

**OFFICIAL MINUTES OF THE GOLF COURSE ADVISORY COMMITTEE
LAGO VISTA, TEXAS
JUNE 14, 2016**

BE IT REMEMBERED that on the 14th day of June, 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
Gina Williams	Committee Member	Kevin Sullivan	Council Member

Committee Chairman, Kevin Jackson called the regular meeting to order and recognized that all members were present except Pat Albus. Chip Hamilton was re-appointed to the GCAC and will be sworn in after the meeting is adjourned.

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: May 10, 2016 regular meeting.

On a motion by Jim Speckmann and seconded by Frank Robbins, the Committee voted unanimously to approve the minutes from May 10, 2016 regular meeting as presented.

BUSINESS ITEMS

2. Update on Golf Operations from Golf Manager/Director of Golf

- A. YTD financial performance of golf courses

Mark Cote, Golf Manager provided an overview of the snapshot that was provided to members in the packet. He stated that the revenues reflected in the snapshot match the cities financial statements.

Kevin stated that Mark went back and matched the expenses which is more than they previously had on the spreadsheet. It shows that the revenues are just a hair above last year but the expenses have increased. Frank Robbins mentioned that he had asked for the financial information from Starr. Melissa mentioned that these are on line in the Council agenda packet. Frank also had questions as to why some line items are over what was spent last year and over budget.

Kevin stated that his concern was more towards the flat revenues.

B. First Tee program

Mark provided a handout containing information about The First Tee. He stated there is no monetary cost to have The First Tee but there are some concessions that the course needs to make in order to have it. The driving range has to be made available for x number of hours, the golf courses have to be provided every week during a time frame for the program and have staff dedicated to assist the program.

This item will be brought back next month but ultimately will be Mark's call.

C. Junior clinics and camps

Mark stated that he is starting to get a positive response and said it will take a while to get the word out.

D. Marketing update

Mark stated that with the help of everyone he has started work on a rate study for our area and working on some other programs to offer.

Gina Williams mentioned that there is a women's website where women's tournaments can be posted at no charge.

E. LV Grill performance

Mark provided a handout of discussion items regarding the LV Grill. He stated he feels very positive about the Grill right now. The Committee and Staff discussed the pros and cons of four different options regarding the Grill.

Option 1: Close the food service operations and sell beer and wine only.

Option 2: Continue the operation of the grille under the City ownership and operations.

Option 3: Continue the operation of the grille under the City ownership and operations and add a full alcoholic beverage license and bar.

Option 4: Develop an RFP for an outside operator (beer/wine or full alcoholic beverage service).

F. Highland Lakes GC update (Cart barn, land swap, parking, etc.)

Melissa Byrne Vossmer advised that we have finished the reappraisals and have authorized the title company to prepare everything. Melissa also mentioned that she has had conversations with a group out of Dallas that have put in a bid to buy the Highlands building and are putting in a bid to buy Nature's Point and are looking to expand to this part of Texas. They had one caveat that if they restructured the downstairs, would we consider moving the Pro Shop in. Melissa said we would be very open to that discussion.

G. Additional Updates

Chip wanted to say that Mark has his plate full we need to do all we can to help him and Mark is doing a great job.

3. Discussion, consideration, action, if any concerning planning sub-committee update.

A. Review of 2016-17 Golf Courses Physical Improvement Recommendations

He stated that the collapsing flooring does not need a recommendation because the Council has already moved forward on that, same thing with the driving range ball picker, so item #2 can be deleted.

Frank Robbins provided an oral update of the history and recommendations from the Planning Sub-Committee including: Highland cart paths, warm up screen and mat at Highlands, Highlands cart barn and parking.

The Committee and Staff discussed funding options to pay these items and discussed more marketing ideas.

Frank Robbins will revise the report and bring it back next month.

4. Discussion, consideration, action, if any concerning capital improvements fund and additional revenue generating options.

The Committee and Staff discussed some options such as an increase and sponsorships. Mark will work on those and bring back next month.

Chip suggested that we charge a fee to use the Clubhouse as a venue for tournaments and functions. Mark will put together tournament regulations and bring back to the Committee to look at.

5. Discussion, consideration, action, if any concerning Bi-Annual Update to City Council.

The Committee discussed the draft Report.

On a motion by Frank Robbins, seconded by Gina Williams the Committee voted unanimously to submit the Golf Course Advisory Committee Semi-Annual Report that was presented with the caveat that Chair is going to check data on rounds on page 20 and correct if necessary before it goes to the Council.

6. Discussion, consideration, action, if any concerning GCAC Sub-committees.

a. Currently the subcommittees are:

i) Planning – Frank Robbins and Jim Speckmann

ii) Marketing – Kevin Jackson, Chip Hamilton and Gina Williams

iii) Operations/Maintenance – Frank Robbins, Jim Speckmann and Mike Everett

iv) Finance – Chip Hamilton and Pat Albus

The Committee discussed getting the new members, Gina and Mike more involved in the Sub-Committees.

The Committee combined the Ops/Maintenance with Planning Sub-Committee.

Chip will talk with Pat regarding the Finance Committee.

7. Discussion, consideration, action, if any concerning ongoing collaborations between Golf Manager, GCAC and City Council.

The Committee discussed the balance of power, the balance of discussions between Mark, between the Committee and between the City Council.

Kevin is confident that we now have the right leadership at the Golf Courses and feels like the GCAC should truly be an Advisory Committee and let him bounce ideas off of them but ultimately it is Mark's business now. He would like that to be the overall feeling of the Committee. The Committee will continue to help Mark as requested.

Mark expressed his appreciation for the Committees support.

FUTURE AGENDA ITEMS

7. Consider schedule and items for future Committee meetings.

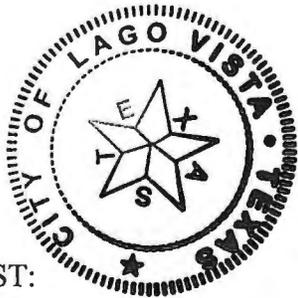
First Tee

GolfNow

Rates and revenues ideas

8. Adjournment.

The meeting adjourned at 8:20 p.m.



ATTEST:

Sandra Barton

Sandra Barton, City Secretary

Respectfully submitted,

Kevin Jackson

Kevin Jackson, Chair person

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 20th day of July, 2016.