

**OFFICIAL MINUTES OF THE GOLF COURSE ADVISORY COMMITTEE  
LAGO VISTA, TEXAS  
JULY 14, 2015**

**BE IT REMEMBERED** that on the 14<sup>th</sup> day of July, A.D., 2015, the Golf Course Advisory Committee held a Regular Meeting at 6:00 p.m. at City Hall, 5803 Thunderbird, in said City, there being present and acting the following:

**CALL TO ORDER**

Kevin Sullivan	Committee Chair	Darrel Hunt	Council Member
Kevin Jackson	Committee Vice Chair	Melissa Byrne Vossmer	City Manager
Betty Houghton	Committee Member	Eric Cupit	Golf Course Manager
Chip Hamilton	Committee Member	Sandra Barton	City Secretary
Jim Speckmann	Committee Member		
Frank Robbins	Committee Secretary		

Committee Chair, Kevin Sullivan called the regular Meeting to order and recognized that all Committee Members were present except Pat Albus.

The numbering below tracks that of the agenda, whereas the actual order of consideration may have varied.

**CONSENT AGENDA**

1. Approval of the following minutes: June 9, 2015 regular meeting.

On a motion by Jim Speckmann and seconded by Kevin Jackson, the Committee voted unanimously to approve the minutes from June 9, 2015 with one revision to change the name of the subcommittee from strategy to planning subcommittee.

**PUBLIC COMMENTS: Citizens who wish to address the Committee on any agenda and/or non-agenda item will have three (3) minutes to express their position.**

William Selph addressed the Committee with concerns regarding membership rate increase and condition of golf courses and possibly offering different types of membership.

Jack Beads addressed the Committee with concerns regarding the condition of the grass on the golf course and dangerous conditions of cart paths.

Dave Farwell addressed the Committee to advise that he has managed golf courses before and has submitted information to Frank Robbins to consider.

Dave Williams addressed the Committee regarding numbers of members and doing something to attract more members and the need to improve the course.

2. Discussion, consideration, action, if any regarding Staples Golf Resource Group.

Kevin Sullivan gave a brief outline of the benefits that Staples Golf Resource Group has to offer, but they don't manage golf courses. No action taken.

3. Discussion, consideration, action, if any regarding updates from sub-committees. Each subcommittee met since the last meeting.

Kevin Jackson provided an update from the marketing subcommittee. Kevin, Chip and Eric have reviewed the SWOT analysis and started working on a strategic marketing plan and continue to work on the 2-5 year marketing plan. Chip Hamilton spoke regarding increasing the experience at the golf courses and improve outreach to the community. No recommendations to Council at this time.

Jim Speckmann provided an update from the operations/maintenance subcommittee. They continue review the courses and will have a list of suggestions to City Manager and staff regarding improvements.

Kevin Sullivan provided an update from the finance subcommittee and provided a presentation to the Committee for review.

#### **ITEMS 4 AND 11 WERE TAKEN OUT OF ORDER**

4. Discussion, consideration, action, if any regarding Resolution regarding Highland golf course.

Frank Robbins provided a brief overview of the proposed resolution. The Committee discussed. On a motion by Jim Speckmann, seconded by Frank Robbins, the Committee unanimously voted to accept the resolution and pass it on to Council.

11. Discussion, consideration, action, if any regarding CIP projects.

Frank Robbins gave an overview of the ranking of the CIP projects. The Committee discussed. On a motion by Kevin Sullivan, seconded by Jim Speckmann, the Committee unanimously voted to recommend moving forward with the first and second items on the CIP list, which are the bridge and cart path, and recommend to Council for approval and table the other items.

5. Discussion, consideration, action, if any regarding usage of GolfNow reservations.

The Committee discussed and requested that the operations subcommittee to review the rules in place; review the policy to make sure the rules are being followed and make any suggestions for changes to the rules.

6. Discussion, consideration, action, if any regarding golf course Marshall Requirements and benefits.

Kevin Sullivan gave an overview of the current shifts. Jim Speckmann suggested that this item be recommended to the ops subcommittee.

7. Discussion, consideration, action, if any regarding golf course operating guidelines.

The Committee discussed and item was referred to ops subcommittee.

8. Discussion, consideration, action, if any regarding the financial reporting the LVGCAC will use as its standard.

Kevin Sullivan gave a brief overview of discussions with Starr and suggests using the audit financial reports as the Committees system of record. No action taken.

9. Discussion, consideration, action, if any regarding how the LVGCAC will consider depreciation in financial reporting and recommendations to the city council to do the same.

The Committee discussed, no action taken.

10. Discussion, consideration, action, if any regarding membership types, fees, and rates.

The Committee discussed and tabled, no action taken.

12. Discussion, consideration, action, if any regarding marketing initiatives (GolfNow, Club Prophet, short term marketing adjustments, updated marketing plan).

Kevin Jackson gave the Committee an overview of the systems currently being used for booking tee times and updating social media and advised that the systems will no longer be compatible. The Committee discussed options. No action taken at this time.

13. Discussion, consideration, action, if any regarding Golf course rules.

The Committee discussed. City Manager asked that no cursing at employees or Marshalls be included in the rules and asked that the operations subcommittee look into adding civility on the golf courses. No further action taken.

14. Discussion, consideration, action, if any regarding lack of qualified mechanic on staff.

Jim Speckmann provided a brief outline of the need for a mechanic. The Committee discussed and suggested possibly using people within the Public Works department.

15. Discussion, consideration, action, if any regarding deck at Highland Lakes Golf Course.

The Committee discussed with City Manager and Council Liason Darrell Hunt and expressed that they would have liked the money used to be spent on safety issues at the golf courses instead of the deck.

## **FUTURE AGENDA ITEMS**

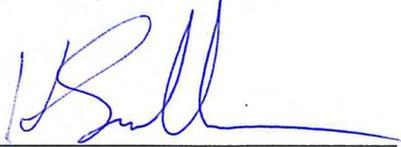
16. Consider schedule and items for future Committee meetings.

Items for next agenda: subcommittee updates, and specific items where action is needed. Kevin Jackson suggested a special meeting to discuss: membership fees scheduled for either June 22 or June 29, 2015 at 6:00 p.m. at the library.

17. ADJOURNMENT

Meeting adjourned at 9:40 P.M.

Respectfully submitted,



Kevin Sullivan, Chairperson

ATTEST:



Sandra Barton, City Secretary

On a motion by Committee Member Chip Hamilton, seconded by Committee Member Jim Speckmann, the above and foregoing instrument was passed and approved this 11<sup>th</sup> day of August, 2015.