

**OFFICIAL MINUTES OF THE GOLF COURSE ADVISORY COMMITTEE**  
**Lago Vista, Texas**  
**November 18, 2015**  
**City Council Chambers Conference Room**  
**SPECIAL MEETING**  
**Work Session**

The meeting was called to order at 3:01 by Vice Chair Jackson, acting as Chair.

Members Present: Kevin Jackson, Jim Speckmann, Frank Robbins, Chip Hamilton, and Pat Albus.

Members Absent: Kevin Sullivan and Betty Houghton.

Frank Robbins facilitated a SWOT in order to draft for the committee's consideration in December a committee six months program to be added to the draft of the six months report to be submitted to the city council.

Following is a summary of the exercise:

STRENGTHS	WEAKNESSES
Administrative staff support.	Low play at Highlands.
Two golf courses.	Poor facilities at Highlands Like temporary pro shop and closed resort/hotel-restaurant building.
Resort-like courses, not typical municipal courses.	Courses' condition.
Low rates.	"At the end of the road"/distance from major population.
Effluent irrigation.	Financial accounting at "front desk", e.g. maybe 25,000 rounds without cart payments.
Views, terrain, and lake.	
GCAC	

City ownership and having two courses can be seen as strength and weakness.  
Strength and weakness in courses' location.

There are weaknesses and opportunities in the O&M and marketing situations.

OPORTUNITIES	THREATS
Marketing	Bad information on internet media and word of mouth.
O&M/Staff growth	Highlands's closure.
Hotel/resort building and zoning at Highlands <sup>1</sup> .	New council member concerns.
Possible restaurant at Highlands <sup>1</sup> .	
Possible pro shop in main building at Highlands <sup>1</sup> .	
New staff, including superintendent.	

<sup>1</sup> Not soon.

### GOALS:

- Multiple use exploration.
- More balanced expenditures and revenue.
- Improve customer and community satisfaction.
- Improve courses.
- Show "light at the end of the tunnel".
- Drive more play.

All committee members wanted to continue to assist, educate, advice and work with staff in their continuing work together.

### NEXT SIX MONTHS PROGRAM

#### A List of Actions

#### 1. Marketing.

- Assist staff in development of a detailed marketing program, which is a list of actions and their priorities.
- Monitor marketing program progress.
- Hear staff reports at monthly meetings concerning marketing and progress to implement the recommended program and outline.

#### 2. Operations and Maintenance (O&M).

- Monitor status of recommended improvements.

- Receive and evaluate staff reports at monthly meetings concerning recommended O&M improvements.
- Assist and make recommendations concerning O&M improvements.
- Review golf management education opportunities and incentives.

3. Customer Service.

- Acquire feedback from customers concerning customer service, course conditions, and general levels of satisfaction. Survey customers.

The committee adjourned at 3:15 PM.

Respectfully submitted,



Kevin Jackson

ATTEST:



Frank Robbins, Committee Secretary