

LOVELAND GOLF ADVISORY BOARD
MINUTES
02/22/2017
PARKS AND RECREATION CONFERENCE ROOM

PRESENT: Joe Lopo, Julie Nelson, Jan Wall, Robert Walkowicz, Chuck Weirauch, Jim Whitenight, Charlie Dyer, Hope Chrisman, Rex Lamoreaux,
ABSENT: Jack Stringer
STAFF: Steve Southard, Andrea Sheldon
COUNCIL: Don Overcash
CITIZENS: None

Notice of meeting posted.

Robert Walkowicz called the regular meeting of the Loveland Golf Advisory Board to order Wednesday, February 22, 2017 at 5:15 pm.

Minutes The minutes for the 01/25/17 meeting approved as submitted.

Citizen None

Comments

NON-ACTION/INFORMATIONAL ITEMS

2016 Year-End Financial Review Steve Southard reviewed the year-end 2016 financials included in the packet. The largest expense in 2016 was the purchase of the new rental cart fleet; historically, the rental cart fleet is replaced every 12 years. Overall revenues for 2016 were below projections due to the weather during January and February. The Mini-Course exceeded rounds played in 2015 and continues to provide a non-intimidating pathway for beginning golfers.

Councilor Overcash arrives at 5:30 pm

Council Liaison Report Robert Walkowicz related that he had met with Councilor Overcash regarding long-term funding challenges facing the Golf Fund. Councilor Overcash stated that he felt the topic warranted a Council Study Session and that the Board should seek the support of the Director of Parks and Recreation and that she should bring the topic forward.

Roadmap to Growth
***Sports Converts**
***Placemaking** Steve made a presentation regarding the Golf Division focusing on converting current athletes from other stick and ball sports (e.g. baseball, softball, hockey, tennis) to golf by taking what they already know and applying it to golf. The baseball swing and the golf swing are almost the same – just on a different plane. This provides a great opportunity to tap the non-golfing, athletic person. Steve also discussed the concept of “placemaking” and the goal to make the golf courses visually more inclusive of all types of golfer.

**2018 Budget
*Capital
Improvements**

Steve reviewed the Capital Improvement projects scheduled for 2017

- Driving range tee renovation at The Olde Course
- Cattail Creek clubhouse stabilization
- Mariana Butte parking lot resurfacing/crack seal

And also the projects slotted for 2018

- Replacing the small irrigation lines at Cattail Creek
- Cattail Creek parking lot milling and resurfacing
- Refurnishing (sandblasting/painting) 13 pedestrian and cart bridges at OCAL and MBGC

Steve related that a much deeper discussion was needed regarding the 10 year plans for 2019 forward and that he would be bringing revised 10 year plans to future meetings.

Councilor Overcash leaves at 6:00 pm

**Denver Public
Golf Expo**

Andrea Sheldon 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 2016 reaching over \$31,000 of pre-sale round revenue.

**Waitlist
Methodology**

Steve introduced the topic of the 3-Course pass waitlist methodology and the current perpetual list method; many man-hours are spent each year maintaining the list and fulfilling the empty pass spots in January. A discussion ensued with topics including:

- Emailing list names each January to notify golfers of position on the list and to ascertain whether the golfer wants to remain on the list
- Eliminating the 3-Course pass
- Using a lottery to decide open spots recipients rather than a wait list
- Put the responsibility on the golfer to maintain their spot on the list and to provide current contact information

No action taken

**Board Member
Comments**

- Rex Lamoreaux – Cattail Creek should be part of the EXPO booth
- Julie Nelson – Like the emphasis on sports conversion – need to reach out to people that are not golfers
- Hope Chrisman – Connie DuBois has taken over the concessions/catering at Highland Meadows golf course
- Jan Wall – Tee signs at Mariana Butte are shabby and worn.
- Charlie Dyer – Can we put up signs that say No Smoking on the on-course restrooms. When will the tee box on #9 open? Steve: still topdressing it.
- Robert Walkowicz – Councilor Overcash is very aware and tied into the Golf Division and the Golf Advisory Board, even as his schedule prevents him from attending most meeting.

There being no further business, the meeting was adjourned at 7:30 p.m.

/S/ Robert Walkowicz, Chair