



City of Longview

Recreation Office,
2920 Douglas
Longview, WA 98632

Minutes - Final Mint Valley Golf Advisory Board

Wednesday, July 15, 2015

4:00 PM

Mint Valley Golf Course - Club House

1. Roll Call

*Board Members Present: David Sathe, Arne Lund, Rick Parrish
Board Members Absent: Brenda Athey, Chuck Bergquist
Staff Members Present: Jennifer Wills, Scott Knapp, Nick Van, Donnie Harlan, Craig Bozarth, Sam Barham*

2. Approval of Minutes

Dave made a motion to approve the minutes, Rick seconded, all members were in favor.

[MN 15-0288](#)

MVGAC MINUTES APRIL 15, 2015

Attachments: [MVGAC MINUTES APRIL 15, 2015](#)

[MN 15-0289](#)

MVGAC MINUTES APRIL 28, 2015

Attachments: [MVGAC MINUTES APRIL 28, 2015](#)

3. Constituent Comments

There were no constituent comments.

4. Board Member Comments

Rick wanted to let staff know that the course was in great condition.

5. Reports

Jennifer gave an overview of the play and revenue report and the board discussed what they thought contributed to the increase in revenue. It was decided that not one specific item/service or marketing push made as big of an impact the multifaceted approach of all things combined.

Scott gave an overview of the course grounds maintenance. He stated that he was having difficulty in turnover with part time staff due to a restriction to 29.5 hours a week. Training new employees takes time away from other obligations, but he understands the necessity to make sure the staff is brought up to speed quickly. The weather has been very hot and dry which means that he and his staff are trying to keep up with irrigation of the course, but that it has been difficult to do so. Scott talked about the need for new rollers and greens mowers and how suspension of vehicle/machine depreciation has affected the purchasing of new equipment.

Nick updated the board on the junior program at Mint Valley. There are over 70 junior golfers in the second year of the program, up from 36 in 2014. There are two junior golf tournaments coming up in August. The course held a 9 hole ladies tournament and went from 58 golfers to 71 golfers. The 9 hole ladies did an amazing job painting and decorating the bathrooms on the 5th hole. The Cowlitz County Amateur Tournament had 80+ golfers for its inaugural year over Memorial Day weekend. Nick gave an overview of marketing which included the Great Savings Coupon, deals through Golf Now, and publicity of the eagle carvings in the PNW Golfer magazine as well as in other print and email marketing. Nick and his representative from Golf Now speak weekly regarding marketing, coming up with new packages and ways to bring people to the course. The new website is up and running and looks great. There were a few glitches at first, but it seems to be working and much more user friendly.

[15-3929](#)

PLAY & REVENUE REPORT - APRIL, MAY & JUNE 2015

Attachments: [PLAY & REVENUE REPORT - APRIL, MAY & JUNE 2015](#)

6. Old Business

Sam and Craig from the City's engineering department presented to the board and staff two separate location options for the proposed cart barn storage facility. After an overview of each of the designs and explaining perceived pros and cons to each of the locations, the board and staff were able to ask questions. One of the main concerns of the new proposed locations is the current condition of the gravel road that would run between the new facility and the racquet complex. Scott was concerned about the winter time where there might be puddles or ruts in the current path. Craig and Sam explained what it would cost if they were to add an asphalt pathway that could accommodate a sand truck. Craig explained that maybe if necessary it could be something that they might be able to look into once the project was complete if there was any of the contingency money left over, but that kind of project would be quite costly. Sam suggested as a less expensive option to bring in gravel and construct a crown to mitigate for water runoff. Donnie stated that he liked both options much better than the proposed location from April.

Arne made a motion to recommend Option A (the further set back location) as the new location for the cart barn storage facility, Rick seconded the motion, and all members were in favor.

[15-3930](#)

GOLF CART STORAGE-OPTION A

Attachments: [GOLF CART STORAGE-OPTION A](#)

[15-3931](#)

GOLF CART STORAGE-OPTION B

Attachments: [GOLF CART STORAGE-OPTION B](#)

7. **New Business**

Jennifer presented four options for the billboard on Tennant Way. She asked the board members for input regarding the options before moving forward. Everyone was in agreement that the orange and black billboard would stand out the best. Rick suggested that the word "Golf" be added to ensure that drivers would know exactly what the billboard was meant for. Jennifer took the board and staff input and will work to get the billboard installed in the near future.

Jennifer also presented a proposed sign for the Mint Valley Golf and Racquet Complex to be placed at the corner of 38th Avenue and Pennsylvania. The board encouraged her to work with city staff to get the sign approved and installed.

[15-3932](#)

MARKETING - TENNANT WAY BILLBOARD OPTIONS

Attachments: [MARKETING - TENNANT WAY BILLBOARD OPTIONS](#)

8. **Adjournment**

Dave made a motion to adjourn the meeting at 4:55, Arne seconded the motion, and all members were in favor.