

AGENDA

FOX RUN GOLF ADVISORY BOARD

**Thursday, February 18, 2016
Fox Run Golf Course Clubhouse – 12:00 P.M.**

I. ROUTINE BUSINESS

- A. Roll Call. Warren Erickson will be absent.
- B. Consideration of January minutes (attachment).
- C. Public Appearances

II. OLD BUSINESS

- A. No Old Business

III. NEW BUSINESS

- A. Update on staffing plan for 2016. Tom Jeffers hired as Golf Operations Manager. Tom will start on Monday, February 22. Currently the Assistant Golf Operations Manager Position is being advertised and closes on Friday, February 19. Interviews will be scheduled after Tom has started so he has a chance to sit in on the interviews along with Kevin.
- B. Marketing for 2016. Fox Run will do the free sleeve of golf balls for each paid green fee again this summer. Todd will add the promotion to the advertising we do in the Sioux City market.
- C. League software update. Range ball dispenser purchase update.
- D. Course event calendar for 2016.
- E. Yankton Recreation Pass. Review spreadsheet (attachment). Need feedback from the Golf Advisory Board. The concept needs to also be discussed with the Parks Advisory Board. Then it will go to the City Commission for discussion.
- F. Course conditions and projects – Rockie.

IV. OTHER BUSINESS

- A. Next Meeting date Thursday, March 17, 2016.

V. ADJOURN

MINUTES

FOX RUN GOLF ADVISORY BOARD

**Thursday, January 21, 2016
Fox Run Golf Course Clubhouse – 12:00 P.M.**

Routine Business

Roll Call:

Present: Steve Sager, Warren Erickson, Annette Kohoutek, Dan Kortan, Jake Hoffner, Kim Auch.

Absent: Mike Brinkerhoff

Also present were PGA Pro/Course Manager Kevin Doby, Course Superintendent Rockie Wampol, and Parks Secretary Chasity McHenry

Public Appearances: Karol Kittelson, Daryl Sundleaf, Tim Downing, Merlyn Schmuck

Minutes:

January 21, 2016 minutes approved. Kohoutek motioned, Doby second.
Motion carried 6-0.

Old Business

A. No old business.

New Business

- A. Simulator update. League and other activities. Screen is showing signs of wear. Next year may have to get a replacement. Shur-Co has patched the screen for no cost in the past. Kevin will look into this option, but the wear may be more than a patch can fix. Capital expenditures are usually over \$1,000 so depending on the quote for a screen, it may be capital or it may be operating expense.
- B. Update on staffing plan for 2016. Currently five applications received for Golf Operations Manager. Position closes on January 25. Hoping to get more applicants before closing date. Warren Erickson proposed we have a Plan B in place in the event none of the applicants warrant hiring.
- C. Marketing for 2016. South Dakota Magazine three issues, Nebraska Life Magazine three issues, Summer Activities Guide from Convention and Visitor's Bureau, KYNT Auction trade-out items, Facebook paid ad (\$50 spent, 3,901 people reached through paid ad, 94 clicks on the web page link in ad, 8 new page likes, 3 shares of ad).
- D. Course event calendar for 2016. Discussion about the Thrivent Financial Fox Run Pro-Am. If you count everything from the event revenue to pro shop sales and food and beverage sales including beer sales, Fox Run Golf Course is profiting from the Pro-Am.
- E. Yankton School District. Is interested in a partnership with Fox Run Golf Course to host Cross Country Meets in the future as the HSC ground is not as well maintained and will go away in the future. Kevin, Rockie, and Todd will need to sit down with the school district and listen to ideas. In previous years that the golf course has had Cross Country Meets, the meets have left the course in disarray due to all of the clean-up that had to be done. Golf Advisory Board feels it is not worth hosting.
- F. Feedback from golfing community on 2016 efforts. Food prices are too high.

- G. Yankton Recreation Pass. Didn't have time to discuss. Discuss in February.
- H. Course conditions and projects –Rockie. Nothing new to add.

Other Business

- A. Next Meeting Date – Thursday, February 18, 2016. The GAB meetings will be moved to Thursdays through October of 2016.

Meeting Adjourned

- A. Sager motioned, Kortan second. Motion carried 6-0.

THE YANKTON RECREATION PASS

	Memorial Pool	Fox Run	SAC	Total Cost	15% Discount	Total Cost	Monthly Cost
ANNUAL	SUMMER PASS will be added for no cost	Annual Pass	Annual Pass	Fox Run and SAC Only	Greater than 12% Corporate Discount at SAC	with 15% discount and no cost with pool at no cost	
Family + 3	\$90	\$910	\$516	\$1,426	\$214	\$1,212	\$101
Family + 2	\$90	\$850	\$516	\$1,366	\$205	\$1,161	\$97
Family + 1	\$90	\$790	\$516	\$1,306	\$196	\$1,110	\$93
Couple							
Adult	\$70	\$730	\$432	\$1,162	\$174	\$988	\$82
Senior	\$70	\$730	\$372	\$1,102	\$165	\$937	\$78
Individual							
31 years and over	\$35	\$560	\$312	\$872	\$131	\$741	\$62
30 years and under	\$35	\$300	\$312	\$612	\$92	\$520	\$43
Senior	\$35	\$560	\$264	\$824	\$124	\$700	\$58
College	\$35	\$184	\$264	\$448	\$67	\$381	\$32
Youth	\$35	\$131	\$144	\$275	\$41	\$234	\$19

Golf only
No cart, no storage
Does not apply
to limited pass

Based on 15% discount
given to annual passes at SAC purchased during summer special

450 names from Fox Run
2,120 names from SAC

362 passes at Fox Run
866 memberhips at SAC

Needs to be same status at both Fox Run and SAC. Cannot combine single golf and couple SAC, single golf and family SAC, etc.

Thoughts??

THE YANKTON RECREATION PASS

4 Single golf and family at Memorial Pool	Golf + Pool \$560 + \$90	Goal - get them to join family at both	Increase revenue of \$1,480
2 Family golf and family at Memorial Pool	\$790 + \$90	Goal - get them to join the SAC also	\$280
7 couples at SAC and single at Fox Run	SAC + Golf \$432 + \$560	Goal- get them to be couples at both which is cheaper than current costs	Decrease revenue of \$32
11 family at SAC and single at Fox Run	SAC + Golf \$516 + \$560	Goal- get them to be family at both	Increase revenue of \$264
17 single membership at both	SAC + Golf \$312 + \$560		Decrease revenue of \$2,227
6 couple membership at both	\$432 + \$730		\$1,044
23 family membership at both	\$516 + \$790		\$4,508
1 Single at all three	Golf + SAC + Pool \$560 + \$312 + \$35		Decrease revenue of \$201
8 Family at all three	\$790 + \$516 + \$90		\$3,008

Based on decreased revenue of current memberships: -\$11,020

Need 15 new single Yankton Recreation Pass holders to break even.

Need 12 new couple Yankton Recreation Pass holders to break even.

Need 10 new family Yankton Recreation Pass holders to break even.