

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

MINUTES

FOX RUN GOLF ADVISORY BOARD

Thursday, December 17, 2015
Fox Run Golf Course Clubhouse – 12:00 P.M.

Routine Business

Roll Call:

Present: Mike Brinkerhoff, Warren Erickson, Annette Kohoutek, Dan Kortan, Jake Hoffner, Steve Sager.

Absent: Kim Auch

Also present were PGA Pro/Course Manager Kevin Doby, Course Superintendent Rockie Wampol, Director of Parks and Recreation Todd Larson, and Parks Secretary Chasity McHenry

Public Appearances: Karol Kittelson, Daryl Sundleaf, Merlyn Schmuck

Minutes:

November 19, 2015 minutes approved. Kohoutek motioned, Sager second.
Motion carried 6-0.

Old Business

A. No old business.

New Business

- A. Year-to-Date round report and season pass report. Kevin provided document (attachment). Strong increase in walk-up green fee revenue in 2015. 24,751 outdoor rounds of golf in 2015. Up from 22,832 in 2014.
- B. City financial from the city software through November 30. Todd is working with the finance department to refund the billing and administration fee for 2015. In 2016, the discussion will continue with the Commission to eliminate that fee for 2016 and beyond. In 2015, without the billing and administration, the course has generated \$21,578.28 in net revenue through 11-30-15. There will be December expenses yet so that net revenue will turn into a loss after December. Also, the net revenue amount does not have 2015 capital expenditures included. The 2016 season and daily rates have been approved by the Commission. Fox Run should be aware of a competitive rate being introduced at Hillcrest for golfers under the age of 30.
- C. Update on staffing plan for 2016. The Commission approved moving forward with adding two more full-time employees to work along with Kevin in the clubhouse. Kevin and Todd will work to update the job descriptions created in the fall and then start advertising. The Golf Advisory Board would like to view the job description prior to it being advertised. The Commission also wants to hire a consultant, based on a reasonable proposal fee, to evaluate all golf operations in 2016. At this time, the Commission is not interested in an outside vendor with a management agreement for the course. This outside

vendor option could be discussed again after the evaluation results are received from the consultant in 2016.

- D. Marketing for 2016. Kevin email to course patrons about facility and operation improvements for 2016 (attachment). Kevin email to league members about changes for 2016 (attachment). Todd is working to create the proposal for a Yankton Recreation Pass that would include discounted rates for those who are members at both Fox Run Golf Course and the Summit Activities Center. Included in this proposal will be an option for Fantle Memorial Pool also. This new pass will be discussed with the Commission so it has their approval. Todd will get a proposal from Great Life Golf and Fitness about being an affiliate only. If Great Life is interested in Fox Run being an affiliate and does provide a proposal that will need to be reviewed with the Golf Advisory Board. Todd and Kevin will look to expand on the advertising that was done in 2015.
- E. Simulator and winter plans. Leagues are in place. In the future, Kevin will work to create interest in a senior league that can utilize the simulator in the day hours during the week. Kevin has created some simulator tournaments for this winter season.
- F. Course conditions and projects –Rockie. Todd and Kevin will meet with Rockie next week to begin updating the five-year Capital Plan starting in 2016 based on the Commission's willingness to improve the course. Grass on the course is currently NOT dormant. If there is green grass, with a lot of snow on top, Rockie is concerned with snow mold being a problem in the spring of 2016.

Other Business

- A. Next Meeting Date – Thursday, January 21, 2016. The GAB meetings will be moved to Thursdays through October of 2016.

Meeting Adjourned

- A. Sager motioned, Kortan second. Motion carried 6-0.

THE YANKTON RECREATION PASS

	Memorial Pool	Fox Run	SAC	Total Cost	15% Discount	Total Cost	Monthly Cost
ANNUAL	SUMMER PASS will be added for no cost	Annual Pass	Annual Pass	Fox Run and SAC Only	Greater than 12% Corporate Discount at SAC	with 15% discount and no cost with pool at no cost	
Family + 3	\$90	\$910	\$516	\$1,426	\$214	\$1,212	\$101
Family + 2	\$90	\$850	\$516	\$1,366	\$205	\$1,161	\$97
Family + 1	\$90	\$790	\$516	\$1,306	\$196	\$1,110	\$93
Couple							
Adult	\$70	\$730	\$432	\$1,162	\$174	\$988	\$82
Senior	\$70	\$730	\$372	\$1,102	\$165	\$937	\$78
Individual							
31 years and over	\$35	\$560	\$312	\$872	\$131	\$741	\$62
30 years and under	\$35	\$300	\$312	\$612	\$92	\$520	\$43
Senior	\$35	\$560	\$264	\$824	\$124	\$700	\$58
College	\$35	\$184	\$264	\$448	\$67	\$381	\$32
Youth	\$35	\$131	\$144	\$275	\$41	\$234	\$19

Golf only
No cart, no storage
Does not apply
to limited pass

Based on 15% discount
given to annual passes at SAC purchased during summer special

450 names from Fox Run
2,120 names from SAC

362 passes at Fox Run
866 memberhips at SAC

Needs to be same status at both Fox Run and SAC. Cannot combine single golf and couple SAC, single golf and family SAC, etc.

Thoughts??

THE YANKTON RECREATION PASS

4 Single golf and family at Memorial Pool	Golf + Pool \$560 + \$90	Goal - get them to join family at both	Increase revenue of \$1,480
2 Family golf and family at Memorial Pool	\$790 + \$90	Goal - get them to join the SAC also	\$280
7 couples at SAC and single at Fox Run	SAC + Golf \$432 + \$560	Goal- get them to be couples at both which is cheaper than current costs	Decrease revenue of \$32
11 family at SAC and single at Fox Run	SAC + Golf \$516 + \$560	Goal- get them to be family at both	Increase revenue of \$264
17 single membership at both	SAC + Golf \$312 + \$560		Decrease revenue of \$2,227
6 couple membership at both	\$432 + \$730		\$1,044
23 family membership at both	\$516 + \$790		\$4,508
1 Single at all three	Golf + SAC + Pool \$560 + \$312 + \$35		Decrease revenue of \$201
8 Family at all three	\$790 + \$516 + \$90		\$3,008

Based on decreased revenue of current memberships: -\$11,020

Need 15 new single Yankton Recreation Pass holders to break even.

Need 12 new couple Yankton Recreation Pass holders to break even.

Need 10 new family Yankton Recreation Pass holders to break even.