

PARKS, RECREATION, AND GOLF COMMISSION

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

SPECIAL MEETING

TUESDAY FEBRUARY 7, 2012
5:30 P.M.

A G E N D A

- I. **CALL TO ORDER/ROLL CALL**
- II. **APPROVAL/CORRECTION OF MINUTES**
Minutes of December 6, 2011
Minutes of January 17, 2012
- 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. Update on Parks and Recreation topics (verbal report)
B. Discussion on Golf Operations, Budget and Fees (report attached)
- 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 2nd day of February, 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 as they are running in the red. Marsolan handed out copies of the golf budget as well as a month by month

comparison. 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 maintaining 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 Men's Club which requires the revenues from the Men's Club cart shed to be used for improvements at the course. Marsolan commented that the funds from the Men's 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

PARKS, RECREATION, AND GOLF COMMISSION

**Civic Center Annex Conference Room #5
411 West Clay Street, Ukiah, CA 95482**

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

MINUTES

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

Called to order by Vice Chair Hefte at 5:35pm

Commissioners Present

Faye Hefte- Vice Chair
Henry Sadowski
Don Rones
Eric Barkhurst
Katy Selzer
Susan Knopf

Staff Present

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

Commissioners Absent

Darcie Antle- Chair, unreported

II. APPROVAL/CORRECTION OF MINUTES: 5:38pm

Minutes were continued to the next meeting.

III. AUDIENCE COMMENTS ON NON-AGENDA ITEMS: 5:40pm

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: 5:40pm

None

V. OLD BUSINESS: 5:44pm

A. Discussion on Golf Operations & Golf Fees (Report attached) 5:44pm

- **Golf Course Title and Branding**

Administrator Marsolan explained that numerous strategies have been used to help cut costs in order to keep the course sustainable. There has been question as to whether the word "Municipal" gives an image to people from out of the area of the course being of a lesser caliber. The commission discussed several options for switching up the name. M/S: Knopf/Barkhurst to change the name to "Ukiah Valley Golf Club". Motion passed with an all AYE voice vote from all commissioners

- **Cost Saving Options and Revenue Possibilities**

Marsolan commented that many ideas have been discussed including:

- Holding a tournament in which proceeds could be held to help pay off the land purchased for the back 9 holes of the golf course.
- Selling punch cards for playing 9 holes. They could pre-sell 9-9 hole rounds for \$99 good Monday through Friday and be good for 90 days.
- A hotel and golf special is currently underway with the hotels and B&B's.
- Market to pilots flying into the Ukiah Municipal Airport and could be marketed to.
- Changing the fee for the volunteer marshals. Potential options could be to give them a discounted rate.
- Marsolan shared the discussion held at the strategic workshops which City Council has been holding. Council was very curious as to what can be done immediately and if a strategic plan was developed for 3 to 5 years, they may be willing to refinance some of the debt being serviced currently.

- **Golf Fees**

Marsolan said she has gathered fee info and gave each commissioner a hand-out with the amount of rounds from July 1, 2010 to June 30, 2011. Last Fiscal Year 25,000 rounds were played. Marsolan also brought updates of neighboring courses. Discussion ensued and consensus was to continue the discussion at the next meeting

VI. COMMISSIONERS' COMMENTS: 6:57pm

The next commission meeting will be held Tuesday, February 7th, 2012 instead of the regular meeting on February 21, 2012

VII. ADJOURNMENT: 6:57pm

M/S: Knopf/Rones to adjourn. Motion carried by an AYE voice vote from all Commissioners. Meeting adjourned at 6:57pm.

Jarod Thiele, Recording Secretary

Ukiah Municipal Golf Course
Sales Analysis By Class

Class Range: 20 to 20
 Date Range: 1/01/12 to 1/31/12

		Quantity	Sales	Cost	Cost Margin
20	Memberships				
20001	Limited Membership Adult	0	\$0.00		
20003	Limited Membership Senior	2	\$2,164.00		
20008	Summer Monthly Junior	1	\$26.50		
20100	Unlimited Membership Adult	2	\$3,246.00		
20103	Unlimited Membership Senior	2	\$1,758.75		
20104	Unlimited Membership Sr. Coupl	2	\$537.50		
20	Memberships Totals:	9	\$7,732.75		
	Average Selling Price:		\$859.19		
Report Totals:	Sales (Extended:)		\$7,732.75	Cost:	\$0.00
					Margin:

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	Average Selling Price:		\$859.19		
Report Totals:	Sales (Extended):		\$7,732.75	Cost:	\$0.00
					Margin:

Ukiah Municipal Golf Course
Sales Analysis By Class

Class Range: 1 to 5
 Date Range: 1/01/12 to 1/31/12

		Quantity	Sales	Cost	Cost Margin
1 WD Green Fees					
01000	Weekday 9 Holes	69	\$1,311.00		
01001	Weekday 18 Hole	91	\$2,457.00		
01005	Weekday Senior 18 Hole	83	\$1,909.00		
01010	Weekday Junior 18 Hole	10	\$140.00		
01011	Junior Twilight	7	\$98.00		
01016	Weekday Twilight Winter 12PM	83	\$1,909.00		
01020	Weekday Limited Year Ticket	172	\$0.00		
01021	Weekday Unlimited Year Ticket	181	\$0.00		
1	WD Green Fees Totals:	696	\$7,824.00		
	Average Selling Price:		\$11.24		
2 WE Green Fees					
02000	Weekend 9 Holes	64	\$1,344.00		
02001	Weekend 18 Hole	139	\$4,448.00		
02016	Weekend Twilight Winter 12PM	65	\$1,625.00		
02020	Weekend Limited Year Ticket	44	\$0.00		
02021	Weekend Unlimited Year Ticket	145	\$0.00		
2	WE Green Fees Totals:	457	\$7,417.00		
	Average Selling Price:		\$16.23		
3 Specials					
03001	Internet Weekday	41	\$629.00		
03002	Internet Weekend	96	\$1,343.00		
03006	2 For 1 Specials	1	\$0.00		
03009	Pre Pack GF	94	\$0.00		
3	Specials Totals:	232	\$1,972.00		
	Average Selling Price:		\$8.50		
5 Misc. Rounds					
05000	Comp	10	\$0.00		
05002	High School	3	\$0.00		
05003	Water Program	6	\$0.00		
05004	Employees	26	\$0.00		
05005	Marshall	55	\$0.00		
05006	Re-Round	3	\$0.00		
05100	Open Golf	7	\$12.00		
5	Misc. Rounds Totals:	110	\$12.00		
	Average Selling Price:		\$0.11		
Report Totals:					
	Sales (Extended):		\$17,225.00	Cost:	\$0.00
					Margin: