KALAMAZOO MUNICIPAL GOLF ASSOCIATION
BOARD OF GOVERNORS MEETING
December 12th, 2019
ANNUAL MEETING

MEMBERS PRESENT
President
Curt Wiser
Vice President:
Mike Dunphey
Secretary:
John D. Bradshaw
Board Members:
Larry Braithwaite, Ruthie Walker, Steve Feffer
Dir. Parks and Recreation
Sean Fletcher

MEMBERS ABSENT:
Steve Vicenzi

STAFF PRESENT
Director of Golf
Dean Marks

VISITORS PRESENT:
Sue Campbell, Bill Hauke, Kevin O'Toole,
Mike Corliss, Mark Winnard

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

The meeting was called to order at 5:40 pm; at Milham Park Golf Club. Minutes of December 6th, 2018 Annual Meeting were approved.

1. Director's Yearly Report of Golf:

- Dean submitted a written report, which is attached and incorporated herein by this reference.
- Additional Comments or discussions included:
  Overall the revenue for the 3 courses was up 2%
  All categories were up.

  One Comment from a guest was that there were a lot of Positive Comments from the players of EHGC when they received the Letter regarding the irrigation situation—and thanking them for their patience during the summer.

2019 Goals

- The Report Included Goals for 2020, which are attached and included herein by this reference.
- Additional Comments or discussion included:
  We should have a Master Plan for the Courses as well as a Business Plan.

2. Presidents Report

- The Presidents Report is attached and incorporated herein by this reference.
- It included a "Looking to 2020 " which stated that the "greatest challenge to DM Golf and the Board of Governors, is to determine how we can increase revenue, while at the same time manage expenses"
• Additional Comments and discussions included:
  Good Things happened at the courses
  MPG was in great shape all year.
  Raised $14K f or Jr Golf/Red Arrow
  DMG made a Profit.
  Discussion regarding the Need for a Marketing strategy, increasing revenue, increase
  rounds played, the need for the establishment of a Capital Budget Committee.
  The Presidents Looking Forward also stressed: That because of the debt which was
  incurred for the irrigation at EHGC, going forward the courses needed to be “Self-Funding”—that
  is, all capital expenses until 2025—need to be self-funded to avoid incurring more debt.

• One Guest asked if the City gives any money to the Courses and the Answer is “no”, the courses
  have to make their own way without City contributions. It was also mentioned that this
  fact/information ‘needs to be more public’. That is, there is a misconception that the City helps
  fund the courses.
• Sean stated that we need to work hard to keep golf in the City, because it would cost more to
  have the courses vacant.
• There was a comment from the guests and discussion that the Board needs to get more involved
  with the City Commission and show:
  The positive economic impact the courses provide, both as to ‘money saved’ if they were
  vacant land, and as to the money which is spent locally by people coming to the courses.
  The positive Youth impact.
  Not be “out of sight out of mind”
  Steve Feffer mentioned we might be able to get WMU Business School to help with a
  survey of where people/players come from and what they do after they play at the courses.
  It was suggested that we recruit some of the new City Council members (Jeannie Hess,
  Chris Pradle SP?) for more support.

• Additional Comments from Guests were:
  Try and get the word out that EHGC is here to stay,
  Maybe a big sign at the entrance explaining that and what changes are coming
  Maybe Market the West 9 more, and what a “great side” it is to play.
  Maybe educate people on not driving close to the greens.

3. Election Results

• The election results were tallied with the following results:
  Curt Wiser 27 Votes
  Steve Feffer 22 Votes
  Mark Heinnam 18 votes
  Kevin O’Toole 18 votes

Both Curt and Steve will serve 3 year terms.
NOTE: there was discussion about having the City appoint Mark as a City appointment as he is a
City Resident.

4. New Business
• No new Business
5. Old Business
   • No Old Business.

   The Meeting was adjourned at 6:35 PM

   Respectfully submitted by

   John D. Bradshaw
   Secretary