

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

MEMBERS PRESENT

President	Curt Wisner
Dir. Parks and Recreation	Sean Fletcher
Vice President:	Mike Dunphey
Secretary:	John D. Bradshaw
Board Members:	Ruthie Walker, Larry Braithwaite, Patrick McVerry

MEMBERS ABSENT: Steve Vicenzi

STAFF PRESENT

Director of Golf Dean Marks

GUESTS 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 6:35 PM after the 2019 Annual Meeting at Milham Park. Minutes of the October 17th, 2019 meeting were approved.

1. Director of Golf Report:

- Dean submitted a written report. **See attached an incorporated herein.**
- Additional Comments:
- As can be seen from the 2012-2014 Modified Cash P&L we need to get rounds "up". Sean suggested that we "also raise rates" as we cannot keep lowering expenses because they are very low and quality may begin to suffer. We will have to find more \$ somewhere if we want to keep quality up.
- There was additional discussion regarding the need for Marketing. It was suggested that we form a **Capital Budget Committee and Marketing Committee**---and investigate the hiring of a Third Party entity to manage a Capital Campaign.
- Steve Feffer will reach out to WMU Business School to investigate Grant Writing person/persons.
- Other Marketing ideas were to 'attract WMU/College kids' which just want to party and play'.

2. Events.

- **No New events.**

3. Greens Report:

- **No official report.**

4. Strategic Planning Committee/Committee Assignments:

- **President Wisner made the following Committee Assignments:**
Greens Committee: Mike and Larry,
Marketing: Steve Feffer, Sean and Mike.
Jr. Golf/Red Arrow: Everyone.
Capital Campaign: Patrick, John, Curt.
Liaison with City: John, (suggested Bill Hauke visitor and prior Board Member)

- 5 Old Business
 - No Old Business.
6. New Business:
 - No New Business

The meeting was adjourned at 7:30

Respectfully submitted by

John D. Bradshaw
Secretary

Director of Golf Report
Regular Meeting – December 12, 2019

Revenue is projecting to be up over \$30,000. Expenses are projecting to be up \$90,000. Equipment repair and irrigation repair account for about \$40,000 of the increase while labor accounts for the rest. DM Golf is projecting a profit of \$13,000 which will lower cumulative losses to \$273,000. *

Bond money was approved for the irrigation upgrades at Eastern Hills and we should receive the funds soon. We will pay cash for the upgrades and not use the lease option presented by TORO. An updated debt service schedule is attached and debt service will hover around \$160,000 for the next few years. Current revenue models suggest that we cannot take on any new debt for a while. If we want reinvestment in the courses to continue, we need some creative solutions. *

Irrigation upgrades at Eastern Hills moved quite quickly once they were able to begin work. Thielen had as many as 22 workers on site and Brian had high praises for their work ethic. Weather has halted progress for the moment, but they appear to be 90% completed with their work. *

Consumers Energy has reviewed our complaint and agreed that we are due some compensation, but they have not confirmed a number yet. *

West Michigan First Tee has approved a business plan to expand into Kalamazoo. The next step is to have National First Tee approve the expansion. Once approved, we will work to put an Advisory Board together to start fundraising. It is possible to have official programming in place by fall, but most likely will begin in spring of 2021.

We are planning on attending the Kalamazoo Community Golf Show at Wings Stadium on February 8.