



JUNIPER GOLF COMMISSION MEETING MINUTES

Date and Time: 26 May 2011; 2:00 pm

Location: Juniper Golf Course; 1938 SW Elkhorn Avenue, Redmond

Commission Members Present: Paul Klotz; Pam Garney; John Brenton; Bill Saling; Ed Boero, Council Liaison

City Staff Present: Chris Doty, Director of Public Works; Summer Sears, Controller; Susan Bailey, Public Works Administration

CourseCo/Juniper Staff Present: Tom Bugbee, CourseCo; Bob Sommers, General Manager

Media/Others Present: Trish Pinkerton, Redmond Spokesman; Jim Flaherty, Juniper Member

CALL TO ORDER

Paul Klotz welcomed the Commission and called the meeting to order at 2:03 pm.

PUBLIC COMMENTS

Klotz noted the public attendees and called for public comments; none were given.

APPROVAL OF MINUTES

Brenton asked if there was discussion at the April 28th meeting about a food cart or dinner menu. Klotz clarified that was no discussion at the April meeting on these items. Saling moved to approve the minutes of 28 April 2011, as written, seconded by Brenton, motion unanimously passed.

DISCUSSION/DECISION ITEMS

1. Monthly Update and Review of Current Budget

Bugbee reported that despite the weather, they are pleased with the rounds number for both the public and the member rounds. Bugbee noted that starting July 1, the report will show member and public rounds separately. This change will provide a better picture of dollars per player. Bugbee stated that public green fees are down from the budgeted amount and that they did do some strategic discounting due to the weather. Bugbee explained that all the categories are relative to the rounds count. He stated that the food and beverage numbers are not where they would like them to be and that events were a large part of the issue. Bugbee reported that the inventory problems they were initially faced with have been rectified and that the cost of goods sold numbers are stronger. Bugbee stated that he is happy with what team is doing on the expense side. He noted that managers are stepping up and filling in when needed to help reduce labor costs. Bugbee felt that the remainder of the expense categories are on track, noting that May has been challenging due to the weather.

Boero noted that he is happy to see the facility being used for luncheons and meetings. Klotz asked about the procedure for checking members in that show up for their tee times without going to the pro shop. Sommers reported that they are keeping count of these rounds. Klotz noted in the past that there has been 60% member play and 40% public play, with a 5% seasonal deviation.

2. Managers Report/ Operational Update

Sommers reported that the restaurant is open 7:00 am to 8:00 pm, and that they will stay open later if business warrants. Sommers noted that the hours are posted at the clubhouse entrance and that a sign will be posted when the restaurant is closed outside of normal hours. Sommers indicated that several new servers have been hired and that a cook has resigned. Sommers indicated that maintenance efforts have been challenging due to the April temperatures. The aerification process went well and they are making assessments and evaluating the growth. Klotz noted that the greens appear to be in great shape. Sommers noted the superior putting conditions and surfaces.

Sommers discussed his evaluation of local marketing options and that they have decided to use The Bend Bulletin, Redmond Spokesman and a direct mail campaign. Due to costs, they have ruled out wholesale radio and TV. He noted that a flyer was distributed with the City water bill. Sommers indicated that the two critical parts to their advertising are to make sure people know the course is a semi-private course and to increase awareness of the location. Sommers reported that revenues are moving in the right direction and that they expect things to improve with the weather. He noted that memberships are at 258 with 20 new memberships being added since the beginning of April.

The catering/salesperson applicant they offered the job to accepted another position and Sommers reported that they did interview another person today. Boero noted a tour list that came from the Family Motor Coach conference. Sommers will look into having the course listed on the optional tours list for the event. Boero suggested working with the Expo Center on events and getting on contact lists and links on websites in advance. Sommers gave an overview of the golf instruction programs and noted that the instructor, Stuart Allison, understands the importance of and will focus on getting new golfers. He will be developing junior programs and working on programs with RAPRD.

Sommers discussed the revisions to the Complimentary Golf Policy, citing that the policy will still support junior golf. The policy will positively affect revenue and is much more fiscally responsible. Sommers stated that carts should be paid for because they are a direct cost to the City. Sommers noted that certain revisions to the policy will take place July 1st. Klotz asked about a high school policy. Sommers responded that the golf team will get free range balls and play. Boero expressed concerns if the policy change affected the current membership. Sommers reported that the policy is in line with the current industry standards.

3. Budget Policy 100 – Expenditure of Previously Saved Capital Funds

Doty reviewed the draft of Budget Policy 100 and the procedures for expending capital funds that were previously allocated by Juniper Golf Club members. He suggested finding noteworthy investments and acknowledging the membership with a plaque or sign. Sears recommended that "Juniper CC LLC" be removed from the definitions section (§III) of the policy for clarification. Klotz noted that the policy for capital funds going forward will not be part of membership dues or greens fees.

Klotz called for a motion to adopt Budget Policy 100. Garney made a motion to adopt Budget Policy 100 with the recommendation made by Sears to remove "Juniper CC LLC" from the definitions section (§III), seconded by Saling. Klotz noted the amendment to remove the referenced language; all approved as amended by vote.

4. Golf Cart Lease Proposal

Bugbee discussed the three proposals for carts and noted that only two of the manufacturers, Yamaha and EZ Go, agreed to seasonal leases; Club Car would not do a seasonal lease. Bugbee suggested leasing 50 carts year-round with 15 seasonal carts. He noted that Yamaha had the best pricing and that they would be willing to work with us and be flexible on the critical timing of the seasonal carts. Bugbee explained that the proposal from Yamaha was within the budget and included the standard accessories. He noted an estimated \$7,000 in year-end total savings.

Bugbee noted that the 48-month lease will save on maintenance and battery costs. Sommers explained that the price of batteries was a consideration of the 48-month lease as opposed to a 5 year lease. Brenton asked about purchasing carts and Bugbee stated that they find a model that fits a course best and provided examples from other courses.

Saling moved to recommend the City Council to initiate a 48-month lease with Yamaha for 50 year-round and 15 seasonal carts for Juniper Golf Course, including trade-in of the existing Club Car fleet. Garney seconded the motion, all approved by vote. Doty will take the recommendation to the City Council on June 14th, 2011. Bugbee noted that carts should be delivered within a few weeks of approval. Bugbee noted the warranty of 48 months or 20,000 hours.

5. Council Report – June 28th Meeting

Doty discussed the format for the Commission’s report to Council on June 28th. He suggested a 5-10 minute PowerPoint presentation that would include: (1) General introductions and a photo; (2) Budget information including performance to date; (3) Summary of issues including Capital Funds policy; (4) Current marketing plan, which could be provided as a handout, and; (5) programs such as Golf for Kids. Doty will prepare a draft presentation for review at the next Commission meeting. Doty noted that everyone is welcome to attend and recommended that he, Klotz and Sommers be available to answer questions

Boero inquired about moving the presentation to July so a 5-month budget could be presented. Klotz recommended keeping the June date and then going back to Council at the end of the season. Boero suggested other items for the Council meeting including the transition process, supporting youth in the community and membership numbers, also having all of the Commission members present to be introduced. Klotz asked about discussing capital projects and Doty suggested waiting until the capital projects list is completed. Klotz noted asking the question of City Council if there is anything specific they would like to see from the Juniper Commission at future meetings.

COMMISSIONER/STAFF COMMENTS

Boero noted hearing positive comments and that the staff has been easy to work with. Boero asked about how the membership thinks things are going since the transition and if there are any issues. Bugbee noted the member survey that was conducted and that they will do the survey again at the end of season. Garney noted inconsistency with restaurant hours due to weather. She also noted staffing issues in the restaurant and problems with golfers not getting service at the food window. Garney noted she has heard good things about the food. Boero recommended a suggestion box to catch complaints before they become issues.

PUBLIC COMMENTS

Jim Flaherty noted inconsistency with the number of servers from week to week during the Men’s Club. Bugbee indicated the challenge of balancing staff and revenue, and that the “shoulder” seasons are difficult. Sommers will focus on staff and service for the Men’s Club. Brenton discussed “grab-and-go” food. Sommers noted the beverage cart will carry sandwiches. Sommers noted that they are also determining a “happy hour” policy and pricing. Klotz noted that there are no complaints with the condition of course. Garney noted that the beautification projects that David Jensen is doing are great.

ADJOURN

There was no further business. The meeting was adjourned at 3:21 pm.

Next Meeting: The next meeting will be held on June 23rd, 2011, at 2:00 pm at the Juniper Golf Course.

APPROVED by the Juniper Golf Commission and SIGNED by the Chairperson this 23RD day of JUNE, 2011.



Chairperson