

Minutes for WW Golf Course Sub-Advisory Committee Meeting

April 5, 2010, 6 PM

CALL TO ORDER

The meeting was called to order by Mark Ulrich. Committee members present were, Scott Picanso, Don Bain, Bill Schubert, Neal Rotteveel. Staff members present were Regina Espinoza, Manager, CSA and Special Districts, Randy Golf course GM, Steve Argo, KemperSports.

OLD BUSINESS

1. Golf Course Update: Randy gave his update on the Course Conditions. The total revenue for the month of March was under projections. The weather was a factor in the situation, as there has been no consistent sunny weather. Randy said that the greens are in good sharp. He did mention that there was a need for aerification and top dressing of greens. He mentioned that neither can be done earlier than anticipated due to the tournament schedule beginning.
2. Randy mentioned that the F&B operations were doing fairly well. The Nest was not open yet 7 days a week. Wine and Nine was doing well. He mentioned that Easter did not necessarily work out very well due to the bad weather on Sunday. He mentioned preliminarily that the F&B had done about \$6700 for the month thus far.
3. Randy discussed the marketing plan and that KemperSports would be trying to do better in terms of communication avenues with residents. There were suggestions from residents, like doing P.R. at places of employment for some residents etc.
4. Randy mentioned the possibility of a hitting area as opposed to a driving range as a temporary solution. He talked about having mats, posts and netting in front of the golf pro shop in the green space currently not used. He mentioned that the initial cost quote for putting the hitting area together was about \$6300. He said that he would have an update of this at the next meeting.
5. Steve/Randy talked about the possibility of a membership/annual fee based on the feedback that had been given by the residents and county. KemperSports would evaluate this and get back to the sub-committee with a pricing structure.

NEW BUSINESS

1. The projected KemperSports budget was reviewed. It was noted by Steve/Randy that there are 4 months in the winter that are difficult for the Golf Course to meet projections. If there is a membership taken into account it would have to be annual so that revenue was a constant figure if averaged over the year. Marketing was discussed as well as the fact that there should be a sign on wild wings drive that should be considered. This sign would be able to showcase course events and tournaments as well as food and beverage information. There was a question as to what the projected negative was supposed to be for the Course and KemperSports provided the budgeted number in the budget projection to the committee. The total negative at this time in the budget projection for 2010-2011 was \$196,020. An additional question that was asked is what that means in terms of CSA fee for the Golf Course. Espinoza noted that based on the projection given by KemperSports and if it did not change the approximate fee would be close to

\$1493 for the same level of service that is currently being received. A member of the Golf Course Sub-committee asked KemperSports to look at what could be done to get more golfers to Wild Wings. Some residents had some ideas to market at trade shows and offer discounts via the newspaper and cross market with the food and beverage at the Nest. It was decided that the Golf Course budget would be reviewed and that it would be brought back by Kemper at the following May meeting and then the June meeting if need be.

NEXT MEETING SCHEDULED

First Monday of the month for 2010

The meeting was adjourned at 7:30 pm.