

# ***AGENDA***

## **FOX RUN GOLF ADVISORY BOARD**

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

### **I. ROUTINE BUSINESS**

- A. Roll Call. Todd Larson will be absent from the meeting.
- B. Consideration of December minutes (attachment).
- C. Public Appearances

### **II. OLD BUSINESS**

- A. No Old Business

### **III. NEW BUSINESS**

- A. Simulator update. League and other activities.
- B. Update on staffing plan for 2016. Currently five applications received for Golf Operations Manager. Position closes on January 25.
- 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. Is it easy to fill – amateur's & pro's? Is it in the right weekend or is there a better weekend? How much of a money maker is this for Fox Run & the city?
- E. The 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. Thoughts from the GAB?
- F. Feedback from golfing community on 2016 efforts, e-mails, rates, etc??
- G. Yankton Recreation Pass. Review spreadsheet (attachment). Give feedback.
- H. Course conditions and projects – Rockie.

**IV. OTHER BUSINESS**

A. Next Meeting date Thursday, February 18, 2016.

**V. ADJOURN**