

KALAMAZOO MUNICIPAL GOLF ASSOCIATION
BOARD OF GOVERNORS MEETING
February 18th, 2016

MEMBERS PRESENT

President	Curt Wiser
Vice President:	Mike Dunphey
Secretary:	John D. Bradshaw
Board Members:	Steve Feffer, Larry Braithwaite, Chuck Clinard
Economic Development:	Jerome Kisscorni

MEMBERS ABSENT:

Dir. of Management Services/CFO:	Thomas Skrobola
Dir. Parks and Recreation	Sean Fletcher
Member	Ruthie Walker

STAFF PRESENT

Director of Golf	Dean Marks
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VISITORS PRESENT

None

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

The meeting was called to order at 5:38 pm, at Milham Park Golf Club. Minutes of January 21st were approved.

1. Director of Golf Report:

- Dean submitted a written report.
- Dean gave the Board a course by course comparison from 2015, and he was surprised at how well Milham Park Golf Club did last year.
- Dean requested that we take down the For Sale sign the realtor put up in front of Eastern Hills Golf Club. It was agreed that this should be done and Jerome stated that he would communicate this to the realtor. There was also some discussion about putting up a sign that reads "Open for the Season" but no official action was taken.
- Dean attended the First Tee Coach Training, and Bob would be going in the next week. He stated that they are still waiting on: First Tee National to allow the City of Battle Creek to expand, as well as the City of Battle Creeks resolution to allow as well.
- As to this point there was a suggestion that we attempt to mix or draw KJGA kids with First Tee kids and also attempt to get a grant from the Kalamazoo Foundation in that effort.
- Dean Discussed marketing strategies, including:

A contact from a WMU professor, who wanted to use the courses for a class marketing project,
Putting Milham on GolfNow's Premium list,
An arrangement with RevTechPlus for upgraded social media use.

- Dean reported that the Point of Sale hardware will be kept for another year.

- Events:
See calendar on website

2. Greens Report:

- No greens report.

3. Red Arrow:

- The Board discussed the Red Arrow Benefit Golf Outing (July 29th, 2016) and a sub committee was formed. All Members of the Board of Directors are committed to helping in this fundraiser in some form.

4. Eastern Hills Update:

- The Sales Agreement with the realtor was signed at 4% commission, with a requirement to give updates to the Board. Drawings are to be prepared for a possible design/development plan.
- Curt will prepare a press release to give to the media outlets stating the course will be open this year and into the foreseeable future—possibly 4-5 years.

6. Compliance:

7 New Business:

- Curt stated that we need to find a grant writer since Diane is now not working for the Board. The board may approach Mitch.

The meeting was adjourned at 7:10 PM.

Respectfully submitted by

John D. Bradshaw
Secretary