



Advisory Board Members

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Director of Parks and Recreation: Russ Akina
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Golf Professional: Jeff John
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Golf Course Superintendent: Randy Oldham
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Secretary: Gloria Chacon
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Logan River Golf Advisory Board

Thursday, August 22, 2019, 5:00pm
Logan River Golf Course
550 West 1000 South
Tournament Room

Agenda Items:

1. Approval of Minutes from May 16, 2019
2. Golf Course Marketing
3. Revenue Development
4. Course Activities
5. Course Improvements
6. Golf Professional Report (Jeff)
7. Golf Superintendent Report (Randy)
8. Open Forum

Next Meeting: September 19, 2019, 5:00pm



Logan River Golf Advisory Board Meeting

Thursday, August 22, 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, Gary Carlston

Guests: Mayor Holly Daines

Absent: Tom Jensen

Approval of Minutes: Kaycee made a motion to approve the minutes from the May 16, 2019 Logan River Golf Advisory Board Meeting. Brandon seconded the motion. The minutes were unanimously approved as written.

Golf Course Marketing:

- Russ stated that he would like to talk about the Community Bridge Initiative Project meeting held on August 20, 2019
- Jeff met with Debra Jenson, Assistant Professor in the Department of Journalism and Communication to help with marketing the golf course. Jeff stated that the goal is to reach out to current customers, non-customers and learn more about them and why they attend here.
- Russ- between Community Bridge and USU we try to work together to address common needs. Students will be versed in the qualitative aspects of research regarding the background of the Golf Course. Her class has 28 students and it can benefit us to do the study.
- Mayor stated we have used the Community Bridge program before to help students get a more hands on approach on their studies while helping with the marketing for the Golf Course. Students can come up with valuable data and get better ideas from the public for the Golf Course.
- Russ: this semester Debra can allow the 28 students to collect data until November. They will then be able to do the ground work for the golf course and get information from the public to help reach golf course goals. Golf Course would like to identify areas we have possibly not tapped into yet. Use of students would help us move towards that. Would like to use this meeting to get questions for the students. Jeff will attend Debra's class next Wednesday.
- Gary asked what the purpose of the study is.
- Mayor: Purpose is "how to get more golfers at golf course".
- Dawn: And for non-golfers, what LRGC can add to get them here.
- There has been some discussion about it being a difficult course to play.
- Brandon: asked what type of class it is, to see how it would help
- Russ informed the committee that it was a Journalism & Communications (public relations) that will study the motivations and preferred methods of communication among golfers.
- Dawn stated that the public relations class would then give data the following semester to the next students, which are studying Marketing.
- Russ stated that Debra asked what it is we wanted students to gather for LRGC.
- She recommended 2 or 3 big questions/major things we wanted to get out of the semester.
- Dawn suggested one question be: what brings you/prohibits you from coming to Logan River Golf Course.
- Brandon thinks students should explore themselves.
- Russ would like students to ask why former golfers no longer come here. And possibly have former golfers link up with committee members for a more one on one interaction.

-Gary: asked if the purpose of study is to possibly increase revenue and with that, we can ask the correct questions.
He also asked if there is data supporting decrease of rounds played.
Russ would like to know why golfers go to Birch Creek instead.
Mayor believes the professor can outline and ask proper questions.

Dawn's question is "What would it take for you to come play here/what your perception of golf is and of LRGC".
Russ stated that the class would be well informed on the golf course before starting their study.
Mayor suggested questions be emailed to Jeff or Russ and Jeff will be in communication with Dr. Jensen.

Wednesday Jeff will familiarize them with golf terminology and possibly get students here to play a few rounds

Revenue Development:

Revenue at Golf Course has gone up significantly in the last 12 months. This is very good news despite weather we've had. The number of golfers and revenue has increased. Economy could possibly be affecting it as well. The unaudited financials show positive results.

Randy asked how we did on the expense side, Rich stated that golf course did well on budgets. Encouraged Golf course to continue doing an amazing job on what they have been doing.

Jeff stated he had a little less merchandise coming in and increased the price a little to see if that would help revenue and it seemed to work great.

Dawn has taken Jeff's numbers and Rich's numbers and created a reconciliation to be able to look at it each month.

Rich stated cart fees were increased two years ago

Dawn believes we have the best driving range in the valley and that the rise in revenue is good news.

Course Activities: will be included in Golf Pro report.

Course Improvements: included in Golf Superintendent report.

Golf Professional Report:

Course has been busier than normal. There is a Cache Valley for Hope cancer tournament tomorrow there are 150 participants. High School Golf has started. All schools pay junior rate for each player. PGA board meeting discussed to move girls golf to fall. They decided to not move it due to weather. We have 4 High School teams and University traffic as well. Have turned \$1120 in golf scholarships and all of it has been used. It will be a very busy next 2 weeks, and a busy September coming up. CV Hope for Cancer Fundraiser helps raise about \$300,000 for cancer victims and families. Jeff stated most tournaments play at a senior rate. 14 teams paid \$2500. Whoever paid the \$1250 fee, it included a gift card to pro shop.

Last year after green fees, LRGC made about \$62,000

It was mentioned that revenue generated at LRGC for charity events should be promoted to the community
Rich suggested to the Mayor that this should be available on the Logan City website

Dawn presented reconciliation of LRGC totals to committee.

More punch cards were used in July than were sold. Jeff needs to adjust graph showing that information

Dawn will continue report to show committee how things are going.

Jeff would like punch passes sold vs used to match more often.

EZ link gives \$1000 a month for tee times it reserves through the cart lease contract, even during winter/off-season months.

Golf Superintendent Report:

Randy lost 4 employees due to back to school. Still need about 5 more weeks of regular mowing schedule

Course Improvements:

2 bunkers last month all greenside bunkers. Working on Fairway bunkers. Bunkers are labor intensive to maintain. There are about 58. The ones that have been done look great.

Reworked pot holes near 11 and 12. Randy has worked at LRGC for 7 years and has not seen the greens drain. They are to drain out into pond. This year the Water is finally draining making greens firmer and healthier. He fixed through aeration. Pump station needs repairs hopefully it will make it through this season.

Brandon stated he has overheard people say LRGC is the most beautiful golf course.

Open Forum:

Tom would like to see former Sherwood Hills traffic come to LRGC

Birch Creek has a practice green. He would like to see a notice posted when their practice areas are not available.

Suggested a calendar with tournaments, practices or large groups scheduled to come in. Would like to be able to have an area to practice.

Randy suggested charging a practice fee and use that revenue for a practice green. Committee agreed that it is not normal to not have one, and it would possibly drive golfers to Birch Creek.

Brandon said his biggest draw to LRGC is that they have a calendar on their website that shows activities happening on the green for the month.

A link on City's page would be helpful to let community know when golf course is being occupied by practices, tournaments etc.

Rich suggested gold tees on fairway side for hazard. (Randy stated this could be a question for student study).

LRGC has a stigma that this is a difficult course for some golfers. This golf course is for more advanced golfers.

Will discuss colored tees with focus groups during study period.

Next Meeting: September 19, 2019 at 5:00pm

Adjourned: 6:11PM

Minutes Submitted by: Gloria Chacon