



Minutes
Parks, Recreation and Golf Advisory Board
July 27, 2011

**Minutes of the Parks, Recreation and Golf Advisory Board meeting held on
July 27, 2011 6:00 p.m., Library Board Room, 3500 S. Rural Rd.**

Members Present:

Scott Hamilton – Vice Chair
Ron Cosner
Frank Granillo
Robert Lofgren
Karen Barno
Clem Star
Sharon Doyle
Don Watkins

Members Absent:

Chuy Carreon (Excused)
Travis Campbell (Excused)

City Staff Present:

Travis Dray, Community Service Deputy Director – Recreation
Don Bessler, Public Works Director
Shawn Wagner, Recreation Manager
John Osgood, Deputy Public Works Director
Jerry Judkins, Sr. Recreation Coordinator - Public Works
Oliver Ncube, Program Manager, Parks and Golf Supervisor
David Bucher, Recreation Manager, Kiwanis Recreation Center
Larry Funk, Recreation Coordinator – Kiwanis Recreation Center
Kathy Berzins, Community Services Director
Jodie Garth, Assistant Recreation Coordinator – Community Services Recreation

Guests Present:

Sue Lofgren
John Aguilar
David Hockett – Millenium Golf Management
Greg Salz
Bud Coats
Randy Bologna

Meeting convened at 6:00 p.m.

Scott Hamilton called the meeting to order.

1) Consideration of Meeting Minutes

a) The June 15, 2011 meeting minutes were accepted as written.

2) Kiwanis Recreation Center Fees - David Bucher and Larry Funk

Travis Dray introduced by explaining that the Department was asked to cut 1% of their budget for the past fiscal year and the upcoming fiscal year and even though that doesn't sound like a lot when you've already reduced significantly it takes its toll on the services you can provide. The Kiwanis Recreation Center has looked at fees and approached this by considering revenue enhancements rather than reduction in services. David Bucher and Larry Funk presented to the board some fee research that they have conducted and came up with a comprehensive schedule that was presented to the board. The proposed revenue enhancements were related to tennis court usage, pool usage and gymnasium usage. The fees recommended would not bring the facility to complete cost recovery but it would help narrow the gap. The board approved of the proposed recommendations. Two board members further recommended that the fee structure weigh a little more heavily on raising fees for non-residents in an effort to keep the resident rate increase lower, when possible.

3) Golf Year-End Revenues and Rounds – Jerry Judkins

Jerry Judkins reported that the 2010 June rounds compared to 2011 June rounds at Ken McDonald Golf Course were down by 1714 rounds and \$8,872 while Rolling Hills Golf Course was down 67 rounds and \$187.

4) Maintenance Activities at the Golf Courses – Tim Pfannenstein

Oliver Ncube reported that the grass transition has completed nicely and the courses are looking good. Trimming of palm trees has taken place, aerification of fairways and tee boxes in ongoing, herbicide application to eradicate weeds in ongoing as is bi-monthly fertilization.

5) ASU Golf Club Partnership – Millenium

John Osgood asked for this item on the agenda to be tabled until a future meeting.

6) Golf Operations Transition Update

John Osgood reported that the transition was scheduled for the July/August time frame when course play is naturally reduced. The phone system, new cabling, implementation of a new POS system are just a few of the issues that are being worked thru. Each issue is being addressed with the desire to provide an excellent golf experience which is what players at Ken McDonald and Rolling Hills expect. The golf cart lease is now maintained by the city, new range equipment is being purchased and Rolling Hills Restaurant will be up and running very soon. John further explained that no fees have been changed; existing published rates were plugged in to the new POS system; fees currently being charged reflect the existing

published rates. The department is in the process of standardizing fees so that when you go to the golf course you know what you are going to pay.

7) Greens Fees Pricing Structure discussion

Don Bessler gave Part 2 of the Fee & Charge program, this included:

- Update the findings of the market comparison study of golf rates to include the courses the board suggested the previous month.
- Outlined the four-tier reward/discount golf fees philosophy.
 - Tier I - *Demographic reward category* of standard rate, resident, senior (60+), loyalty and junior; in the order of lowest reward to highest reward scale.
 - Tier 2/3 - *Day and Time reward category*, Weekend/Holiday before 12pm, Weekend/Holiday after 12pm, Weekday before 12pm and Weekday after 12pm; in order of no reward to highest reward.
 - Tier 4 - *Season reward category* is Winter, Spring or Fall Shoulder, and Summer.
- Introduced the Loyalty program concepts
- Outlined a Junior Golf reward program
- Outlined tournament packages, group rates, illustrated a level of reward/discount in correlation to participation.

Staff's desire is to ensure that the board is in agreement with the philosophies, concepts and priorities so that staff can come back next meeting and present a matrix that represents proposed fees. The board's discussion illustrated an acceptance of this philosophy and thus proceeding with this plan.

8) Chair/Board Member Comments

Sharon Doyle stated that she was glad the board talked about something other than golf.

Don Watkins added that he heard from two sources that the new management was 'very professional'.

The next meeting will be held August 17, 2011, 6:00p.m.

Meeting adjourned at 8:15 p.m.

Prepared by: Jodie Garth, Assistant Recreation Coordinator, 480-350-5276

Reviewed by: Travis Dray, Community Services Deputy Direct, 480-350-5182