



**Minutes
Golf Committee
April 1, 2009**

Minutes of the Golf Committee meeting held on April 1, 2009 7:00 a.m., Ken McDonald Golf Course, 800 E. Divot Drive

Members Present:

Alex Walsh, Chair
Clem Star
Jim Harelson
Robert Lofgren
Dennis Brady

Members Absent:

Chris Dahm
Ron Cosner

City Staff Present:

Sam Thompson, Deputy Manager Parks and Recreation – Parks and Recreation
Mike Armfield, Recreation Supervisor – Parks and Recreation
Tim Pfannenstein, Parks and Golf Supervisor – Parks and Recreation
Cynthia Yanez, Executive Assistant – Parks and Recreation
Isabel Flores, Asst Recreation Coordinator – Parks & Recreation

Concessionaires:

James Godfrey Sr., Food and Beverage Concessionaire
Jay Godfrey, Food and Beverage Concessionaire
Jennifer Marsh, Golf Pro Shop
Jason Shore, Golf Pro Shop
Oakley Bechtel, Golf Pro Shop

Meeting convened at 7:06 a.m.

Alex Walsh, chair, called the meeting to order.

Agenda Item 1 – Consideration of Meeting Minutes: February 4, 2009

Committee members approved minutes of February 4, 2009 meeting.

Agenda Item 2 – Public Appearances

Ed Parker would like to know the policy of league play on Saturdays. There is concern that league play is blocking off tee slot times for play, hopes the committee can come up with a policy that works for everyone.

James Godfrey, Sr. informed the Committee that their contract is up at the end of June and that as of July 1 they will no longer be the restaurant concessionaire.

Agenda Item 3 – Clubhouse Funding Proposal

Alex Walsh, chair, provided update on the Clubhouse Funding Proposal,

1. The next step is to take the final proposal to Neighborhood Parks Rehabilitation & Maintenance Council Subcommittee to get it in queue for funding before the bond election.
2. The clubhouse was built in 1973. The cost of renovating the clubhouse would cost as much as rebuilding.
3. Moving the clubhouse would add space for 96 parking lots.
4. Tweaking what we have now will produce better results that will increase revenue and increasing the dining area will attract large groups for weddings and anniversaries.
5. Tempe applied for stimulus money.
6. Mark Richwine, Parks and Recreation Manager and Sam Thompson, Deputy Manager- Parks and Recreation are aware of the importance and will take it to the next level.

Agenda Item 4 – Update on Western Canal Project

Tim Pfannenstein, Parks and Golf Supervisor – Parks and Recreation Department, provided an update on Western Canal Project.

1. Project is a bonus in disguise. It has covered the cost of replacing old sprinkler heads near 14 and 16. Each sprinkler head costs \$125.00.
2. Down the road, the project will impact 13 green and 14 Tee.
3. Golfers will be re-routed for 2 days this summer while concrete work is completed on the bridge.
4. Plans for the project have been posted in the Pro Shop and the breezeway.

Agenda Item 5 – Maintenance Updates

Tim Phannenstein, Golf Maintenance Supervisor, provided an update on course maintenance activities at both courses.

1. Both Ken McDonald and Rolling Hills are in good shape.
2. Tim Pfannenstein will take over Jerry Santee job when he retires.
3. Greens will be cared for in late April 2009.

Agenda Item 6 – Marketing

Mike Armfield, Recreation Supervisor, Parks and Recreation Department and Jennifer Marsh, Golf Pro Shop, provided updates.

1. Golf Now won bid for online golf booking. We are waiting on their legal department to finalize details. The signing should take place by April 3, 2009.
2. The plan is to put tee times online that are not selling.
3. A couple of people took advantage of The Perfect Day. The program was successful but they hope to build on it next year.
4. The marketing tools used for this event included plenty of local publicity, the mayor did an on-air interview, and mass emails were sent out to the golfers that have provided their e-mails to the pro-shop.

Agenda Item 7 – Saturday Play Questions/Concerns

Alex Walsh inquired about the official policy in place regarding Saturday play.

1. City council sets policy.
2. There is no official policy for Saturday league play. Staff review schedules and accommodate leagues but try not to double book.
3. A calendar of events is posted outside the Pro Shop. There is nothing scheduled for April and summer at this time.
4. Friday and Sunday play are busier than Saturday play.
5. An official policy needs to be in place so core clientele can play Saturday.
6. Committee will review golf play for 2008 to determine usage.

Agenda Item 8 – Utilizing Volunteers for Golf Rangers/Customer Service

Mike Armfield, Recreation Supervisor – Parks and Recreation Department, provided updates.

1. We are looking into recruiting volunteer golf rangers and give them golf privileges for their service.
2. The presence of golf rangers would make people feel reassured that play is being monitored.

Agenda Item 9 – Rounds/Revenue of the Golf Enterprise

Sam Thompson, Deputy Manager-Parks Services, Parks and Recreation Department provided update.

1. Rounds are down at both courses.
2. Friday play has increased.
3. Weather is great and the golf course is in good condition.

Agenda Item 10 – Chair/Board Member Comments

Next meeting will be held Wednesday, May 6, 2009 at 7:00 a.m. at Ken McDonald Golf Course.

The restaurant concession contract will be placed on the next agenda. Any other items that the committee would like to be discussed, should be forwarded to the chair and/or Sam Thompson.

Meeting adjourned at 7:59 a.m.

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