

MUNICIPAL GOLF COURSE ADVISORY BOARD MEETING

July 15, 2009

The Municipal Golf Course Advisory Board held its monthly meeting on Wednesday, July 15, 2009, at 3:00 p.m. in the Health Departments conference room. Board members present were Phil Gage, Sherri Bowden, Claud Clifton, Petty Hunter, Lawayne Harris, and Charles Maciel. Absent was Melvin Martin. Community Services staff present were Mike Hall, Director; Tony Neitzler, Asst. Director; Dave Hand, and Linda Hansen, Executive Secretary.

Chair, Phil Gage called the meeting to order at 3:00 p.m.

Lawayne Harris moved that the minutes of the, May 6, 2009 and May 20, 2009 meeting be approved. Sherri Bowden seconded the motion. With all in favor, the motion carried.

Review June Operations (rounds paid, revenue/losses since rate increase): Phil Gage passed out a copy of June 2008 and June 2009 profit and loss statement (attached). Phil asked Dave what contributed to comp rounds. Dave stated that they were from High Schools, door prizes, auctions, employee rounds, PGA members, Superintendents and the green members from Disability Resources. Two yearly rounds without carts are usually donated to the West Texas Rehab. 3,900 rounds were played in June 2008 and 3,500 rounds were played in June 2009. Dave stated that the rates did not seem to have an impact, due to the drop in the GPS charge being at the same time as the rate increase. The last payment was made in June for the GPS system. The average monthly rounds are usually 3,500 – 3,900 rounds. There were no loss days due to rain during the month of June. Phil stated that profits were down about \$1,000 after the deduction of the \$6,000 subsidy from the City of Abilene. Sherri asked if carts were leased from EZ-GO. Dave stated that they use two different companies, National City Golf and Wells Fargo. They lease 60 carts at \$3,600 per month for 36 months with a 30 month rollover.

Appoint sub committee to review current subsidies from City of Abilene and the upcoming contract in September: Petty asked if the \$6,000 subsidy payment was in the 2010 budget. Mike stated that the money was in the budget, but that the Council would be looking at the different budget lines. The current amendment to the contract will end September 30, 2009. Phil stated that he would like to appoint Sherri Bowden, Petty Hunter and Melvin Martin on the sub committee to review current contract.

Update on irrigation improvements at Maxwell Golf Course: Mike stated that we reviewed the progress regarding replacing the master valves on course. A meeting was scheduled with Rick Keller, Mike Elrod, and Pascual Mirelez regarding options. It was determined that it would be best to use an RFP instead of a bid process, so that we can give more detailed information. The proposal will be sent out in August and should be able to begin in September after the final approvals.

Review current policies on discounts for food and merchandise: Phil asked why the food revenue was down. Dave stated that food is directly related to rounds being down. Phil questioned the amount of discounts given for food and beverages. Dave stated that due to the small dollar amount of impact on the bottom line that the customer service benefits make up for the small amount. Phil asked, how much revenue do you feel that we are losing due to no alcohol not being sold. Dave stated that he feels that they could increase the revenue by \$30 - \$40 thousand dollars. There are several pros and cons that would need to be looked at to determine if alcohol would help the financial status. Phil stated that the food and beverage needs to be reviewed. Phil asked if a cart had been used before. Dave stated without beer sales that a cart does not make enough to justify an employee. Mike Hall stated that a zoning change would have to be made before alcohol could be sold at Maxwell.

Dave feels that 60% of money is generated from green fees, so that any improvement to the greens would encourage more play. Phil asked what type of advertising has been done. Dave stated that the only advertising he has done is with TV when he got the new GPS system. Dave feels word of mouth is the best source for increasing numbers and feels that it takes a while to recover from the prior years.

Meeting adjourned at 4:05 p.m.