

Logan River Golf Advisory Board Meeting

Thursday, November 21, 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: Randy Oldham,

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

Financial Report:

- Jeff handed out Dawn's October's Financial Report to the Board for review. She let the Board know the cart fees are a mis-post between the city's numbers and Jeff's numbers. Some City numbers come in late and increases current report.
- Jeff said he sent Dawn the 2018 Z-out report by accident and it showed that there has been a significant increase in comparison to this year's due to good weather.
- Radio advertisements have been a good marketing tool. He had a Wyoming resident hear his ad and buy some punch passes for his son attending school here in the valley.

December 4th JCOM 3320 Students Presentation:

- Jeff updated the Board on the student study. It has been completed and both student groups will present at 9:30 am on Dec 4th in the basement of the Huntsman Building at USU. in her classroom. Next semester they will turn it over to the Business students to continue the study as well as find out some reasons why people don't play. Most Board members are planning on attending the student study presentation.

Golf Board Christmas Dinner:

- Will be held December 19th at 6pm in the Tournament Room. Board to RSVP to Gloria. She will send out Google Calendar invite. No meeting will be held in December.

Presentation of Golf Course Website Video:

-Board members were shown LRGC Website video. Everyone really enjoyed it. Jeff and Russ let the Board know the white space will be filled with potential sponsors.

Women's Association Report:

- Kaycee informed Board they have plans to meet in March. Will start discussing plans for tournaments.

Men's Association Report

-Rob will have a schedule set before the year is over.

Golf Superintendent Report:

- Randy informed the Board that he has begun the winterization process. It includes: blowing out sprinklers, sweep golf course, pick up leaves, spray fertilizer etc. It is a long process. Purchased a new Vac Sweeper that's helped with leaves. Randy and his crew have done a good job with the upkeep of the leaves. This week he will try and get a final top dressing in before it snows next week. He will begin to pick up the rakes as well.

Golf Professional Report:

-Jeff is looking for a couple of companies to sponsor range balls. He spends about 10-12k in golf balls. Sponsorships will help cover that cost. Advertising wise, he has tried to get on the cover of the PGA book of Golf, or the inside tab of one of the books. A QR Code will be helpful to link readers directly to our website. He will focus on Local, State and National advertising. Jeff showed the Weber County book that features recreation activities and would like to get LRGC in one of those books. Possibly Salt Lake County. City of Logan will do some work in the Cache Valley Book. Jeff will talk to the Mayor, Russ and Curt to be showcased in the Valley's book. The cost is about \$1300 to be featured in the book and you receive 10 free books. He is studying and trying to find the best way to get the most exposure. His deadline is December 15th. Kaycee asked if website would be done by then, so the QR code to be featured in the upcoming book. Jeff showed the Board where cameras are located around the Clubhouse. There is one set up in the Tournament Room to monitor parties in case of any incidents/accidents. Dawn asked how long the video lasts. Jeff let her know it is about a 2-week span. Jeff let the Board know he is starting up Junior League. Kids will be able to golf with jerseys. He let the Board know any help with the program would be greatly appreciated. The jerseys will feature player names on back of jerseys and will also have coaches and will range in ages.

Open Forum:

-Gary asked if there are any other awards or recognitions the Golf Course has received. If so, they should be featured in the lobby. Randy has been awarded Superintendent of the Year 3 years ago. Jeff has been Merchandiser of the Year as well. These awards should be posted in the LRGC to recognize the Golf Course. Russ let Board know after tweaks have been worked out on the website, he will submit the video for the URPA Innovation Award Nomination. Randy is also working on the Monarch Project as well, which also can be acknowledged and featured. Gary suggested they add that around the Golf Course lobby as well to show golfers. Jeff said he would add a permanent award wall where HS pictures are. Jeff updated the Board on the painting bids of the Clubhouse. He has them as reference if any members would like to take a look at them. Rick mentioned there is an area at the Golf Course that could use some filler or sand. Randy will look into it.

Next Meeting: January 16, 2020 at 5:00pm

Adjourned: 6:10PM

Minutes Submitted by: Gloria Chacon