

**Wild Wings County Service Area Golf Course Sub-Advisory Committee Meeting Notes:
2/6/2019**

A. Condition of Amenities & Capital Improvements

- Wild Wings has quality grounds & maintenance with current resources, but has capital improvement needs
- Assessment conducted for 1-6 year needs:
 - Material storage
 - Safety shower
 - Maintenance equipment (recommended)
 - Utility vehicles (used, rent, or share?)
 - Staff: PT Mechanic
 - Small irrigation improvements
 - Continuous cart paths (to improve usage)
- Attendee Suggestions
 - *Contract with Flyers*
 - *Equipment: Used/Rent/Share*

B. Food & Beverage Constraints/Opportunities

- Constraints
 - Upgrades needed for food
 - Current Location & Population- too far, too few
 - Staffing Constraints/insufficient volume
 - Rentals (showers/parties) & tournaments: could conflict with usage
 - ABC license * only one/can't be shared
 - Would need:
 - Commercial dishwasher
 - Hand washing stations
 - Upgrades for Ambiance
- Opportunities
 - Planned meals/ weekly etc.
 - Increase staffing for tournaments
 - Pop-up / food trucks
 - Deli/Convenience
 - Catering Kitchen
 - Lease/contract
- Attendee Suggestions
 - Vending Machines
 - Sportsbar/ Selfserve microbrew
 - Lease to operator
 - Rezoning for liquor license
 - Improved seating set-ups/amenities
 - Advertisement for rentals

C. Club Operations

- Number of enhancements conducted
- Revenue flat or slight increase over years
 - Food & beverage expenses ate profits in beginning
 - Have kept expenses and payroll consistent the past few years
- Programs implemented
 - Staff training
 - Client follow up
 - Safety
 - Financial management
- Future Enhancements
 - Deck shade, cinder block storage, Nest painting, new maintenance equipment, irrigation upgrades
- General Industry decline
 - Capitalizing on smaller number of competitors
- Attendee Suggestions
 - Use age range on survey for golfers for privacy and increased usage

D. Marketing & Revenue

- Website Upgrade- mobile compatibility (no cost)
- Limited by funds – try to leverage
- Signage – banners (seasonal focus)
- Non-traditional revenue
 - Disc golf (lots of competition in area)
 - Foot golf: cheaper, less conflict, higher return on investment
- GolfNow: rates based on use, “singles strategy”, contests & promotions
- Residential outreach: Relationship w/ HOA
- Competition: Davis, Wild Hosed, Teal Bend
- Attendee Suggestions
 - Advertise hole in one prize w/signage
 - Update photography/18 hole description on website
 - Membership offering to residents (club ambassadors)
 - Guest passes to residents
 - Golf clinics-complimentary to develop new golfers
 - Concessions to reduce golfing play costs to homeowners
 - Coupons/ incentives to new homeowners

E. Special Tax & CSA P&L

- Measure O tax to help pay golf course (Developer debt in taxes)(\$750)
\$1,500 to cover golf course loss and water/sewer system (\$780) and some maintenance

- Drainage goes through golf course
 - Requires land and coverage of water and sewer costs
- Without golf course, homeowner cost would be minor reduction
- Golf course/ open space is a necessary part of sewer treatment

- Attendee Suggestions
 - Increase marketing budget
 - Use Nextdoor

F. Review of Wastewater Feasibility Study

- Attendee Suggestions
 - Option 3 and 4 are compatible
 - Potential combination of options

Next Steps

- Explore Food and Beverage options potentially using a developed facilities workgroup/subcommittee
- Explore Marketing and Revenue at a regular committee meeting as a time-set item