

AGENDA

FOX RUN GOLF ADVISORY BOARD

Thursday, February 16, 2017

Fox Run Golf Course Clubhouse – 12:00 P.M.

I. ROUTINE BUSINESS

- A. Roll Call. Kim Auch and Jake Hoffner will be absent.
- B. Consideration of January minutes (attachment).
- C. Public Appearances.

II. OLD BUSINESS

- A. None

III. NEW BUSINESS

- A. Update on security cameras for cart sheds. City IT Department is working with security camera firm to add additional cameras to the system. Have ability to have eight total cameras. May need to upgrade software for additional cameras.
- B. City Street Department plans to install a gate and dead end sign for the “C” cart shed drive by the end of the week ending February 17.
- C. Great Life update. Press release is being prepared by Great Life and they will publish the press release in the Sioux Falls market along with direct communications with their members. March is the first month of the agreement. No minimum in March but a maximum of \$1,000 (200 nine-hole rounds). Working with Great Life to include the Summit Activities Center as a fitness affiliate.
- D. 2016 Financials from City Software. (attachment)
- E. 2017 programming updates, simulator operations update. Tom J.
- F. Course events update. Tom J.
- G. Course conditions and projects. Rockie W.

IV. OTHER BUSINESS

- A. Next Meeting date Thursday, March 16, 2017.

V. ADJOURN

MINUTES

FOX RUN GOLF ADVISORY BOARD

Thursday, January 19, 2017
Fox Run Golf Course Clubhouse – 12:00 P.M.

Routine Business

Roll Call:

Present: Terry Carda, Kim Auch, Steve Sager, Jake Hoffner, Annette Kohoutek, Carl Kretsinger, and Warren Erickson.

Absent:

Also present were Golf Operations Manager Tom Jeffers, Course Superintendent Rockie Wampol, Director of Parks and Recreation Todd Larson, City Manager Amy Nelson, and Parks Secretary Chasity McHenry

Public Appearances: Doug Brooks, Karol Kittelson, and Jim Gevens

Minutes:

December 15, 2016 minutes approved. Erickson motioned, Kohoutek second. Motion carried 6-0.

Old Business

A. None.

New Business

- A. Security Cameras for cart sheds, course security, traffic at night from the west entrance – gate, dead end signs. Have to speak to City Attorney on what legal responsibilities there are with current operations of cart storage. Need to speak to street department to get a dead end sign up along Fox Run housing access drive. Also need to have more discussions in regards to security cameras, gates on access road, chains during winter to stop access on access road, barricades instead of chains, Jersey barriers instead of chains, bollards up by clubhouse to limit vehicle traffic through course, closed storage facilities with access key pad or access swipe card and only those with the codes or cards can enter the facility. Have access through garage door only or include walk-in doors? System has to have doors close after exiting to make sure facility is secure again. It has been reported vehicles drive across the Fox Run Property using the cart path from the clubhouse down to the far cart storage shed and then up the gravel drive into the Fox Run neighborhood.
- B. Great Life discussion. Affiliate agreement (attachment) goes before the City Commission for approval on Monday, January 23. This agreement with Great Life will hopefully bring in more revenue with an increase in rounds played. The course would be reimbursed \$5 for each nine-holes played by the Great Life members and would also realize revenue from cart rentals, pro shop sales, and food and beverage sales. There are minimum monthly payments and maximum monthly payments as a part of this agreement. Tom wants to create a way to track all expenditures of Great Life users when at Fox Run. Question was asked if there is a way to find out how much extra revenue was generated by the Great Life agreement at other golf courses. Discussed the new Course Loyalty

Rewards Program. Is there a way to expand into other businesses in Yankton such as bowling alley, archery, etc.?

Fox Run's 2017 Loyalty Rewards Program:

We've got some exciting news for you! Fox Run has implemented a much anticipated Membership Loyalty Program! Here are the Top 4 Reasons why you'll want to participate in this program...

1. All members of Fox Run Golf Course will pay the previous year's fees when they renew their membership. There is no deadline to renew, but all fees must be paid at the same time by either, Credit Card, Check, Cash, Gift Cards, combinations of the previous 4 or by Electronic Funds Transfer (EFT). Golf Shop Credit may not be used.
2. You will receive a 10% discount when you use your membership card at the Pro Shop or Snack Bar. This does not apply to Green Fees, Cart Fees, Range Fees or Memberships.
3. For all purchases, except the purchases of your Fox Run Membership, you will build reward points. Rewards points can be used on anything including the next year's membership. Rewards points are non-transferable and do not have cash value.
4. Fox Run Members Credit will roll over from year to year while non-members will expire at the end of the year.

- C. League updates, simulator operations. First half of league is done. Launch monitor is having problems, looking into replacement or repairs. Revenue for simulator leagues is close to the same as last year. Food and Beverage Revenue is up for the first half of January. Granger makes an anti-fatigue mat that is also anti-static that might help with the simulator. Saturday open play has been busy. Sundays slower and Tom is working with local high schools to promote play on Sundays and other slow times. Tom provided financial reports from the clubhouse computer system for comparing 2015 to 2016 and also for the first eighteen days of January (attachments). Tom has been working to simplify the Point-of-Sale system from both an inventory/sku standpoint and also from the touch-screen entry side. The course needs the Fore software to produce organized and comparative information which is more easily understood.
- D. Course event calendar for 2017. The Fox Run Pro-Am has been moved to earlier in the summer with the new dates of June 30, July 1, and July 2. The Waterloo Open in Iowa was moved to the normal Fox Run Pro-Am dates and it has a \$60,000 purse so it would have been very hard for Fox Run's tournament to compete for players. Tom is discussing with Hillcrest the idea of partnering for the Junior Golf Program. The board wondered if there is a way to get local doctor's to help sponsor the program?
- E. Course conditions and projects. Course looks good to this point in winter but there is a lot of winter left. Receiving rain in the winter has helped the course. Some low spots in fairways have standing/frozen water which will kill the grass. Hopefully, the standing water will disappear before it does any damage.

Other Business

- A. Next Meeting Date – Thursday, February 16, 2017

Meeting Adjourned

- A. Carda motioned, Erickson second. Motion carried 6-0.

02/14/17

Fox Run Golf Course
Statement of Revenues & Expenses

	01Dec2016 31Dec2016	01Dec2015 31Dec2015	01Jan2016 31Dec2016	01Jan2015 31Dec2015	Legal Budget
Direct Revenues:					
Concessions	2,809.82	1,226.00	142,036.61	143,888.20	154,300.00
Pro Shop	9,159.46	12,263.70	90,793.35	136,383.20	164,500.00
Course	11,621.43	13,553.48	468,071.69	485,812.54	483,800.00
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Total Direct Revenues	23,590.71	27,043.18	700,901.65	766,083.94	802,600.00
Direct Expenses:					
Concessions	3,150.64	840.88	61,013.27	62,798.58	71,075.00
Pro Shop	3,802.56	(4,192.25)	88,488.11	114,871.87	114,800.00
Course		5,625.00	36,591.81	32,455.81	37,300.00
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Total Direct Expenses	6,953.20	2,273.63	186,093.19	210,126.26	223,175.00
Add Beginning Inventory					
Less Ending Inventory					
Net Direct Income (Loss)					
Indirect Revenues -	(8.81)	9.86	1,154.51	1,794.12	600.00
Indirect Expenses:					
Personal Services	40,964.95	19,283.53	413,576.74	337,269.30	370,992.00
Insurance	(867.38)	(867.36)	5,292.98	5,148.32	6,405.00
Professional Services	1,888.43	4,757.84	20,985.29	18,461.33	23,400.00
Advertising	25.00		11,591.20	7,469.30	7,000.00
Repair & Maintenance	4,409.83	37,350.83	48,701.29	74,719.52	57,500.00
Supplies & Materials	2,896.12	4,721.32	60,653.85	49,882.93	60,100.00
Travel, Conference & Dues	252.44		2,850.14	1,147.61	3,500.00
Utilities	4,934.92	3,643.97	32,782.39	31,027.69	36,500.00
Billing and Administration			67,340.00	67,340.00	67,340.00
Depreciation		926.53	51,866.04	56,084.77	55,745.00
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Total Indirect Expenses	54,504.31	59,628.48	715,639.92	638,362.59	688,482.00
Net Operating Income	(37,875.61)	(34,849.07)	(199,676.95)	(80,610.79)	(41,117.00)
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Capital Outlay		(56,545.91)	46,894.57		139,500.00
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Fox Run Golf Course
Statement of Revenues

	01Dec2016 31Dec2016	01Dec2015 31Dec2015	01Jan2016 31Dec2016	01Jan2015 31Dec2015	Legal Budget
Concessions					
CASH Long	680.42	444.60	1,726.77	2,188.80	1,000.00
PREPARED FOOD	694.71	20.09	32,888.32	28,226.98	33,600.00
PRE-PACKAGED FOOD	136.02	35.72	8,268.68	10,740.83	7,700.00
BEER	985.03	609.63	76,861.65	78,084.69	89,000.00
BOTTLED POP	313.64	115.96	22,291.19	24,646.90	23,000.00
MISCELLANEOUS CONCESSIONS					
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Total Concessions	2,809.82	1,226.00	142,036.61	143,888.20	154,300.00
Pro Shop					
GOLF BALLS	1,600.77	3,556.25	18,165.72	23,761.67	24,000.00
GLOVES	292.32	383.97	5,962.36	7,380.06	7,000.00
GOLF CAPS/VISORS	169.88	591.39	6,592.02	10,318.70	7,000.00
MERCHANDISE	1,016.30	2,269.88	15,515.17	32,986.36	38,000.00
MERCHANDISE NON-TAX			156.62	897.05	1,000.00
GOLF EQUIPMENT	5,602.51	5,215.53	34,968.41	47,265.21	70,000.00
MISCELLANEOUS MERCHANDISE			94.34		
CLUB REPAIRS	477.68	171.21	9,019.10	8,231.13	11,000.00
LESSONS		75.47	319.61	5,543.02	6,500.00
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Total Pro Shop	9,159.46	12,263.70	90,793.35	136,383.20	164,500.00
Course					
SIMULATOR	2,904.17	2,501.91	8,154.59	5,452.27	4,000.00
SIMULATOR NON-TAXABLE			500.00	585.00	1,200.00
SEASON PASS	825.11		168,866.32	167,194.95	175,000.00
SEASON PASS NON-TAX			3,446.69	3,521.69	3,500.00
GREEN FEES-WEEKENDS/HOLIDAYS	136.29	24.30	51,643.60	51,383.62	59,000.00
GRREN FEES NON-TAX			6,140.20	11,854.85	6,500.00
GREEN FEES - WEEKDAYS	37.68	12.15	63,154.89	78,733.15	70,000.00
GOLF CAR RENTAL	70.36		71,791.06	61,780.63	65,000.00
GOLF CAR STORAGE (NON-TAX)	260.83	(64.86)	24,101.78	25,750.23	25,200.00
TRAIL FEES	164.85	(42.06)	27,940.76	28,590.19	29,000.00
PULL CART RENTAL	3.74		460.02	261.80	300.00
GOLF CLUB RENTAL			881.36	637.14	1,000.00
DRIVING RANGE	184.34		16,731.06	18,846.42	15,000.00
DRIVING RANGE NON-TAX			1,239.66	568.16	800.00
HANDICAPING			7,973.43	7,053.40	9,000.00
LEAGUES	3,085.40	7,945.76	3,085.40	7,945.76	
JUNIOR GOLF PROGRAM			3,794.00	5,077.00	4,000.00
GOLF CART WRAPS		2,700.00	3,694.61	10,100.00	15,300.00
LEAGUE SOFTWARE ADS					
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Total Course	11,621.43	13,553.48	468,071.69	485,812.54	483,800.00
Total Direct Revenues	23,590.71	27,043.18	700,901.65	766,083.94	802,600.00
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Fox Run Golf Course
Statement of Expenditures

	01Dec2016 31Dec2016	01Dec2015 31Dec2015	01Jan2016 31Dec2016	01Jan2015 31Dec2015	Legal Budget
Concessions					
CASH SHORT	507.67	522.23	2,559.53	2,471.51	1,000.00
PREPARED FOODS	1,589.06	50.40	18,845.28	21,176.68	26,000.00
CANDY	31.65		2,977.40	4,151.72	4,000.00
BEER	757.98	169.10	26,977.27	25,989.95	30,000.00
POP	264.28	99.15	8,235.62	9,008.72	10,000.00
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Total Concessions	3,150.64	840.88	61,013.27	62,798.58	71,075.00
Pro Shop					
GOLF BALLS	(3,540.53)	(4,991.60)	29,609.35	29,423.47	24,000.00
GLOVES	573.27	(940.10)	3,629.72	1,589.69	3,200.00
GOLF CAPS/VISORS	(308.05)	(1,369.49)	2,491.96	6,582.59	3,600.00
MERCHANDISE	3,558.23	6,746.74	17,611.85	37,785.63	23,000.00
GOLF EQUIPMENT	4,994.01	(4,516.20)	30,211.61	33,241.70	55,000.00
TRADE IN GOLF EQUIPMENT					
CLUB REPAIRS	(1,474.37)	878.40	4,884.13	6,248.79	6,000.00
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Total Pro Shop	3,802.56	(4,192.25)	88,488.11	114,871.87	114,800.00
Course					
GOLF CAR RENTAL			25,305.81	24,930.81	26,000.00
REIMBURSEMENT-GOLF SHED RENTAL			430.00		
PULL CART RENTAL					
DRIVING RANGE			3,276.00	1,750.00	2,500.00
HANDICAPING		5,065.00	7,080.00	5,065.00	7,800.00
JUNIOR GOLF PROGRAM		560.00	500.00	560.00	1,000.00
GOLF CART WRAPS					
LEAGUE SOFTWARE ADS					
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Total Course		5,625.00	36,591.81	32,455.81	37,300.00
Total Direct Expenditures	6,953.20	2,273.63	186,093.19	210,126.26	223,175.00
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