



City of Helena

# GOLF ADVISORY BOARD SUMMARY June 20, 2017



- Pete Aspinwall
- Dave Bauer
- Kelly Casey
- Tyson Lesmeister

- Judy Reddy
- Susan Skinner-Bannon
- Lynn Staley

### 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**

**Visitors: Jeff Downhour, Mary McKittrick**

### 1. Call to Order/Establish Quorum/Review Agenda

- The June 20<sup>th</sup> Golf Advisory Board Meeting was called to order at 12:00 pm.
- Chairman Pete Aspinwall established a quorum.

### 2. Approval of Minutes: May 9, 2017

- Lynn moved to approve the May 9, 2017 minutes as presented. Judy seconded. Motion carried.

### 3. Old Business

Update on Clubhouse and Pro Shop GC/CM

- Jeff and Mary will provide the board with an update on the Clubhouse and Pro Shop and the appointment of the GC/CM.
- Amy stated that a general contractor has been recommended and we will take the recommendation to the City Commission next Monday.
- Scott, Jeff, Amy, Gery and Troy reviewed RFP submissions from Dick Anderson Construction, Golden Eagle Construction, and Diamond Construction. After scoring the RFP's, the committee agreed to interview two of the companies recommended. Both Scott and Jeff participated in those interviews. They ranked the two companies and the number one selection was Golden Eagle Construction and the second selection was Diamond Construction. Golden Eagle Construction will go forward as a recommendation to the commission to negotiate a contract.

***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!***

- Gery Carpenter has agreed to take this topic as an agenda item to commission. Once we receive approval from the commission, Jeff will begin his work with the general contractor.
- Jeff added was unanimous. Golden Eagle Construction did a great job in their proposal and interview. This will be their main project for the next ten months. They have already contacted Jeff. Once they are made official at the commission meeting, Gery has a short contract ready for the pre-construction phase.
- Mosaic will send a packet of information to Golden Eagle Construction and they will begin the task of creating the phasing schedule and determining costs. Hopefully they will have their first draft of these items by early July.
- Scott added that the Superintendent of Golden Eagle Construction was at the BRGC today. They are very excited about the project and are ready to get started.

#### 4. New business

##### Staff and Architect Recommendation for Clubhouse Brand and Interior Design

- Pete stated he is delighted to have Jeff in our group. Pete does not believe it is the role of the advisory board to approve the design; however, this is our opportunity to make suggestions and share our thoughts on the interior design and brand. Mosaic is the professionals.

##### Clubhouse Brand

- Amy stated the brand and the name sets the stage for the interior and exterior of the facility. After the last meeting, Amy asked Scott to submit a list of potential names. The name that resonated with Amy was **Muni's Sports Grille**. Three years ago, we attempted to change the name of the golf course. At that time, BRGC was reflected as a "muni" – a municipal golf course. We will still be the Bill Roberts Municipal Golf Course – what we are discussing here today is the name of the grille and pro shop.
- Definition: Muni = a common US abbreviation for "municipal" or city-related service organizations. Short for municipal.
- **Muni's Sports Grille** – Where you're always welcome to come as you are, **OR**  
**Muni's Sports Grille** – A local gathering place where you're always welcome to come as you are.
- The other message: Owned and operated by the City of Helena, every dollar of profit from the establishment directly maintains the Bill Roberts Golf Course.
- We want the public to know that we offer:
  1. Hometown brews and friendly service
  2. Hardworking staff and an open door
  3. Favorite hometown gathering place
  4. We'll give you a feel for what our community/golf course is all about.
  5. Here at Muni's, all are welcome. We want to get to know you.
- Events could include: Mondays at the Muni's or Live Music at the Muni's.
- Menu items may include: Mighty Muni Burger, Muni Melt, Mayor's Special, and a Hometown Chili. We want the public to know that this will be a casual dining experience – dedicated to providing you with delicious flavors and a friendly service.
- T-shirts – I'm a Muni Guy/Gal.

***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!***

- **Muni's Sports Grille** is the staff's recommendation.
- Jeff and Mary took this information and created a sign and brand based on **Muni's Sports Grille**.
- Scott – they looked at several different ideas. After scaling down the list, **Muni's Sports Grille** was always on the list.

### Interior Design

Jeff gave a presentation on the potential exterior/interior of the facility. Some of the highlights included:

- Potentially adding the logo to the fireplace on the south side of the patio.
- Mug club shelf
- Integrating pictures of the golf course onto the lampshades in the dining area.
- Self-service station
- In quiet dining area, have large windows and photo of the fire tower image.
- The pro shop – merchandise will add a lot of color so walls will be neutral colors.
- Green ceiling leads you into the pro shop and the restaurant.
- Special gaming room.

Mary reviewed the materials for the interior.

- The goal is to make the interior approachable and fun.
- Mary reviewed the color pallets which included both neutral colors with an added “punch” of color.
- The carpet is a resilient carpet tile. This is great for muddy/wet shoes and lots of use. This will also hold up to cleats. The thoughts are to use this same type of carpet in the pro shop.
- Mary is recommending warm wood case work accents on the point of sales station. Again, neutral colors on the walls. The channel walls are a good idea. The metal rail is a necessity with these types of slat walls.
- Jeff – per previous discussions, we have kept the vaulted area and will have space for television monitors.
- In addition to paint colors used, Mary suggests a “pop” in furniture colors.
- The reclaimed wood accent wall will bring in the concept from the entry way.
- Pete asked if the garage door on the east wall is insulated. Per Jeff – it is insulated glass.
- We are looking at hot rolled steel in black for some of the low accent walls.
- The bar will have reclaimed wood behind the bar. The counter top will also be the hot rolled steel.
- Mary reviewed the quiet dining area for the more intimate groups. The graphic of the fire tower is very welcoming. There are softer materials in this area to include carpet tile.
- Bathrooms will have a linear/ceramic tile floor which is very durable. There will be tiles on the walls which are lighter than the floor.
- Pete asked about the cost of reclaimed wood. If we go with wood from the fire tower, this should be fairly reasonable; however, reclaimed wood is approximately twice the price of pine.
- Judy – how much seating is available in the private area? There will be approximately 24 seats in this private area.

***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!***

- In the bar there will be seating 100 chairs all together – approximately 7 stools at the bar. There is outdoor seating as well.
- Jeff said that Mosaic is still working on the kitchen design.
- Scott estimated staffing levels in the restaurant based on the financial business plan. The plan is to be open 363 days per year – closed Thanksgiving and Christmas.
- Amy – before too long, we hope to have a graphic/visual picture at the golf course to get people excited about the expansion. Obviously we will need to wait until we award the general contractor. Do we need to wait for guaranteed maximum cost before we go public?
- Per Jeff – usually the two things that will change are the size and the level of quality. There will likely be changes. We could create a poster with three or four images and call it “Design Concepts”.
- Scott stated he would like to do a couple graphics, put the pictures on a thumb drive and have photos of a walk-through on a loop which could be put on a television in the pro shop and a television in the club house.
- Amy is concerned about the risk in showing design concepts. Jeff – there is always a risk.
- Pete recommended a loop that shows the entrance and the outside/patio area with a disclaimer that the interior photos are coming soon.
- Amy will visit with the City Manager about this. We will want to get the contract awarded with Golden Eagle first. Once we get the contract awarded, we hope to have the first draft of costs by mid-July.
- Amy recommended we move the next meeting to August. The committee agreed to meet **August 8<sup>th</sup>**.

## 5. Reports

### Parks and Recreation Director’s Report

- None.

### Golf Superintendent Report

- We are now dealing with the summer conditions. The staff is doing a lot of mowing, trimming, and water and greens management.
- Completing side projects.
- Larry stated he is finally fully staffed. He has four new employees that started the same day. That has made training somewhat challenging.
- As they transition and get experienced, things will go smoother. There have been a few interactions with golfers regarding staff/golfer yielding. Larry deals with this as it is brought to his attention.
- Four memorial trees have been planted:
  - ✚ Ed and Adeline Morrow is the Canada Red behind the #3 green.
  - ✚ Mike Ryan’s tree (the Little Leaf Linden) was place behind the #4 green.
  - ✚ There are two Brandon Elms that are located off of the right side of #9.
  - ✚ Two more requests include Thelma Willems and Don Anderson.
  - ✚ It was requested that Don Anderson’s memorial tree be planted at #13 as you exit the green before #14.

***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!***

- Sue has asked that Thelma Willems tree be planted on the front #9. Larry was considering planting that tree by #3 by the red tee box behind the bench.
- Staff is continuing the project around the cart path on #2 green. They got the millings hauled in and are applying it with a roller. His staff is staying late to complete this project.
- Routing carts on #9 is working very well. It has given the turf opportunity to recover.
- There is plenty of tournament activity.
- Pete stated BRGC is a pristine course.

#### Golf Professional Report

- Rounds for May are 5951 which means we are up from last year which was 5782. The average number of rounds is 6250.
- Tournament season is here.
- Junior Camp completed last week with 93 kids in attendance.
- We also have Wine and Wedges which has started. We have 18 teams signed up for the Tuesday/Thursday event.
- The PGA Junior League is in play (which includes golfers ages 6 to 13). This is a travelling team which is very similar to baseball. Last year we had one – almost two teams. This year we have three teams and we could have had more.
- We have a division which includes Great Falls, Butte, and Helena. This makes coordination difficult. Next year it will just be Helena because we will have enough teams to have our own league.
- Scott has been marketing this event through our website, e-blasts, and the Western Montana Chapter and through the PGA. The problem is you have to have everything set up and submitted by the end of May. Through our league there is also an all-star program. One or two of the kids will be selected as all-stars which travel regionally. If the regional team wins, they make it to the nationals.
- This league includes boys and girls and we have an equal mix of both. It was capped at 30 but has been extended to 36. Next year Scott anticipates we will have 60 kids involved in the program.
- The entry fee is \$150 to BRGC.
- Staffing for the program includes 3 coaches – Conlan, Scott, and Aiden. Conlan is doing all the coordination of the event.
- Upcoming events include:
  - Men's and Ladies Leagues
  - 3-Man Scramble on July 22<sup>nd</sup> and 23<sup>rd</sup> (154 players)
  - Ladies League Invitational is this Thursday
  - City/County Employees Tournament on August 4<sup>th</sup>
- We had a couple events last week.
- Year-end is at the end of June
- Financials – our rounds are only up about 150 rounds, but we are still doing well.
  - Golf passes are up as well as green fees.
  - The report the board has did not print out correctly when it comes to the year-total total merchandise. Finance is aware of this.
  - We are down \$22,000 since December. This was due to the simulator not being available for club sales.

***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!***

- We are up in food and beverage by 30%.
- Young adult passes are doing very well. Scott did meet with accounting and the report will be updated next month to reflect the new name of “Young Adult” Passes, #2206 which is up 172%.
- Season Passes are up by 6%.
- While we are down in punch cards purchases, we need to remember that we no longer offer 30 round punch cards. We will make this up in July and August.
- We are up \$24000 from last year.
- Scott added that he really likes the concept name of the new building. Amy asked Ron if the recommendation of the new name will need to go to the commission for vote. Ron stated he doesn’t believe so. Amy will revisit this question with Ron.

Men’s League Report

- No report.

Ladies League Report

- No report.

**6. Public comment**

- None.

**7. Next meeting date**

- The next meeting will be held on August 8, 2017.

**8. Future agenda items**

**9. Adjournment**

With no further business, the Bill Roberts Golf Advisory Board meeting adjourned at 1:10 pm.

**ADA NOTICE**

The City of Helena is committed to providing access to persons with disabilities for its meetings, in compliance with Title II of the Americans with Disabilities Act and the Montana Human Rights Act. The City will not exclude persons with disabilities from participation at its meetings or otherwise deny them the City’s services, programs, or activities.

Persons with disabilities requiring accommodations to participate in the City’s meetings, services, programs, or activities should contact the City’s ADA Coordinator, Elroy Golemon, as soon as possible to allow sufficient time to arrange for the requested accommodation, at any of the following:

(406) 447- 8490  
 TTY Relay Service [1-800-253-4091](tel:1-800-253-4091) or 711  
[citycommunitydevelopment@helenamt.gov](mailto:citycommunitydevelopment@helenamt.gov)  
 316 North Park, Avenue, Room 440, Helena, MT 59623

***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!***