

Logan River Golf Advisory Board Meeting

Thursday, October 24, 2019, 5:00pm

Logan River Golf Course Tournament Room

Present: Tom Wood, Jeff John, Rick Johnson, Mike Smith, Kaycee Hunt, Dawn Drost, Russ Akina, Gary Carlston, Tom Jensen, Marian Nelson

Absent: Brandon Casper, Randy Oldham, Holley Allen

Approval of Minutes: Kaycee made a motion to approve the minutes from the September 19, 2019 Logan River Golf Advisory Board Meeting. Mike seconded the motion. The minutes were unanimously approved as written.

Budget Report:

- Dawn Presented Board with Budget Report for the month. City financials are on the very last page. She collects Jeff's numbers and compares them to City's numbers. When Jeff sells punch cards the City immediately sees the revenue. Jeff does not see them until they are used. Which is why sometimes the numbers do not match. Everything else ties in. Misc. fees reflect revenue that does not go through the City's system; for example, EZ Link cart money. Mike asked where Tournament Fees are on the graph. Tournament fee money goes to pay for green fees, with remainder back to tournament or fundraisers.
- If you buy a punch card at a full rate, it does not expire. But if you purchase one with a sale price they have a 2-year expiration date. General Transfers will run the same every month. If anyone has any questions on the City's numbers, the Board is welcome to email or contact Dawn or Jeff.
- Dawn and Jeff will come up with a comparison of last year's numbers for next Board meeting.

Marketing Report:

- Jeff let the Board know that the last 2 nights the University students interviewed approximately 30 golfers in the Tournament Room. They will be interviewing non-golfers on campus. The group has put together different questions for golfers and non-golfers. Kaycee suggested inviting some of the students to the November Board Meeting. Holiday Punch Pass sales and season pass sales will go through November 1st-October 31st the following year. He will begin to advertise. He is working on a Stay and Play with Riverwoods that will include a package for a hotel stay, golf, dinner and a movie. Jeff invited Dawn to the next meeting with University students. Jeff has also been doing a lot of radio advertisement. He is scheduled to do another ad tomorrow. Kaycee asked if a half season pass (May-August) would be an option. He will try some off-season sales to keep revenue up during off-season. Next Friday ARS will come to clean Tournament Room Carpet. Jeff let the Board know he has had no complaints over green fees. Tom informed that he hears good things about LRGC within the community.

Follow-Up Items:

1. Security Cameras:

There are currently 3 active cameras. Jeff was donated a monitor. They cover to the end of driving range to 11 fair range. Pro Shop camera covers both doors. Mike asked if there must be signage posted to inform patrons that there is video surveillance. Russ let Board know that surveillance signs will be posted.

2. Sponsorship Tee Signs

Russ has been asked if the Golf Course would like to get sponsorship tee signs to generate revenue. Some things to keep in mind would be how long to have a sign up and to make sure signs are maintained. If this were to take place, the target date would be in the spring. Mike suggested signs be put on the range. Hot spots are holes 9 and 18 as it would be where signs would be noticed the most. It would possibly work best to get "seasonal sponsors". Jeff suggested it be an automatic renewal thing. Sponsor would receive a letter to renew, if they did not want to continue sponsorship they would let the Golf Course know and they would not be charged. The sponsorship signs would be about \$300-500. Jeff let Board know that it would be beneficial if businesses would sponsor their logo on golf balls. Mike asked if sponsorship would be competition for Men's Association. Men's Association could help canvas businesses and partner up with LRGC. Tom and Mike asked if it would be an issue with signage aesthetics. Jeff let board know there is restrictions on who can be a sponsor. Jeff suggested that if each Board member went out and solicited one sponsor each, they would have all the necessary sponsorship signs. Russ suggested to Jeff to come up with a prototype for next month's meeting to present to Board Members for November's Meeting.

3. USU Student Update:

Covered in Marketing Report.

Golf Superintendent Report:

- Jeff presented Board with divot tools. He gave a little demonstration on how to repair ball marks. He informed Board that all staff members carry a tool with them at all times. Dawn suggested a video be made on "How-To" do the repairs to run continuously on Golf Course tv screens. Jeff will work on a divot video.

Golf Professional Report:

- Golf shop will bring in some new sweatshirts for winter season. Everything has sold pretty well. Jeff will get with his Marshalls to go around and trade out bottles more consistently. Tom asked if they would be

interested in possibly having a Golf Swap in Tournament Room. Jeff mentioned to have a fun day where they can throw clubs they no longer want into the pond. Tom said it could stimulate interest to LRGC. A good time to hold this event would be late March or early April. Dawn suggested Jeff mention it in his future radio ads, once it's been confirmed. Jeff said it could also be done in the parking lot and have food trucks. It would be great way to raise awareness to Golf Course and welcome new patrons.

Open Forum:

-Dawn said she was walking on the River Trail and noticed the new bench. It was mentioned on the Board that it can be a hazard with flying golf balls. Jeff said the Olsen's wanted it where both golfers and walkers can see the bench. The bench will possibly need to be re-located when the trail is widened in the future. The family will be consulted when that occurs. Jeff suggested it be moved to face the bridge. Board agreed it would be a great spot.

Kaycee mentioned that Gloria update the board members on agenda. Gloria will add Women's and Men's Association Report to Agenda starting in March.

Next Meeting: November 21, 2019 at 5:00pm

Adjourned: 6:10PM

Minutes Submitted by: Gloria Chacon