

KALAMAZOO MUNICIPAL GOLF ASSOCIATION
BOARD OF GOVERNORS
November 19, 2013

MEMBERS PRESENT

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

MEMBERS ABSENT: Curt Wiser, Sean Fletcher

STAFF PRESENT: Dean Marks

GUESTS PRESENT: None

Approved minutes are forwarded to: Scott Borling, City Clerk

1. THE MEETING WAS CALLED TO ORDER AT 8:11 pm.

Bill Roschek moved approval of the October 22, 2013 minutes. Larry Smith seconded the motion. The motion was approved.

2. Director of Golf report. Dean reported that there was nothing more to add beyond the report made for the Annual Meeting.

3. Business Manager's Report. Tom Skrobola indicated that everything we needed to discuss was covered in the Annual Meeting.

4. Green's Committee Report. Bill Hauke reported that the leaf mulching and course winterizations are taking place. Green #15 was ruined at EH when a tree fell onto the green. There was other tree damage. MP had damage at #5 and #7.

5. Membership Committee. Noel Ocen reported that additional members have been picked up for next year. Feedback on course conditions and operation has all been positive. Our challenge is to bring in more new members. Bill Hauke mentioned that the members he's spoken to felt that the cost increases were reasonable.

6. Marketing Committee. Sue Campbell reported that the committee wants to gather as many email addresses and demographic information as possible on all of our golfers. Incentives should be instituted for members to bring in non-members. We should be able to blast 'deals' to golfers. Try to exploit league players by giving deals to bring in outside golfers. Start an intra-league competition, Start drop-in events for slow times. Add a periodic Friday evening couple's event. Family events including parents, children and instruction and etiquette. Loyalty points. Course conditions are key to keeping and bringing in players.

7. Red Arrow has done well; however, we are still losing money at RA. We need to appeal to the community to assist with the costs to maintain-break even- at RA. First Tee is still on track, but probably won't be able to get up and running until next Fall.

8. Compliance Calendar. Pete Farner presented the compliance calendar which provides a format for the monthly meetings going forward. We'll review and approve at the January meeting.

The meeting was adjourned at 9:00 pm.

Respectfully submitted by



Noel Ocen, KMGA Secretary