

**OFFICIAL MINUTES OF THE GOLF COURSE ADVISORY COMMITTEE
LAGO VISTA, TEXAS
MAY 10, 2016**

BE IT REMEMBERED that on the 10th day of May, A.D., 2016, 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 Chair	Melissa Byrne Vossmer	City Manager
Frank Robbins	Committee Vice Chair	Sandra Barton	City Secretary
Jim Speckmann	Committee Member	Mark Cote	Golf Manager
Mike Everett	Committee Member	Rich Raley	Council Liaison
Pat Albus	Committee Member	(arrived at 6:48 p.m.)	

Committee Chairman, Kevin Jackson called the regular meeting to order and recognized that all members were present except Gina Williams.

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

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

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: April 12, 2016 regular meeting.

On a motion by Jim Speckmann and seconded by Frank Robbins, the Committee voted unanimously to approve the minutes from April 12, 2016 regular meeting as presented.

BUSINESS ITEMS

2. Update on Golf Operations

A. YTD financial performance of golf courses

Kevin Jackson provided an update from notes from Chip Hamilton and the snapshot provided with combined totals for April.

Memberships are up from 130 last year to 157 this year.

Total rounds played last year was 4,036, this year it is 3,372.

Total revenue: \$126,000 and change; last year was \$112,000.

April was the largest Pro Shop sales month recorded.

Expenses: \$63,000 at this time, may vary when all expenses are in.

City Manager mentioned that the member play is substantially down, but outside play in April was the best month in the entire fiscal year.

Frank Robbins said that the information that Chip puts together may not be the same numbers as what finance puts together.

Staff and the Committee discussed the two different reports and the information provided to the Council and the public and the information contained in each report.

Mark Cote will work on reconciling the report.

B. First Tee program

Chip met with Jennifer at First Tee and she will work on figuring out the cost bringing First Tee Chapter to Lago Vista.

C. Golf directional/overall signage

Frank Robbins reported that the President of the MGA and President of the Friends of the Golf Courses have had informal discussions and the president of the MGA suggested that they get volunteers and volunteers from Friends and they could move some signs, paint them where they can be seen better. Frank believes that it will be relatively ineffective because some of them are in the shade and people will use their GPS to find the courses and will not pursue at this time.

The Committee and Staff discussed. Melissa Vossmer instructed Mark to do what he wanted to do. Frank Robbins will send Mark the information that the Committee has and he will work on it.

D. Marketing update

Kevin reported that Chip has worked with GolfNow and they are handling our Facebook page. An ad will go in the May issue of a golf magazine. They are quarterly publications.

The high school program is using the driving range and the course at Lago.

Melissa Vossmer advised the Committee that on Friday KEYE TV will be filming the Golf Course along with other attractions. Also, House Hunter International were filming a couple that were moving here with their parents and talked about how much they loved it here.

Melissa Vossmer also suggested having a booth at the Lago Fest to market information about our Golf Courses.

Chris Keeran, who does aerial photography and proposed that he would do a city wide aerial photography with some surface video to show case Lago Vista free of charge.

The Committee discussed options for a booth at Lago Fest.

The Marketing Sub-Committee will meet with Mark soon to work on marketing.

E. LV Grill performance

The Committee has no final numbers on the Grill at this time but financials show \$22,000 worth of revenue, present cost numbers show we are positive in approximately \$10,000 for the grill for the month according to Chips report.

Melissa Vossmer stated that it has been doing very well.

Melissa reported that the City has had a structural engineer out has hired an architect to be the lead person on how we are going to do this.

F. Additional Updates

Chip reported that the Lago cart barn was broken into and two golf carts were taken.

One was found at the Sewer Treatment Plant. Both were damaged.

The greens have been aeriated and are coming back very well.

Jim Speckmann asked about the land swap at Highland. Melissa Vossmer advised that Council has started moving forward with it having conversations about what we are going to do in the interim. Melissa stated it is fair to say we will be off site before we are ready to be.

Jim Speckmann asked if anyone is thinking about rewarding Chip for his efforts. Melissa Vossmer stated that she has talked to the Mayor and they thought that one of the things they may do is a one year membership free of charge for the countless hours he has devoted to helping us out. Jim Speckmann suggested upping it a few years.

3. Discussion, consideration, action, if any concerning Planning Sub-committee update

a. Recommendations and spreadsheets concerning golf physical improvements

Frank Robbins provided a list of recommendations for items for next fiscal year but stated that some of this can get done right now which is the kitchen, the driving range ball picker might be done this year and the cart paths which Council may be approving in the CIP plan. Melissa Vossmer advised that the CIP plan was not approved by Council and not move forward until probably August.

There was \$38,000 in for golf cart paths and \$100,000 for the Club House.

Kevin Jackson offered that the Committee needs to be smart about what they put in the CIP and what they put in next year's budget as well as try to get some revenue to offset those things.

Liason Rich Raley shared his concepts for the cart barn and Club House.

The Committee discussed ways of generating revenue to pay for a cart path and other items including charging cart fees.

Mark Cote stated that you must look at where you measure up with people who have similar product, what are they charging and how busy they are and how close you are to get to. You have to look at these factors when you set your rates.

The Committee will submit a final recommendation next month for CIP and budget items.

4. Discussion, consideration, action, if any concerning Junior Summer Clinics/Camps

Mark Cote will work on this item and have information to hopefully have to the schools before summer break for distribution.

5. Discussion, consideration, action, if any concerning Golf Advisor Course Reviews
Kevin Jackson provided the Committee with a Rating Snapshot from Golf Advisor containing reviews from both Highland Lakes Golf Course and Lago Vista Golf Course. The Committee reviewed and discussed, no action taken.
6. Discussion, consideration, action, if any concerning Bi-Annual Update to City Council.
Kevin Jackson will review the Marketing Plan and see what still needs to be done in the next six months.
Mark Cote will review the Sub-Committee reports and discuss with the Sub-Committees.

FUTURE AGENDA ITEMS

7. Consider schedule and items for future Committee meetings.
The six month report.
The CIP recommendations
The Sub-Committee report or suggestions
Update on Highland Lakes land swap situation
8. Adjournment.

The meeting adjourned at 7:40 p.m.



Respectfully submitted,



Kevin Jackson, Chair person

ATTEST:



Sandra Barton, City Secretary

On a motion by Committee Member Jim Speckmann, seconded by Committee Member Frank Robbins, the above and foregoing instrument was passed and approved this the 14th day of June, 2016.