



# City of Longview

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

## Minutes - Final - Not Approved 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**

*The workshop session was convened at 6:00 pm.*

**2. ROLL CALL**

**Present:** 7 - Mayor Don Jensen, Council Member Botero, Council Member Hutchinson, Council Member Makinster, Mayor Pro Tem Melink, Council Member Moon and Council Member Wallin

**City Staff present:**

*City Manager David Campbell; Interim Parks & Recreation Director Jenn Wills; Administrative Assistant Melissa Harbour; Golf Maintenance Superintendent Scott Knapp; Parks Maintenance Manager Curt Nedved; and Public Works Director Jeff Cameron.*

**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 F](#)

*Jennifer Wills, Interim Parks and Recreation Director presented a slideshow detailing the proposal for Mint Valley Marketing Plan and entering into a contract with Golf Now Plus.*

***Council Member Discussion:***

- 1. Have you spoken to other Golf Now users? Reply – we are currently using them and are satisfied with the services provided thus far.*
- 2. Asked to explain the increase of 9 hole play from Play & Revenue figures in slideshow.*

- a. 9 holes take less time
- b. Good weather
  - i. Feedback of course being in good shape
  - ii. Feedback of attitude of golfers and employees as a plus

**RECOMMENDED ACTIONS:**

A motion to approve entering into the Golf Now Plus marketing services agreement, contingent on contract review and terms agreed upon by city attorney; was made by Council Member Makinster, seconded by Council Member Hutchinson. Motion passed.

**Council Member Discussion:**

- 1. Council Member Melink would like anecdotal conversation with other Golf Now users.
- 2. Clarification on revenue potential and cost potential of the upgraded golf now contract.
- 3. Clarification that locals are given preferential tee times.
- 4. Not being used by other courses in local area.
- 5. Largest online golf tee time website.

**Community Member Discussion:**

- 1. "We love this service – we use it all the time to book outside courses as well. Courses can block times out specifically for out of town golfers."

6:34 p.m. - Discussion moved to Golf Cart Storage Facility

**Golf Cart Storage Proposal:**

City Manager Dave Campbell gave a presentation on a Golf Cart Storage Proposal.

**Council Member Discussion:**

- 1. How many carts can Three River's Golf Course storage hold?
  - a. Answer – 150, currently at 90 to 95% capacity.
- 2. Who prepared the proposal?
  - a. City of Longview engineering staff
- 3. Lease payment - Annual rental for single storage is \$535 a year. Operating costs are taken out of these fees. Are these competitive?
  - a. Answered in the affirmative by Dave Campbell
- 4. Is that the going rate for interest through State loans?
  - a. Answered in the affirmative by Dave Campbell
- 5. Clarification of subsidy through City of Longview
- 6. Additional funds will be returned as payments to pay back the original loan. Additional funds collected will go to future golf-course projects after loan is paid off.
- 7. Currently 12 golfers on waiting list for storage with plans to purchase an annual pass once a storage space is available.

**RECOMMENDED ACTION:**

A motion to add the new golf cart storage project to the CIP for 2015/2016 with financing as outlined in the attached amortization was made by Council Member Moon, seconded by Council Member Hutchinson and passed.

**Council Member Discussion:**

- 1. Emphasize to the community that this project will pay for itself as well as fund additional projects.
- 2. Council Member Makinster suggested the use of additional funding above and beyond the repayment of the loan to improve the course over the long term.
- 3. Council Member Hutchinson feels the risk is relatively low and wants to support

*the golf course.*

*Upon a vote duly held, 6 council members were in favor, Council Member Melink was opposed.*

*As a result of the "No" vote by Council Member Melink, Council Member Wallin made a motion to reconsider the previous motion with the modified language:, "A motion to add the new golf cart storage project to the CIP for 2015/2016 with financing as outlined in the attached amortization and after 15 years of subsidy the outstanding balance will continue to be paid down by the golf course rather than the City resulting in no out-of-pocket costs for the City CIP fund." Ken Botero seconded this motion to amend, and, upon a vote duly held, and amendment of the above-motion was passed unanimously*

**A motion was made by Council Member Michael Wallin, seconded by Council Member Ken Botero, that this matter be amended and approved. The motion passed unanimously.**

[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](#)

**A motion was made by Council Member Tom Hutchinson, seconded by Mayor Pro Tem Mary Jane Melink, that this matter be approved. The motion passed unanimously.**

## **4. MISCELLANEOUS**

*Mayor Jensen allowed for constituent comment at the end of the workshop. Community members stepped forward to make comments regarding safety concerns from stray driving range balls.*

*A community member came specifically to address concerns regarding the homes across the street (42nd Avenue) from the Mint Valley Golf Course Driving Range and the ongoing golf balls that come over the fence and land in the street, yards and cause damage to multiple homes. This is happening whether they move the tees up closer or not. Suggestions included:*

*Raise the fence another 15 feet. The community member indicated that past discussion with the Men's Club of Mint Valley made apparent their disinterest in solving said issue. The member presented an Affidavit detailing damage and asked for the issue to be reviewed.*

*Council told the community members their concerns would be looked into and directed staff to work on a solution to prevent further damage to property.*

5. **ADJOURNMENT**

*The workshop was adjourned at 7:27 p.m.*