

LOVELAND GOLF ADVISORY BOARD

MINUTES

08/25/2010

Parks and Recreation Conference Room

PRESENT: Mike Schmid, Jim Smith, Michael Ford, Robert Walkowicz, Jerry Weitzel, Barb Smith, Julie Nelson,

ABSENT: Skip Armatoski, Josh Dietz, Jim Corlett,

STAFF: Steve Southard, Andrea Sheldon, Winston Howe, Dave Cumpsten

COUNCIL: Daryle Klassen

Notice of meeting posted.

Board Member Jerry Weitzel called the regular meeting of the Loveland Golf Advisory Board to order Wednesday August 25, 2010 at 5:15 pm.

Minutes Minutes for the 06/23/2010 meeting were approved as submitted

Citizen Comments None

NON-ACTION ITEMS – INFORMATION

Youth Golf Wrap Up Kim and Gale Stiner reported that the LPGA girls golf program at OCAL enjoyed a successful year with 75 girls participating. In addition 5 golfers (3 girls and 2 boys) participated in the first “Champion’s Club.” This advanced program focused on not only the game of golf itself, but also the mental game and goal setting. The benefits of the Girls Golf program are being felt at the high school level where over half of the girls at tryouts were once part of the Girls Golf program.

Winston Howe reported that the Boys’ Master Junior Golf program at Mariana Butte had 40 participants. The boys received ½ hour clinic in addition to playing their golf round. One boy who went through the program won the Rocky Mountain Golf Tour Event and of the 20, 14 – 17 year olds, 17 are playing for high school teams.

Robert Walkowicz said that the numbers for the Cattail Creek Junior Golf beginners program were down, but there were still around 300 participants. The recent fundraising tournament held at MBGC raised approximately \$5100.00

Mariana Butte Superintendent Update

Steve Southard reported that the new golf course superintendent at Mariana Butte would be Jordan McCormick. Most recently, Jordan has been the superintendent at the Broadmoor West golf course in Colorado Springs. Steve said that Jordan brings great experience in both turf grass management and staff management. Jordan is a grad of CSU. Over 102 applications were received for the position with 6 finalists being interviewed.

Year to Date Rounds and Revenues

Steve distributed a handout from the NGF that showed the number of rounds being played nation-wide. Play is down all over; in Colorado it is down even more. In Loveland, we are down 13% from last year. Our expenses in 2010 will be higher due to the buyouts associated with the 2009 R.I.F. and Rod's retirement, and the environmental improvements we were asked to make. Steve also distributed a handout that reflected current expenses and revenues through the end of July, plus the projections for the remaining months – Year End Revenues for 2010 are projected to be above expenses by \$209,214.00

DISSCUSSION/ACTION

Non-Cost Marketing Ideas

Robert Walkowicz opened the topic for discussion. Ideas included soliciting email addresses, using social networking sites such as Facebook, checking into the possibility of using secondary tee time promoters like GolfNow and furthering developing the City's web site. Another idea was to advertise on the email that the CGA sends outs.

Daryle Klassen suggested that staff consider making a presentation to the Community Marketing Fund for revenues to fund a campaign to attract "reverse snowbirds."

REPORTS

Council Liaison Report

Councilor Klassen updated the Board on the City Manager search, City sales tax figures for 2010, and the discussion surrounding medical marijuana dispensaries; the vote to allow or deny the dispensaries in Loveland will be part of the November ballot.

BOARD MEMBER COMMENTS

Mike Schmid

The entrance/parking lot area at Mariana Butte has really gone to weeds.

Julie Nelson

Played at CCGC and the greens were really squishy. Dave Cumpsten said that may be a result of the leeching program.

There being no further business, the meeting was adjourned at 6:45 p.m.

Respectfully Submitted,