

KMGA Meeting Minutes

March 15, 2011

President Chuck Clinard

Vice President Dave Vernier

Secretary Curt Wiser

Board Members Jack Bullard Pete Farner

Director of Golf Steve Tyler

Greens Superintendent Rick Laux

City Manager Ken Collard **Business Manager** Thomas Skrobola

Parks and Recreation Frances Jewell

Economic Development Jerome Kisscorni

Greens Chair Quincy Franklin **Clerks Office** Scott Borling (Minutes)

City Commissioner Barbara Miller

Absent from meeting: Quincy Franklin Jereome Kisscorni

- **The Minutes** of the February 15, 2011, meeting were approved.

- **Business Manager's Report-Tom Skrobola**
 - 1) Tom Skrobola presented a financial statement that provides monthly and YTD revenues and expenses. This report provides a comparison of these figures to 5-year averages, same month in the previous year and a comparison to the Annual Budget.
 - 2) A more detailed Income Statement containing a breakdown of revenue and expenses allocated to each golf course was also presented. Both documents were greatly helpful to the board.

- **Greens Committee Chairman's Report-Rick Laux**
 - 1) A report regarding the insurance claim and clean-up from the ice storm was presented by Steve Tyler. Milham Park was more severely damaged than Eastern Hills, with great numbers of trees requiring removal or trimming. Repairs to the net at Milham's driving range will also be covered by insurance. The insurance settlement was \$22,960.
 - 2) It was announced that Milham Park would open on March 16, 2011, and that Eastern Hills would open on March 19, 2011
 - 3) Spring clean-up at all courses would continue through mid-April. Additional sand would be added to numerous traps at Milham.

- 4) It was acknowledged by Steve Tyler that Rick Laux and his crew had done much work repairing and painting ball washers, fixing benches and other necessary work.
- **Director of Golf Report**
 - 1) **Capital Plan Committee Report** (Rick Laux, Steve Tyler and Dave Vernier): Dave Vernier presented a report that listed the capital assets and their conditions. These assets included course maintenance equipment, buildings, cart paths and trees.
 - a. The board approved the lease/purchase of the course maintenance equipment listed as priorities #1-#5. The following equipment was approved:
 - i. Toro 3150\$ @ \$25,300
 - ii. Toro 4700 D @ \$58,825
 - iii. Toro pro-force blower @ \$6,300
 - iv. Toro 5200 @ \$37,300
 - v. Lely spreader @ \$3,300

These expenditures would be financed over 72 months requiring an annual payment of \$20,000.

- b. The board also approved the expenditure of \$2,500 for restroom repairs at Eastern Hills.

The aforementioned expenditures were approved by the board and kept the expenditures within the amount established by the business manager for the 2011 budget.

- 2) **Contract Committee Report** (Chuck Clinard, Pete Farner and Frances Jewell): Pete Farner presented a report in order to identify contract issues, terms and renewal criteria.

- a. Turnaround criteria included:
 - i. 12% revenue increase over 2010
 - ii. Improved data and analytical reporting
 - iii. Monthly budgets with YTD, last year comparisons that detail results of a minimum of a \$200,000 2011 surplus
 - iv. Establishment of a marketing plan and execution
 - v. Establishment of a 5-year capital plan
 - vi. Work plan for primary employees, including incentive and

personal improvement plans for each key employee

- b. Turnaround measurement and communication
 - i. Board tour of facilities prior to April, July and September meetings
 - ii. Informal board assessment of MPE progress prior to May and August board meetings
 - iii. Final “interest to renew or not” regarding Director of Golf’s contract prior to the October meeting
- c. Present initial 2012 contract structure, terms and issues for April 2011 meeting
- 3) Marketing Plan Committee** (Steve Tyler, Jack Bullard and Curt Wiser):
Curt Wiser presented a report that included the following items:
 - a. Market overview
 - b. Revenue strategies
 - c. Advertising and public relations
 - d. Initial Marketing Proposal presented the following items to be included in the marketing plan
 - i. Golf rates analysis
 - ii. Advertising and public relations
 - iii. The Initial Marketing Plan presented revenue projections and strategies that called for a 13% increase revenues from 2010 levels
 - 1. Pro-forma budgets were included through 2013.
 - 2. Projections included the impact of acquiring a liquor license at Milham Park
 - e. The board decided that each member should list his or her top 5 marketing strategies for discussion and possible implementation
- **Old Business**
 - 1. The board voted to close Eastern Hills on October 31 every year, subject to a further analysis of the effect on net income
- **New Business**
 - 1) None

The meeting was adjourned at 9:15 p.m.

Begrudgingly submitted, Curt Wiser, Secretary

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