

Logan River Golf Advisory Board Meeting

Thursday, May 16, 2019, 5:00pm

Logan River Golf Course Tournament Room

Present: Tom Wood, Jeff John, Rick Johnson, Mike Smith, Brandon Casper, Holley Allen, Kaycee Hunt, Dawn Drost, Russ Akina, Randy Oldham, Marian Nielsen

Guests: Mayor Holly Daines

Absent: Tom Jensen, Gary Carlston

Approval of Minutes: Holley made a motion to approve the minutes from the April 18, 2019 Logan River Golf Advisory Board Meeting. Mike seconded the motion. The minutes were unanimously approved as written.

Golf Professional Report:

- Jeff and Dawn met prior to the meeting to review the financial information
- Jeff asked when the next fiscal year budget will be approved; Council is currently reviewing the budgets and they have to be approved by June 15
- There is \$5,000 in the current budget for advertising and there will be advertising money available next fiscal year as well
- Jeff met with a lady who produces an upscale magazine to put in dental offices, real estate offices, etc. advertising entertainment opportunities in Logan and the Cache Valley area
 - Jeff will send everyone a link to the magazine so they can see what it's like
 - The cost is \$300 per month for a three year program; she was willing to accept \$50 per month in trade
 - Logan River Golf Course would be on the cover of the magazine and featured inside
 - Jeff thought it was a step in the right direction but wanted to know what the Board thought
 - Russ asked if she knew what her readership was; Jeff said she didn't give him a specific number
 - Jeff said he thought it was a little pricey but he's been out of the advertising loop for a bit
 - Holley suggested putting the magazine in motels as well; Jeff said she intends to do that
 - Jeff said he didn't know how many issues go out every two months, but he would be able to include a new ad every two months; there are six issues a year
 - Dawn asked if she's still in the process of putting things together and drumming up business; yes
 - Brandon asked if the ad comes with a coupon or deal; no, it's not a coupon book, it's just exposure
 - Rick asked if there is an option for a commitment less than three years; yes, but there is more value if you commit to a longer time frame
 - Jeff said he used to have \$20,000 for advertising when the Course was new; he felt like he missed out on some advertising exposure due to lack of funding
 - Dawn thought \$300 a month was pretty high, especially when there is only \$5,000 to spend
 - The Mayor agreed that this magazine is brand new and untested

- Prior to the meeting, Brandon and Jeff had a conversation about doing a photo competition to promote the beauty of the Course and showcase the facility
- The couples league will play every Thursday from 5pm until 6pm, June through August
- All the new range equipment is out and looks really nice

Golf Superintendent Report:

- Next week is supposed to be cold and rainy but things have been going well to this point
- Did some weed control but the wind slowed things down
- Aerated the fairways and tee boxes
- There is an aggressive goose on the Course; if he's still around in a month, the DWR can relocate it
- Randy liked the idea of a photo competition
- Needed two more employees
 - Dawn asked how the City advertises; Indeed, workforce services, the City's website
- The new electric utility carts have been nice
- Dawn said there was conversation at the last meeting about the cart path on #17; Randy has a little bit of money and a contractor to pull out the path and replace it with gravel or road base
 - Russ said the paths that need the most work are the most inaccessible, which makes them the most expensive
- Has money to buy more sand for the bunkers; he's been adding sand to some bunkers and replacing the sand in a couple of fairway bunkers
 - Tom asked if it would make sense to turn one of the fairway bunkers on #5 to a waste bunker; yes, but it's an expense to fill them
- Randy uses growth regulators to help control seed heads, but a week of wet weather has an impact; it will get better as temperatures warm up

Review Financial Report:

- Dawn and Jeff met prior to the meeting and went over the budget information with Rich
- Everyone received a copy of Jeff's monthly z-out report and Rich's monthly financial comparison
- There are a few differences between the two reports
 - Jeff's report includes sale tax, which has to be deducted in order to accurately assess revenue
 - Rich's report doesn't include Association fees and sweeps
 - Punch passes are recorded differently
- Gift card purchases aren't immediately recognized, which is opposite of punch pass purchases
 - It is accounted this way because the punch pass is specific to green fees whereas the gift card can be used for the driving range, green fees, shop sales, etc.
- Dawn, Rich, Jeff, and Randy will meet in June to learn how to reconcile Jeff's report with Rich's report
- There are funds that sit in a liability account, like sweeps money that hasn't been spent; it would be good to clean up those funds at the end of the calendar year
 - Mike joked about giving the unspent money to the Associations; Rich might consider that option
- Dawn said punch passes will have a two-year expiration date
 - Kaycee asked if people will know they expire after two years; yes, there will be a date on them
- In reference to Rich's report, year-to-date revenue is higher than this time last year and expenses are lower than this time last year

- Page 2 shows the Cost of Goods Sold less expenses, which is part of the revenue accounting
- Overall, Dawn thought things looked pretty good
- Jeff said this year has been different, weather-wise, which won't impact expenses as much as revenue
 - Jeff said there were four days he brought in over \$9,000 in revenue but the weather affects that
 - Randy said they have to spend time cleaning up limbs after a wind storm
 - Dawn asked who pays for that; those expenses are built into Randy's budget
 - The Mayor asked about the cracked willows that were removed; some were removed along the river corridor around #2 tee
 - She asked if Randy has thought about taking out the rest; yes, but limbs of other trees may break off in a windstorm
 - Dawn asked if Randy has to pay to remove and replace trees; yes, but Randy and his staff handle as much tree maintenance as possible before hiring a company to do the work
 - The City tree crew helps when they can; they've taken out some limbs on #8
 - Randy has a list of trees to be removed and he slowly works through that list

Updates on Marketing Activities:

- Jeff has \$5,000 for marketing and will have \$5,000 again next year if the Council passes the budget
- Dawn asked who was on the marketing sub-committee; it wasn't decided, just discussed
- Holley and Jeff volunteered to serve on the marketing sub-committee
- Jeff would also like someone with marketing expertise to be on the sub-committee
- Dawn recommended the sub-committee visit with the Chamber of Commerce to learn about what they do to promote the Golf Course
- Russ suggested printing a calendar of pictures from the Course; Brandon suggested using the top 12 pictures from the photo competition for the calendar
- Jeff said radio ads are effective but \$5,000 doesn't go very far; Jeff has done some trade with the radio
- Dawn asked Holley to chair the marketing sub-committee; Holley agreed to be the chair
- Dawn wanted the sub-committee to make the decision on the offer from the magazine
- The Mayor suggested using the Community Bridge Initiative with the University to get some marketing students involved in an analysis to help determine what marketing strategies are effective
- The Department has an Instagram account; Debbie can post on Facebook, Twitter, and Instagram
 - Send information, photos, etc. to debbie.harvey@loganutah.org and she'll post them
- After some discussion, the Board decided Debbie Harvey should be on the sub-committee so she always knows what's going on and can post about it

Updates on Revenue Development Activities:

- This item was discussed at the last meeting, but a sub-committee was not formally structured
- The purpose of this sub-committee is to devise ideas and plans to bring revenue to the Course
- Dawn asked about the difference between the marketing and revenue development sub-committees
 - Revenue development would be more like fundraising than advertising
 - Any proceeds from fundraising could be put directly towards specific improvements, like the pump house, cart paths, etc.
- Russ said those who are good at strategic thinking would be helpful on a sub-committee like this
- Dawn and Randy expressed interest in serving on the revenue development sub-committee

- Dawn asked if any members of the Associations would be interested; probably, but nobody immediately came to mind although Mike and Marian will ask the members if they would be interested in participating
- Kaycee liked the idea of a banquet in January or February to drum up revenue during the off-season
- Kaycee also wanted to serve on this sub-committee, but she didn't want to be the chair of the committee
- Dawn suggested building a destination get-away package to raffle off

Women's Association Report:

- The women's opener got snowed out; this was the first year they weren't planning to eat and ended up eating because they couldn't play
- Rider Cup special this week; 4:30 shotgun and a twosome format
- June 4 is the Women's Association golf fundraiser and they're working on getting donations
 - The hospital made flyers for the tournament
- The Women's Association does have a Facebook group

Men's Association Report:

- Trying to get the Board together tomorrow to plan a few more things but everything is on the calendar
- The men have raised \$2,000 for their club so far for tournaments or prize money
 - They'll use some of the money to send a couple of teams to a tournament
 - Some of the funds will go towards a secret hole so those who continue to play and never win have an opportunity to win something; Dawn liked that idea

Open Forum:

- Richard Ratliff suggested naming the holes; the Board liked this idea
 - Jeff passed around a sheet with some suggested names
- Jeff said the tee box on #2 looks really good
- Rick asked if the Board plays together once or twice a year; no, but they used to
- Jalayne said the Board doesn't typically meet in June or July and asked if the Board wanted to meet
 - Dawn said the sub-committees should meet throughout the summer, but the Board doesn't need to meet unless they feel the need to

Next Meeting: August 15, 2019 at 5:00pm

Adjourned: 6:03pm

Minutes Submitted by: Jalayne Hatch