



Logan River Golf Advisory Board Meeting

Thursday, September 19, 2019, 5:00pm

Logan River Golf Course Tournament Room

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

Absent: Brandon Casper

Approval of Minutes: Kaycee made a motion to approve the minutes from the August 22nd, 2019 Logan River Golf Advisory Board Meeting. Rick seconded the motion. The minutes were unanimously approved as written.

Financial Report:

- Dawn presented Financial Report to Board Members.
- There are some mis-posts with Logan City's numbers that do not match LRGC report. It is being looked into.
- City receives the EZ Link \$1000/monthly income which does not reflect on LRGC revenue report.
- Dawn's report will help figure out why City's numbers do not match LRGC report.
- Russ asked Dawn and Jeff to email reports to Gloria to attach with meeting minutes.
- Dawn asked Board members if they would like to see last year's fiscal numbers.
- Jeff pulled up City's income statement

Marketing Report:

- Jeff pointed out the new TV screen in the Conference Room to the Board that was donated. Gary attended meetings with Jeff at the University regarding the 30-35 student Journalism class. They shared that the Golf Course should run as an enterprise. Jeff let the students know that it didn't matter where good ideas came from, as long as they were good ideas. There is one student that will work as a contact for that class. Gary and Jeff made the students aware that they are very interested in the marketing and feedback involving other golf courses (competitors). Students will do a literature review as well. They shared the questions from last Board meeting with the students. Study will include age groups and gender. Gary let the students know the focus of the study. Tom asked Gary how long the study would take. Gary informed him the first group would study until November. 1st group to analyze. Quantitative study has already been done. The business marketing class will take over in the Spring.
- Jeff presented Golf Course IAS map to Board Members. Jeff stated to the Board that he would like to make some changes to the narrative and use a different aerial photos/videos in the update. Would also like to add "pro tips" for golfers as well.
- Gary asked if there will be a handicap logo or what the handicap is for each hole.
- Board agrees video is great and a good addition to LRGC.

Revenue Development Report:

- Russ informed the Board about how to generate revenue for LRGC. IAS map would be added on to Logan City's website, so visitors can take a look before visiting golf course.
- Big screen has been a good addition to the Tournament Room, especially with rentals coming up.
- Carpet in Tournament Room will also be addressed. As more revenue is generated, upgrades will be made.
- Gary asked about auditing. Russ said the City has an annual Comprehensive Annual Financial Report that includes financial reporting for the Golf Course.
- Dawn informed the Board about the need to reconcile reports each month. There has been some confusion regarding non-revenue items.

Golf Professional Report:

- Jeff showed Board the tee sheet that is behind counter
- He also presented Z-Out Report / Revenue report for the Golf Course
- Punch cards sold \$2300 more than have been used. Punch cards sold during Christmas season will help balance that out.
- Dawn asked if report reflected tournament money. Jeff let her know it is in another account on report.
- Gift card revenue reflects \$50 gift card issued at Cache Valley for Hope Tournament
- Punch passes have a 2-year expiration date.
- Range has done more this fiscal year than it's ever done.
- Holly asked what last night's promotion was about, Jeff let her know it was for USU to promote attending their school. She also asked if they can market to bigger corporations to generate revenue by letting them use facilities like USU did.
- Dawn asked if Golf Course had Venmo. Jeff let her know it did.
- There will be a QR Code available at desk to raise money for local family using Venmo.
- Golf Safety was discussed to the students doing the study.

Golf Superintendent Report:

- Randy let Board know there will not be a formal aerification. There was "venting" done on the greens. He just finished top dressing today. There have been more divots in the green than he's ever seen. Greens are looking good.
- Gary asked how they can encourage golfers to make less ball marks. Randy said they needed to address it.
- Gary suggested that regular golfers should be given a repair kit to fix their marks as they golf.
- Mike let Board know some courses do not offer repair kits. Jeff let Board members know that they had signs posted in the bathroom and metal divot repair kits available, and there has not been much difference.
- Dawn and Gary suggested to Jeff that little cards be personally handed to golfers to let them know they would appreciate they repair their markings.
- Knowledgeable/seasoned players are usually the ones cleaning up after others.
- Jeff let Board know it is an issue that is regularly discussed and brought up.
- Randy has sprayed every square foot of the Golf Course with weed control this past week.

- Staff is running low as school has started. New staff being trained now.
- Will drop mowing down gradually in the next couple of weeks as weather gets colder.

Open Forum:

- Dawn brought up about posting money raised at Tournaments on Logan City's website
- Russ let her know it was noted and a great idea.
- Jeff let Dawn know he cannot give *exact* numbers but can give an estimation on how much was raised. It can be a great tool to keep community informed.
- Dawn asked Kaycee if she would like to do a second term. Kaycee agreed to do a second term as Vice Chair.
- Kaycee was asked to bring up security cameras in the parking lot as there was a stolen vehicle, broken into vehicles and stolen clubs.
- Russ let Board know there are plans and bids being asked for security cameras.
- Westside of shop also needs security cameras.
- Theft is becoming an issue and Kaycee does not want a bad name for LRGC
Security cameras would not be linked to Logan City's system.
- Randy let the Board know that he has made his staff aware of security issues and to be on alert.
- Marian let the Board know that at Women's Social a \$2500 check was presented to the hospital for cancer research
- Women's Association has been raising money for the hospital since 2005.
- Kaycee suggested that Women's Association should team up with Golf Course to raise more money.
- Rick addressed to Jeff about hard sand at the driving range. There are pieces of balls laying there. He asked if High School players can clean pick.
- Theft and mowers are the biggest issue and top reason for balls lost.
- Jeff let the Board know that there are 2500 dozen range balls purchased every year
- Rick would like to see if another water fountain can be installed. He also brought up the fact that bunkers are not being raked, as there are no rakes available. Mike will check to see if they have extra rakes to donate. Men's or Ladies' Association will see if they can purchase and possibly donate rakes, as well.
- Jeff asked if Associations could get volunteers to rake.
- Randy informed Board that it takes 2 staff members 4 hours to hand rake bunkers
- Rick said "cowboy golf" has been happening. He sees golfers skipping holes and would like issue brought up, and to see if charging a reduced rate to play only a certain number of holes was an option.
- Jeff let Board know it is already being addressed and it would be easier if he was told at the time it happens, not after the fact.
- There are certain "rules" being broken by possibly non-regular golfers which is who it is we want to attract to LRGC.

Next Meeting: October 24, 2019 at 5:00pm

Adjourned: 6:19PM

Minutes Submitted by: Gloria Chacon