



City of Longview

Recreation Office,
2920 Douglas
Longview, WA 98632

Minutes - Final Mint Valley Golf Advisory Board

Wednesday, April 15, 2015

4:00 PM

Recreation Office, 2920 Douglas

1. Roll Call

*Board Members Present: David Sathe, Rick Parrish, Chuck Bergquist, Brenda Athey
Absent: Arne Lund
Staff Members Present: Jennifer Wills, Scott Knapp, Nick Van, Melissa Harbour*

2. Approval of Minutes

Charles Bergquist moved to approve minutes, David Sathe seconded the motion, and all approved.

15-3771

MVGAB MINUTES 01.21.2015

Attachments: [MVGAC Minutes 01.21.2015](#)

3. Constituent Comments

Multiple members agreed that the new wood carvings are attractive. Scott and Nick discussed the upcoming painting of said carvings for Saturday, April 18, 2015.

4. Board Member Comments

Charles Bergquist commented on multiple soft spots and erosion along the ponds caused by Nutria and asked if there is a way to correct the problem. Scott Knapp indicated that the Washington State Game Department previously addressed this issue and Nutria are not necessarily still present however damage they caused may still be present. Scott would like to be directly informed by anyone who notices any issues regarding the spots or erosion so that the staff can take care of the issue.

5. Reports

A. Golf Course Superintendent

Scott Knapp gave an overview of current course improvements including the installation of targets and football up rights on the driving range. The grounds crew is preparing for aeration to take place on Monday, April 20, 2015 with the intention to complete the entire course that day. New part-time employees have started mowing as well as an older volunteer who is mowing as well. Three trees have been removed with a plan for replacement of one tree in the near future. Additionally, weekend tournament preparation is underway with daytime mowing occurring as a result.

B. Golf Course Manager

Nick Van reported on current marketing and advertising campaigns underway and provided examples with favorable results even at this early stage. Several examples of potential carvings were discussed with additional mention of nearby condo residents who may be interested in donating money for future carvings on trees located on the course near their homes. "Get Golf Ready" campaign is still running through Parks and Recreation with 8 people in attendance. Additional media information has been sent through the City Info Weekly which will be distributed to multiple community outlets. Golf Now is helping to update the website in order to modernize. There is a rise in tournaments this year which will result in higher play numbers this year. Annual passes are increasing as well. A middle school pilot program was run by Jim Nickerson with immediate results in new interest.

C. Parks & Recreation Director

Jennifer Wills discussed the January through March 2015 Play and Revenue report and focused on increased revenue. Rick Parrish questioned year to date numbers which was explained by Nick and Jennifer as a timing issue. Last year the new prices and resolutions started in April which will affect this year's April report year to date numbers moving forward. Driving range and cart figures were discussed as well.

15-3772**PLAY AND REVENUE REPORTS JAN - MAR 2015**

Attachments: [2015 Play & Rev Report-Jan](#)
 [2015 Play & Rev Report-Feb](#)
 [2015 Play & Rev Report-Mar](#)

6. Old Business**A. Mint Valley Marketing Plan**

The Mint Valley Marketing Plan was set originally set for the Council meeting to be held on 4/16/2015 however it will now be on the agenda for the workshop set for May 7, 2015. The goal of the plan is to explain what has been done in the past, currently and plan for the future. Signage, billboards, bus-wraps and carvings are a few of the potential ideas for marketing. The committee was asked to support the endeavor in any way possible.

B. Wood Carvings at Mint Valley

See Board Member Comments

7. New Business

A. Golf Now Plus Potential Contract

The Golf Now marketing team presented to the sub-committee on golf advertising and presented the members with a proposal to sign up for the Plus program which enhances services we currently use for online tee times. The cost is 5% of on-line greens fees; however the return on investment is promising. The City would like to enter into the contract contingent on revisions the City Attorney has proposed. The City is currently waiting for the Golf Now attorneys to approve.

8. Adjournment

Meeting was adjourned at 4:48 p.m.