

LOVELAND GOLF ADVISORY BOARD
MINUTES
02/24/2016
PARKS AND RECREATION CONFERENCE ROOM

PRESENT: Robert Walkowicz, Tom O’Gorman Jerry Weitzel, Julie Nelson, Hope Chrisman, Jan Wall, Chuck Weirauch, Joe Lopo, Jim Whitenight
ABSENT: Charlie Dyer
STAFF: Steve Southard, Andrea Sheldon, Elizabeth Anderson
COUNCIL: Don Overcash
CITIZENS: Rex Lamoreaux

Notice of meeting posted.

Robert Walkowicz called the regular meeting of the Loveland Golf Advisory Board to order Wednesday, February 24, 2016 at 5:15 pm.

Minutes The minutes for the 01/27/16 were approved as submitted.

Citizen None

Comments

NON-ACTION/INFORMATIONAL ITEMS

2015 Year-End Financial Review Steve Southard reviewed the year-end 2015 financials included in the packet. 2015 reflected the continued recovery of the 2013 flood at Mariana Butte on expense side of the balance sheet. 2015 also reflected the expense of the buyout of the independent contractor at The Olde Course at Loveland. Revenues at Cattail Creek for 2015 were up from 2014 and show a steady increase over the past 3 years.

Roadmap to Growth *Self-Directed Learning Steve presented and reviewed the Roadmap to Growth for the Loveland golf courses; specifically, Self-Directed Learning. Work is underway to begin to provide facilities for the self-directed learner at the Loveland golf courses. One such project is the new *Learning Cubes* at Cattail Creek which allow golfers to visually see themselves in the stance position and throughout the half-swing. Other topics of discussion included the use of video, YouTube, and QR codes to assist with this effort.

Project Update Steve reviewed the following projects:

- #16 Bridge project at Mariana Butte – 99% complete; extra time was needed due to the need for constant dewatering of the construction site. Left to complete is the installation of the railings on the bridge and the replacement of some damaged cart path areas.
- The Olde Course at Loveland pro shop remodel is nearing completion. A new office space was sectioned off to allow the

building to be sectioned into two areas; pro shop and snack bar, each with their own office space; this was needed due to the change in operations. Changes also included paint and new slat wall.

**Denver Public
Golf Expo**

Steve reviewed the expo. Per the EXPO organizers, attendance was down 20-25%. This did not equate to fewer sales though, as overall sales were up from 2015 reaching over \$27,000 of pre-sale round revenue. Suggestions for the 2017 booth included:

- Higher tables for writing and sales
- Continue to improve sales method – PC’s took up a lot of space but were better than last year’s credit card machines.

Councilor Overcash arrives at 6:30 pm

**Golf Operations
Manager Report**

Steve stated that the interview process was complete for the private golf instructors at The Olde Course. A unique opportunity surfaced during the interviews which afforded the possibility of partnering with GolfTec of Fort Collins. Three instructors that work for GolfTec will also commit to one day a week at The Olde Course. In total, The Olde Course will have 5 instructors for golfers to choose from they are:

- PGA Professional, Brandon McDermitt*
- LPGA Professional, Kristin Moreland
- LPGA Professional Kim Stiner
- PGA Professional, Harry Tanner*
- PGA Professional, Brad Thorberg*

*GolfTec Instructors

**Council Liaison
Report**

No report

**Board Member
Comments**

- Jan Wall: Loves the Learning Cube idea: Went to both CCGC and OCAL, the people he talked with really like the idea of all 3 City-operated pro shops and feel operations have improved.
- Robert Walkowicz: Has had calls from golfers regarding the different feel at The Olde Course; all have been favorable. Robert feels that all the changes made to date have been necessary and positive.

There being no further business, the meeting was adjourned at 6:45 p.m.

/S/ Robert Walkowicz, Chair