



City of Longview

Recreation Office,
2920 Douglas
Longview, WA 98632

Minutes - Final Mint Valley Golf Advisory Board

Wednesday, January 21, 2015

4:00 PM

Recreation Office, 2920 Douglas

1. Roll Call

Board Members Present: David Sathe, Rick Parrish, Arne Lund, Chuck Bergquist

Board Members Absent: Brenda Athey

Staff Members Present: David Campbell, Scott Knapp, Nick Van, Jennifer Wills

2. Election of Chair and Vice Chairman

Arne made a motion to elect David Sathe the Chair and Chuck Bergquist the Vice Chair, Rick seconded the motion and all were in favor.

3. Approval of Minutes

MN 15-0273 MVGAC MINUTES 10.15.2014

Attachments: [MVGAC Minutes 10.15.2014](#)

Dave made a motion to approve the minutes, Arne seconded the motion, and all approved.

4. Constituent Comments

There were no constituent comments.

5. Board Member Comments

Arne missed a few meetings in 2014 and wanted to know where the course stood in regards to getting the snag carved out by the club house. Nick updated the board that previously the agreement between the artist and the city did not go through, but that Nick was working with the Men's club to raise funds to be able to make the project move forward. Nick asked Dave to talk with the city in regards to borrowing a man lift for no more than a day if the project is confirmed.

Arne wanted to follow up with a question asked by a fellow golfer about why the course does not allow a reduced rate for cart rental to a single individual. Nick said that the course does offer a reduced rate and always had. Nick went on to say that if any questions arise about the course to direct the questions to him or his staff at the course and they would be happy to answer them.

6. Reports

A. Golf Course Superintendent

Scott gave an overview of the past three months at the course stating that the crew is mowing when possible but that it has been soft and wet. Right now the crew is working on tree removal and equipment upkeep, inventory, and sharpening. Also, the crew is working on treating and reducing the pink snow mold that appears in the winter.

B. Golf Course Manager

Nick gave an overview of the partnership between the Recreation Department and the course for the Moonlight weekend. There were 85 runners for the glow run at the course. Nick will work with staff on a better way to make sure golfers stay accountable during the Moonlight Golf Tournament. Nick has been running coupon ads in the Oregonian which he feels has been successful in getting golfers to the course. Nick has been working with the city to secure funds to possibly building additional cart storage which he believes will bring in additional money in the storage of carts and purchasing of season passes. Currently the bids Nick received and what the city engineer bid, are not near in price so the council has set no date to review the project.

In addition to the ads in the Oregonian, Nick worked with a city intern to get additional research on the course for marketing. Nick is also working with the company Golf Now for a variety of promotions and bundled packages. Mint Valley Golf Course and Mint Valley Racquet Club have begun discussions to provide a packaged season pass to both facilities with the hopes of providing reduced prices to each facility but to bring in more patrons.

C. Parks & Recreation Director

Dave stated that the course was down 17% from 2013 as he gave an overview of the 2014 Play and Revenue Report for the course. The revenue for the city was not as bad as it could have been in part due to the restructured contract with the current golf course manager which relies on management fees versus percentages. Dave said that our course is a reflection of what other courses are experiencing all over the golf industry.

Rick asked how can we get more play. Arne's comments to Rick were that a new cart barn would bring in more dollars, an expanded restaurant, and increasing the pace of play. Nick said he has looked into the pace of play and extending the start times from 7 minutes to 10 minutes as well as installing a marshal on 3 and 4. Scott's thoughts were on reaching out to the community to the bigger corporations/industries to host tournament because those types of events bring in money.

Dave gave an overview of the newly adopted budget that now includes a line item of \$7,500 for marketing.

a. 15-3659**PLAY AND REVENUE REPORT DECEMBER 2014**

Attachments: [2014 Play & Rev December](#)

b. Orientation to the Adopted 2015/2016 Budget

7. Old Business

There was no old business.

8. New Business

A. Marketing Plan for Mint Valley

Dave let the board know that there would be a group of individuals forming to create a Marketing Plan for Mint Valley. The first meeting will be held in February, updates to follow.

9. Adjournment

Chuck made a motion to adjourn the meeting at 5:10, Dave seconded the motion, and all members were in favor.