



PARKS AND RECREATION DEPARTMENT
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LOVELAND GOLF ADVISORY BOARD
Wednesday, September 26, 2018, 5:15 pm
Parks and Recreation Conference Room, 500 E. 3rd Street, Loveland

AGENDA

NOTICE OF MEETING POSTED

Call to Order at 5:15 p.m.

Citizen Comments (By Citizens present at meeting)

Council Liaison Report

Approval of 08/22/2018 Minutes

Discussion/Action

1. O'Hara Water Contract

Mark Esoda

*Recommendation to City Council related to O'Hara Water Contract proposal

Non-Action Items

2. City Council Initiatives for Innovation

Mark Esoda

*See Agenda Item

3. Follow Up: Errant golf balls/golfer behavior

Mark Esoda

*Verbal at Meeting

4. Credit Book

Andrea Sheldon

* Verbal at Meeting

5. Preparation for 2019 Policy and Procedure Manual Review

Andrea Sheldon

* Handout at meeting

Reports/Correspondence

6. Golf Operations Manager's Report

Mark Esoda

Board Member Comments:

Next Regular Meeting Date: 10/24/2018

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LOVELAND GOLF ADVISORY BOARD
MINUTES
08/22/2018
THE OLDE COURSE AT LOVELAND MAINTENANCE SHOP

PRESENT: Robert Walkowicz, Jack Stringer, Charlie Dyer Joe Lopo, Julie Nelson, Chuck Weirauch, Greg Oehmen, Jim Whitenight,
ABSENT: Rex Lamoreaux, Jan Wall,
STAFF: Mark Esoda, Andrea Sheldon, Jim Dargis
GUEST STAFF: Jason Smitherman, Risk Management
COUNCIL: Don Overcash
CITIZENS PRESENT: Steve Engeman

Notice of meeting posted.

Chair Robert Walkowicz called the regular meeting of the Loveland Golf Advisory Board to order Wednesday, June 27, 2018 at 5:15 pm.

Citizen Comments

Steve Engeman introduced himself as homeowner living adjacent to the Marian Butte golf course. Acting as a neighborhood representative, Mr. Engeman presented two letters to the Board relating problems with errant golf balls hitting homes and with golfers demonstrating very rude behavior towards homeowners. Mr. Engeman feels that a dialog needs to start between the City and adjacent homeowners relating to these issues. He does not feel that staff may be doing enough to educate customers regarding a golfer's responsibility and liability in regards to hitting homes or other private property, or expected behavior while on the course. He also feels that homeowner receive no, or very little, in response to complaints of this nature when made to staff. Mr. Engeman feels that if a golfer show bad behavior to a homeowner, that golfer should be escorted off the golf course. Jason Smitherman, City of Loveland Risk Manager related that he had been in discussion with City attorneys on this subject. He stated that the golfer is liable for striking the home with an errant golf balls. Staff will look into the possibility of adding additional means of golfer education at the pro shop and on the course.

Councilor Overcash arrives at 5:40 pm

Added Agenda Item: Junior Golf Foundation funding request

Jim Dargis relayed a request from the Mountain View High School and Loveland High School boys golf teams for a \$500 donation, from the Junior Golf Foundation, for their 2018 season.

Action: Chuck Weirauch motioned that the Board approve the requests for funding. Jim Whitenight seconded with unanimous approval.

Council Liaison Report

Councilor Overcash reported that the budget process was underway with Council. Changes have been made to the process to make understanding the budget easier for both Council and members of the public.

Minutes

The minutes for the 06/27/18 meeting approved as submitted.

NON-ACTION/INFORMATION ITEMS

Property/Program Update

Mark Esoda presented information about all 3 courses:

- ADA Projects underway at all 3 courses including
 - compliant drinking fountains with bottle fillers
 - process to identify concrete cart path/sidewalk areas needing grinding due to vertical height differences of over $\frac{1}{2}$ inch or more
 - research ADA compliant golf carts for purchase
- Facilities completed maintenance projects at the Wapiti
- Final parking lot improvements at MBGC in August
- Mariana Butte Fall aerification date in August, Olde Course and Cattail in September
- Replacing some benches at Cattail Creek, repainting others
- Refurbishing tee signs at Cattail Creek
- Working through O'Hara water issues with Water Department; more info. will be coming to the Board
- Ditches are shutting down 09/03 - will need to make additional arrangements; will top of Buckingham Lake in September
- New HR Time Management system implemented
- Forward tees at OCAL put on hold until water situation smooths out
- Gas cart storage at CCGC in planning stages
- Security camera updates at Mariana Butte on track

REPORTS/CORRESPONDENCE

Financial Report

Mark reported that compared to 2017 YTD figures, for end of month July, 2018 is under in expenditures and over in revenue.

Jack Stringer: Would like copy of 2019 fee increases; Wants to know plan for long grass interior to the course at OCAL, i.e. #15

Charlie Dyer: OCAL is in great condition and looks really nice

Julie Nelson: #8 at OCAL has so many divots; can sand and seed bottles be added to the tee?

There being no further business, the meeting was adjourned at 7:00 p.m.

Respectfully submitted,

Andrea Sheldon



LOVELAND GOLF ADVISORY BOARD

AGENDA ITEM: 2

MEETING DATE: September 26, 2018

DESCRIPTION: Initiatives for Innovation

SUMMARY:

In 2017, City Council and staff developed “Initiatives for Innovation” to improve services to Citizens and the Community. The Initiatives were designed to communicate the strategic commitments, benefits and priorities set by City Council for the community. The City Manager has asked that each of the Boards and Commissions be aware of these initiatives.

The following City Council “Initiatives” were identified:

1. **Citizen Engagement** – Encouragement of citizens’ participation in policy making governance.
2. **Utilities and Transportation** – The components of our transportation system and delivery of utility services.
3. **Economic Vitality** – Process of creating wealth through the mobilization of human, financial, capital, physical & natural resources to generate marketable goods and services.
4. **Public Safety** – Protect the public, provide safety from crime and other threats to person or property.
5. **Quality of Life** – General well-being of our people and livability of the community.
6. **Capacity and Organizational Health** – An organization’s ability to develop strategies for efficient performance, a culture of innovation and valuing the development of our staff.
7. **Efficiency and Improvement** – Producing the required outcome with the appropriate amount of resources, time and cost to enhance our mission, goals and service to our customers.

Analysis of Each Priority from a Golf Operations Perspective:

For each initiative, strategies were identified. Although some of the strategies may not specifically relate to Golf Operations, we have identified ways in which each initiative relates to the vision, goals, and work plans of the Golf Operations Division. This list is not intended to be all-inclusive but a reflection that our Board and Division accomplishments coincide with the initiatives and strategies identified by City Council.

Citizen Engagement

Encouragement of citizens' participation in policymaking governance

Council Strategies:

1. Pursue marketing opportunities that match citizen desires
2. Listen to our citizens and provide opportunities for response
3. Find and use the best tools for communication, including listening, learning and distribution of valid and accurate information.
4. Continuously improve the transparency and accountability of City processes.

Golf Strategies/Projects/Action Items/Accomplishments

1. Active Golf Advisory Board.
2. New texting program to add value to the golf experience.
3. Increased use of Social Media to communicate with citizens.
4. Improvements to Department marketing, activity guides, websites and annual reports.
5. Public input requested via yearly satisfaction surveys.

Utilities and Transportation

The components of our transportation system and delivery of utility services.

Council Strategies:

1. Identify transportation projects that offer the greatest benefits to the most people.
2. Make getting around Loveland easier for people who either do not have or do not want cars by investing in public transportation and bikeways.
3. Continue to upgrade aging infrastructure.
4. Think regionally while acting locally on City Transportation improvements.

Golf Strategies/Projects/Action Items/Accomplishments:

1. Partner with Open Lands and Trails Division on Mariana Butte trail maintenance, operation and parking
2. Parking/shuttle for Open Lands and Trails Division events in neighboring Open Land spaces.
3. Collaborate with CRT/DRT process to upgrade Cattail Creek clubhouse facility and operations to minimize use of city streets by golf course vehicles.

Economic Vitality

Process of creating wealth through the mobilization of human, financial, capital, physical & natural resources to generate marketable goods and services.

Council Strategies:

1. Enact the goals and action of Highway 287 and 402 Strategic Plans for safer and more attractive corridors for business and residential projects.
2. Evaluate the 2012 Strategic Plan for Economic Development and update the goals, tactics and metrics with stakeholders group.

3. *Review the historic incentive projects by studying their ROIs and outcomes for business.*
4. *Revise the current Incentive Policy to add efficiencies in the process.*
5. *Enact the goals for the HIP Street Plan to make the downtown safe and attractive for citizens and businesses.*
6. *Redevelop the Pulliam Building with citizen support to bring it up to code and standards.*
7. *Enact a Metro District Policy that sets a standard for this financial tool.*

Golf Strategies/Projects/Action Items/Accomplishments:

1. Golf courses contribute to the economic vitality of Loveland by increasing property values, improving quality of life for the work force, bringing in tourism, etc.
2. Golf Operations operate as an Enterprise Fund. Tax dollars do not maintain the golf courses.
3. Golf Operations challenge to all concession and services contracts.
4. Review of fee structures for the 2019 and 2020 budget.
5. Regular evaluation of processes, in all areas of the operation, for efficiencies and effectiveness.
6. Partner with businesses to utilize golf properties training and incentive programs.

Public Safety

Protect the public, provide safety from crime and other threats to person or property.

Council Strategies:

1. *Speed implementation of Loveland Police Departments Data Approach.*
2. *Ensure the highest quality training for Loveland Police by building a Police Training Facility.*
3. *Support the Loveland Fire and Rescue Authorities continued improvement philosophy.*
4. *Pursue a property abatement program that strikes a sensible balance between public health and safety and rights of owners.*
5. *Capitalize on completed grant-funded projects to reduce hazards from flooding and other natural perils by investing in recommendations.*

Golf Strategies/Projects/Action Items/Accomplishments:

1. ADA Compliance
 - a. Concrete grinding process at each course to rectify concrete gaps and tripping hazards
 - b. Installation of ADA compliant water fountains/bottle fillers at each property
 - c. ADA compliant golf cart at properties
2. Security Measures that protect the public
 - a. Increased security system measures at The Olde Course at Loveland: (motion sensors, siren)
 - b. Collaboration with the IT Department for upgraded, improved security system at Mariana Butte Clubhouse.
3. Collaboration with the Storm Water department for improvements to storm drainage along Dry Creek within golf courses boundaries.
4. Flood mitigation at Mariana Butte Golf Course

Quality of Life

General well-being of our people and livability of the community.

Council Strategies:

1. *Study the effects of homelessness on the citizens and economy of Loveland through data collection and current programming and recommend programs to address.*
2. *Continue to contribute via sponsorships to community events that boost the quality of lives of our citizens.*

Golf Strategies/Projects/Action Items/Accomplishments:

1. The three golf course provide over 330 acres of recreational open space to the community of Loveland.
2. The three golf courses offer a recreational activity to the community of Loveland; Studies show that communities that participate more in the outdoors are healthier physically, and mentally.
3. Mariana Butte's acceptance into the Audubon Society Wildlife Sanctuary certification process.
4. Continued partnerships with other Departments and Divisions for new projects.
5. The Parks and Recreation Master Plan had a high level of community involvement and input. The number one take away from this plan was that citizens want more outdoor opportunities (Golf) and trails.
6. Electric mowers purchased to reduce noise levels at golf properties.
7. Partnership with Open Lands and Trails Division on the Mariana Butte Trail.
8. On a yearly basis, host a variety of charitable events at all properties.
9. Investigating opportunities to host non-golf events on the properties in collaboration with other Divisions – e.g. movie night, cross-country races, snowshoeing.

Capacity and Organizational Health

An organization's ability to develop strategies for efficient performance, a culture of innovation and valuing the development of our staff.

Council Strategies:

1. *Increase education, marketing and communication for the benefits of employee programs.*
2. *Standardize a Succession Planning Model for the organization.*
3. *Perform a gap analysis for safety standards and assessments.*

Golf Projects/Action Items/Accomplishments:

1. The City places a high priority on safety for staff, participants and the community.
2. Succession planning is critical to Golf Operations as we have long tenured staff – each position is responsible for a succession model.
3. The Parks and Recreation Department has committed to making its employee culture a focal point to have a joint vision and shared values.

Efficiency and Improvement

Producing the required outcome with the appropriate amount of resources, time and cost to enhance our mission, goals and service to our customers.

Council Strategies:

1. Budget for technology enhancements.
2. Engage all stakeholders in technology implementations.
3. Update the IT Strategic Plan.
4. Continually update processes to achieve efficiencies and current standards.
5. Utilize existing technology and consider future technology for process improvement.

Projects/Action Items/Accomplishments:

1. Continued effort to update processes to improve efficiency, reduce daily labor, and reduce supply expenses for various services or operations. E.g., water cooler, ball washers, management of golf cart rental fleet.
2. Staff is utilizing technology for web and social media, record keeping, site monitoring, etc.
3. Collaborated with the Human Resources department in implement new Time Management/Payroll system, including a cell phone APP.
4. Collaborated with the IT Department to add Wi-Fi to all three properties for use by both the public and new HR time management system.
5. Staff is researching new tee time and point-of sale software systems to take advantage of, and increase use of, technology to become more efficient in providing services to our customers. E.g. tee time APP.
6. Staff communicates are mission, goals and outcomes through the Department's annual reports, monthly financial monitoring, monthly meetings with the citizen advisory board and weekly staff meetings.

Board Action Recommended: Review and discuss how the Golf Division fits into the City Council's Initiatives for Innovation. More information about this Council-led effort can be found on the City of Loveland website at <https://bit.ly/2xDOzVG>