

## MUNICIPAL GOLF COURSE ADVISORY BOARD MEETING

March 24, 2010

The Municipal Golf Course Advisory Board held its monthly meeting on Wednesday, March 24, 2010 at 3:00 p.m. in the Community Services conference room. Board members present were Phil Gage, Sherri Bowden, Claud Clifton, Petty Hunter, Lawayne Harris, Charles Maciel and Melvin Martin. Dave Hand Golf Supervisor, Kelley Messer. Community Services staff present were Mike Hall, Director; Tony Neitzler, Asst. Director; and Linda Hansen, Executive Secretary.

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

Petty Hunter moved that the minutes of the, November 4, 2009 meeting be approved. Claud Clifton seconded the motion. With all in favor, the motion carried.

Melvin Martin and Claud Clifton asked to be dismissed from the Golf Advisory Board. At this time Phil opened the floor for any recommendations on future board members. Claude recommended Paul Lham, Lawayne recommended Jack Taylor and Melvin recommended Brad Wilson. Mike stated if anyone else had recommendations at a later date to let him know.

**Review 2009 operations revenue and expenditure numbers:** Phil stated that January 2009 was better than 2010 rounds played. Phil stated this was all weather related and not due to the economy. July 2009 was when the rates were increased. The net profit was better in 2009 than in 2008. We lost the GPS expense, and the cart revenue was down. Phil stated that from this report he can't see where the rate increase hurt the number of rounds played. Phil stated there were 12,000 of subsidies in 2008 and 72,000 in 2009, so even though the rounds were down they still picked up another \$7,000 in cash. Dave stated we have a steady flow of receivables coming in through the winter, and discussed the number of rounds being played throughout each month. We were down 800 rounds from 2008 to 2009.

**Review October–February 2010 operations revenue and expenditure numbers:** For January and February the golf course is down 2,070 rounds which is \$25,000 in revenue. This was mainly due to such bad weather. The bad weather reflects a reduction in payroll. The weather was better in March, there were more rounds of golf being played and there were several new members that joined. Dave is still scheduling summer camps and working on the summer brochure.

**Increase Revenue:** Phil asked for suggestions on how to promote Maxwell more with such low budget and that the promotion needs to come from the members. There were several ideas: give out coupons, send letters to all incoming conventions, churches and school booster clubs setting up golf tournaments. Petty asked if we have explored the use of social networking i.e. facebook, myspace and twitter. This is a free service that people use often. There were many suggestions of different types of tournaments i.e., night tournaments, couples tournaments, and Melvin stated there is a need for a women's tournament. Charles stated that he would personally volunteer to help with these tournaments. Phil stated there is about five months left on the current contract, which is up for renewal in September. Phil encouraged every member to contact the City Council and let them know how important this subsidy is for Maxwell. Lawayne stated he could

not see the city letting the senior citizens and the poor people of this city go without a golf course. Petty stated that if the tax revenue does not increase that it's a very real possibility. Charles stated that it doesn't speak well of Abilene if they were to close Maxwell golf course. Phil encouraged the board members again to just talk to the city council.

**Update on the replacement of pumping system:** Mike stated that the pumping system will be \$65,000 and will be considered at the City Council Meeting. There is CO funding, and if approved by city council there will be money in June.

Phil stated he would be going out to the non-profit organizations and trying to get more tournaments at the golf course, and encouraged every one else, to do the same.

Meeting adjourned at 4:10 p.m.