

KALAMAZOO MUNICIPAL GOLF ASSOCIATION  
BOARD OF GOVERNORS  
August 20, 2013

MEMBERS PRESENT

President: Curt Wiser  
Secretary: Noel Ocen  
Board Members: Bill Hauke, Larry Smith, Bill Roschek, Sue Campbell  
Assistant City Manager: Jerome Kisscorni  
Dir. of Management Services/CFO: Thomas Skrobola

MEMBERS ABSENT: Herman Smith, Pete Farner, Sean Fletcher

STAFF PRESENT: Dean Marks

GUESTS PRESENT: Linda Law, Gary Swanson

Approved minutes are forwarded to: Scott Borling, City Clerk

1. THE MEETING WAS CALLED TO ORDER AT 7PM.

Bill Hauke moved approval of the 7-16-13 minutes. Larry Smith seconded the motion. The motion carried.

2. Linda Law and Gary Swanson, co-chairs of the Launch the Red Arrow fund raiser scheduled for Wednesday, August 21<sup>st</sup> gave a summary of the sponsors and donations. Their intention was to draw attention to Red Arrow golf course and the donations and participation in the event are very encouraging. Gary asked if the board would be willing to donate a playing pass to the city courses as a raffle prize. After discussion, Bill Roschek moved approval of a motion to donate a playing pass to all 3 Kalamazoo City courses for the remainder of the 2013 playing season as a raffle prize for the Launch the Red Arrow event. Noel Ocen seconded the motion. The motion carried.

3. BUSINESS MANAGER'S REPORT. Dean Marks reported that revenue for July was solid. We're still down from loss of spring revenue. Revenues have not increased as much as planned. Dean will compile yearend projections after the August numbers are in.

4. Curt Wiser asked for volunteers for the MARKETING COMMITTEE. Sue Campbell, Bill Roschek, and Noel Ocen volunteered for the committee. 2013 has seen the acquisition of a liquor license and remodeling of the clubhouse at Milham; and most importantly, the improvement of playing conditions at Milham. All of the feedback received has been positive. In order to meet the 5-year revenue projections, a coordinated marketing effort is essential.

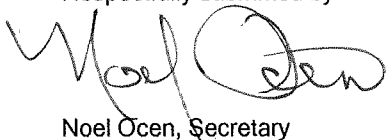
5. DIRECTOR OF GOLF REPORT. Dean reported that the revenue for the first half of August is good. After Labor Day, revenue drops off. The Big Hole Tournament is coming up; it was very well received last year. Tournament participation in the entire Kalamazoo area is down; even Country Club venues are not getting good participation. This underscores the need for a concerted marketing effort to increase revenues in 2014.

6. Dean presented a draft of the 2014 rates. KMGGA Membership rates have not been increased since 2008. The Marketing Committee needs to provide input to Dean on these proposed rates by September 1.

7. Tom Skrobola presented an offer made by AP Wireless for the remaining Metro PCS Dish on the EH Cell Tower. The executive committee will make a recommendation to the board at the next meeting.

The meeting was adjourned at 8:52.

Respectfully submitted by



Noel Ocen, Secretary