



# City of Longview

1525 Broadway  
Longview, WA 98632  
www.ci.longview.wa.us

## Agenda - Special Meeting City Council

*Mayor Don Jensen*  
*Council Member Ken Botero*  
*Council Member Tom Hutchinson*  
*Council Member Chet Makinster*  
*Mayor Pro Tem Mary Jane Melink*  
*Council Member Steve Moon*  
*Council Member Michael Wallin*

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Thursday, May 7, 2015

6:00 PM

2nd Floor, City Hall

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**NOTICE IS HEREBY GIVEN**, in accordance with RCW Chapter 42.30, that the City Council of the City of Longview, Washington, will conduct a workshop session in the Longview City Hall Training Room, 1525 Broadway, Longview, on Thursday, May 7, 2015, at 6:00 p.m. The topics of discussion follow. Final disposition shall be taken on no other matter.

The City Hall is accessible for persons with disabilities. Special equipment to assist the hearing impaired is also available. Please contact the City Executive Offices at 360.442.5004 48 hours in advance if you require special accommodations to attend the meeting.

1. **CALL TO ORDER**

2. **ROLL CALL**

3. **CITY MANAGER'S REPORT**

[15-3805](#)

**MINT VALLEY GOLF COURSE MARKETING PLAN AND NEW CART STORAGE PROJECT**

**COUNCIL STRATEGIC INITIATIVE ADDRESSED:** Address quality of place issues

**CITY ATTORNEY REVIEW:** N/A

**SUMMARY STATEMENT:**

During 2015/2016 budget discussions last fall, council suggested that a marketing plan be developed for the Mint Valley Golf Course as one step toward trying to improve the financial health of the enterprise during the current biennium. That has been done by involving city staff with social media and event promotions experience from other departments in addition to parks and recreation, as well as members of the golf advisory committee. Attached are materials that describe some of the ongoing marketing commitments and new

steps that have already been implemented this year, as well as a proposal to enter into an enhanced marketing program (Golf Now Plus) with our current online course reservation services provider.

During the same budget workshop last fall, staff discussed a potential golf course capital project (constructing additional cart storage space) that could eventually not only pay for itself, but that could also result in additional revenue for course operating costs. Council asked staff to come back with more fully investigated project information and a means of financing it that could involve non-golf fund sources. That, too, is attached. Staff will review the project cost estimates and financing assumptions during the May 7 workshop. As developed, the project would require "subsidization" from the capital projects fund during the initial financing years.

Staff will also provide, either prior to the workshop or during the workshop, depending on how quickly it can be prepared, MVGC play and revenue reports for 2015 through April.

**RECOMMENDED ACTIONS:**

Motion to approve entering into the Golf Now Plus marketing services agreement, contingent on contract review and terms agreed upon by city attorney; and motion to add the new golf cart storage project to the CIP for 2015/2016 with financing as outlined in the attached amortization spreadsheet.

**Attachments:**    [Mint Valley Golf Course Marketing Presentation](#)  
[Annual Play & Rev Report](#)  
[Jan 1 - Apr 29 Play & Rev Report](#)  
[Golf Cart Storage Proposal Presentation](#)  
[AMORT-15 YEAR - GOLF CART STORAGE \(R\)\(includes Capital Projects Fund](#)

[15-3803](#)

**APPROVAL OF 2015 COUNCIL RETREAT AGENDA**

**CITY ATTORNEY REVIEW:** N/A

**SUMMARY STATEMENT:**

Attached is a draft agenda for the Council's 2015 retreat to be held on Friday, May 15, 2015. Presented for information and finalization.

**RECOMMENDED ACTION:**

Motion to approve the 2015 Longview City Council Retreat Agenda.

**Attachments:**    [DRAFT 2015 Council Retreat Agenda](#)

**4.    MISCELLANEOUS**

**5.    ADJOURNMENT**