

Minutes for WW Golf Course Sub-Advisory Committee Meeting December 7, 2010, 6 PM

CALL TO ORDER

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

PUBLIC COMMENT

Rick Fenaroli noted that he was under the impression that this meeting was in violation of the brown act and added that the agenda had not been posted at public works on Friday, December 3, 2010. Espinoza noted that she would verify with the persons who were supposed to post the agenda at the PW building on the previous Friday. She said that to avoid violation, the committee should refrain from making or approving any motions until the next meeting. The committee agreed.

OLD BUSINESS

1. Randy made mention that greens were punched.
2. Randy updated the group that discounted greens on Saturday and Sunday had some effects on rounds throughout the month.
3. The plans for additional trees were sent to the Golf Course architect. And Randy had been in a meeting with the Sacramento Tree Foundation.
4. Randy mentioned several events that had taken place under the food and beverage direction of Rich Zebel (sp).
5. Randy said that a phone system was installed in November.
6. A new convection oven that was funded by Save Wild Wings was purchased and was used at the Tree Lighting event.
7. There was a request for an update on signage. Randy said that there would be a scoreboard used for signage. Randy added that a local artist was also able to post his art in the Nest.
8. Rick Fenaroli asked is signage is going to go up on the highway? Randy said yes.
9. Review of Financials. Espinoza reviewed the informational handouts including the revised KemperSports Budget. Steve Argo noted that the budget revisions went from \$271k to \$214K. Argo mentioned that expenses had been dropped and payroll was included in that expense. Randy also mentioned that he had cut the operations budget. Argo believes that they can act on memberships for outside parties rolling out in December.
10. Food and Beverage would be closed down on Mondays/Tuesdays in the winter months. However, it did not make sense to close down the Golf Course due to overhead.
11. Mark Ullrich suggested that Kemper advertise in the Sac Bee to drive revenue.
12. Steve mentioned that there were marketing conference calls happening every month to try to find additional ways to drive revenue as well.
13. Mark Ullrich reviewed the letter from KemperSports that was handed out, requesting additional funding from the CSA. Steve said that he is still waiting on additional correspondence with Corporate in response to the letter.
14. There was a discussion between committee members regarding what the problem is with KemperSports. Some said it was execution and the need for additional communication from KemperSports. The committee added that they wanted to know directly from KemperSports if there are revenue/expenditure issues before receiving letter from Kemper Corporate requesting additional funds. Some said the issue was marketing. The committee agreed that Kemper needed to drive additional revenues and be stewards of the community's money.

15. There was a question from residents as to whether or not Capital Improvement money could be spent when there is no revenue available. They asked that no purchases be made until the Course is in better financial situations. The committee said there would be purchases needing to be made in the upcoming year, however there was nothing slated for the immediate future that hadn't already been budgeted for.
16. The committee added that they would wait for the answer from KemperSports with regard to the request from Kemper Corporate for additional funds.
17. There was another question as to whether the ponds on the course should be the responsibility of the golf course/CSA or the water-sewer/CSA budget. The issue could be raised at the water-sewer CSA meeting, but the documentation all shows it as the responsibility of the Golf Course.

NEXT MEETING SCHEDULED

TBD based on availability due to Holiday. First Tuesday is January 4th, however could tentatively be changed to Mondays again making it the second Monday January 10th. Regina will send out agenda.