

**LOVELAND GOLF ADVISORY BOARD**

**MINUTES**

08/26/2015

Erion Room, Loveland Public Library

---

PRESENT: Robert Walkowicz, Tom O’Gorman, Jerry Weitzel, Chuck Weirauch, Jim Whitenight, Joe Lopo, Hope Chrisman, Julie Nelson, Jan Wall  
ABSENT: Charlie Dyer  
STAFF: Steve Southard, Andrea Sheldon, Elizabeth Anderson  
COUNCIL: Troy Krenning  
CITIZENS: Saja Hindi, Kristin Moreland, Lucinda Matheson, Trish Moreland, Ralph Lamoreaux, Ray Howard

Notice of meeting posted.

Chair Robert Walkowicz called the regular meeting of the Loveland Golf Advisory Board to order Wednesday, August 26, 2015 at 5:15 pm.

**Minutes** The minutes for the 06/24/2015 meeting were approved as submitted.

**Citizen Comments** Trish Moreland offered her thanks to the Board and the maintenance staff at The Olde Course. In May, Ms. Moreland addressed the Board regarding concerns with certain maintenance operation practices; her observations are staff heard her concerns and have positively responded.

**NON-ACTION/INFORMATION ITEMS**

**USGA Site Visit Report/Findings** Steve Southard reviewed the information in the packet and noted certain components such as the recommendation for further/extended tree removal. Steve also noted that the USGA was very impressed with the Mini-Course at Cattail Creek (SNAG).

*Board comments included the suggestion for making “hybrid courses” for golfers to choose from on the scorecard by using different tees for different holes. Also commented upon, the current practice of recommending tees by how long a golfer drives the ball seems to have been very beneficial.*

**NGF Report: Golf and the Millennial Generation** Steve summarized the NGF report included in the packet. The NGF is actively recommending that golf courses find ways to attract the “Millennial Generation” and has divided that generation into different types of golfers. The NGF has recognized Mariana Butte’s Games on the Range as a “Real World Example” of a best practice of a course working to increase golfer numbers. The report stated, “By welcoming people...the City of Loveland is not only connecting with

millennials, but they're building a good base of golfers across multiple generations."

### **Cattail Creek Operations Review**

Steve stated Cattail Creek's revenues have increased 11% over 2013 without a fee increase. The driving range alone is up 7.3% without a change to fees. These increases are very unique in the industry at this time. Steve feels the additions to Cattail over the past 3 years, the Mini-Course and the targets on the driving range that encourage self-directed learning and friends teaching friends, have led to this success.

## **DISCUSSION/ACTION**

### **Operational Changes at The Olde Course at Loveland: Pro Shop Operations**

Robert Walkowicz opened the topic and stated that this discussion was the first in a series of 3 regarding operations at The Olde Course at Loveland; the pro shop operations; the scope of food and beverage; and the scope of programming/lessons. He requested that discussion and comments focus, for this meeting, on pro shop operations. Robert also stated that the Board and the City supports all golfers including programs for ladies, men, youth and the LPGA Girls Golf program. Consideration for this topic was brought about by public comments offered at the June Board meeting.

Councilor Krenning related to the Board that City Council gives great deference to the Boards and Commissions and trusts that the Board or Commission has deliberated and vetted the topics presented to them. Therefore, Councilor Krenning will advocate the position of the Board during decision making at the Council level.

Staff recommends that the City take over pro shop operations at The Olde Course in 2016 with the following items to be implemented/considered:

- Increase staffing levels during busy times
- Increase merchandise inventory
- Hold a consistent level of merchandise into the off season
- Provide better management of daily tee sheet
- Extend and improve supervision
- Provide the ability for gift certificates to be used at all 3 golf courses
- Provide consistent customer service at all three golf courses.

Robert opened the floor to Citizen Comments:

- Kristen Moreland, as a LPGA Pro, would like to be part of the discussion on Programming/Lessons

- Lucinda Matheson feels there is a lot of fear surrounding the possible changes to the LPGA Girls Golf Program
- Trish Moreland felt that only “HE” was used in presentation; Board needs to remember that women golf.
- Ray Howard expressed concerns regarding the LPGA Girls Golf Program.

Robert closed the discussion to citizen comments.

*A motion was called for after a lengthy discussion including the topics of; levels of customer service, staff positions created/eliminated, consistency of service throughout the golf course pro shops, and, supervision levels. Jan Wall moved that the City of Loveland self-operate the pro shop at The Olde Course at Loveland beginning 01/01/2016. Julie Nelson seconded with unanimous approval.*

Steve Southard asked the Board to begin to think about the scope of food and beverage services offered, specifically, extending sales to Cattail Creek, for the next meeting.

## **REPORTS/CORRESPONDENCE**

Financial Report

Andrea Sheldon related that year to date, as of the end of July, revenues are \$30,000 less than projected; expenses are \$100,000 less than projected.

Council Liaison Report

None

Golf Operations Report

None

### **Board Member Comments**

Tom O’Gorman: When are the maintenance building and clubhouse slated for construction at The Olde Course at Loveland? Played in City Championship and had a female player as part of his foursome. Shouldn’t there be a “women’s’ championship” between the courses happening at the same time as the men’s’?

Julie: Have heard from customers who have difficulty getting weekend/prime tee times at The Olde Course. What is the policy regarding players moving from the front 9 to the back 9 vs. players playing only the back 9? Seeing the Mini-Course on the front page of the Chilson Rec Brochure was great. Can we still work to get SNAG into the schools this Fall.

Robert: Played both courses and both are in beautiful shape.

**There being no further business, the meeting was adjourned at 7:15 p.m.**

**/S/ Robert Walkowicz, Chair**