



City of Longview

Recreation Office,
2920 Douglas
Longview, WA 98632

Minutes - Final

Mint Valley Golf Advisory Board

Tuesday, October 24, 2017

4:00 PM

Mint Valley Golf Course

Special Meeting - Date Change

1. Roll Call

The meeting was called to order at 4:02 p.m. Members Present: Ken Pence, Dave Sathe, Scott Knapp, Brenda Athey, Nick Van, Rick Parrish & Chuck Berquist. Staff Present: Jennifer Wills, Melissa Harbour

2. Approval of Minutes

[MN 17-0386](#)

MINT VALLEY GOLF ADVISORY COMMITTEE MINUTES 7.19.17

Attachments: [MVGAC Minutes 7.19.17](#)

Ken Pence made a motion to approve the minutes, Brenda Athey seconded the motion. Motion passed.

3. Constituent Comments

Ken Pence relayed comments from the Men's Club regarding rolling/aeration and how well it turned out.

4. Board Member Comments

See New Business

5. Reports

A. Superintendent Report

Scott Knapp provided a verbal report on the clean-up efforts of the debris from the recent storm. Several bunkers suffered extensive damage. Tees, fairways and greens are now back to normal condition however Hole 16 continues to be in need of repair. Greens are slower due to a recent mowing issue and the grass portion of the range area is currently closed. New equipment received due to depreciation of outdated machinery including a blower, front loading tractor, sprayer, and five gang pull behind.

B. Pro-Shop Manager Report

Nick Van provided a verbal report on several topics including the approximately 66 members in attendance for the Men's Club Dinner which included a buffet and entertainment. Nick also reported on recent pass sales as well as promotional efforts, and radio advertisements related specifically to Winter Passes. A limited winter menu will now be available unless there is a tournament or event. A recent notice was sent to members asking that they refrain from teeing off prior to sunrise during the winter months.

C. Director Report

Details in New Business

[17-5165](#)

**FINANCIAL REVIEW OF MINT VALLEY GOLF COURSE FOR
SEPTEMBER MEETING 2017**

Attachments: [2017 Qtr. 3 Play & Rev Report](#)
 [revenue y-t-d 2017](#)
 [expenditure y-t-d 2017](#)
 [History of Rounds 2010 - 2017 Through September](#)
 [MV GOLF CASH BALANCES 2010-2017](#)

6. Old Business**7. New Business**

A. Discussion of Financial Review

Rick Parrish instigated a discussion regarding the 18% decrease in the number of plays vs. revenue. Pro Shop Manager Nick explained the reason for the discrepancy as directly related to Golf Now reporting. Golf now is given additional tee times for their marketing services to sell to customers which allows for discounted tee times which haven't sold at the beginning of the day.

Projected revenue and expenditure forecasting was provided to the showing a significant shortfall including a deficit carried forward from 2016. Board members were asked for ideas on bringing in new golfers and cutting expenditures. Ken Pence feels the course should be considered a city park and therefore not expected to be self-supporting. Additional ideas directly related to course labor cost saving measures include;

- 1. Reduce the cutting of cups to 2x per week instead of current 4x per week*
- 2. Using pull behind to mow greens – less wear and tear on equipment and employee time*
- 3. Put off order for supplies and pre-order others to defer payment*
- 4. Discontinue stump grinding to save man hours for clean-up*
- 5. Discontinue collection and disposal of needles that fall from trees in winter*
- 6. Rolling greens 3x per week rather than 5x per week as is current practice*
- 7. Discontinue drainage and/or sprinkler head replacement*
- 8. Discontinue broad leaf spray until absolutely necessary*
- 9. Less bunker maintenance or machine sanding fairways*
- 10. Delay purchasing of new equipment and only repair existing as necessary rather than doing both regardless of need*

The above-mentioned changes could potentially reduce expenditure projections by approximately \$17,000.

Additional course revenue generating ideas include:

- 1. Radio advertisements including details regarding course maintenance and improvements*
- 2. Encouraging tournament play, including one per month through winter months*
- 3. Advertising the lack of carts on paths which is appealing to golfing*
- 4. Volunteer labor rather than paid labor*
- 5. Re-establish league play or recreational leagues (i.e. fit bit league)*
- 6. Free Par 3 play for anyone who takes lessons through the recreation office*
- 7. Golf Now programs (loyalty, etc.)*
- 8. Winter/Holiday punch pass, 9 hole and advertise as stocking stuffer or gift idea*
 - a. Driving range – 10 buckets for \$65, 10 small buckets for \$50*
 - b. 9-Holes, 9-rounds, \$90*
 - c. Jen to make cards with holiday theme*
- 9. Healthy You sponsorship for golf advertisement through Daily News*

A council workshop will happen in the early spring and the board to be asked to meet again as follow-up. The figures presented to the board to be discussed with the finance director and city manager after this board meeting.

8. Adjournment

Meeting Adjourned at 5:10 PM - Next meeting, January 17, 2018 @ 4:00 PM