

KALAMAZOO MUNICIPAL GOLF ASSOCIATION  
BOARD OF GOVERNORS MEETING  
April 16, 2015

MEMBERS PRESENT

Vice President:	Pete Farnier
Secretary:	John D. Bradshaw
Board Members:	Noel Ocen, Sue Campbell,
Dir. of Management Services/CFO:	Thomas Skrobola
Dir. Parks and Recreation	Sean Fletcher
Economic Development:	Jerome Kisscorni
Board Member:	Ryan Franklin

MEMBERS ABSENT:

President	Curt Wiser
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STAFF PRESENT

Director of Golf	Dean Marks
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VISITORS PRESENT

Diane Worden

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

1. The meeting was called to order at 5:35 pm, at MPGC. Noel Ocen moved for approval of the minutes of the March 19, 2015 meeting. Pete Farnier seconded. John Bradshaw stated that the heading had the incorrect date and that it would be corrected. The motion passed.

2. Director of Golf Report:

- Dean stated that MPGC was opened on 3-20-15, EHGC was opened on 3-28-15 and that RA was opened on 4-11-15.
- Dean reported that they were ahead in memberships with a lot of NEW members (not just returning members) and that EHGC League memberships were up as well.
- FootGolf was discussed with the install to take place at RA on 4-23 with play to begin in early May.

Financial arrangements still needed to be determined by Dean Marks with Sean Fletcher and Diane Worden.

It appears that the install costs would be approximately \$1,600 and it was proposed that there be a 50/50 split between KMGGA and the City Parks and Recreation Department until the cost of the equipment was covered.

There was also a discussion that almost all local courses, including the Kalamazoo Country Club, now have FootGolf courses.

A MOTION was made by Sean Fletcher to:

Initiate a 50/50 split of proceeds until the FootGolf equipment was paid for.

Seconded by John Bradshaw

Upon a vote the Motion PASSED.

- The new gas carts were delivered with a total of 50 which is an increase of 2. There are 2 RED carts that will be used as Marshall's carts. The initial response seems to be positive from the customers.
- The Pro Shop business seems to be having a good start.
- The business of GPA also appears to be having a good start to the season.
- Expenses are tracking well with no major expenditures except one pump did not turn on that morning, and they will have to wait and see what the problem is.

Further, Dean is trying to reduce or perhaps 'lean' the labor behind the counter.

- **Tee Times/Online:**  
Dean is reviewing a company called RevTech Plus, which is a company that will dynamically adjust the costs of 'on-line' Tee Times vis a vis demand, capacity, days of the week etc.

It was stated that MPGC is still using Golf Now for the time being and that you can still go online and make regular tee times through the official website.

- Dean stated that he still needs help with marketing.

3. **Events Calendar:**

- The events calendar was reviewed with a mention of the Big Hole and Spring Events.
- The Titlist event was changed to 5-23 and the Big Hole event changed to September 13<sup>th</sup> from the 6<sup>th</sup>.

4. **Red Arrow:**

- Diane reported that the course opened the weakened of March 11<sup>th</sup> and 12<sup>th</sup> with great success. She stated that there were a lot of 'new people' coming in to play.
- Diane stated that she still needs more help but that she does have approximately 40 people now.
- Diane stated that the Boys and Girls Club Neighborhood Youth Access Program is coming together, except that she does not know if here will be a Grant provided by the Fetzer Foundation. If that does not materialize, then they will not be able to use Paul Simonds. Further, if that occurs, they will do some of the wok at their own facilities. [NOTE: See Minutes form 3-19-15 regarding what the sessions would be IF there were a Grant]

Finally, she reported that Dean Marks has been distributing the DVD "Spirit of the Game" to those members.

- There was discussion about FootGolf [NOTE: there was further discussion under the Director of Golf Report],

It was discussed that FootGolf would be added to RA very soon, and that the City and the Parks and Recreation Department would do the infrastructure installation and any repairs that needed to be made to the course, with Sean Fletcher's input.

There was a discussion about the financial split between the City and KMGGA regarding the FootGolf installation, and it was agreed that Sean Fletcher would bring a plan to the board that had been discussed with Dean Marks.

- The RA fund raising committee was moving forward and staffing for the day was being discussed.
- **RA Fund Raiser Outing:** Sue reported that our food vendor ( Island Catering) from last year was in agreement to do it again this year, and there was a general discussion about whether we should go to a dinner format. The suggestion was that we stay with a 'boxed lunch' and that we give the vendor a "free Foursome".

Additionally, it was requested that the Board Members get a sponsors list so that we can make contact with them again—soon.

5. **Compliance review/Self-Assessment:**

- These matters were tabled until next meeting.

6. **Eastern Hills Update:**

- Jerome Kisscorni stated that there was no \$ offer yet but that the appraisal came in at 2.19 million.
- There was a general discussion as to the following points:
  - That we should make sure that if we sell EHGC, that we sell it for as close to the Fair Market Price as possible, so that the appraisal is not so important.
  - That we should attempt to get an offer "around the appraisal" as long as we could net 2.2 million.
  - The City representative members stated that the debt which we can cover after the sale, is debt of: **all of MPGC, EHGC, and DMG debt.**
  - There was AGAIN, the discussion of the NEED for a "sinking fund" for the remaining golf assets (MPGC and RA) in order for it to work for our current Director of Golf—DMG.

- That there is a need for a continued Marketing Plan, if and /or when EHGC is sold.

7. Misc.:

- **Signage:** There was a general discussion to the effect that it was time for a Sign Change/Enhancement.

The following issues in that regard were discussed but no Motions were presented:

- KMGA should perhaps look into the possibility of getting a dynamic digital sign
- The price for double sided signs range from a price of \$1,800 for basic to \$6,000 for a much nicer sign. (some samples were reviewed)
- It was stated that any sign needs to have all of the logos -KMGA and City of Kalamazoo.
- It was discussed that perhaps GPA could also be included, in exchange for paying part of the cost.
- There was a **General Agreement** that we **DO** investigate the re-doing of the signs and that volunteers be requested to work on that.

8. New Business:

- Noel stated that Bronson Methodist Hospital had used a picture of our facility to run an ad for the last two years.

She stated that BMH had just hired a person to develop a low-cost physical therapy program for cardio-rehab patient's, which would kick in when their insurance had run out. She suggested that we should have our Pro's be in contact with their people to help develop this program. She suggested that it may bring in some extra income to the courses.

The meeting was adjourned at 7:00 PM.

Respectfully submitted by

John D. Bradshaw  
Secretary