

City of Hudson
Golf Advisory Board
October 12, 2011

Attendance:

T.Wash, J.Hoover, K.Smith, G.Andrego, J.Knoblauch, S.Hutchinson, Dennis Hanink, L.Fowler, D.Konefal

Mr. Wash called the meeting to order at 8:00 a.m. in the Ellsworth Meadows Meeting Room.

Mr. Wash presented the financial statements to the board for the period of January through September. This report was generated by Mr. Knoblauch, Finance Director. A comparison was made in regard to the 2010 season and that YTD revenue is down \$117,460. The rounds have decreased by nearly 5000. He stated that the decrease was due to the record amount of rainfall from April through September. He also said that driving range use is up even with the bad weather. This is in part due to the driving range at Boston Hills closing. This increase in usage will also prompt the need to install range mats to offset tee damage as well as purchasing more range balls. Mr. Hutchinson asked if other area courses were down in their number of rounds. Mr. Andrego said that most other courses are down more rounds than Ellsworth in his conversation with others in the golf business. Mr. Hoover said all things considered that we have done a great job as courses he interacts with are down 20-30% compared to our 10%.

Mr. Wash commented on the condition of the golf course due to the saturated conditions. Wide spread cart traffic and mower damage has occurred from excess rain and lack of continuous cart paths. Staff has been installing asphalt grindings in lieu of new poured asphalt in order to route players around the course. These grindings are made available from the city roads projects and come at no cost to the golf course. This base material can easily be paved over in the future if permanent paving is possible in the future. This will save in future labor costs. Mr. Konefal said that the in-house install has been excellent and should be continued when possible. Mr. Wash also said that new drainage is being installed on the #2 and #5 holes. While there are drainage issues course wide, these are the worst and will be corrected first.

Mr. Wash mentioned that the water well that refills the irrigation lake is much overdue to be pulled and serviced. This well should be serviced every 5-6 years. The well has not been looked at for 10 years. GAB agreed that this service should be performed in 2012. Staff will place this item for review in the future budget meetings. Cost ranges from \$9000.00- \$15,000.00 depending on potential repairs. Mr. Wash stated that this would be done in conjunction with water resources in order to save on mobilization costs. Mr. Wash will work with Kevin Powell in order to accomplish this item.

Mr. Wash commented on the fact that we are still getting players in the northeast Ohio area that didn't know we exist. This is nothing new as we have had no advertising budget at the golf course since opening. Staff would like to investigate costs to possibly build a marketing campaign in order to recruit new golfers. Mr. Konefal thought this was a great idea and wanted to make sure that we emphasize the practice facility. He stated that it is one of the best maintained in the area and is a definite draw for the course. Staff will contact several marketing companies to further investigate this possibility. Mr. Knoblauch also suggested working with Chuck Wiedie at Economic Development to get the word out about the course to new and potential businesses in and around Hudson.

Mr. Andrego commented that our league play is strong with only small time slots to add to the tee sheet. Outing play this year was approximately the same in number of outings, but the outing sizes were a little smaller. He also noted that food and beverage orders were scaled back. He has recognized that the pace of play issue is still problematic at times and will try to regulate more each season in order to become a "faster" paced course. Mr. Wash said that he was investigating course that have instituted "fast play Friday" and similar events. Mr. Smith stated that this is a never-ending issue that will need to be constantly addressed. He likes the fact that staff is being proactive and would encourage talk with others in the area for suggestions. He also asked if there was a way to reward players for playing faster, as in a possible discount on their next round or small bucket of balls at the range. Mr. Andrego commented on the Ellsworth loyalty card. This is a program that like many other businesses awards points for volume of golf played. While only 40 cards sold this first season, we will continue to market this option to our players in the future. He also said that we may be able to reward these players with additional points for keeping up with the pace of play. Mr. Konefal stated that we need to be careful not to have any altercations with one group slowing down other groups and jeopardizing their "reward". He wondered if there was a way to post possible play through areas on the course for slower players to allow faster players to progress. Staff will look into such a system as well as possible clocks and other indicators that should assist players in staying on time.

Mr. Wash asked for any other comments or concerns. No other comments were made.

The meeting was adjourned at 9:15a.m.