



City of Helena

GOLF ADVISORY BOARD SUMMARY August 18, 2016



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|--|--|
| <input checked="" type="checkbox"/> Pete Aspinwall | <input checked="" type="checkbox"/> Christopher DeVerniero |
| <input checked="" type="checkbox"/> Dave Bauer | <input type="checkbox"/> Arthur Pembroke |
| <input type="checkbox"/> Kelly Casey excused | <input checked="" type="checkbox"/> Lynn Staley |
| <input 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

Visitor: Glenn Jorgenson, City Finance

1. Call to order/establish quorum/review agenda

Lynn Staley called the Golf Advisory Board Meeting to order at 11:37 am.

2. Approval of minutes: June 7, 2016 (no July meeting)

After review, Dave made a motion to approve the June 7, 2016 minutes as presented. Chris seconded. Motion carried.

3. Old business

4. New Business

National Golf Foundation Consultant Report

- Amy stated this meeting will be the discussion of the draft report from NGF. She asked Glenn to attend this meeting as they worked closely during Ed's visit to Helena. During that visit, Glenn and Ed discussed financial information in detail.
- What we have is the draft for review and comments. Our intention is to take our comments as staff and the advisory board and by Monday, get a compiled list back to Ed. By the end of August/beginning of September, Ed will have the final report to the advisory board. Amy will have to submit a few days before the September 7th Commission Admin meeting, that Ed will return to Helena and make a 20 minute presentation to the City

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Commission on this report of our the findings and recommendations, with a 10 – 15 minute question and answer time with Ed.

- Ed wants to hear our concerns, thoughts and questions regarding the draft report. Amy stated there are highlighted areas in the draft where Ed needs advisement from the board. Please review this information closely and provide input.
- After board discussion, Amy asked to include comments made in an attachment (see “ATTACHMENT A”) to the advisory board minutes.
- The members all felt the report was very well-written and precise.
- Some of the items we need to review at future GAB meetings include:
 - Fee structure – start this process in September
 - Restructure of passes regardless of whether we get a new building
 - Good business practices – review and discuss
- Pete stated that hiring NGF was money well spent.
- Amy said that Ed will come back to Helena on September 7th to present at the Commission Admin meeting. He would like to meet with the board prior to the presentation. Amy then stated she will send out an invitation to board members to meet with Ed prior to the presentation. All members are also invited to attend the Admin meeting at 4:00 pm.

5. Reports

Parks and Recreation Director’s Report

- Amy distributed an article for members to review. There is some overlap between what is stated in the article and Ed’s report.
- Amy will be working with the HR Director to reevaluate our seasonal hire matrix. Other businesses are hiring at a much higher level. We need to be more competitive.

Golf Superintendent Report

- Larry stated the maintenance department has been busy fighting weather this year. The department has done a good job of taking care of the greens. Pete agreed and added that compared with other courses, ours are better than he has ever seen them.
- Maintenance will be aerating the greens on Sept 6 and 7.
- Maintenance removed 32 Russian Olive trees and Growing Friends gave us 10 trees for planting.
- Larry stated maintenance has also planted 3 memorial trees – one for Dennis Schiling, Donna Warner, and Jim Barfknecht.
- There has been a transition in staff with wages and workforce availability. His crew seems to be shifting towards retired people. Larry agreed with Amy and added he is happy that we will be reevaluating our salary matrix for seasonal employees.

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Golf Professional Report

- Scott gave thanks to Larry and his crew for all their hard work this season. When talking about the retirees, Scott added that what they bring to BRGC is genuine care for the course.
- In regards to our financials, merchandise sales seem like they are down considerably; however, a couple checks didn't arrive so our revenues for August will be significantly higher.
- The HBIA Tournament brought in \$3,500 in green fees, \$1,400 in food/beverages, and \$1,850 in power carts.
- There are several tournaments scheduled in September.
 - High School Invitational – 09.08.2016
 - Department of Transportation – 09.11.2016
 - The Think on the Links Philosophy Classic – 09.17.2016
 - Other events will include Carroll College Cross Country
- Scott hopes to do another Wine and Wedges in September.
- Jeff (food service manager) has been unable to work. Molly has moved into his position on a temporary basis.

Men's League Report

- There was discussion regarding the scheduling of aeration on the course in September. Our schedule is extremely busy and we are limited on dates for this process.
- Dave said they are wrapping up men's league. They have one more week of competition and then they move into the playoffs. On August 31, men's league will have their 18-hole championship.

Ladies League Report

- Women's League is going wonderful. Many more women have signed up for the Wednesday morning play.
- Lynn then stated that she hopes when the GAB meets in September with Ed that we all make an effort to attend. We need as much input from board members as possible.
- Amy stated that after the presentation by Ed, and based on that discussion and approval from the City Manager, we may want to move forward with a RFP for architectural services. We have \$15,000 in this year's budget for architectural services. If we begin this process, we can then factor more money into the budget for 2018.
- We will continue this discussion at the next GAB meeting.

6. Public comment

None.

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7. Next meeting date – September 13, 2016

Please note: The GAB will meet on September 7, 2016 at 2:30 pm with Ed Getherall to review his presentation prior to the 4:00 pm Commission Admin Meeting.

8. Future agenda items

Adjournment

The Bill Roberts Golf Advisory Board adjourned at 1:10 pm.

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

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ATTACHMENT A

COMMENTS FROM 08.18.2016 GAB ADVISORY COUNCIL MEETING

GLENN JORGENSON

- ✓ Personnel costs: Your report says we are on the low side compared to most comparable golf courses for FTE. You are only about \$40,000 higher in personnel costs in your Financial Projections than our adopted FY17 budget. Can we really expand the services and not have additional staffing needs, or do you feel there are efficiencies that would mitigate that need?
- ✓ Glenn thought Ron (city manager) mentioned he had concerns related to using this as a rental for meetings as we would be competing with the private sector. You have \$20,000 net from that and might address your thoughts on it somehow.
- ✓ There is no new debt expense from the new building in the Financial Projections so it makes it look like we are doing pretty well after building. It may be impractical to put a new debt expense in as it depends on how much we spend on a building. However, you might asterisk it and make a note it doesn't include any new debt payments to clarify for the readers.
- ✓ One thing I thought might be missing is minimum building requirements that would generate the net revenue. For instance, do you have any stats on the average size of a building that would allow us to generate the new revenue you come up with or is common for the courses you referred to? Examples might be how many we would have to be able to seat in the restaurant and if we would need to add on an additional meeting room for the meeting revenue? Things such as minimum standards might be helpful to the architect.
- ✓ Internal charges stay constant at \$112,000. These should be inflated same rate as other expenditures as they change too with inflation and other factors.
- ✓ The Commission may have concerns about taking 70% of the city's borrowing capacity.

REVIEW FOR EDIT

- ✓ We don't utilize first tee program – please delete from report (page 3). Just get rid of i.e. or put in youth camps.
- ✓ Should the report reflect increase in personnel costs (wait staff, cooks, etc.)?
- ✓ Chart on page 48 – punch card fees – double check cost and per-round figures. We don't believe these are correct.
- ✓ Page 6 – there are 4 port-o-potties. Drinking stations are located at holes 4, 7, 13, and 16.
- ✓ Page 20 – 1st paragraph – there is a grammatical error. May want to double check rest of report.
- ✓ Page 23 – bottom table – simulator revenue for 2011 and 2012. Unsure if we had the simulator during that time.

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- ✓ Page 30 – highlighted area – delete sentence as we don't believe nine years of increases is correct.

BOARD MEMBERS COMMENTS NOT NECESSARY FOR REPORT EDITS

- ✓ Report is very good and precise.
- NGF did a good job of supporting and reconfirming what is already known.
- Good information on how we can deal with rate increases. This may not help in the long run as the report confirms. We need new revenue streams (such as more simulators, a better facility, better options for tournaments, etc.).
- ✓ The report indicates that BRGC played an average of 44,500 rounds in FY15 and FY16. NGF estimates that the maximum capacity for rounds played on the BRGC 18-hole course is approximately 54,000 rounds. We are almost at capacity.
- ✓ Missing revenue is largely due to the fact that our facilities keep golfers from staying at the clubhouse and spending money on food and beverages or utilizing the clubhouse for after tournament events.
- ✓ During winter months, we are unable to capitalize on revenue due to the fact that we only have one simulator.
- ✓ Appreciate the fact that the report resonated that we need to capture new players to include millennials and women – this can be better accomplished with better food/beverage services.
- ✓ If we had a facility with better food/beverage services, people would visit the course even if they weren't golfing.
- ✓ The advisory board felt the financial analysis is conservative and far more in-depth than they thought.
- ✓ Felt NGF focused more on revenue streams and didn't focus much on cost savings – didn't seem like that was included. We need to look at all angles.
- ✓ Both operations and maintenance are running with much fewer personnel than what is typical. Our FTE load is light. We are not only saving money because of talented staff, but we are also creating revenue.
- ✓ Committee felt a new facility will also address our ADA needs.
- ✓ One larger facility will be more efficient than two separate facilities.

Ed – All in all, the board didn't have a lot of edits, but rather shared comments about the report. Everyone felt the report was well-written and felt you did a great job confirming what has been discussed.

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