

# ***MINUTES***

## **FOX RUN GOLF ADVISORY BOARD**

**Thursday, October 20, 2016  
Fox Run Golf Course Clubhouse – 12:00 P.M.**

### **Routine Business**

#### Roll Call:

Present: Annette Kohoutek, Terry Carda, Kim Auch, Jake Hoffner, Steve Sager.

Absent: Carll Kretsinger, Warren Erickson.

Also present were Golf Operations Manager Tom Jeffers, Golf Operations Assistant Manager Amanda Schieffer, Course Superintendent Rockie Wampol, and Director of Parks and Recreation Todd Larson.

Public Appearances: Karol Kittelson, Dick Erickson.

#### Minutes:

September 22, 2016 minutes approved. Kohoutek motioned, Hoffner second.  
Motion carried 5-0.

### **Old Business**

A. Proposed golf fees for 2017 discussion (attachment). Other area golf courses set fees in January or February. Fox Run has an annual pass and not a summer season pass with a winter pass option. Hoffner discussed Fox Run as a quality of life offering for the community. The SAC is also a quality of life offering that is subsidized. He noted that The Commission is willing to subsidize Fox Run up to a point and this year, 2016, the loss will be much bigger than 2015. Hoffner discussed the GAB be willing to help offset the subsidy by approving the 4% fee increases for 2017. Kohoutek motioned to recommend to the City Commission the 4% increase as proposed and to give the Commission information about rain dates in 2016 compared with 2015, and other information comparing 2015 to 2016 which provides possible reasoning why loss was greater in 2016. Carda 2nd motion. Motion passed 5-0. Dick Erickson asked if the 4% increase is across the board on all fees. Answer: yes, 4% increase is for most fees and the spreadsheet provided would show the fee comparisons for each line item. Steve Sager was not comfortable with the 4% increase on most fees as there may be goodwill lost after rebounding from the tough year in 2015. Kohoutek motioned to withdraw the original motion, Carda 2nd motion. Motion passed to withdraw the original motion 5-0.

## New Business

- A. Security Cameras for cart sheds. Carll K. Tabled until November meeting.
- B. Monthly round report and season pass report. Tom provided at meeting (attachment).
- C. Course financials through September 30 from City financial software (attachment). Discussion was lengthy in regards to the Pro-Shop operations. Inventory levels need to be reduced. Probably set a cap on inventory of \$40,000 or less. Kohoutek suggested that regular e-mails could be sent to announce sales promotions in the pro-shop like she receives from Dunhams. Tom stated in the winter months, the full-time staff can create a year-long strategy for promotional e-mails to highlight different items and sales taking place in pro-shop. Staff can work with companies to find items that are deals and get them in stock. Key is to turn-over inventory two or three times in summer. Question to answer about pro-shop is: "What are basics needed for proshop to keep it attractive to most loyal course golfers?" Steve Sager stated that he buys merchandise in the pro-shop to support Fox Run, and that he thinks other course users would support Fox Run by buying merchandise. Tom stated that Holding margins can be tough when merchandise does not move fast enough. Comparing prices to some of the bigger on-line marketers in an effort to stay competitive. Cost of goods for Fox Run compared to Wal-Mart, Dunhams, on-line golf companies, can be a big factor in margins if prices are kept competitive. Volume of sales can be a factor in prices set by big store competitors. Bigger companies can buy more product at cheaper prices and therefore set lower prices while maintaining a healthy margin. Fox Run does not sell in large volume. Dick Erickson stated that the pro-shop has to have a lot of merchandise and offerings if it is going to be successful and sell a lot of merchandise. Erickson expressed concern that the part-time staff this summer were not well informed and if asked questions they did not have the answers.
- D. Course events, calendar, event updates, event re-caps, league updates, simulator. Fall events are wrapping up and staff is preparing for winter and simulator leagues.
- E. Course conditions and projects – Rockie. October 31<sup>st</sup> will probably be date to blow-out irrigation lines. Now that the freeze is upon us, there will be snow mold applications put on the greens. Sand topping of the greens and some tee boxes will also occur. Staff will cut temporary tee boxes for winter play again this fall.

## Other Business

- A. Concerns of GAB: Kohoutek requested that minutes contained more detail about discussion at the meetings. D. Erickson expressed concern that GAB information is not passed on to City Commission. Erickson questioned if additional concrete cart paths will be added yet this fall. Larson stated the 2016 path work was completed in 2015 as part of the Hole #4 improvement and then was billed in 2016 therefore there is no 2016 cart path project. D. Erickson suggested that Larson contact the street department and have golf cart paths placed on their annual work schedules, and that if City crews do the work of pouring cart paths, the money budgeted each year will result in more paths versus having an outside contractor do the work. Larson stated he can speak with the

parks department and the street department about helping install concrete paths in future years but the City crews may have other projects that are priorities and therefore the cart paths do not get completed. This is why an outside contractor was used in 2015 as it was determined the City crews would not get to the project if it was left as a City work project.

- B. Next Meeting Date – Tuesday, November 8, 2016. Todd will invite Mayor Charlie Gross, the City Manager Amy Nelson, and the City Finance Officer Al Viereck to the meeting to discuss GAB concerns.

**Meeting Adjourned**

- A. Kohoutek motioned, Carda second. Motion carried 4-0.