

PARKS, RECREATION, AND GOLF COMMISSION

Civic Center Conference Room #5
411 W. Clay Street, Ukiah, CA 95482

TUESDAY, JANUARY 17, 2012
5:30 P.M.

AGENDA

I. **CALL TO ORDER/ROLL CALL**

II. **APPROVAL/CORRECTION OF MINUTES**

Minutes of December 6, 2011

III. **AUDIENCE COMMENTS ON NON-AGENDA ITEMS**

The Parks, Recreation and Golf Commission welcomes input from the audience. If there is a matter of business on the agenda that you are interested in, you may address the Commission when this matter is considered. If you wish to speak on a matter that is not on this agenda, you may do so at this time. In order for everyone to be heard, please limit your comments to three (3) minutes per person and not more than ten (10) minutes per subject. The Brown Act regulations do not allow action to be taken on audience comments in which the subject is not listed on the agenda.

IV. **NEW BUSINESS**

None

V. **OLD BUSINESS**

A. Discussion on Golf Operations (Reports Attached)

- Golf Course Title and Branding
- Cost Saving Options and Revenue Possibilities
- Golf Fees

VI. **COMMISSIONERS' COMMENTS**

VII. **ADJOURNMENT**

Please be advised that the City needs to be notified 72 hours in advance of a meeting if any specific accommodations or interpreter services are needed in order for you to attend. The City complies with ADA requirements and will attempt to reasonably accommodate individuals with disabilities upon request.

I hereby certify under penalty of perjury under the laws of the State of California that the foregoing agenda was posted on the bulletin board at the main entrance of the City of Ukiah City Hall, located at 300 Seminary Avenue, Ukiah, California, not less than 72 hours prior to the meeting set forth on this agenda.

Dated this 11th day of January, 2012.
Jarod Thiele, Recording Secretary

PARKS, RECREATION, AND GOLF COMMISSION

Civic Center Annex Conference Room #3
300 Seminary Avenue, Ukiah, CA 95482

Special Meeting

TUESDAY, DECEMBER 6, 2011
5:30 P.M.

MINUTES

I. CALL TO ORDER/ROLL CALL: 5:35pm

Called to order by Chair Antle at 5:35pm

Commissioners Present

Darcie Antle- Chair
Faye Hefte- Vice Chair
Susan Knopf
Henry Sadowski

Staff Present

Katie Marsolan, Community Services Administrator
Jarod Thiele, Recording Staff Person
Frank Johnson, Golf Pro

Commissioners Absent

Don Rones-reported
Eric Barkhurst- reported
Katy Selzer-unreported

II. APPROVAL/CORRECTION OF MINUTES: 5:35pm

M/S: Knopf/Hefte to approve minutes of October 11, 2011 as presented. Motion carried by an all AYE voice vote from all Commissioners.

III. AUDIENCE COMMENTS ON NON-AGENDA ITEMS: 5:36pm

The Parks, Recreation and Golf Commission welcomes input from the audience. If there is a matter of business on the agenda that you are interested in, you may address the Commission when this matter is considered. If you wish to speak on a matter that is not on this agenda, you may do so at this time. In order for everyone to be heard, please limit your comments to three (3) minutes per person and not more than ten (10) minutes per subject. The Brown Act regulations do not allow action to be taken on audience comments in which the subject is not listed on the agenda.

IV. NEW BUSINESS: 5:36pm

None

V. OLD BUSINESS: 5:36pm

A. Discussion on Golf Operations & Golf Fees (Report attached) 5:36pm

Administrator Marsolan introduced the topic and explained that the Commission needs to start by discussing past operations related to expenses and revenues, in preparation for a more focused conversation regarding golf operations in the future. Marsolan handed out copies of the golf budget as well as a month by month comparison. Vice-Chair Hefte

commented that when she served on the commission previously, they were presented with the budget and made fee increases accordingly. Administrator Marsolan commented they need to have a fee discussion in the coming months; City Council has directed the Commission to review fees annually and bring the information forward for Council adoption. Administrator Marsolan said that during the past 3-4 years many changes have been made in both staff and equipment in order to keep expenses as low as possible. The Golf Pro is required to keep records of rounds, sales, annual members and maintain a database of players and so forth. The software data has been very helpful to track revenues and market the course through email blasts. Vice-Chair Hefte commented that she thinks the course has definitely seen improvements over the recent years. Administrator Marsolan commented on the budget, as well as the debt service associated with the fund. Vice-Chair Hefte inquired about the revenue received from the men's club. Golf Pro Johnson explained that there is an agreement between the City and the Mens Club which requires the revenues from the Mens Club cart shed to be used for improvements at the course. Marsolan commented that the funds from the Mens Club and the agreement could be tailored to address other needs at the course such as the debt service for the back nine land purchase. Chair Antle asked about the arrangements other cities have, whether public or private courses. Administrator Marsolan said they have looked at other models for operations and continue to explore alternatives. Golf Pro Johnson currently employs 11 staff to manage the pro shop and outside service area. Administrator Marsolan asked the commission if they had ideas that weren't being thought of. Chair Antle asked for the rate comparisons between area courses. Vice-Chair Hefte commented that the draw for Ukiah is much less than courses in Sonoma which is a huge disadvantage. Golf Pro Johnson said they do get some golfers from the coast and Cloverdale. Commissioner Sadowski commented it would be a good idea to promote the 9-hole rate. Golf Pro Johnson said it is difficult to schedule the tee times and balance the course with players at certain times of the day. It was brought up that the Marshalls receive unlimited golf for 5-1/2 to 6 hours of volunteer time per week. Chair Antle asked why it couldn't be changed to a free round per week of service.

B. Update and Discussion on Playground and Park Topics (Verbal Report) 6:34pm
No report given

VI. COMMISSIONERS' COMMENTS: 6:35pm

As decided on October 11, 2011, the regular monthly meeting of December 13, 2011 has been cancelled.

The next regular monthly commission meeting will be held Tuesday, January 17, 2012

VII. ADJOURNMENT: 6:40pm

M/S: Knopf/Antle to adjourn. Motion carried by an AYE voice vote from all Commissioners. Meeting adjourned at 6:40pm.

Jarod Thiele, Recording Secretary

2011 Golf Fee Analysis for Annuals Ukiah Municipal Golf Course

Annual Program History	2005 Annual	2006 Annual	2007 Annual	2008 Annual	2009 Annual	2010 Annual
Unlimited Adult	844	1,500	1,500	1,545	1,591	1,623
Unlimited Adult Couples	1,266	2,000	2,000	2,060	2,122	2,164
Unlimited Junior	265	500	500	500	515	525
Unlimited Senior	676	1,300	1,300	1,339	1,379	1,407
Unlimited Senior Couple	1,014	1,800	1,800	1,854	1,910	1,948
Limited Adult		1,200	1,200	1,236	1,273	1,299
Limited Couple		1,600	1,600	1,648	1,697	1,731
Limited Senior		1,000	1,000	1,030	1,061	1,082
Limited Senior Couple		1,500	1,500	1,545	1,591	1,623
Limited Junior		300	300	300	309	315

Limited annuals are valid Monday through Thursday and after 1:00pm on weekends and holidays.

Annual Rate Analysis	2010/11 Annual Rate	2010/11 .5% Increase to Annual Rate	.5% Price Difference	2010/11 1% Increase to Annual Rate	1% Price Difference	2010/11 2% Increase to Annual Rate	2% Price Difference	2010/11 3% Increase to Annual Rate	3% Price Difference	2010/11 4% Increase to Annual Rate	4% Price Difference
Unlimited Adult	1,623	\$1,631	\$8	\$1,639	\$16	\$1,656	\$32	\$1,672	\$49	\$1,688	\$65
Unlimited Adult Couples	2,164	\$2,175	\$11	\$2,186	\$22	\$2,208	\$43	\$2,229	\$65	\$2,251	\$87
Unlimited Junior	525	\$528	\$3	\$531	\$5	\$536	\$11	\$541	\$16	\$546	\$21
Unlimited Senior	1,407	\$1,414	\$7	\$1,421	\$14	\$1,435	\$28	\$1,449	\$42	\$1,463	\$56
Unlimited Senior Couple	1,948	\$1,958	\$10	\$1,967	\$19	\$1,987	\$39	\$2,006	\$58	\$2,026	\$78
Limited Adult	1,299	\$1,305	\$6	\$1,312	\$13	\$1,325	\$26	\$1,337	\$39	\$1,350	\$52
Limited Couple	1,731	\$1,740	\$9	\$1,749	\$17	\$1,766	\$35	\$1,783	\$52	\$1,801	\$69
Limited Senior	1,082	\$1,088	\$5	\$1,093	\$11	\$1,104	\$22	\$1,115	\$32	\$1,125	\$43
Limited Senior Couple	1,623	\$1,631	\$8	\$1,639	\$16	\$1,656	\$32	\$1,672	\$49	\$1,688	\$65
Limited Junior	315	\$317	\$2	\$318	\$3	\$321	\$6	\$325	\$9	\$328	\$13

Summary	2010/2011 Annual Members	2010/11 Annual Rate	Estimated Revenue From Annuals	Revenue Based on .5% Increase	Revenue Based on 1% Increase	Revenue Based on 2% Increase	Revenue Based on 3% Increase	Revenue Based on 4% Increase
Unlimited Adult	10	1,623	\$16,232	\$16,313	\$16,394	\$16,556	\$16,719	\$16,881
Unlimited Adult Couples	2	2,164	\$4,328	\$4,350	\$4,372	\$4,415	\$4,458	\$4,502
Unlimited Junior	0	525	\$0	\$0	\$0	\$0	\$0	\$0
Unlimited Senior	33	1,407	\$46,423	\$46,655	\$46,887	\$47,351	\$47,816	\$48,280
Unlimited Senior Couple	11	1,948	\$21,426	\$21,533	\$21,640	\$21,854	\$22,069	\$22,283
Limited Adult	5	1,299	\$6,493	\$6,525	\$6,558	\$6,623	\$6,687	\$6,752
Limited Couple	1	1,731	\$1,731	\$1,740	\$1,749	\$1,766	\$1,783	\$1,801
Limited Senior	25	1,082	\$27,053	\$27,188	\$27,323	\$27,594	\$27,865	\$28,135
Limited Senior Couple	5	1,623	\$8,116	\$8,156	\$8,197	\$8,278	\$8,359	\$8,441
Limited Junior	10	315	\$3,152	\$3,168	\$3,183	\$3,215	\$3,246	\$3,278
TOTAL	102	TOTAL	\$ 134,954	\$ 135,629	\$ 136,303	\$ 137,653	\$ 139,002	\$ 140,352

**Ukiah Municipal Golf Course
Sales Analysis By Class**

		Quantity	Sales	Cost	Cost Margin
20 Memberships					
20001	Limited Membership Adult	2	\$1,948.50		
20003	Limited Membership Senior	1	\$270.50		
20007	Limited Membership Junior	3	\$188.75		
20100	Unlimited Membership Adult	4	\$2,248.00		
20103	Unlimited Membership Senior	1	\$1,407.00		
20 Memberships Totals:		11	\$6,062.75		
Average Selling Price:			\$551.16		

Report Totals: Sales (Extended:) \$6,062.75 Cost: \$0.00 Margin:

**Ukiah Municipal Golf Course
Sales Analysis By Class**

		Quantity	Sales	Cost	Cost Margin
1 WD Green Fees					
01000	Weekday 9 Holes	86	\$1,634.00		
01001	Weekday 18 Hole	88	\$2,376.00		
01005	Weekday Senior 18 Hole	71	\$1,633.00		
01010	Weekday Junior 18 Hole	3	\$42.00		
01011	Junior Twilight	7	\$98.00		
01016	Weekday Twilight Winter 12PM	88	\$2,024.00		
01020	Weekday Limited Year Ticket	407	\$0.00		
01021	Weekday Unlimited Year Ticket	408	\$0.00		
1	WD Green Fees Totals:	1,158	\$7,807.00		
	Average Selling Price:		\$6.74		
2 WE Green Fees					
02000	Weekend 9 Holes	60	\$1,260.00		
02001	Weekend 18 Hole	131	\$4,192.00		
02016	Weekend Twilight Winter 12PM	88	\$2,200.00		
02020	Weekend Limited Year Ticket	174	\$0.00		
02021	Weekend Unlimited Year Ticket	355	\$0.00		
2	WE Green Fees Totals:	808	\$7,652.00		
	Average Selling Price:		\$9.47		
3 Specials					
03001	Internet Weekday	98	\$1,373.00		
03002	Internet Weekend	107	\$1,690.00		
03009	Pre Pack GF	92	\$0.00		
03012	Players Card	42	\$4,620.00		
3	Specials Totals:	339	\$7,683.00		
	Average Selling Price:		\$22.66		
4 Tournament					
04001	Weekend Tournament	54	\$1,728.00		
4	Tournament Totals:	54	\$1,728.00		
	Average Selling Price:		\$32.00		
5 Misc. Rounds					
05000	Comp	4	\$0.00		
05001	PGA	5	\$0.00		
05003	Water Program	12	\$0.00		
05004	Employees	38	\$0.00		
05005	Marshall	213	\$0.00		
05100	Open Golf	2	\$14.00		
5	Misc. Rounds Totals:	274	\$14.00		
	Average Selling Price:		\$0.05		

Report Totals: Sales (Extended:) \$24,884.00 Cost: \$0.00 Margin:

Golf Green Fee History

Ukiah Municipal Golf Course

Daily Fees	2005		2006		2007	
	Weekdays	Weekends	Weekdays	Weekends	Weekdays	Weekends
9 Holes/Twilight League Rate	16				17*	19*
Senior 9 Holes	14					
18 Holes	23	27	20	25	23	27
Senior 18 Holes	19		16		19	
Junior 18 Holes	11		12		12	
Twilight (after 1:00pm)	15	18	16	18	19	21
Super Twilight	13	16				
Junior Twilight	9	11				

Daily Fees	2008		2009		2010	
	Weekdays	Weekends	Weekdays	Weekends	Weekdays	Weekends
9 Holes/Twilight League Rate	19*	21*	19*	21*	19*	21*
18 Holes	25	29	26	30	27	32
Senior 18 Holes	21		22		23	
Junior 18 Holes	12		13		14	
Twilight (after 1:00pm)	21	23	22	23	23	25
Super Twilight						
Junior Twilight						

*Subject to some restrictions

