

# ***MINUTES***

## **FOX RUN GOLF ADVISORY BOARD**

**Monday, January 19, 2015**  
**Fox Run Golf Course Clubhouse – 12:00 P.M.**

### **Routine Business**

#### Roll Call:

Present: Dan Kortan, Mike Brinkerhoff, Dick Erickson, Adam Maska, Warren Erickson

Absent: Kim Auch, Jake Hoffner

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

Public Appearances: Karol Kittleson

#### Minutes:

November 17, 2014 minutes were approved. K. Doby motioned, D. Erickson second.  
Motion carried 5-0.

### **Old Business**

A. No old business.

### **New Business**

- A. Simulator update- Need a team for the second half of the Simulator League that takes place on Thursdays and Fridays otherwise all Simulator Leagues are full.  
Simulator passes- trying to have an hourly rate per person to allow for the passes would be very confusing, since a given foursome might be comprised of 1 simulator pass holder, 1 Fox Run non-simulator pass holder, and 2 non-Fox Run, non-simulator pass holders. The bigger issue is actually to increase our simulator revenues and if we sell simulator passes and allow those pass holders to use their passes for weekend play, it would simply cannibalize revenue we would have received from non-pass holders because our weekends are practically full already. The majority of simulator dead time is weekdays during the day. Simulator passes are very difficult to justify when we have only one simulator, unless it drives play, and thus increases revenue during the weekday daytime periods.
- B. Monthly round report and season pass report from Kevin- 2015 Annual Pass sales are 114 for a total revenue of \$60,108. 2013 YTD Annual Pass sales were 109 sold for a total revenue of \$52,662. Rates did not increase from 2013 to 2014. Fox Run had increased Christmas merchandise sales in December 2014 versus December 2013. Some December 2014 merchandise and Food and Beverage sales were from finalizing the 2014 Pro-Am accounting.
- C. Preliminary Final Expense Revenue report form City software (attachment)-This preliminary report includes the January 13<sup>th</sup> bills and p-card expenditures from 2014. The January 2<sup>nd</sup> payroll, which is December hours, and the last 5 days of December transactions need to be journal entries for 2014 along with other outstanding bills that will be paid over the next couple of months.

- D. Course conditions and projects óRockie- This winter is better than last winter. Lots of moisture in the ground. Everything is going good.
- E. Other Discussion- How would a simulator season pass work when a pass holder plays with three guys who are not? T. Larson reply: We can't afford to give the hour away for free if a pass holder is playing with non-pass holders. Do we need to break the per-hour rate into individual amounts for all four players and then the pass holder doesn't have to pay the individual amount like the others? Example: \$20 per hour rate. 4 people playing, one pass holder, so the other 3 each owe \$5 to collect a total of \$15 of the \$20 for the hour. K. Doby reply: Holder pays for the hour, not pay per person per hour.

### **Other Business**

- A. Next Meeting Date ó Monday, February 23, 2015

### **Meeting Adjourned**

K. Doby motioned, D. Erickson second. Motion carried 5-0.

The general consensus was that trying to have an hourly rate per person would be very confusing, since a given foursome might be comprised of 1 simulator member, 1 Fox Run non-simulator member, and 2 non-Fox Run, non-simulator members, for example. Since there are numerous combinations of member, non-members, simulator members, etc. this would get pretty confusing for everyone.

The bigger issue is actually, as per Dick Erickson's own words, to increase our simulator revenues. If we sell simulator memberships and allow those members to use their memberships for weekend play, we're simply cannibalizing revenue we already have, not creating more, because our weekends are practically full already. The vast majority of our dead time is weekdays during the day.

Simulator memberships are very difficult to justify when we have only one simulator, unless it drives play, and thus increases revenue, during the weekday daytime periods. Dick, for instance, also keeps bringing up weekend tournaments, but again that really is doing little, if any, to increase revenues. Even if we charged more per hour for a weekend tournament than we do for regular play, we still have to payout winnings, which given the narrow margins on equipment, does little for increasing revenue. As well, we already have a hard time getting people to spend all their credit, adding to the credit we issue simply amplifies that problem. He's mentioned all the beer sales we'd have with a weekend tournament, but again our weekend golfers already drink beer, etc.