
KALAMAZOO MUNICIPAL GOLF ASSOCIATION
BOARD OF GOVERNORS MEETING
February 15th, 2018

MEMBERS PRESENT

President	Curt Wiser
Vice President:	Mike Dunphey
Secretary:	John D. Bradshaw
Board Members:	Larry Braithwaite, Ruthie Walker
Dir. of Management Services/CFO:	Thomas Skrobola
Dir. Parks and Recreation	Sean Fletcher

MEMBERS ABSENT:

Economic Development: Board Member:	Jerome Kisscorni Steve Feffer
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STAFF PRESENT

Director of Golf	Dean Marks
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VISITORS PRESENT

Bill and Peg Hauke

Approved minutes are forwarded to:

Shelby Moss for Scott Borling, City Clerk

The meeting was called to order at 5:45 pm; at Milham Park Golf Club. Minutes of the January 18th 2018 meeting were approved.

1. Director of Golf Report:

- Dean submitted a written report.
- This year's Golf Show at Wings Complex has been cancelled.
- The winter equipment maintenance is going well with no problems so far.
- As to this year's Club Championship, Dean stated that the date has always been a challenge. This year he may either change the date or change the format in that Milham may be played first, instead of last.
- As to the reversal of the 9's—Dean is going forward with temporary labels before going forward on the permanent metal Hole Markers. This cost will be \$400 total.
- Dean is planning a USGA/LPGA Girls Golf Program April 9th ---May 14th at the Dome. Then a second section from May 21—July 2 at Milham.
- Dean stated that he has been investigating a new technology called "Top Tracer Range". This is a range bay with 'shot tracer' technology built into it and which tracks your shot via a series of cameras and then shows that on screens. The cost is approximately \$200 per month per bay via a lease. You may be able to add food and beverage to the experience as well. Dean will investigate and bring more information to the board.

2. No events update, except report regarding the Club Championship above.

3. Greens Report: No Greens update.

4. Eastern Hills Update:

- No Update.

5. New Business:

- Curt brought an idea/letter to the Board from a company named Boost Performance Consulting (John Bond). Some of the ideas presented in a 'layout' of Eastern Hills Golf Club, broke down the course into segments of: Competitive golf, Outdoor fitness, a 'Top Golf' concept, a beginner/senior area and an academy area.

The concept is to make the use of the land and the gold more fun, faster, and to use little or underutilized sections of the course.

These and other concepts will continue to be reviewed by the board, including eGull (a pay as you play App).

- The next City Commission Meeting visit will be arranged after the signing of the DMG Contract which is to be approved on March 5th.
- Dean informed the Board that Rick (maintenance) has to have open heart surgery, and may be out the remainder of the summer. Dean is contemplating what alternatives we may have, including having Ron 'step up'.
- Sean stated he will help in the preparation of the KMGA Business Plan.

He has asked the Board to present 3 priorities we think are important and which can realistically be achieved in 12-24 months. Items could include: More use of social media, food/beverage changes, flow and use of the courses. He asked that we try and be flexible in our thoughts. These should be to him by 2-28-18.

6. Red Arrow Golf Course:

- Curt will prepare a List of Duties, and distribute to each member in preparation of the Red Arrow Golf Club Fund raiser. He would like to compile One Master List of Players and Donors from the past, to better know whom to contact going forward. He will try and get the 'To Do List' out by 3-1.

The meeting was adjourned at 7:15 PM.

Respectfully submitted by

John D. Bradshaw
Secretary