

LOVELAND GOLF ADVISORY BOARD
MINUTES
03/23/11
PARKS AND RECREATION CONFERENCE ROOM

PRESENT: Jon Krizman, Robert Walkowicz, Jim Corlett, Jerry Weitzel, Michael Ford, Julie Nelson, Mike Schmid, Noel Mickelson, Jim Thompson
ABSENT: Jim Smith
STAFF: Steve Southard, Andrea Sheldon, Heath Bullock (Intern)
COUNCIL: Daryle Klassen

Notice of meeting posted.

Chair Robert Walkowicz called the regular meeting of the Loveland Golf Advisory Board to order Wednesday, March 23, 2011 at 5:15 pm.

Minutes The minutes for the 02/23/11 meeting were approved as submitted.

Citizen Comments None

DISCUSSION/ACTION ITEMS

Marketing Plan 2011
General Review

Andrea Sheldon reviewed the information presented in the packet and gave further details on several Tactical Programs including reaching the tourist.

Board comments included making sure to advertise Cattail Creek, training staff to collect email addresses at the counter, and developing ways to communicate with the non-golfer.

Proposed Golfer Development Program

Steve Southard distributed and discussed a handout on a proposed Family Golf Development program. The program does not infringe on lessons offered by the golf professionals but is more targeted at getting families to golf together.

Suggestions from the Board included handing out a packet of expectations to new golfers e.g. Pace of Play information, hosting Big/Little tournaments, and specifying certain days for just families.

NON-ACTION ITEMS

Board and Commission Summit

Jim Thompson reported that he thought the summit was well worth attending and was surprised at how many people were involved with the various boards and

commissions.

REPORTS/CORRESPONDENCE

Financial Report

Steve reported that revenues are well ahead of last year comparing green fees, range and carts.

Youth Golf Report

Noel Mickelson reported that the PGA is encouraging a program in which Golf Professionals speak to 5th grade elementary classes to promote golf; Jim and Winston are checking into the program.

Council Liaison Report

Councilor Klassen briefly discussed the A.C.E. prospect – no new news. Councilor Klassen also discussed the importance of good golf courses to economic vitality. Steve stated that a first draft of the 2012 budget will be presented at the April Board meeting.

Board Member Comments

Mike Schmid

Can signs be placed that recommend tees for golfers?
E.g. Beginners = red or yellow etc.

Julie Nelson

Can a calendar of events be added to the website?

Andrea Sheldon

The April 27, 2011 Golf Advisory Board will be held at the Mariana Butte Maintenance Shop, 499 Rossum Drive.

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

A handwritten signature in blue ink that reads "Andrea Sheldon". The signature is fluid and cursive, with "Andrea" on the top line and "Sheldon" on the bottom line.