

KALAMAZOO MUNICIPAL GOLF ASSOCIATION
BOARD OF GOVERNORS MEETING
FEBRUARY 19, 2015

MEMBERS PRESENT

President	Curt Wisler
Vice President:	Pete Farner
Secretary:	John D. Bradshaw
Board Members:	Noel Ocen, Sue Campbell, Ryan Franklin
Dir. of Management Services/CFO:	Thomas Skrobola
Dir. Parks and Recreation	Sean Fletcher

MEMBERS ABSENT:

Economic Development: Jerome Kisscorni

STAFF PRESENT

Director of Golf Dean Marks

VISITORS PRESENT

Diane Worden

Approved minutes are forwarded to: Shelby Moss for Scott Borling, City Clerk

1. The meeting was called to order at 5:48 pm, at MPGC. Noel Ocen moved approval of the minutes of the January 15, 2015. Curt Wisler seconded. The motion passed.

2. Director of Golf Report:

Dean Marks presented the DM Golf Plan. Highlights include:

- Presentation of a modified P&L statement for 2015 which showed (or his best projections at this point) for a break even budget.
- The revenue side is in check, but hard to tell about expenses. Benefit will come from Cart Barn Vendor by way of possible club purchases/ club fitting etc., and the \$1,000 per month in rent to DMG.
- Pre sales of season passes are still strong.
- Dean presented a list of 2014 KMGA capital assets purchased and asked for a Motion to approve those purchases, Noting that all had been paid for except the irrigation.

A MOTION was made by Sean Fletcher to:

Approve the list of KMGA capital assets purchased in 2014.

Second by Noel Ocen

Upon a vote the Motion PASSED.

- Dean initiated a discussion about approval of bond funding in the amount of \$200,000 for the purchase of KMGA capital assets for 2015, based on the list he provided in the Director of Golf report. Dean wanted to make a NOTE that \$113, 000 of that money had already been spent on irrigation upgrades to Eastern. Much discussion was had as to the amounts that we should approve.

A MOTION was made by Ryan Franklin to;

Approve a bonding request for \$200,000 for KMGA capital asset purchases for 2015.

Second by Tom Skrobola

Upon a vote the Motion PASSED.

- Dean Noted that the annual Kalamazoo Community Golf Show would be held on the weekend of February 28, at Wings Stadium.
- Dean discussed that the Cart barn remodel was essentially completed and that Clark was moving equipment in and would be ready to open on or about 2-24-15

3. Events Calendar:

- There was a discussion regarding the events calendar, but no substantial changes.

4. Red Arrow:

- Diane reported that she has been meeting with some community leaders to discuss possible resources for RA funding.
- Diane reported that one of the projects would be a Grant with the Boys and Girls Club to have 3 sessions of indoor play regarding grip, swing, course management, using videos and computers. Then there would be 3 sessions of outdoor play at RA, using neighborhood mentors, who have already agreed to do this.
- Diane reported that she has been working with the RA task force in reference to capital improvements. These are listed on Dean's list as well, but they include a new roof for the club house, tree trimming and bathroom renovation. A possible grant may be the vehicle to get these items accomplished.
- Diane stated that there were approximately 6,000 golfers at RA last year and she would like that to increase to 8,000. She stated that \$50,000 would be needed to make RA self-sufficient.
- There was a discussion initiated by Sean that foot golf or disk golf would be a great way to make RA more self-sufficient, as it would bring more people and families on to the course. Sean will bring a proposal to the next meeting.

5. Compliance review:

- i. **DMG Staff development**----this discussion was tabled. Dean will bring in a proposed plan at the next meeting.
- ii. **KMGA self-assessment** ---there was a discussion whereby Board members requested that the Questions be re-formatted for better understanding. Perhaps using a different scale.
- iii **Marketing** - There was a discussion whereby several needs were identified:

Push for emails

The need to talk to people as they come--"Be more Salesman like"

Use of social media including twitter, and Facebook

Lowering prices in slow periods e.g., Sat-Sun after 1 PM

Use online tee times function more

These discussions were tabled until next month.

6. Eastern Hills Update:

- It was stated that the appraisal is almost complete.
- There was discussion that we need to come up with a plan that contemplates or asks the question: "How will Milham operate with a potential sale of Eastern Hills?" That is, does Milham have the income to go it alone?

7. Misc.:

- It was noted that Bill Roschek, had passed away the day that the Board was meeting.
- The KMGA Board of Governors officially wanted to give its condolences to the Roschek Family during this difficult time.

The meeting was adjourned at 8:08 PM.

Respectfully submitted by

John D. Bradshaw
Secretary