



**PARKS AND RECREATION DEPARTMENT**  
Civic Center • 500 East Third Street • Loveland, Colorado 80537  
(970) 962-2727 • FAX (970) 962-2903 • TDD (970) 962-2620  
[www.cityofloveland.org](http://www.cityofloveland.org)

## **LOVELAND GOLF ADVISORY BOARD**

**January 27, 2016**

**Parks and Recreation Conference Room, 500 E. 3<sup>rd</sup> Street, Loveland**

### **NOTICE OF MEETING POSTED**

**Call to Order at 5:15 p.m.**

**Welcome to Council Liaison**

**Council Liaison Report**

Steve Southard

Don Overcash

**Citizen Comments** (By Citizens present at meeting)

**Approval of 12/09/15 Minutes**

### **Discussion/Action Items**

1. Election of Officers
2. 2015 Accomplishments and 2016 Priorities
3. Annual Boards and Commissions Summit, 03/03/16
  - Selection of 2 Board members to attend

Robert Walkowicz

Chair

Chair

### **Non-Action/Informational**

4. Golf Advisory Board Meeting Calendar

Andrea Sheldon

5. Denver Golf Expo

Andrea Sheldon

### **Reports/Correspondence**

6. Golf Operations Manager Report

Steve Southard

### **Board Member Comments**

**Next Regular Meeting Date: 02/24/2016**

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**LOVELAND GOLF ADVISORY BOARD  
MINUTES**

12/09/15

Parks and Recreation Conference Room

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PRESENT: Joe Lopo, Julie Nelson, Jan Wall, Robert Walkowicz, Tom O’Gorman, Jerry Weitzel, Chuck Weirauch, Jim Whitenight, Charlie Dyer  
ABSENT: Hope Chrisman  
STAFF: Steve Southard, Andrea Sheldon, Jim Dargis, Elizabeth Anderson  
PRO SHOP: Kim Stiner, Gale Stiner  
COUNCIL: Absent  
CITIZENS: Lucinda Matheson, Kristin Moreland (via FaceTime connection)

Notice of meeting posted.

Chair Robert Walkowicz called the regular meeting of the Loveland Golf Advisory Board to order Wednesday, December 09, 2015 at 5:15 pm.

<b>Minutes</b>	The minutes for the 10/28/15 meeting were corrected to reflect attendance at meeting by Parks and Recreation Director, Elizabeth Anderson, and approved.
<b>Citizen Comments</b>	Citizens comments were deferred until agenda topics

**NON-ACTION/INFORMATION ITEMS**

<b>Project Review: The Olde Course at Loveland Pro Shop Operations</b>	<p>Steve Southard reviewed the timeline and progress of projects associated with the operational changes in the pro shop at The Olde Course at Loveland.</p> <ul style="list-style-type: none"><li>• Interviews for the Assistant Golf Professional position were held; Bradley Ehrlich was the successful candidate.</li><li>• An RFP process for the food and beverage concession resulted in Connie DuBois being selected as the new contractor; research has begun to transfer the liquor license at OCAL and begin the process for CCGC.</li><li>• A modest physical upgrade of the pro shop will begin shortly after the first of the year and should be complete mid-February.</li></ul>
<b>Golf Instruction Scope of Service: Olde Course/Cattail Creek</b>	<p>Robert Walkowicz opened the topic. Staff is recommending that the City directly contract with independent contractors for golf instruction for the following reasons:</p> <ul style="list-style-type: none"><li>• The customer can select and work with the instructor whose philosophy of teaching best matches the way the customer learns.</li><li>• The customer receives the best price opportunity dealing directly with an instructor: no “middle man” to increase the cost of the lesson by asking for percentage of lessons.</li></ul>

- Allows the City to retain the most flexibility in instruction opportunities and to retain the ability to offer Rec-level, entry classes.
- Allows the Instructors to be competitive. The instructors set their own fees; if the instructor is highly respected and requested, they may be able to charge a bit more than other instructors.
- Allows the City to look forward to the future of a new clubhouse and possible indoor hitting area; the City can go into a facility design mode with ultimate flexibility.
- Allows the City to look for unique and mutually beneficial partnerships in golf instruction.

Board discussion included:

- Rec-Level golf instruction, instructors and the involvement of independent contractors, if so desired
- Duties of City staff; pros, asst. pros, and others
- Group lesson and private lesson opportunities
- Contract framework questions regarding marketing & fairness to independent contractors

Kristin Moreland expressed her desire to be considered as one of the vendors contacted for contracting with the City for golf instruction at The Olde Course at Loveland.

*After a lengthy discussion, the general consensus of the Board was for the City to move forward to directly contract with independent contractors for golf instruction at The Olde Course at Loveland.*

## **REPORTS/CORRESPONDENCE**

Council Liaison Report

None; Elizabeth Anderson stated that, following the recent election, the Council Liaisons to the various Boards and Commissions would be reassigned. It was her understanding that the Golf Advisory Board would be assigned a new liaison. Steve reported that OCAL had gone from covered in snow, to clear for play, in the shortest time in recent history. Steve said this was a testament to the hard work of the OCAL maintenance staff to complete the drainage improvement projects in 2015.

Golf Operations Report

**Board Member Comments**

None

**There being no further business, the meeting was adjourned at 7:50 p.m.**

**Respectfully submitted,  
Andrea Sheldon**



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**AGENDA ITEM:** 1  
**MEETING DATE:** 01/27/2016  
**DESCRIPTION:** Election of Officers

### **SUMMARY:**

Each year, the Board elects two positions, Chair and Vice Chair to hold office (January to December). Nominations, or re-nominations, for the office are entertained and the candidate selected by informal vote.

### **Responsibilities of the Chair include:**

- Facilitate the monthly Board meetings efficiently and effectively
- Communicate with staff, as needed, on agenda items and information
- Sit on selection committee or other city-based committees as an official representative of the Golf Advisory Board (as requested).

### **Responsibilities of the Vice Chair includes:**

Assume responsibilities of the Chair in the absence of the Chair or his or her inability to act as Chair.

**Discussion:** Nominations entertained and officers and liaison selected.



**AGENDA ITEM:** 2

**MEETING DATE:** 01/27/2016

**DESCRIPTION:** Golf Advisory Board 2015 Achievements & 2016 Goals

**SUMMARY:**

City Council would like for each Board to supply a brief summary of its 2015 Accomplishments and 2016 Priorities. The following were the established 2015 priorities and their status. Please review for discussion, new priorities for 2016 and any necessary updates to the status of the 2015 priorities.

**2015 Accomplishments**

1. Work with Staff on 2016 Golf Fund balance projections, 2016 operation budgets, revenue projections and fee setting policies along with updating 2016 – 2021 capital improvement projects schedule  
**Status:** A strategic move to continue to purchase capital equipment was made based on a positive golf fund balance, allowing the golf courses to continue to replace outdated equipment per schedule. A study of fees was conducted; it was decided to increase the Seasonal Pass price for the 3 Course Individual Full Week and leave all other 2015 fees in place for 2016 with no modification.
2. Work with Staff in continuing a Family Golf Initiative and New Golfer Initiative for the Loveland Golf courses; continue to utilize ownership of all Cattail Creek golf course operations and mini-course and SNAG equipment to build new golfer base and transition golfers to other options; review cost recovery goals as they relate to new golfers and youth golfers; continue transition of Cattail Creek into a more diverse “learning center;” investigate possibilities to expand family friendly initiative to other two golf courses.  
**Status:** New Golfer and Family friendly golf opportunities were discussed. Continued marketing the Mini-Course, the 3-Hole Round, and the new Games on the Range at Mariana Butte, as introduction pathways for new golfers. In addition, operations at The Olde Course at Loveland were discussed with the ultimate decision made to self-operate The Olde Course pro shop and to request proposals for the Food and Beverage and Golf Instruction concessions services.
3. Work with staff to formulate and generate ideas to develop and provide innovative and appealing driving range facilities that serve as a fun entry way into the sport.  
**Status:** Great strides were taken in this area with the construction and implementation of the new Games on the Range at the Mariana Butte golf course, and in the construction and addition of M.E.L.V.I.N. at Cattail Creek. Both driving ranges now offer targets and obstacles that can be used both for productive practice, by the more experienced golfer, and as game targets for entertainment and as a means as a non-intimidating introduction to the game of golf for new golfers.

**Discussion/Action:** Discuss 2015 accomplishments for update and be prepared to discuss/propose 2016 priorities.

# Golf Division Annual Report 2015



## Table of Contents

Table of Contents.....	2
Capital Improvements.....	4
Dry Creek Restoration at Mariana Butte .....	5
Protection of Box Culverts along Dry Creek.....	6
Development Around and Through the Golf Course .....	6
Cattail Creek Clubhouse Upgrades .....	7
Drainage Improvement on #5 at The Olde Course at Loveland .....	7
Hole #7 Fairway at The Olde Course at Loveland .....	8
Cattail Creek Pump House Replacement .....	9
Eliminating in-course OB #5 and #9 .....	9
Irrigation Improvements OC .....	10
11 Tee Mariana Butte .....	10
Irrigation Improvements at MB .....	11
Big Thompson Bank Stabilization.....	11
Maintenance and General Operations .....	12
More flooding in May .....	12
Return and Growth in Outing Play at Mariana Butte .....	12
USGA Site Visits.....	12
Self-Operation of The Olde Course at Loveland pro shop .....	12
Technology.....	13
Fiber Optics to OC and CC.....	13
Video Lessons and Training Included in Junior Golf Program.....	13
Self-Directed Video Instruction added to Website .....	13
Facility Use and Trends .....	14
Rounds Played.....	14
Implementing - Roadmap to Growth.....	14
Entry numbers (must be) > Exit numbers: Simple math to success .....	14
5000+ paid mini-rounds.....	14
Games on the Range .....	15
MELVIN.....	15
Partnering with the Community to Promote Golf .....	16

Various Clubs.....	16
Girls 5A State Tournament.....	16
Youth Golf Programs.....	16
Projects on the Horizon .....	17
Board Members .....	18

## Capital Improvements

The following pages contain a short verbal description and photo of each major improvement project completed in 2015.



### Dry Creek Restoration at Mariana Butte

After the 2013 flood, sediment choked many areas of Dry Creek on holes 2 through 7. Staff rented small excavating equipment are removed the excess sediment and rebuilt the river bank on hole #4.



### Protection of Box Culverts along Dry Creek

The 5 year flood event on Dry Creek in 2013 exposed weakness in the construction of the box culvert crossings on Dry Creek. Each of the 6 box culvert crossings needed rip rap to prevent undercutting and the wing wall areas needed to be reinforced and protected.



### Development Around and Through the Golf Course

As the Mariana Butte community continues to develop with new houses, essential infrastructure must be added. Some of this infrastructure must cross parts of the golf course. On hole #15, storm sewer pipes were installed across the beginning of the fairway and between the red and white tees.

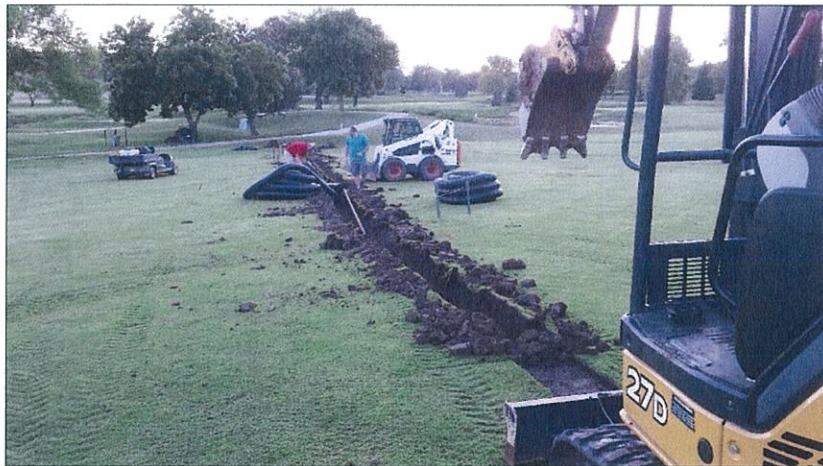


### Cattail Creek Clubhouse Upgrades

Cosmetic improvements were made to the Cattail Creek Clubhouse. Staff desired to present a clubhouse that was more inviting and welcoming to the wide variety of customers that visit Cattail Creek. Clutter was removed, slatwall was installed, the point of sale counter was updated, and new photographs were mounted to visually represent the various demographic groups at Cattail Creek.

### Drainage Improvement on #5 at The Olde Course at Loveland

For years, a drainage problem existed on #5 fairway. Staff rented a small excavator and trenched across #5 fairway. Two, six- inch drain pipes were installed. This work was initiated late in the evening, when the course was no longer busy. The following days, staff worked before regular golfers arrived and quickly complete this project without interruption to summer golfers.



### Hole #7 Fairway at The Olde Course at Loveland

Salinity problems in the soil routinely caused the fairway turf to die. The problem soil was removed, rolling topography was added, drainage was installed, topsoil was added, and new sod was installed.



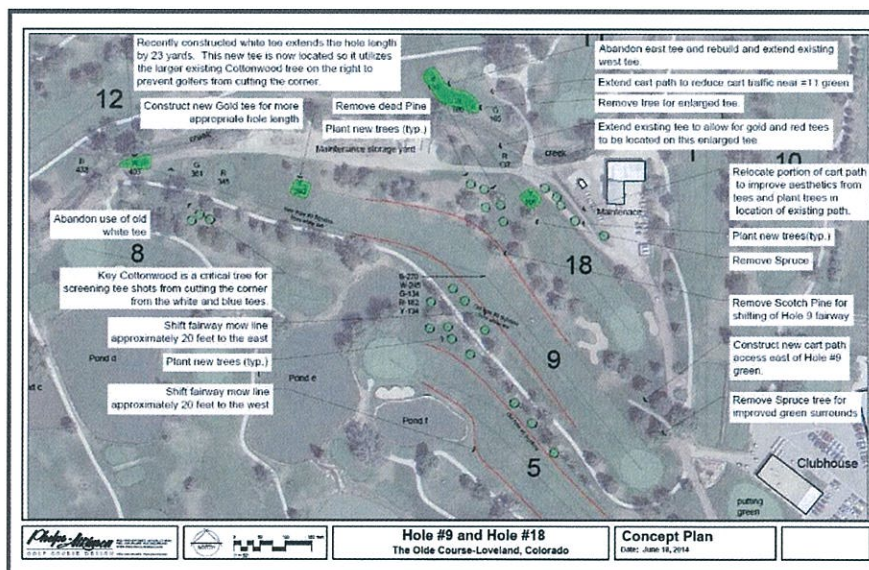
## Cattail Creek Pump House Replacement

After 25 years of operation, the pump platform was severely rusted and the irrigation pump performance was failing. The pump station was upgraded with variable frequency drives, new steel piping, a new platform, and the original Clay Valve was removed.



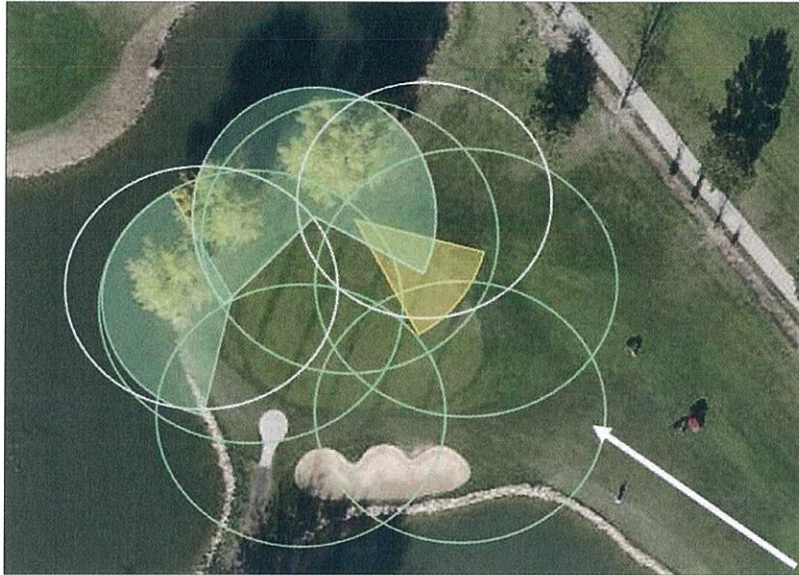
## Eliminating in-course OB #5 and #9

A multi-year effort resulted in the elimination of the in-course out-of-bounds between hole #5 and hole #9. Play is now routed to the left side of the hole as golfers approach the green. This new traffic pattern reduces the likelihood of injuries as golfers no longer need to circle around the back of the green.



### Irrigation Improvements OC

Irrigation uniformity was improved on all 18 greens at The Olde Course. Existing “part circle” irrigation heads were utilized in a new way to improve the performance of the irrigation system. This effort resulted in a major reduction in the amount of hand watering needed to keep the greens alive and well in the mid-summer heat.



### 11 Tee Mariana Butte

After 23 years of heavy play, the teeing ground on #11 tee had become very uneven and not level. Staff removed the turf, regraded the tee, and reinstalled the turf. This type of remodeling is typical on par 3 tees that were designed too small; the tees often need releveling every 15 to 20 years.



### Irrigation Improvements at MB

As construction of homes continue around Mariana Butte, many changes must be made to the irrigation system. Some of the original irrigation heads installed on the course 24 years ago launch irrigation water outside the property lines of the golf course. Some of these irrigation heads eventually hit new homes under construction. Over the last 10 years, staff has continuously relocated many of these problem irrigation heads.



### Big Thompson Bank Stabilization

T-Bone Construction installed approximately 450 of rip rap to protect hole #16 during high flow events on The Big Thompson River. The work began in November, when the flow of the river was low and the golf course was mostly idle. Part of the cost for this Bank Stabilization will be offset by FEMA funding.



## Maintenance and General Operations

### More flooding in May

Staff worked diligently to restore Mariana Butte Golf Course after the flooding in September 2013. The course was nearly back to pre-flood condition when early summer flooding impacted Mariana Butte, again. Because of a reduced capacity in the river bottom, the shallow river quickly breached the river banks during the summer runoff. Golfers were redirected to a secondary bridge on #16 and the hole was once again shortened to a par 4.



### Return and Growth in Outing Play at Mariana Butte

Although the runoff flooding in June was noticeable, heavy play and many golf outings returned to Mariana Butte. Outing play increased by 29% over 2014.

### USGA Site Visits

In June, Larry Gilhuly, USGA Regional Agronomist, visited Mariana Butte and The Olde Course for a Turf Advisory Consultation. Mr. Gilhuly's report documented many of the course improvements and identified some areas with opportunities for improvement in the upcoming years. The Turf Advisory Consultation Report will be used by staff in the upcoming years as the division works to improve the playability of each facility.

### Self-Operation of The Olde Course at Loveland pro shop

As part of the 2016 budget process, staff recommended shifting from an independent contractor to self-operation of the pro shop at The Olde Course. During this process a new food and beverage concessionaire was awarded the restaurant contract. Connie DuBois will operate the restaurant in 2016.

## Technology

### Fiber Optics to OC and CC

As part of a larger City-wide project, fiber optics was installed and connected to the clubhouses at The Olde Course and Cattail Creek. In addition, new wireless antenna from the new fire station on 29<sup>th</sup> Street to the clubhouse at Mariana Butte also allowed the Butte to connect to fiber. The improvement in the internet speed corrected many operational problems that front line staff was experiencing including slow response times with the point of sale and tee time reservation systems.

### Video Lessons and Training Included in Junior Golf Program

For the first time, instruction staff began to utilize video as a part of the advanced youth golf program. Staff member, Lanny Cameron, was able to identify helpful video lessons online and links of these helpful videos were sent to students so they could view educational information before arriving to weekly practice sessions. Video replay was also used to show the advanced players their swing. The use of video in 2015 was appreciated by the advanced students in the youth program and will be expanded in 2016.

### Self-Directed Video Instruction added to Website

Staff added online teaching videos to the Golf Loveland website. The videos are available to all customers who may want to use this resource to help teach themselves, or others, the various golf swings.

## Facility Use and Trends

### Rounds Played

	2014	2015	Diff.
The Olde Course	50,152	49,341	-1.7%
Mariana Butte	37,798	42,140	+11.5%
Cattail Creek	22,472	24,392	+8.6%
Mini-Course	4,889	5,067	+3.6%

### Implementing - Roadmap to Growth

#### Entry numbers (must be) > Exit numbers: Simple math to success

Staff began to focus on a simple equation that states that the entry into the sport of golf, must be greater than the exit of customers out of the sport of golf. With this formula in mind, staff launched activities and products specifically designed to successfully introduce new players to the sport of golf

#### 5000+ paid mini-rounds

For the first time, the Mini-Course at Cattail Creek exceeded 5,000 paid rounds. In fact, the division celebrated the 5,000<sup>th</sup> round by awarding a gift certificate to the lucky individual. Symbolic of the new entry method, a family was the recipient of the gift certificate.



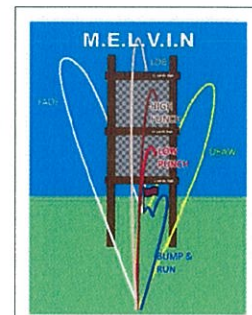
## Games on the Range

*Games on the Range* was introduced at Mariana Butte. Strategically, this new concept was designed to attract the millennial generation. Upon review of the participants, the concept was popular with a wide range of age groups, including far more families than originally anticipated.



## MELVIN

Melvin was constructed to increase the challenge and improve the variety of golf shots practiced on the driving range at the Cattail Creek golf course. Staff from the Water and Power Department assisted the golf division staff in setting the main support posts for the new driving range obstacle.



## Partnering with the Community to Promote Golf

### Various Clubs

Mariana Butte – Mariana Butte Men's Association – Hosted golf leagues on Monday, Tuesday, Wednesday, and Thursday evenings. Hosted a spring tournament, Club Championship, and participated in a Ryder Cup style event.

Mariana Butte – Mariana Butte Ladies Golf Association – Hosted a golf league on Wednesday morning. This group has a 9-hole division and an 18-hole division.

The Olde Course – Loveland Men's Golf Association – Hosted a golf league on Tuesday and Thursday evenings. Hosted 15 days of tournament play and participated in a Ryder Cup style event.

The Olde Course – Loveland Women's Golf Association – Hosted a golf league on Tuesday morning. This group has a 9-hole division and an 18-hole division.

Outings at Mariana Butte – Mariana Butte hosted a variety of golf events throughout the year. Total participation in group events was 3,509, a 29% increase over 2014.

### Girls 5A State Tournament

The Olde Course was the host of the 2015 Colorado Girls 5A State Championship. Loveland High School was the host school and secured the event. Originally planned for a two day event, the tournament was shortened to a one day event due to heavy rain event.

### Youth Golf Programs

Youth participation in lesson programs increased to 289 participants. 2015 continued the trend of more young children participating in the introductory lesson programs and fewer teenagers entering the lesson programs.

	SNAG	7 & 8	Beg.	Inter.	Adv.	Master	LPGA	MB Camp	OC Camp	Total
2015	67	30	40	25	22	28	45	14	18	289

## **Projects on the Horizon**

Continued Improvement to Self-Directed Learning Opportunities

Expansion of Hourly Range Bay Rentals to Cattail Creek

Addition of Friday Night Fun Event at Cattail Creek

Marketing Focus to Combine and Highlight New Entry Methods – SNAG and Games on the Range

## **Board Members**

### **2015 Board Members – (year-end info)**

Robert Walkowicz - Chair

Julie Nelson – Vice Chair

Hope Chrisman

Tom O’Gorman

Jan Wall

Joe Lopo

Charlie Dyer

Jim Whitenight

Jerry Weitzel

Alternate: Chuck Weirauch

Council Liaison – Troy Krenning



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**AGENDA ITEM:** 3

**MEETING DATE:** 01/27/2016

**DESCRIPTION:** Annual Boards and Commission Summit

**SUMMARY:**

The **2016 Boards and Commission Summit** will be held on Thursday, 3/03/16; 5:00 – 9:00 p.m. at the Rialto Theater Center, in downtown Loveland.

The purpose of the annual Summit is to provide a forum for two-way communication between City Council and the various Boards and Commissions through the celebration of their 2015 Accomplishments, communication of 2016 priorities, and a focus on partnership and collaboration.

- City Council would like for each Board to supply a brief summary of 2015 Accomplishments and 2016 Priorities.
- City Council is requesting that two Board members attend the summit.
- Agenda for the evening is as follows:
  - 5:00 - 5:45pm Social Hour
  - 5:45 - 6:45pm Buffet Dinner
  - 6:45 - 7:00pm Mayor's Welcome – Cecil Guterrez
  - 2016 Goals – Bill Cahill, City Manager
  - 7:00 – 8:00pm Presentations of 2015 Accomplishments from:  
Community Marketing Commission, Disability Advisory Commission, Fire and Rescue Advisory Commission, Historic Preservation Commission, Loveland Utilities Commission, Library Board, and Visual Arts Commission
  - 8:00 – 8:50pm Activity
  - 8:50 – 9:00pm Closing Remarks.

**Discussion/Action:** Select two Golf Advisory Board members to attend.



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**AGENDA ITEM:** 4

**MEETING DATE:** 01/27/2016

**DESCRIPTION:** Golf Advisory Board Meeting Calendar

**SUMMARY:**



As a Board, we will begin the 2017 budget process in February with a review of Capital Improvement and Equipment Needs. We will address other budget sections in upcoming meetings.

To stay on schedule the attached calendar offers a brief look at budget subjects that will need to be discussed and at what meeting. Moreover, the calendar reflects the opportunity of several open meetings in which topics of interest to the Board could be recommended for discussion.

Please review the calendar for questions, additions or revisions.

**Discussion:** Informational

## 2016 Golf Advisory Board Meeting Calendar

<b>JANUARY 2016</b> <ul style="list-style-type: none"> <li>• Election of Officers</li> <li>• 2015 Accomplishments – 2016 Goals Review</li> <li>• Summit attendance</li> <li>• Meeting planning</li> </ul>	<b>FEBRUARY 2016</b> <ul style="list-style-type: none"> <li>• Budget 2017: CIP Plan</li> <li>• Review of 2015 year-end</li> </ul>	<b>MARCH 2016</b> <ul style="list-style-type: none"> <li>• Budget 2017: M&amp;O</li> <li>• 2016 Project Update; superintendents</li> </ul>
<b>APRIL 2016</b> <b>Hold at MBGC?</b> <ul style="list-style-type: none"> <li>• MBGC Staff Introduction and plans for 2016</li> <li>• Budget 2017</li> <li>• 2016 Project Update</li> </ul>	<b>MAY 2016</b> <b>Hold at OCAL?</b> <ul style="list-style-type: none"> <li>• OCAL Staff introduction and plans for 2016</li> <li>• Budget 2017</li> <li>• 2016 Project Update</li> </ul>	<b>JUNE 2016</b>  Final 2017 Budget Approval if Needed (timing allows) Open for Topics
<b>JULY 2016</b> <ul style="list-style-type: none"> <li>• Staff, Board Members, and Professional staff tournament</li> </ul>	<b>AUGUST 2016</b> <ul style="list-style-type: none"> <li>• YTD 2016 Revenues</li> <li>• Capital Improvement update and fall plans</li> </ul>	<b>SEPTEMBER 2016</b>  OPEN FOR TOPCIS
<b>OCTOBER 2016</b> <ul style="list-style-type: none"> <li>• Review Policies and Procedures Manual for 2017</li> </ul>	<b>NOVEMBER 2016</b>  No meeting 	<b>DECEMBER 2016</b>  No meeting 



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**AGENDA ITEM:** 5

**MEETING DATE:** 01/27/2016

**DESCRIPTION:** Denver Golf Expo

### SUMMARY:

On February 19, 20, & 21 2016, staff will represent the City of Loveland golf courses at the upcoming Denver Golf Expo.

Board members are encouraged to be part of the fun by manning the booth for a period of time during the show. This is a great opportunity to hear feedback on our courses from golfers in Northern Colorado and the metro area. Booth hours are as follows and entrance to the rest of the show is free as a booth volunteer:

Friday, February 20:	10:00 a.m. – 5:00 p.m.
Saturday, February 21:	9:00 a.m. – 5:00 p.m.
Sunday, February 22:	10:00 a.m. – 4:00 p.m.

Help is needed each day from Board volunteers.

Anyone interested in volunteering is encouraged to contact Andrea Sheldon at 962-2496 or Winston Howe at the Mariana Butte Golf Course 667-8308.

**Discussion:** Informational