



The MISSION of the City of Yankton is to provide exemplary experiences, services & spaces that create opportunities for everyone to learn, engage, and thrive.

**MINUTES
FOX RUN GOLF ADVISORY BOARD
Thursday, September 20, 2018**

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

I. ROUTINE BUSINESS

Roll Call:

Present: Dan Kramer, Carll Kretsinger, Terry Carda, John Thayer, Annette Kohoutek.

Absent: Jim Miner.

Also present Commissioner Benson, Todd Larson, Director of Parks and Recreation, City Manager Amy Leon, City Finance Officer Al Viereck, City Attorney Ross DenHerder, Course Superintendent Rockie Wampol, Golf Course Assistance Grounds Maintenance Jason Metz, and Golf Operations Assistant Manager Amanda Schieffer. Great Life was represented by Matt Drake and Jason Sudenga.

Public Appearances- no additions to the agenda.

Minutes: August 16, 2018 minutes approved. Kretsinger motioned, Carda second. Motion carried 5-0.

II. NEW BUSINESS

A. City Finance Profit-Loss report through August 31. Through the end of August, the loss is \$62,675.01. Food & Beverage revenues are up approximately \$6,000 year-to-date versus 2017 but expenses are also up approximately \$6,000 y-t-d. The pro shop is not profitable yet in 2018 as it is at a \$1,000 loss currently. Course revenues are down \$35,000 y-t-d compared to 2017. Course direct expenses are up \$8,000 y-t-d. Cart rental revenue is up \$6,000 y-t-d compared to 2017, but expenses are up \$7,000 y-t-d. GAB is interested in the number of cart shed units being rented in 2018. What expenses make up the Professional Services budget line item on the statement of revenues and expenses? The line item is an accumulation of these City of Yankton budget line items: 641.202 Professional Services (flex spending management, fire extinguisher annual evaluations, GreatLife management fees); 641.203 Bank Card Charges (credit card fees); 641.204 Contracted Services (window cleaning, Toro Irrigation service contract, Golf Now Software, porta pots, towel service, pest control); 641.209 Licenses (computer software, beverage licenses, restaurant license).

B. Fox Run Interim Management Plan for 2018 update. Great Life will manage through December.

- No public comments received about Great Life or the course operations since the last GAB meeting.
- 116 person outing from the NE Senior Golf Association. Feedback received was the course was better than most courses they play. The food was better than other places they play.

C. GreatLife 2019 lease consideration input:

- Items for consideration when negotiating full lease with GreatLife
 - Customer information if GreatLife leaves the operation and City takes over again.
 - Who will manage the Fox Run Golf Course page on the City website and the Facebook page? Or do these pages go away and GreatLife manages its on-line Fox Run page?
 - Fox Run could do more with social media to keep public up-to-date on course happenings. Facebook efforts are weak currently.
 - Shouldn't be multiple websites for golf course if GL takes over.
 - Tiered membership so people can be just a Fox Run Golf Course member and not a part of the larger Great Life membership. Lower fees specific to Yankton? Lower fees for cart membership?
 - What happens with private carts? Private carts for season pass holders? Storage of private carts? Trail fees for private carts?
 - Junior golf programs and lessons and instruction for all players.
 - Golf Advisory Board- Meet in July and September with City Staff to provide feedback about course and operations. City passes on information to Great Life.
 - GAB members would like to be in the negotiation meetings.
 - Attorney DenHerder explained that with the negotiations and GL having proprietary business information it would not work to allow GAB members to sit in on the negotiations.
 - The City will provide a draft of the negotiated lease to the GAB and public for input and comment before it goes to the Commission for action.
 - YHS golf practice and meets, YHS cross-country
 - Mt. Marty golf practice and meets, Mt. Marty cross-country
 - Other small area schools use of Fox Run. Small school golf meets, conference meets, district meets, state meets (one scheduled for 2020). Can we solicit small NE schools to play at Fox Run?
 - Leagues (men's, women's, seniors, couples, PGA juniors)
 - Outings and Tournaments (Pro-Am, Pass Holder, City Classic, etc.)
 - Not having too many so members cannot play at desired times.
 - Allowing for local fund-raising tournaments to continue.
 - Simulator and winter operations
 - What about current course equipment?
 - Leased carts, beverage cart, range cart, maintenance cart
 - Clubhouse equipment
 - Maintenance equipment
 - Pro-shop credit that is on the books?
 - Capital spending in future
 - Retaining walls on hole 9 and hole 18.
 - EAB plan and ash tree removal on the course.
 - Creating a new tree nursery for adding trees on to the course in the future.
 - In the future, annual surveys for course patrons. Allow season pass holders and others to give feedback each year. Information can be used by GL to improve operations. Utilize newsletter email list.



The MISSION of the City of Yankton is to provide exemplary experiences, services & spaces that create opportunities for everyone to learn, engage, and thrive.

- GL may not be a big change with overall operations at course in years to come. How do private courses in small towns, like in NE, with 120 members, and 12,000 rounds played per year, make enough money to continue operations each year? How can GL make it work at Fox Run? Local GL members have meant lost season pass holders revenue at Fox Run the past two years.
- Have heard Parkston, as an affiliate, wants to end agreement with GL.
- Municipal run operations and private business operations make it hard to compare. Municipal operations may have expenses that private businesses do not. There are other golf options close to Fox Run- Hillcrest and Lakeview.
- Maybe GL model works better in other communities because of demographics. Yankton has an older population. Maybe Yankton's population doesn't want to exercise and do the fitness component of the GL offering.
- Hopefully, we can all agree something different needs to happen at Fox Run to change the current financial situation.
- GreatLife numbers from 2017 (document attached)
- What does the City of Yankton have to offer people to make it attractive?
 - What, besides golf, does Yankton have to offer people?
 - Mall is not attractive, retail stores are closing, on-line shopping has had effects on Yankton.
 - Yankton has no personal income tax, affordable health care, quality health care, so what else can be used to be attractive to those not living here?
- Volunteerism for golf course?
 - Help with maintenance. Creates ownership and buy-in by season pass holders since they are involved with course projects. Fox Run is the worse course for players not fixing ball marks on the green.
 - In the past people have donated trees and flowers.
- Benches and ball washers- sold advertising to help pay for them in the past. Ball washers are now supplied by the course operations. When the advertising relationship ended, benches were removed from the course. Benches have not been replaced at this time.
- What are the GreatLife intentions for Fox Run?
 - Great Life's mission is to enrich the lives of families and individuals through golf, fitness, and healthy lifestyles.
 - Great Life's vision includes:
 - 1) being the best in guest satisfaction, value, and convenience for golf and fitness;
 - 2) educate people about golf, fitness, nutrition, and healthy lifestyles;
 - 3) help families build strong relationships through involvement in sports, fitness, and healthy lifestyles;
 - 4) make a difference in people's lives, especially those of children.

- Providing a combination of fitness, golf, and other family friendly activities.
- Just golf model of business not working around the country.
- GL model is helping golf courses with finances and working to make individuals and families healthier.
- GL believes Fox Run is a beautiful course and is attractive for people to play.
- Courses that GL leases, rounds are up and stable.
- 87% of play on GL courses is member play.
- Canton, SD- Hiawatha- wanted to end affiliation because the course was close enough to Sioux Falls that the course was becoming too busy for the Hiawatha membership. Members didn't want to have to make tee times in advance.

D. Course conditions and projects. Meeting adjourned without a report from Rockie.

III. OTHER BUSINESS

A. Next Meeting Thursday, October 18, 2018.

IV. ADJOURN

Kretsinger motioned, Kramer second. Motion carried 5-0.

Fox Run Golf Course

Sales Detail By Customer: Great, Life

From: Sunday, January 1, 2017

To: Friday, November 17, 2017

Item #	Description	Qty	Sales	Cost	Margin %
Great, Life					
1028	Beer Can	49	\$129.85	\$29.40	77.36
1037	Bottle Pop	2	\$4.42	\$1.82	58.82
1038	Bottle Water	24	\$42.66	\$24.00	43.74
1073	Peanuts/Cashews/Beer Nuts/Almonds	1	\$1.11	\$0.44	60.36
1080	Chips	10	\$13.30	\$10.40	21.80
1113	Foot Joy Weather Sof Glove	2	\$20.90	\$11.20	46.43
1116	Fountain Pop	5	\$8.85	\$2.90	67.23
1122	Gatorade Powerade	26	\$57.58	\$26.52	53.94
1145	Jerky	1	\$1.77	\$1.25	29.38
1270	Beer Specialty	41	\$136.12	\$45.92	66.27
1354	Beer 6 Pack	10	\$123.70	\$36.00	70.90
1356	Beer Specialty 6 Pack	5	\$83.95	\$33.60	59.98
1385	Golf Car 18	110	\$1,518.40	\$0.00	100.00
1388	Golf Car 9	44	\$409.20	\$0.00	100.00
1416	Small Range Bucket	5	\$22.21	\$0.00	100.00
1431	Pull Cart Rental	2	\$7.48	\$0.00	100.00
1547	Foot Joy Sta Sof Glove	2	\$31.50	\$26.73	15.15
2918	11 Fall Pass	1	\$0.00	\$0.00	0.00
2940	Golf Car 9 Senior	1	\$7.45	\$0.00	100.00
2941	Golf Car 18 Senior	9	\$100.53	\$0.00	100.00
2949	Rider Fee	1	\$4.65	\$0.00	100.00
3389	Titleist Perma-Soft Glove	3	\$48.42	\$27.63	42.94
3507	Arizona Rickey/Arnold Palmer	3	\$5.31	\$1.89	64.41
3508	Sparkling Ice	1	\$1.77	\$0.48	72.88
3565	Champ Fly Tees	2	\$11.38	\$7.51	33.99
3589	Cooler Deposit	18	\$90.00	\$0.00	100.00
3638	Vitamin Water	1	\$2.21	\$1.17	47.06
3946	Candy/Granola Bar	15	\$19.95	\$9.15	54.14
4010	Hot Dog 1/4 Pound	5	\$16.76	\$6.80	59.43
4182	Bridgestone Pink Kuchar Cap	1	\$4.75	\$12.24	-157.70
4298	Cup of Water	5	\$1.20	\$0.00	100.00
4445	Team Effort - U S D Tri-Fold Towel	1	\$14.24	\$8.50	40.34
4452	Titleist Nxt Tour - 2016	5	\$40.23	\$34.51	14.23
4453	Titleist Dt Trusoft - 2016	4	\$24.72	\$18.67	24.47
4465	Jar Ball	3	\$2.76	\$4.01	-45.11
4485	Pinnacle Rush/ Soft Dozens -2016	1	\$15.15	\$12.32	18.67
4503	Large Range Bucket	7	\$54.95	\$0.00	100.00
4530	Walt's Jerky 3oz \$5.25	1	\$4.86	\$3.70	23.87
4549	Wines	2	\$7.06	\$4.12	41.64
4602	Bottle Pop Small	13	\$23.01	\$0.00	100.00
4690	Summer 9 Hole Gf	2	\$31.64	\$0.00	100.00
4708	Weekend Summer 18 Hole Gf	1	\$26.05	\$0.00	100.00
4710	Weekend Summer 9 Hole Gf	3	\$61.41	\$0.00	100.00
4714	Weekend Special Great Life 18 Hole Gf	0	\$0.00	\$0.00	0.00
4715	Weekend Special Great Life 9 Hole Gf	0	\$0.00	\$0.00	0.00
4718	Special Great Life 18 Hole Gf	373	\$3,468.90	\$0.00	100.00
4719	Special Great Life 9 Hole Gf	163	\$757.95	\$0.00	100.00
4755	Epoch Sunglasses	1	\$18.95	\$7.98	57.91
4764	Coupon - Comeback	2	(\$6.00)	\$0.00	100.00
4765	Titleist Prov1 -'17	8	\$99.92	\$75.95	23.99
4798	Pride Golf Tees - 50 Ct	1	\$2.61	\$1.56	40.21
4799	Pride Golf Tees - 25 Ct	2	\$5.22	\$3.28	37.23
4804	Gimmee: Break Sand	6	\$19.92	\$6.90	65.36
4805	Coffee or OJ	1	\$0.88	\$0.25	71.59
4809	Big Dog: Hot Dog	4	\$15.01	\$5.60	62.69
4873	Titleist Scotty Cameron Repair Tools	1	\$18.99	\$0.01	99.95

Fox Run Golf Course

Sales Detail By Customer: Great, Life

From: Sunday, January 1, 2017

To: Friday, November 17, 2017

Item #	Description	Qty	Sales	Cost	Margin %
4874	Titleist Used Pro V1 Balls	1	\$12.00	\$0.01	99.92
4897	Haas-Jordan Bag Brolly	1	\$18.95	\$8.49	55.20
4909	All Star Pro Golf Fix Lite Divot Tool	1	\$14.20	\$6.90	51.44
4924	Cutter & Buck Men's Polos	1	\$47.45	\$30.04	36.70
4926	Black Clover Caps - 2017	1	\$23.70	\$15.89	32.96
4933	Footjoy Womens Sandals	1	\$71.20	\$48.05	32.52
Great, Life Total:		1,016	\$7,823.31	\$613.75	92.15