement *The Bill Roberts Golf Course is committed to providing a high quality, friendly, and affordable public golfing experience for all ages and abilities within the greater Helena community!*

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