



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

LOVELAND GOLF ADVISORY BOARD

Wednesday, October 23, 2019, 5:15 pm

Parks and Recreation Conference Room, 500 E. 3rd Street, Loveland, CO

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 09/25/18 Regular Meeting, 10/07/19 Special Meeting minutes

Action/Discussion Items

- | | |
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| 1. Review of 2019 Policies, Operating Rules, Guidelines and Standards
Agenda Item | Robert Walkowicz |
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Reports/Correspondence

- | | |
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| 2. Golf Operations Manager Report | Mark Esoda |
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Board Member Comments:



Next Regular Meeting Date: 01/22/2020

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LOVELAND GOLF ADVISORY BOARD

MINUTES

09/25/19

Cherry Room, Hatfield Chilson Recreation/Senior Center, 700 E. 4th Street, Loveland

PRESENT: Robert Walkowicz, Jack Stringer, Jim Whitenight, Joe Lopo, Chuck Weirauch, Beth Soderquist, Greg Oehmen, Rex Lamoreaux

ABSENT: Charlie Dyer, Julie Nelson

STAFF: Mark Esoda, Andrea Sheldon, Elizabeth Kayl, Steve Adams

INVITED GUESTS: Gene Pielin, David Spangler, Stew Segerstrom, Pat Wilder, Veronica Crain, Jim Johnson

COUNCIL: Steve Olson

Notice of meeting posted.

Chair Robert Walkowicz called the regular meeting of the Loveland Golf Advisory Board to order Wednesday, 09/25/19 at 5:15 pm.

Request for Motion

As there were several individuals wanting to speak on the 2020 Golf Rates agenda item, Robert Walkowicz asked for a motion to allow public comment on any other matter except 2020 Golf Rates at the start of the meeting and then proceed through our Council Liaison Report and approval of the minutes. Robert also asked that the motion permit public comment on the rates after a brief staff presentation on the 2020 Golf Rates agenda item.

Action: Rex Lamoreaux so moved, Jack Stringer seconded with unanimous approval.

Citizen Comments

Loveland resident, Gene Pielin spoke about his desire to have the Loveland Men's Golf Association elect a member(s) to serve on the Golf Advisory Board. Councilor Olson stated that the selection of Board members for any City Board or Commission is via an application/interview process and if the Loveland Men's Golf Association wanted to designate someone to apply, they certainly could.

Loveland resident, Stew Segerstrom stated that he was not selected when he applied and that no one new was put on the Board in 2019. Board Member Beth Soderquist stated that she was new to the Board in 2019 and that she applied and was selected.

Council Liaison Report

Councilor Olson stated that Councilor Overcash could not be at the meeting; Councilor Olson was there as the alternate liaison to the Board. Councilor Olson stated that staff had identified needs at The Olde Course and Cattail Creek golf courses. Discussions need to center around how to we get there with fees to meet the need within certain parameters.

Robert Walkowicz made a statement that clarified the Golf Advisory Board's role as only advisory to Staff and City Council. Robert also stated that current Golf Advisory Board members were also members of the various men and women's associations.

Minutes

The minutes of the 08/28/19 meeting were unanimously approved as submitted.

Discussion/Action Items

2020 Golf Rates

Mark Esoda made a brief presentation on the 2020 Budget and fee setting process to date. There were necessary components the Board and Staff considered when setting fees:

- The fees should effect both the daily fee and the seasonal pass holder
- The fees should be competitive and not outprice the Loveland golf courses compared to their competition
- Changes to fees had to have the best chance at maximizing revenues, i.e. Peak Season/Prime time rates
- The fees had to begin to be able to fund the 10-year improvement plan for the golf courses. We can't kick the can down the road.

After discussion by the Board that included scope of project, reasons for rate increases, and the 10-year financial plan, Robert stated that he would now like to invite members of the public to provide comment related to 2020 Golf Rates agenda item to provide Staff and Council with feedback on how to best approach the 2020 fee issue. He asked members of the public to please, be respectful of each other's time and to be reasonable with the time in which they spoke. Robert then proposed to go around the room and permit each member of the public the opportunity to speak before the matter was brought back up for the Board's consideration. After that point, more discussion could be held with a question and answer format.

Loveland resident Gene Pielin stated that Loveland did not need to be like other communities in pricing their seasonal pass. Pass holders in Loveland realized that they had a good deal. For 2020 Pielin proposed a 20% base price increase for the two, full-week, seasonal passes (3 course and 2 course) along with a 30% (\$3.00) increase per 18-holes for the Peak Season/Prime time user fee. He also proposed an additional increase of \$2 per 18 in 2021 and \$1.00/18 for 2022. Gene stated that he would like to see the Loveland's Men's Golf Association (LMGA) maintain their access to prime time/peak season tee times for Early Birds and LMGA tournaments.

Loveland resident Jim Johnson stated that he agreed that the pass holder has had a good deal for way too long. However, he

feels the increase were biggest towards the pass holder, especially prime time/peak season and that he will have to take his golf to Greeley or somewhere else if the fees are passed as proposed.

Loveland resident, David Spangler stated that the pass holder should get a great deal because they play more rounds. He feels that the daily fee rates at Mariana Butte are heavily undervalued.

Loveland resident Martin Nielsen stated that golf is declining in numbers nation-wide and that raising the rates on the best users is not the way to go. He stated that the weekend rates were too much of an increase.

Loveland resident Pat Wilder stated that the 9-hole daily fee rates should increase to be at least ½ of the 18-hole rate.

Loveland resident Veronica Crain spoke to the fact that the women's groups at both courses mix play between both courses and that the desire for an upgrade clubhouse at The Old Course is high.

Loveland resident, Ray Walker suggested that the seasonal pass structure be simplified and remove the Monday-Thursday passes.

Loveland resident, Jean Melaragno said that the weekend passes were important to new golfers starting to play and it would not be fair to take that opportunity away from them.

Loveland resident, Steve Farnham stated that he was ecstatic at how both courses are maintained, but was surprised by the amount of proposed increases.

Loveland resident, Darryle Klassen stated that he had difficulty with the premise that a new clubhouse was needed at The Olde Course. It was completely unnecessary and would bankrupt the Enterprise fund. He felt that the new fees would drive the core golfer away from Loveland. Klassen heaped praise on the maintenance staff at OCAL, but did not feel they needed a new building; they've been maintaining the courses to a high standard with what they have.

Loveland resident Lee Kline, asked the Board to find other ways to raise money beside high fee increases.

Stew Segerstrom stated that the golf course should consider taking over the food and beverage concessions, now that the City was considering holding liquor licenses (Rialto). He also stated that the Men's group at Mariana Butte has a waiting list, but they are not allowed to schedule during peak season/prime time.

Board member, Beth Soderquist, reviewed a fee scenario that reflected a \$3 per 18-hole increase for daily fees at OCAL and

MBGC and a \$0.75/9 increase for user fees, non-prime and a \$1.25/9 increase for prime time/peak season. A discussion ensued regarding the recommend projects, the priority of those projects, and need for a new clubhouse at OCAL, how much golfers would be willing to pay for a new, or renovated facility, how many golfers wanted a new facility, if a survey was needed to have golfers set an order of preference for clubhouse updates and prices willing to be paid.

No Action Taken: The general consensus of the Board was that staff should take the various fee scenarios proposed by citizens and staff and run the budget numbers. Another meeting would be needed to discuss the outcomes of those scenarios before any fees were recommended for approval.

BREAK 7:10 pm

A quick break was taken before the next agenda item.

NON/ACTION Items

Preparation 2020 Policy/Procedure Manual Review

Andrea Sheldon stated that the Board would be receiving a link to the 2019 manual for review at the next Board meeting.

REPORTS/CORRESPONDENCE

Golf Manager Report

Mark reviewed information regarding

- Aeration complete at all 3 courses
- Cart storage area at CCGC; pre-bid 10/11
- OCAL special rate promotion going well
- Working on 2020 tournament calendars
- New point of sale coming end of October

Board Member Comments

Robert: Would like staff to consider a “platinum pass”

Jack: Run the fee scenarios. Maybe shorten Peak Season/Prime time by a month? Also, need to change the white tee box on #7 from the north to the south side.

Rex: Need a special meeting for fees and to discuss tonight’s feedback.

Beth: Can’t tell the difference between the green and the teal markers at OCAL

**There being no further business, the meeting adjourned at 8:10 p.m.
Respectfully submitted,**

Andrea Sheldon

LOVELAND GOLF ADVISORY BOARD

MINUTES

SPECIAL MEETING

10/07/19

Parks and Recreation Conference Room, 500 E. 3rd Street

PRESENT: Robert Walkowicz, Jim Whitenight, Charlie Dyer, Joe Lopo, Beth Soderquist, Greg Oehmen, Chuck Weirauch, Rex Lamoreaux,
ABSENT: Julie Nelson, Jack Stringer
STAFF: Mark Esoda, Andrea Sheldon
COUNCIL: Don Overcash

Notice of meeting posted.

Chair Robert Walkowicz called the special meeting of the Loveland Golf Advisory Board to order Monday, 10/07/19 at 4:00 pm.

Citizen Comments

Robert Walkowicz invited the citizens present to offer any comment they would like to make at this time that was not related to items on the agenda. Citizen comments on agenda items would be encouraged after staff presented that item:

- Loveland resident, Gene Pielin, stated that he regretted having to bring the fee issue to Council and that he had spoken to Chief Finance Officer, Alan Krcmarik about loans for the projects.
- Loveland resident, Larry Longwell, stated he felt the increase to fees was too high.
- Loveland resident, Stew Sergerstrom, stated that the Mariana Butte men's league does not play during prime time, peak season; has limited tournament days, and has an afternoon league days Monday-Thursday.
- Loveland resident, Tom Wood, stated that he was not happy with what he had heard about fees so far; feels it is an attack against passholders.

2020 Fees

Review of input received 09.25.19

Mark Esoda presented four different scenarios for 2020 golf fees based on the input received from the Golf Advisory Board meeting held on 09.25.19. Mark also stated that the proposed fee structure was for 2020 only. Staff would be back in 2020 for increases to fees for 2021, and in the years to come, for more fee increases.

Fee Scenario One: Increase base rate for 2-Course and 3-Course full week seasonal passes by 20% or \$120 and \$176 respectively. Increase the prime time, peak-season seasonal pass user fee by 30% or \$1.50

per 9 holes. Increase the non-prime seasonal pass user fee 43% or 1.50 per 9-holes. Other fees remain the same.

Fee Scenario Two: Increase the 18-hole rates at both courses by \$3.00 per round for both peak and non-peak; increase the peak user fee by \$1.25 per 9; increase the non-peak user fee by \$0.75 per 9; adjust other fees that wheel off the 18-hole rate accordingly.

Fee Scenario Three: Increase the base fees for the full-week seasonal passes and user fees noted in Scenario One; increase the 18-hole daily fees as noted in Scenario Two and make adjustments to the 9-hole rates as well to reflect at least ½ of the 18-hole rate.

Fee Scenario Four: The same increases as Scenario 3 except the increase the 18-hole rate at Mariana Butte would be \$2.00 instead of \$3.00. Mark felt that the \$3 increase could possibly be too high.

Councilor Overcash would like to see how the proposed rates stack up against 2019 actuals plus projected for the rest of the year. He did not feel that most of the fee increases did enough to secure the needed funds for the future.

Council Overcash leaves at 5:00

Robert Walkowicz opened the item for Citizen Comment:

- Stew Segerstrom felt that Scenario Three did not “kick the can” down the road for funding improvements and was viable as a golfer
- Loveland resident, David Spalding, asked if the proposed fees would keep the Early Birds and the Loveland Men’s Club with the same access on the weekend mornings. He also stated that he felt Mariana Butte was underpriced for the value. Mark said that access to the golf courses would be addressed during upcoming policy discussions at the next Golf Advisory Board meeting.
- Gene Pielin stated that he felt doing all three projects (OCAL clubhouse, CCGC irrigation system and OCAL maintenance building) at one time was not feasible and that the projects should be stretched out over the coming years, borrowing from internal funds at the rates Alan Krckmarik indicated to complete them. Mark stated that three projects mentioned were not scheduled for 2020 but were stretched out over the next 10 years. He reviewed the 10-year Capital Improvement Plan with the Board. Staff had also

discussed borrowing options with Alan Krckmarik and that could be feasible if the payback of the loans did not compromise the fund. Gene also stated that he had proposed the fees in Scenario 2 to keep the access in place for the Men's club.

- Larry Longwell stated that he plays 130+ rounds and that the suggested increases to the seasonal passes and user fees would cost him significantly more to play.
- Tom Wood stated that he plays over 200 rounds per year and that he will look elsewhere to play golf next year if the fees increase to proposed amounts.
- Loveland resident, Pat Wilder asked how many rounds were played during prime time/peak season at The Olde Course at Loveland and how much money would those times bring if full-paying customers has access to those times and they were not blocked for Men's club events.

Action: Jim Whitenight motioned that the Golf Board recommend staff pursue the fees as presented in Scenario #3. Rex Lamoreaux seconded.

Discussion:

Beth Soderquist stated that Scenario Three raised the per-round fee (based on 110,000 starts) from \$31.05/start in 2018 to \$33.26 in 2020.

Chuck Weirauch suggested that the non-prime user fee increase \$1.00/round to \$4.50 per nine and that the prime time increase to \$7.00 per nine or \$14 for 18. No motion was made to consider these fees.

Other discussion surrounded the fees for Mariana Butte and access to tee times. Fairness of increases across all golfers, input received from other citizens not at the meeting.

Motion unanimously passed.

Robert thanked the citizens in attendance and stated that improved communication from the Golf Board to citizens would be a topic at the upcoming Board meeting in October.

There being no further business, the meeting adjourned at 6:00 p.m.

Respectfully submitted,

Andrea Sheldon



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AGENDA ITEM: 1
MEETING DATE: 10/23/2019
DESCRIPTION: Review of 2018 Policies, Operating Rules, Guidelines and Standards for 2020
SUMMARY:

Staff would like the Board to review the manual for any areas that may need clarification or review.

Discussion/Action: Review 2019 Policies and Operating Rules, Guidelines and Standards for 2020. Discussion around areas of concern for clarification or revision.