

**OFFICIAL MINUTES OF THE GOLF COURSE ADVISORY COMMITTEE
LAGO VISTA, TEXAS
NOVEMBER 10, 2015**

BE IT REMEMBERED that on the 10th day of November, A.D., 2015, the Golf Course Advisory Committee held a Regular Meeting at 6:00 p.m. in the Council Chambers, City Municipal Building, 5803 Thunderbird, in said City, there being present and acting the following:

CALL TO ORDER

Kevin Jackson	Committee Vice Chair	Darrel Hunt	Council Liaison
Chip Hamilton	Committee Member	Melissa Byrne Vossmer	City Manager
Betty Houghton	Committee Member	Sandra Barton	City Secretary
Jim Speckmann	Committee Member		
Pat Albus	Committee Member		
Frank Robins	Committee Secretary		

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

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

CONSENT AGENDA

All matters listed under Consent Agenda, are to be considered routine by the Committee and will be enacted by one motion. There will not be separate discussion on these items. If discussion is desired, that item will be removed from the consent agenda and will be considered separately.

1. Approval of the following minutes: October 13, 2015 regular meeting.

On a motion by Jim Speckmann and seconded by Chip Hamilton, the Committee voted unanimously to approve the minutes from October 13, with a correction to item #13, changing “to take care of and forward to Council” and replace with “for action with info to Council”; and item #15, changing the word “lost” to “cost”.

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.

None

BUSINESS ITEMS

2. Updates, discussion, consideration, action, if any regarding sub-committees.
 - a. Planning subcommittee
Frank will address items on the agenda

- b. Marketing subcommittee
Will be addressed later on the agenda
 - c. Operations/maintenance subcommittee
The Subcommittee will begin helping Eric when he gets back to work.
 - b. Finance subcommittee
Nothing at this time.
3. Discussion, consideration, action, if any concerning Marketing Plan and projects associated to it.

Kevin Jackson and Chip Hamilton met with Eric and provided an overview of the attached Marketing Plan. The Subcommittee will begin composing a project based plan. The Committee and Staff discussed items such as the website, email communications, location and signage, tournaments, branding, partnerships with home builders and communities and some operational issues. Chip Hamilton suggested offering customer service training to golf course personnel. The Committee would like input from staff regarding budgeting the action plans.

On a motion by Chip Hamilton, seconded by Kevin Jackson, the Committee voted unanimously to approve the marketing plan outline and move it to a work session with staff and the marketing Subcommittee to flush out the specifics of the marketing plan for this year.

4. Discussion, consideration, action, if any concerning Membership Package Options including incentive memberships negotiated with builders.

Item was tabled to next meeting so Kevin Sullivan may be in attendance to discuss. The Committee discussed briefly, no action taken at this time.

5. Discussion, consideration, action, if any concerning communication methods the GCAC can utilize to publicize its work.

The Committee discussed. The Committee believes there is a lack of control communicating to the community. The Committee would like the website to be more user friendly such as making the minutes, and agendas and other information are made visible easier to find on the website. The Committee and staff discussed the structure of the Golf Course Advisory Committee agenda's and the wording used on the agenda. No action taken at this time.

6. Discussion, consideration, action, if any concerning depreciation and working with auditor to determine proper definition, usage and reporting.

The Committee discussed depreciation and what steps need to be taken to resolve the depreciation discussion and whether or not an auditor is needed to explain this matter. On a motion from Jim Speckmann, seconded by Pat Albus, the Committee voted unanimously to use the cash flow as a basis for determining profitability or non-profitability of the golf courses.

7. Discussion, consideration, action, if any concerning the semi-annual report due to the City Council.

Frank Robbins presented a draft Semi-Annual Report to the Committee. The Committee briefly discussed and decided to hold a work session on November 18 at 2:00 p.m. to further discuss and finish the Semi-Annual report.

8. Discussion, consideration, action, if any concerning the golf course improvement list.

The Planning Subcommittee presented a memo with the recommendations that were presented to Council in August as well as status updates of these recommendations. Other recommendations will be in next year's fiscal program. No further action taken.

9. Discussion concerning the replacement of the golf course greens keeper / superintendent.

City Manager, Melissa Byrne Vossmer provided the Committee with an update and advised that Ted is gone and there is not a greens keeper position in the budget. An amendment to the budget for this position will be discussed at the December Council meeting. No further action taken.

FUTURE AGENDA ITEMS

10. Consider schedule and items for future Committee meetings.
The work session is scheduled for November 18 at 2:00 p.m.
Agenda items should be submitted as usual.
Committee vacancies.

11. **ADJOURNMENT**

On a motion by Kevin Jackson, seconded by Pat Albus the meeting adjourned at 7:52 p.m.

Respectfully submitted,



Kevin Jackson, Vice Chair for
Kevin Sullivan, Chairperson

ATTEST:



Sandra Barton, City Secretary

On a motion by Committee Member Jim Speckmann, seconded by Committee Member Kevin Jackson, the above and foregoing instrument was passed and approved this the 7th day of December, 2015.