



The City of Lago Vista

To provide and maintain a healthy, safe, vibrant community, ensuring quality of life.

**AGENDA
GOLF COURSE ADVISORY COMMITTEE
TUESDAY, MAY 10, 2016, 6:00 PM
CITY COUNCIL CHAMBERS
5803 THUNDERBIRD
LAGO VISTA, TX 78645**

NOTICE IS HEREBY GIVEN that the Golf Course Advisory Committee of the City of Lago Vista, Texas will hold a meeting in the Council Chambers, City Municipal Building, 5803 Thunderbird, on the above date and time for discussion and possible action on the following:

CALL TO ORDER, CALL OF ROLL

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.

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.

BUSINESS ITEMS

2. Update on Golf Operations
 - a. YTD financial performance of golf courses
 - b. First Tee program
 - c. Golf directional/overall signage
 - d. Marketing update
 - e. LV Grill performance
 - f. Additional Updates
3. Discussion, consideration, action, if any concerning Planning Sub-committee update
 - a. Recommendations and spreadsheets concerning golf physical improvements

4. Discussion, consideration, action, if any concerning Junior Summer Clinics/Camps
5. Discussion, consideration, action, if any concerning Golf Advisor Course Reviews
6. Discussion, consideration, action, if any concerning Bi-Annual Update to City Council.

FUTURE AGENDA ITEMS

7. Consider schedule and items for future Committee meetings.
8. Adjournment.

IT IS HEREBY CERTIFIED that the above Notice was posted on the Bulletin Board located at all times in City Hall in said City at _____ on the 6th day of May, 2016.

Sandra Barton, City Secretary

THE CITY OF LAGO VISTA IS COMMITTED TO COMPLIANCE WITH THE AMERICANS WITH DISABILITIES ACT. REASONABLE MODIFICATIONS AND EQUAL ACCESS TO COMMUNICATIONS WILL BE PROVIDED UPON REQUEST.

MEETING DATE: May 10, 2016

Call to Order:

AGENDA ITEM: CALL TO ORDER, CALL OF ROLL

Comments:

ADJOURN:

TURN OFF RECORDER:

Motion by: _____

Seconded by: _____

Content of Motion: _____

Vote: Robbins _____ ; **Hamilton** _____ ; **Speckmann** _____ ; **Albus** _____ ;

Jackson _____ ; **Everett** _____ ; **Williams** _____

Motion Carried: Yes _____ ; **No** _____

MEETING DATE: May 10, 2016

AGENDA ITEM: PUBLIC COMMENTS

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

Motion by: _____

Seconded by: _____

Content of Motion: _____

Vote: Robbins _____; Hamilton _____; Speckmann _____; Albus _____;

Jackson _____; Everett _____; Williams _____

Motion Carried: Yes _____; No _____

MEETING DATE: May 10, 2016

AGENDA ITEM: Approval of the following minutes: April 12, 2016 regular meeting

Comments:

Draft copies of the minutes are attached for your review.

Motion by: _____

Seconded by: _____

Content of Motion: _____

Vote: Robbins _____; Hamilton _____; Speckmann _____; Albus _____;

Jackson _____; Everett _____; Williams _____

Motion Carried: Yes _____; No _____

**OFFICIAL MINUTES OF THE GOLF COURSE ADVISORY COMMITTEE
LAGO VISTA, TEXAS
APRIL 12, 2016**

BE IT REMEMBERED that on the 12th day of April, 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	Chip Hamilton	Interim Golf Manager
Mike Everett	Committee Member	Stephanie Smith	
Council Member			
		Rich Raley	Council Liaison

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

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: March 8, 2016 regular meeting.

On a motion by Frank Robbins and seconded by Jim Speckmann, the Committee voted unanimously to approve the minutes from March 8, 2016 regular meeting as presented.

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.

Betty Houghton addressed the Committee requesting clarification of Frank Robbins comments regarding the Committee's approval of moving the Pro Shop into the building where the restaurant is. Kevin Jackson commented that it was never voted on as a Committee, but it was contained in the original plan that was presented to Council last year.

BUSINESS ITEMS

2. Update from Interim Golf Course Manager
 - A. YTD financial performance of golf courses

- B. LV clubhouse improvements
- C. Golf directional/overall signage
- D. Marketing update
- E. LV Grill performance
- F. Other

Chip Hamilton provided a detailed report and update of the listed items for the Committee and Staff and addressed questions from Committee members.

No action taken.

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

- A. Recommendations and spreadsheets concerning golf physical improvements

Frank Robbins provided an overview of the list of proposed improvements for both golf courses. The Committee and Staff discussed. Frank will provide an updated list and rankings next month. No further action taken.

4. Discussion, consideration, action, if any concerning temporary surcharges to support capital improvements

- A. Continue previous discussion on potential funding of golf course cart path repair with additional charge per round

The Committee discussed creative ideas to provide funding to cover some of the Capital Improvements that need to be made. Melissa Byrne Vossmer, City Manager provided a brief history of replacing the golf paths as discussed last year.

5. Discussion, consideration, action, if any concerning suggested discussion items from Councilwoman Smith

- A. All golf memberships being renewed are billed at one time. This allows a clear picture of how much revenue is generated at one glance.

Staff and Committee Members discussed and explained the billing process and membership options to Councilwoman Smith and how revenue is generated.

- B. Consider a membership rate structure that recognizes two golf courses and consider a higher level of membership for both courses and create the opportunity to buy a membership for one course or the other.

Councilwoman Smith offered recommendations to consider. The Committee and Staff discussed. No action taken.

6. Discussion, consideration, action, if any concerning the discussions/actions of April 7, 2016 City Council meeting.

- a. Golf Course Master Plan
- b. Analysis of golf course closing

Staff and Committee discussed developing a five year plan for the Golf Courses was a good idea and will begin the process when the new Golf Course Manager begins in May.

They will submit to Council in 2-3 months.

Staff and Committee discussed and reviewed the draft analysis that was provided in the packet. Kevin Jackson will revise the document, have Rich Raley review and submit to Council.

FUTURE AGENDA ITEMS

- 7. Consider schedule and items for future Committee meetings.

Frank Robbins would like the Committee to receive the line item expenditure report monthly from Chip. He also requested that the Committee and new Golf Course Manager review the marketing and O and M report and update the Committee on the progress.

- 8. Adjournment.

The meeting adjourned at 9:08 p.m.

Respectfully submitted,

Kevin Jackson, Chair person

ATTEST:

Sandra Barton, City Secretary

On a motion by Committee Member _____, seconded by Committee Member _____, the above and foregoing instrument was passed and approved this the 10th day of May, 2016.

MEETING DATE: May 10, 2016

AGENDA ITEM: Updates on Golf Operations

Comments:

- a. YTD financial performance of golf reporting
- b. First Tee program
- c. Golf directional/overall signage
- d. Marketing update
- e. LV Grill performance
- f. Additional updates

Motion by: _____

Seconded by: _____

Content of Motion: _____

Vote: Robbins _____ ; **Hamilton** _____ ; **Speckmann** _____ ; **Albus** _____ ;

Jackson _____ ; **Everett** _____ ; **Williams** _____

Motion Carried: Yes _____ ; **No** _____

**HLGC & LVGC Monthly Report
Feb-16**

2014 / 2015 Budget	08'-09' FY Totals	09'-10' FY Totals	10'-11' FY Totals	11'-12' Totals	12'-13' FY Totals	13'-14' FY Totals	14'-15' FY Totals	Oct-14	Nov-14	Dec-14	Jan-15	Feb-15	Mar-15	Apr-15	May-15	Jun-15	Jul-15	Aug-15	Sep-15	2014/2015 Fiscal Total		
Regular Memberships	90	96	118	119	131	135	129	135	131	128	125	125	126	130	129	128	128	128	129	129	129	
Canadian Membership											23	81	93	0								
Rounds of Golf																						
Mulligan Play	493	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Regular Member Play	12,099	11,054	14,077	14,936	16,366	15,456	14,593	1,136	1,082	1,101	942	1,069	2,883	1,190	1,070	1,078	1,092	877	1,073	1,073	14,593	
Outside Play	17,589	15,752	22,281	25,980	27,844	23,628	24,543	1,735	1,230	1,050	1,361	1,700	2,181	2,443	2,313	2,717	2,866	2,525	2,422	2,422	24,543	
Comp Rounds								0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Tournament Play	677	1,079	1,675	2,164	1,823	2,034	1,879	395	70	0	12	41	188	403	130	207	72	104	259	1,879	1,879	
Total Rounds	30,858	27,885	38,033	43,080	46,033	41,118	41,015	3,264	2,382	2,151	2,315	2,810	5,252	4,036	3,513	4,002	4,030	3,506	3,754	41,015	41,015	
Cart/Trail Use (Reflects paid cart usage)	16,291	13,829	18,685	20,846	20,618	15,352	15,584	844	730	399	663	1,037	1,352	1,661	1,579	1,878	2,058	1,754	1,629	15,584	15,584	
Driving Range	3,485	3,038	3,241	3,461	3,054	2,353	1,765	166	120	81	112	145	189	190	108	159	205	140	150	150	1,765	
Lago Vista Revenue																					\$0.00	
Highland Lakes Revenue																					\$0.00	
Total Revenue	\$0.00	\$908,862	\$1,157,646	\$1,231,226	\$1,235,674	\$1,086,889	\$1,129,102	\$95,614.00	\$25,792.00	\$52,292.00	\$52,578.00	\$73,044.00	\$106,373.00	\$112,019.00	\$93,973.00	\$123,072.00	\$115,418.00	\$122,016.00	\$105,178.00	\$105,178.00	\$1,077,369.00	
Lago Vista Expenses																					\$0.00	
Highland Lakes Expenses																					\$0.00	
Total Expenses	\$0.00	\$1,123,752	\$1,469,785	\$1,215,711	\$1,306,805	\$1,375,571	\$1,552,245	\$200,807.00	\$100,195.00	\$144,833.00	\$124,075.00	\$102,090.00	\$109,051.00	\$155,888.00	\$107,514.00	\$129,241.00	\$127,090.00	\$156,469.00	\$94,193.00	\$151,446.00	\$1,551,446.00	
Net Profit/Loss		-\$214,890	-\$312,139	\$15,515	-\$71,131	-\$288,682	-\$423,143	-\$105,193.00	-\$74,403.00	-\$92,541.00	-\$71,497.00	-\$29,046.00	-\$2,678.00	-\$43,869.00	-\$13,541.00	-\$6,169.00	-\$11,672.00	-\$34,453.00	\$10,985.00	\$10,985.00	-\$474,077.00	
2015 / 2016 Budget	08'-09' FY Totals	09'-10' FY Totals	10'-11' FY Totals	11'-12' Totals	12'-13' FY Totals	13'-14' FY Totals	14'-15' FY Totals	Oct-15'	Nov-15'	Dec-15'	Jan-16	Feb-16	Mar-16	Apr-16	May-16	Jun-16	Jul-16	Aug-16	Sep-16	2015/2016 Fiscal YTD		
Regular Memberships	90	96	118	119	131	135	129	133	134	134	133	135	147	157							139	
Canadian Membership										2	2	15	52									
Rounds of Golf																						
Mulligan Play	493	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Regular Member Play	12,099	11,054	14,077	14,936	16,366	15,456	14,593	1,042	968	1,107	995	1,367	2,369	1,144							8,992	
Outside Play	17,589	15,752	22,281	25,980	27,844	23,628	24,543	1,865	1,455	1,573	2,010	1,980	1,934	2,050							12,867	
Comp Rounds								192	201	266	266	252	189	194	0	0	0	0	0	0	1,560	
Tournament Play	677	1,079	1,675	2,164	1,823	2,034	1,825	281	110	27	40	17	305	178							780	
Total Rounds	30,858	27,885	38,033	43,080	46,033	41,118	40,961	3,380	2,659	2,973	3,311	3,616	4,797	3,372	0	0	0	0	0	0	20,811	
Cart/Trail Use (Reflects paid cart usage)	16,291	13,829	18,685	20,846	20,618	15,352	15,584	1,248	947	1,027	1,344	1,361	1,365								7,292	
Driving Range	3,485	3,038	3,241	3,461	3,054	2,353	1,765	113	88	98	117	182	197	238							1,033	
Lago Vista Revenue								\$64,646.00	\$39,872.00	\$40,211.00	\$45,148.00	\$66,040.00	\$81,377.00	\$92,942.00							\$430,236.00	
Highland Lakes Revenue								\$17,988.00	\$16,899.00	\$17,179.00	\$20,162.00	\$21,987.00	\$25,759.00	\$33,971.00							\$153,945.00	
Total Revenue	\$0.00	\$908,862	\$1,157,646	\$1,231,226	\$1,235,674	\$1,086,889	\$1,129,102	\$82,634.00	\$56,771.00	\$57,390.00	\$65,310.00	\$88,027.00	\$107,136.00	\$126,913.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$584,181.00	
Lago Vista Expenses												\$70,760.00	\$93,182.00	\$42,472.00							\$206,414.00	
Highland Lakes Expenses												\$52,584.00	\$65,206.00	\$20,735.00							\$138,525.00	
Total Expenses	\$0.00	\$1,123,752	\$1,469,785	\$1,215,711	\$1,306,805	\$1,375,571	\$1,552,245	\$220,618.00	\$108,314.00	\$115,481.00	\$93,938.00	\$123,344.00	\$158,388.00	\$63,207.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$883,290.00	
Net Profit/Loss		-\$214,890	-\$312,139	\$15,515	-\$71,131	-\$288,682	-\$423,143	-\$137,984.00	-\$51,543.00	-\$58,091.00	-\$28,628.00	-\$35,317.00	-\$51,252.00	\$63,706.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	-\$299,109.00
YOY Comparison																						
Round Change								116	277	822	996	806	-455	-664							1,898	
Revenue Change								-12,980	30,979	5,098	12,732	14,983	763	14,894							66,469	
Expense Change								-19,811	-8,119	29,352	30,137	-21,254	-48,574	107,575							69,306	
Total Financial Change								-\$32,791.00	\$22,860.00	\$34,450.00	\$42,869.00	-\$6,271.00	-\$47,811.00								\$135,775.00	

**LVGC Monthly Report
Feb-16**

	08'-09' FY Totals	09'-10' FY Totals	10'-11' FY Totals	11'-12' FY Totals	12'-13' FY Totals	13'-14' FY Totals	14'-15' FY Totals	Oct-14	Nov-14	Dec-14	Jan-15	Feb-15	Mar-15	Apr-15	May-15	Jun-15	Jul-15	Aug-15	Sep-15	2014/2015 Fiscal Total		
Regular Memberships	90	96	118	119	133	135	129	135	131	128	125	125	126	130	129	128	128	128	129	129	129	
Canadian Membership											23	81	93	0								
Rounds of Golf																						
Mulligan Play	493	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Regular Member Play	12,099	10,001	7,540	8,790	9,526	8,805	8,107	705	494	526	516	644	1,688	656	583	614	626	438	617	617	8,107	
Outside Play	17,589	14,612	14,017	16,616	17,890	15,263	15,106	1,273	742	588	883	1,043	1,310	1,451	1,387	1,686	1,746	1,524	1,473	1,473	15,106	
Comp Rounds																					0	
Tournament Play	677	997	1,377	1,731	1,526	1,361	1,473	370	70	0	0	12	166	274	72	153	49	64	243	243	1,473	
Total Rounds	30,858	25,610	22,934	27,137	28,942	25,429	24,686	2,348	1,306	1,114	1,399	1,699	3,164	2,381	2,042	2,453	2,421	2,026	2,333	2,333	24,686	
Cart/Trail Use (Reflects paid cart usage)	16,291	12,911	12,274	13,788	14,080	10,601	9,664	472	409	223	371	678	822	976	978	1,239	1,339	1,121	1,036	1,036	9,664	
Driving Range	3,485	3,038	3,241	3,461	3,054	2,353	1,765	166	120	81	112	145	189	190	108	159	205	140	150	150	1,765	
Lago Vista Revenue																					\$0.00	
Lago Vista Expenses																						\$0.00
Net Profit/Loss	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	

	08'-09' FY Totals	09'-10' FY Totals	10'-11' FY Totals	11'-12' FY Totals	12'-13' FY Totals	13'-14' FY Totals	14'-15' FY Totals	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16	Mar-16	Apr-16	May-16	Jun-16	Jul-16	Aug-16	Sep-16	2015/2016 Fiscal YTD	
Regular Memberships	90	96	118	119	133	135	129	133	134	134	133	135	147								136
Canadian Membership										2	2	15	52								
Rounds of Golf																					
Mulligan Play	493	0	0	0	0	0	0	0	0	0	0	0	0								0
Regular Member Play	12,099	10,001	7,540	8,790	9,526	8,805	8,107	523	553	571	579	737	1,271								4,234
Outside Play	17,589	14,612	14,017	16,616	17,890	15,263	15,106	1,154	920	1,077	1,200	1,224	1,159								6,734
Comp Rounds								115	110	133	128	93	579								706
Tournament Play	677	997	1,377	1,731	1,526	1,361	1,473	265	103	0	31	2	305								706
Total Rounds	30,858	25,610	22,934	27,137	28,942	25,429	24,686	2,057	1,604	1,758	1,943	2,091	2,828	0	12,231						
Cart/Trail Use (Reflects paid cart usage)	16,291	12,911	12,274	13,788	14,080	10,601	9,664	824	636	694	880		858								3,892
Driving Range	3,485	3,038	3,241	3,461	3,054	2,353	1,765	113	88	98	117	182	197								795
Lago Vista Revenue								\$64,166.00	\$39,872.00	\$40,211.00	\$45,148.00	\$66,014.00	\$77,940.00								\$333,351.00
Lago Vista Expenses												-\$70,760.00	-\$93,160.00								-\$163,920.00
Net Profit/Loss	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$64,166.00	\$39,872.00	\$40,211.00	\$45,148.00	-\$4,746.00	-\$15,220.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$169,431.00

**HLGC Monthly Report
Feb-16**

	10'-11' FY Totals	11'-12' Totals	12'-13' FY Totals	13'-14' FY Totals	14'-15' FY Totals	Oct-14	Nov-14	Dec-14	Jan-15	Feb-15	Mar-15	Apr-15	May-15	Jun-15	Jul-15	Aug-15	Sep-15	2014/2015 Fiscal Total
Regular Memberships	118	119	133	135	129	135	131	128	125	125	126	130	129	128	128	128	129	129
Canadian Membership									23	81	93	0						
Rounds of Golf																		
Regular Member Play	6,537	6,146	6,786	6,651	6,486	431	588	575	426	425	1,195	534	487	464	466	439	456	6,486
Outside Play	8,264	9,364	10,008	8,365	9,437	462	488	462	478	657	871	992	926	1,031	1,120	1,001	949	9,437
Comp Rounds																		0
Tournament Play	298	433	395	673	406	23	0	0	12	29	22	129	58	54	23	40	16	406
Total Rounds	15,099	15,943	17,189	15,689	16,329	916	1,076	1,037	916	1,111	2,088	1,655	1,471	1,549	1,609	1,480	1,421	16,329
Cart/Trail Use (Reflects paid cart usage)	6,903	7,058	7,221	4,751	5,920	372	321	176	292	359	530	685	601	639	719	633	593	5,920
Highland Lakes Revenue																		\$0.00
Highland Lakes Expenses																		\$0.00
Net Profit/Loss	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00

	10'-11' FY Totals	11'-12' Totals	12'-13' FY Totals	13'-14' FY Totals	14'-15' FY Totals	Oct-15'	Nov-15'	Dec-15'	Jan-16	Feb-16	Mar-16	Apr-16	May-16	Jun-16	Jul-16	Aug-16	Sep-16	2015/2016 Fiscal YTD
Regular Memberships	118	119	133	135	129	133	134	134	133	135	147							133
Canadian Membership								2	2	15	52							
Rounds of Golf																		
Regular Member Play	6,537	6,146	6,786	6,651	6,486	519	415	425	429	605	1,098							3,491
Outside Play	8,264	9,364	10,008	8,365	9,437	711	535	622	801	781	775							4,225
Comp Rounds						77	98	134	133	124	96							662
Tournament Play	298	433	395	673	406	16	7	27	7	15	35							107
Total Rounds	15,099	15,943	17,189	15,689	16,329	1,323	1,055	1,212	1,365	1,525	2,004	0	0	0	0	0	0	8,484
Cart/Trail Use (Reflects paid cart usage)	6,903	7,058	7,221	4,751	5,920	424	311	333	464	470	507							2,509
Highland Lakes Revenue						\$17,988.00	\$16,899.00	\$17,179.00	\$20,162.00	\$21,146.00	\$25,759.00							\$119,133.00
Highland Lakes Expenses										-\$52,584.00	-\$65,206.00							-\$117,790.00
Net Profit/Loss	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$17,988.00	\$16,899.00	\$17,179.00	\$20,162.00	-\$31,438.00	-\$39,447.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,343.00

MEETING DATE: May 10, 2016

AGENDA ITEM: Discussion, consideration, action if any concerning Planning Sub-committee update.

Comments:

- a. Recommendations and spreadsheets concerning golf physical improvements

Motion by: _____

Seconded by: _____

Content of Motion: _____

Vote: Robbins _____ ; **Hamilton** _____ ; **Speckmann** _____ ; **Albus** _____ ;

Jackson _____ ; **Everett** _____ ; **Williams** _____

Motion Carried: Yes _____ ; **No** _____

Golf Course Improvements at Lago Vista Golf Course						Rank			A 3 is neutral				
						Fund			Play	In-		O&M	
Item	Cost	Rank	Definition	Safe	Cost	Src	Easy	Dmd	Impct	come	Need	More	Total
Repair Kitchen flooring	\$40,000	1	Repair collapsing kitchen flooring.	5 Override.									
Steps in front of clubhouse	\$5,000	1	Rebuild steps in front of clubhouse to meet code. Scheduled for FY15-16.	4	2.5	3.5	3	3.5	3	3.5	4	2.5	29.5
Ramp at clubhouse	\$9,600	1	Rebuild ramp in front of clubhouse to meet code. Scheduled for FY 15-16.	4	2	3.5	3	4	3	3.5	4	2.5	29.5
			Comment: Analyze further, maybe only repair than replace needed.										
Steps on #6		1	Rebuild steps and add hand rail on #6 tee box. Done. Steps removed.	4	2.5	3	3	3.5	3.5	3.5	4.5	2.5	30
Stripe streets at cart crossings		1	Stripe streets where cart paths cross. Done.	4	3.5	4	3.5	4	3	3.5	4	2.5	32
Fertilization Program	Depends	2	Fertilize entire golf course 3 times a year to improve turf. Annual cost. Done.	3	1.5	3	3.5	5	5	4	5	2	32
Weed Program	Depends	2	Regular spraying program to eradicate weeds on a yearly basis. Done.	3	1.5	3	3.5	5	5	4.5	5	1.5	32
Irrigation Expansion	\$15,000	3	Expand irrigation on #4 and #18.	3	2	4	2	3	3	3	3	2	25
			Comment: Effluent Dpt. Cost.										
Level Tee Boxes	\$30,000	4	Level out humps and depressions on tee boxes. On-going.	3.5	2	3	2	5	5	4.5	5	2	32
Signage to Golf Courses	\$1,000	5	Replace signs that lead to the golf courses. Pending consultant.	3	3	3	3	3.5	2	4	4	3	28.5
Repaint/Replace signs & posts		5	Replace all other signs. Done at clubhouse.	3	3	3	3	3.5	3.5	3	4	3	29
Bag Drop Signs		5	Bag drop signs. By Friends of Golf. Done.	3	5	3	4	3	3	3	4	3	31
Add sod	\$7,500	6	Add sod in bare areas. Done and on-going.	3	2.5	3	3	4	3.5	3	4	2	28
Install drainage in bunkers	\$2,500	7	Install bunker drainage on #8 fairway bunker	3	3	3	2	4	3.5	3	4	2	27.5
Paint/repair pump buildings	\$12,400	8	Paint/Repair pump houses on #2 and #14	3	1.5	3	2.5	3	3	3	3.5	2.5	25
Replant shrubs at clubhouse	\$300	9	Replace shrubs in front of clubhouse that have died	3	3	2	3	2.5	3	3	3	2.5	25
New Carpet in Grill	\$6,100	10	Remove and replace old carpet that is starting to wear badly	3.5	2.5	3	3.5	3.5	3	4	4.5	2	29.5
Yardage Markers	\$500	11	Install yardage markers at 100, 150, 200 on all holes except par 3's. Maybe	3.5	3.5	4	3.5	4.5	4	3	4.5	2.5	33
Improve Parking Lot		12	Parking lot new paving, striping and curbs. Striping done. Maybe PW cost.	3	3	5	2	4	3	3	4	3	30
Grass Nursery	\$20,000	13	Build grass nursery to have grass to make repairs	3	1.5	3	2.5	3	3.5	3.5	3.5	2	25.5
Driving range ball picker	\$14,000	1	Replacement for unrepairable item. Lease not purchase.	3	3	3	4	5	5	3	5	4	35
Rocks at turnarounds	\$500	15	Place rocks at turnarounds so that carts cannot drive in unauthorized area	3	5	3	4	4	3	3	4	3	32
Putting Green Clock		16	Done by Friends of Golf.										0
Driving range net	\$30,000	17	Driving range net around entire driving range to keep from losing range ba	3.5	1	3	3	3	3	3	3.5	1.5	24.5
Move #9 cart path.	\$11,000	1	Move path away from home.	3	2	3	4	2	3	3	4	3	27
New Red Tee locations	?	?	Need more info										
Landscape cart parking areas	?	?	Need more info										
Plant trees	?	?	Need more info										
Landscape tee box	?	?	Need more info										
Landscaping enhancements	?	?	Need more info. Done at clubhouse.										

Steps on driving range	No Cost	N/A	Can be done at cost of labor.												
Match up hole yardages	No Cost	N/A	Can be done at cost of labor.												
Total	\$205,400		Rank by golf manager.												Golf Impr sprd LVGC subc #2 042416

Golf Course Improvements For Highland Lakes Golf Course				Ranking				A 3 is neutral					
Item	Cost	Rank	Definition	Fund				Play		In		O&M	
				Safe	Cost	Src	Easy	Dmd	Impct	come +	Need	More	Total
Bridge	\$3,500	1	Install a low water crossing on #14. Temporary fix in place.	5 Override									
Cart Paths 1 and 4		1	Replace asphalt cart paths with concrete paths. Done.	5 Override									
Stripe streets at cart crossings		1	Add striping where carts cross the street. Maybe by PW. Done.	4	3	5	4.5	4	3.5	2	4	4	34
Fertilization Program	Depends	2	To fertilize entire golf course 3 times a year. Annual cost. Done.	3	2.5	3	4	4.5	5	4	5	3.5	35
Weed eradication program	Depends	2	Regular spraying program to eradicate weeds on a yearly basis. Done.	3	2.5	4	4	4.5	5	4	5	3.5	36
Add sod ¹	\$5,000	3	Add sod to bare areas. On-going.	3	4.5	3.5	4	4.5	4	3.5	3.5	3.5	34
Remove tree stumps	\$400	4	Tree stump removal on number 7	3	5	3	3.5	2.5	3	3	4	3	30
Signage to Golf Courses	\$1,000	5	GCAC made recommendation. Pending wayfinding consultant in FY 16-17.	3	4	3	3.5	3	3	3.5	3.5	3	30
Repaint/Replace signs & posts	\$1,000	6	Replace all other signs	3	4	3	3.5	3.5	4	3	4	3	31
Yardage Markers	\$500	7	Install markers at 100, 150, and 200 yards out on all holes except par 3's	3.5	4.5	3	3.5	4	4.5	3	4.5	3.5	34
Bag Drop Signs ¹	\$100	9	Bag drop signs for golfers to drop off bags in front of pro shop. By FGC	3	5	3	4	3	3	3	4	3	31
Warm up Mats and Screen	\$11,000	1	Install a 10' X 10' X 10' enclosed screen with mat for practice.	3	3	3	3	5	5	4	4	3	33
Cart Paths	\$350,000	11	This is to replace all existing asphalt cart paths with concrete paths	4.5	1.5	4	2	5	4	3.5	5	2	32
			Comment: In approved 15-16 CIP. \$50,000 is engineering.										
Add sand to bunkers ¹	\$30,000		Along with installing bunker drainage. Maybe some to grass. On-going. ¹	3.5	2.5	4	3.5	4.5	4.5	4.5	5	2	34
Install drainage in bunkers ¹			Along with adding sand (\$2500 per bunker). Some to grass. On-going. ¹	3.5	3	3	2.5	4.5	4.5	3.5	5	2.5	32
Improve Parking Lot ¹	?		Need more info										
Landscaping enhancements ¹	?		Need more info										
Landscape tee box ¹	?		Need more info										
Landscape cart parking areas ¹	?		Need more info										
Match up hole yardages	No Cost		No additional cost.										
Putting Green			Part of \$1,500 annual lease payments. Done.										
Permanent Clubhouse ¹			Committee recommended in building with restaurant and hotel.										
Golf Cart staging area ¹			Upper parking lot area and Earheart ROW used now.										
Total	\$402,500		PW is Public Works Dpt. FGC is Friends of Golf Courses.										
Rank by golf manager			Golf Impro HLGC sprd 28Apr16										

¹ Is Highland Lakes Master Plan

Memo

To: Golf Courses Advisory Committee

From: Planning Subcommittee

Subject: FY 2016-17 Golf Courses Physical Improvement Recommendations

Date: April 28, 2016

After meeting with the golf manager and a preliminary discussion with the GCAC, following are the Planning Subcommittee's budget recommendations for FY 2016-17. The items are listed in priority.

1. Replace collapsing flooring in kitchen, Lago clubhouse. Price TBD. Maybe \$30,000 - \$50,000. Structural engineer to evaluate and provide estimate. May be needed now due to safety.
2. Driving range ball picker cart at Lago: Estimated purchase price: \$5,000. The subcommittee recommends a lease be explored. This is a replacement item as the current machine is not economically repairable. This item may be needed before FY 16-17.
3. Warm up screen and mat at Highlands: \$11,000. This improvement may be deferred with a dedicated fund from the acquisition of the balls that are used at the screen. This is the highest ranked item in terms of demand, need, and impact on play.

MEETING DATE: May 10, 2016

AGENDA ITEM: Discussion, consideration, action if any concerning Junior Summer Clinics/Camps.

Comments:

Motion by: _____

Seconded by: _____

Content of Motion: _____

Vote: Robbins _____; Hamilton _____; Speckmann _____; Albus _____;

Jackson _____; Everett _____; Williams _____

Motion Carried: Yes _____; No _____

MEETING DATE: May 10, 2016

AGENDA ITEM: Discussion, consideration, action if any concerning Golf Advisor Course Reviews

Comments:

Motion by: _____

Seconded by: _____

Content of Motion: _____

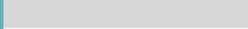
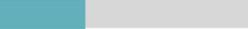
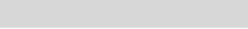
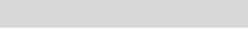
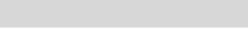
Vote: Robbins _____; Hamilton _____; Speckmann _____; Albus _____;

Jackson _____; Everett _____; Williams _____

Motion Carried: Yes _____; No _____

Highland Lakes Golf Course

Rating Snapshot

All Time	Last 12 Months	Last 6 Months	
Average Rating 			
Overall Condition:		Rating Breakdown	8 Reviews
Value:		5 stars: 2	
Pace of Play:		4 stars: 4	
Staff Friendliness:		3 stars: 1	
Course Layout:		2 stars: 0	
Course Conditions:		1 stars: 1	

 **87.5%**
recommend this course
7 out of 8 reviews

[Share course](#) [Follow this course](#)

 Played on 04/22/2016

"A Surprisingly Good Time"

I grew-up on Muni course and I have played my share of resort style course, but I will be hard pressed to find a name a better set of par 3 golf holes then I a found on this lakeside course. It will be the primary reason I will play this course again because it will be a challenging test of my golf skills.

This course is not long but it offers severe... [read more](#)

- Pace of Play:**Excellent**
- Course Conditions:**Average**
- Staff Friendliness:**Poor**
- Value for the Money:**Excellent**
- Overall Condition:**Poor**
- Course Difficulty:**Somewhat Challenging**

 Played on 04/10/2016

"Fast Paced Fun"

Good Course, Good Pace of Play (3hrs for a twosome), fairways are a little thick, but greens were in good shape.

Player Tip: Watch the blind tee shots. Drive ahead to see your landing areas and that you are clear to hit.

- Pace of Play:**Excellent**
 - Course Conditions:**Good**
 - Staff Friendliness:**Excellent**
 - Value for the Money:**Good**
 - Overall Condition:**Fair**
 - Course Difficulty:**Moderate**
-

★★★★★ Played on 03/21/2016

"Challenging"

Keep your ball in play. Good little course with challenging greens. Fun course.

- Pace of Play:**Average**
 - Course Conditions:**Average**
 - Staff Friendliness:**Good**
 - Value for the Money:**Excellent**
 - Overall Condition:**Average**
 - Course Difficulty:**Somewhat Challenging**
-

★★★★★ Played on 03/05/2016

"Fantastic Course Now!"

I have played this course in the past and always considered it a low grade golf course. The clubhouse was in disarray and it looked like a walking dead set. HOWEVER, the clubhouse has been revamped and they put in a little pro shop trailer and the course is super green and in the best condition I've ever seen it. I had a blast playing now that it was taken... [read more](#)

- Pace of Play:**Excellent**
 - Course Conditions:**Excellent**
 - Staff Friendliness:**Excellent**
 - Value for the Money:**Excellent**
 - Overall Condition:**Average**
 - Course Difficulty:**Somewhat Challenging**
-

★★★★★ Played on 03/04/2016

"a better day than being in trhe office"

For \$24 it was a good deal, shame I played poorly!

- Pace of Play:**Good**
 - Course Conditions:**Average**
 - Staff Friendliness:**Good**
 - Value for the Money:**Good**
 - Overall Condition:**Fair**
 - Course Difficulty:**Somewhat Challenging**
-

 Played on 02/11/2016

"Super views"

The greens are currently in great condition along with the fairways. It is worth the drive up the hill so you can enjoy great views from many holes. It is a challenging course and fun to play.

Loved it!

- Pace of Play:**Excellent**
 - Course Conditions:**Excellent**
 - Staff Friendliness:**Excellent**
 - Value for the Money:**Excellent**
 - Overall Condition:**Good**
 - Course Difficulty:**Extremely Challenging**
-

 Played on 01/13/2016

"Another gorgeous day at Highland Lakes !"

Course is in Lago Vista, fantastic views of Lake Travis.

Weather was beautiful, there was a 5 mph south breeze, temperature in the mid 60's. Course was in great shape, almost as green as Ireland ! Greens were true, had a wonderful round, cart comes with green fee. Fairway & greens !

- Pace of Play:**Excellent**
- Course Conditions:**Excellent**
- Staff Friendliness:**Excellent**
- Value for the Money:**Excellent**
- Quality of food & beverage:**Excellent**
- Overall Condition:**Excellent**
- Course Difficulty:**Somewhat Challenging**

★☆☆☆☆ Played on 12/19/2015

"Course map error"

I purchased a course map having never played this course before. 1st and 2nd holes were easy, straight fairways. The rest of the course was difficult so I relied on the map because the tee boxes had no information. It was inaccurate and all my shots were completely off. After the round I came to the clubhouse to ask what was the issue with the map. I was... [read more](#)

- Pace of Play:**Average**
- Course Conditions:**Average**
- Staff Friendliness:**Poor**
- Value for the Money:**Average**
- Overall Condition:**Average**

Lago Vista Golf Course

Rating Snapshot

All Time	Last 12 Months	Last 6 Months
Average Rating 		
Overall Condition: 		
Value: 		
Pace of Play: 		
Staff Friendliness: 		
Course Layout: 		
Course Conditions: 		
Rating Breakdown		18 Reviews
5 stars:	6	
4 stars:	10	
3 stars:	2	
2 stars:	0	
1 stars:	0	
100.0% recommend this course 18 out of 18 reviews		
Share course Follow this course		
		

 Played on 04/02/2016

"Fun and challenging course with good conditions"

I enjoyed playing here although the drive was about an hour from South Austin. The staff is friendly and the \$5 pulled pork sandwich is a great deal! They have a couple of unique holes with challenging layouts and elevation changes. If you get a good deal on GolfNow the drive is well worth it.

- Pace of Play: **Good**
- Course Conditions: **Excellent**
- Staff Friendliness: **Excellent**
- Value for the Money: **Excellent**
- Overall Condition: **Good**
- Course Difficulty: **Somewhat Challenging**

 Played on 03/13/2016

"Seriously Nice Course"

First time here and I have to say this course is really fun to play. In GREAT condition best grass I've seen all winter. Great view of the lake. Only knock is a need for some local knowledge due to a lot of blind shots. Could really use pictorial for each hole. But still a wonderful time Even saw a few deer cross the fairway on the first tee.

- Pace of Play: **Excellent**

- Course Conditions:**Excellent**
 - Staff Friendliness:**Good**
 - Value for the Money:**Good**
 - Course Difficulty:**Somewhat Challenging**
-

 Played on 03/12/2016

"Hidden Gem"

It's a great course. I'll happily drive 35 minutes to play this course for about 2/3 of what other comparable courses closer to the city go for. We enjoyed our round thoroughly.

- Pace of Play:**Good**
 - Course Conditions:**Good**
 - Staff Friendliness:**Good**
 - Value for the Money:**Good**
 - Overall Condition:**Average**
 - Course Difficulty:**Moderate**
-

 Played on 03/05/2016

"Lago Vista"

Course conditions are usually very good. Staff have always been friendly, and helpful. Only gripe. Occasionally, you will encounter a slow group, but most of the time people will let you play through, or the Marshall will encourage it. This is a fun course, and I truly enjoy the challenge and the beauty. Very relaxed atmosphere and you should have a good time.

- Pace of Play:**Average**
 - Course Conditions:**Good**
 - Staff Friendliness:**Excellent**
 - Value for the Money:**Excellent**
 - Overall Condition:**Average**
 - Course Difficulty:**Somewhat Challenging**
-

 Played on 03/04/2016

"fun course"

Course in very good shape for this time of year. Enjoyable round. Several holes had blind tee shots so local knowledge would be helpful. A corporate outing was ahead of us,so front nine was very slow. Marshall finely got us past these groups and course was open in front. Still a 5 hour round. I will play this course again.

- Pace of Play:**Fair**
 - Course Conditions:**Good**
 - Staff Friendliness:**Average**
 - Value for the Money:**Good**
 - Course Difficulty:**Somewhat Challenging**
-

 Played on 02/20/2016

"Nice, but slow"

Nice course, well maintained, but pace of play was slow on a Saturday afternoon. I was stuck behind a couple of foursomes and it took a little over 5 hours for the round.

- Pace of Play:**Poor**
 - Course Conditions:**Good**
 - Staff Friendliness:**Excellent**
 - Value for the Money:**Good**
 - Overall Condition:**Good**
 - Course Difficulty:**Moderate**
-

 Played on 02/09/2016

"Very good winter conditions"

Wife & I played on a warm windy day and were very happy with conditions of wide fairways and large smooth greens.

- Pace of Play:**Excellent**
 - Course Conditions:**Excellent**
 - Staff Friendliness:**Excellent**
 - Value for the Money:**Excellent**
 - Overall Condition:**Excellent**
-

 Played on 01/29/2016

"Good value for the price"

Greens were pitted in spots and a bit bumpy. Fairways were patchy and on the rough side. Greens fee was only \$25 and for that price my expectations weren't very high.

- Pace of Play:**Good**
 - Course Conditions:**Average**
 - Staff Friendliness:**Average**
 - Value for the Money:**Good**
 - Overall Condition:**Average**
-

 Played on 01/07/2016

"Fun, Fun, Fun"

Great course . Crazy elevation changes. Just smiled at every challenge.

- Pace of Play:**Good**
 - Course Conditions:**Excellent**
 - Staff Friendliness:**Good**
 - Value for the Money:**Excellent**
 - Quality of food & beverage:**Good**
 - Overall Condition:**Excellent**
-

 Played on 12/30/2015

"Hidden Jewel"

This course is definitely a hidden jewel. Challenging and very well maintained. Put Lago Vista on your "must play" list. I guarantee you will not be disappointed.

- Pace of Play:**Good**
 - Course Conditions:**Excellent**
 - Staff Friendliness:**Good**
 - Value for the Money:**Excellent**
 - Quality of food & beverage:**Excellent**
 - Overall Condition:**Excellent**
 - Course Difficulty:**Somewhat Challenging**
-

★★★★★ Played on 12/30/2015

"Great bang for your buck!"

Good course, difficult but forgiving! Well maintained and for 30 dollars, you can't beat the price! Nice views of Lake Travis!

- Pace of Play:**Good**
 - Course Conditions:**Good**
 - Staff Friendliness:**Excellent**
 - Value for the Money:**Excellent**
 - Quality of food & beverage:**Good**
 - Overall Condition:**Good**
-

★★★★☆ Played on 12/05/2015

"great winter golf"

Played a foursome, winter grass looks great, greens good, couple of wet spots where springs won't dry up because of all the Fall rain

- Pace of Play:**Excellent**
 - Course Conditions:**Excellent**
 - Staff Friendliness:**Excellent**
 - Value for the Money:**Excellent**
 - Quality of food & beverage:**Excellent**
 - Overall Condition:**Average**
 - Course Difficulty:**Moderate**
-

★★★★☆ Played on 12/05/2015

"Lake Views are nice"

Lago Vista is Spanish for Lake View and the course offers that and more. The back nine is more challenging than the front, but the back has the best views. It's a fun place to play and the staff is friendly and courteous.

- Pace of Play:**Good**
- Course Conditions:**Good**
- Staff Friendliness:**Good**

- Value for the Money:**Good**
 - Quality of food & beverage:**Good**
 - Overall Condition:**Good**
-

 Played on 12/04/2015

"The Course is exiting and has great features"

The second round is great, has a wonderful ves and exiting shots, I recomend to play this course ir gibe you a great experience

- Pace of Play:**Excellent**
 - Course Conditions:**Average**
 - Staff Friendliness:**Excellent**
 - Value for the Money:**Excellent**
 - Quality of food & beverage:**Excellent**
 - Overall Condition:**Excellent**
-

 Played on 11/19/2015

"With Beautiful Lake Travis View"

Course condition was great! Love to play anytime..

- Pace of Play:**Excellent**
 - Course Conditions:**Excellent**
 - Staff Friendliness:**Excellent**
 - Value for the Money:**Excellent**
 - Overall Condition:**Excellent**
 - Course Difficulty:**Somewhat Challenging**
-

 Played on 11/08/2015

"Nice course"

Buddy and I drove out from Pflugerville, had a hot deal for \$14 each on a Sunday 11am. We traded the cart for two buckets of balls, and we walked it. We like to walk, and usually the course just lets us get balls to hit if we don't want the cart if we paid for it through Golf Now. Anyway, Joined by a single at the first tee who had been playing the course... [read more](#)

- Pace of Play:**Average**
 - Course Conditions:**Good**
 - Staff Friendliness:**Good**
 - Value for the Money:**Excellent**
 - Quality of food & beverage:**Average**
 - Overall Condition:**Averag**
 - Course Difficulty:**Moderat**
-

 Played on 11/07/2015

"Nice course"

Good course. Front 9 easier than back. Good views, worth a trip from Austin

- Pace of Play:**Excellent**
 - Course Conditions:**Good**
 - Staff Friendliness:**Excellent**
 - Value for the Money:**Excellent**
 - Overall Condition:**Good**
-

 Played on 11/05/2015

"Good course"

Wide fairways and rough that is not difficult to play from make this course enjoyable, particularly if you are not familiar with it. There are some well placed trees and bunkers that add challenges, without being so difficult that is discourages the average golfer. This is a very good course to play if you are out for a day of good fun.

The staff was great -... [read more](#)

- Pace of Play:**Excellent**
- Course Conditions:**Excellent**
- Staff Friendliness:**Excellent**
- Value for the Money:**Excellent**
- Quality of food & beverage:**Excellent**
- Overall Condition:**Good**
- Course Difficulty:**Moderate**

MEETING DATE: May 10, 2016

AGENDA ITEM: Discussion, consideration, action if any concerning Bi-Annual update to City Council

Comments:

Motion by: _____

Seconded by: _____

Content of Motion: _____

Vote: Robbins _____; Hamilton _____; Speckmann _____; Albus _____;

Jackson _____; Everett _____; Williams _____

Motion Carried: Yes _____; No _____

Golf Course Advisory Committee Semi-Annual Report December, 2015

Introduction. Ordinance 15-03-19-01 that created the Golf Course Advisory Committee (GCAC, called the committee) calls for the committee to "...make a semi-annual report to the city council on the status of the golf courses in December and June and shall include in the report a summary of its activities for the past six months and proposed program for the next six months."

The committee was formed on March 19, 2015. It held its first meeting on April 28, 2015. Since the committee was newly formed, a report to the city council was not made in June 2015. Following is the committee's first report.

Status of Golf Courses

Courses Physical Condition

Highlands:

- Compared to comparable and competitive courses: Below average.
- Compared to previous years: About the same, but improving in the last two months.
- Safety issues being addressed.
- Maintenance and mowing have been uneven.
- Major concerns: Lack of fairway grass and condition of bunkers.

Lago Vista:

- Compared to comparable and competitive courses: Below average.
- Compared to previous years: Not as good on an annual basis to past years, but improving in the last two months.
- Maintenance; pro shop, restroom, and grill cleanliness; and mowing have been uneven.
- Major concerns: Goose grass and tee box leveling.

Financial Status:

This is the first year the budgets, expenses, and revenue for the two courses have been separated, allowing a more detailed look at the financial performance of both courses. Essentially, it appears the Lago course is making money and the Highlands course is not due to the significant difference on amount of play between the two courses. Issues associated with the failed hotel/restaurant project have significantly detracted from Highlands' attractiveness and potential.

The financial status of the golf fund is improving due to increased fees and should improve with improved marketing and funding to significantly improve course conditions.

Compared to comparable and courses we may be competing with, the financial status is about average, which is to say comparable courses are not making money.

The city is running two courses for about the same cost as some comparable cities with one course.

Ownership and Management Status.

The committee has gathered data, evaluated and discussed on many occasions ownership and management options. The committee has not recommended that the city consider selling a course or having the courses managed by others than city employees. The current status is clearly cost beneficial to the community. Depending on circumstances and opportunities and, or direction from the City Council, these issues will not be evaluated further by the committee.

Summary of Committee Activities

- Sub-committees. The committee formed four sub-committees: Finance, Marketing, Operations and Maintenance (O&M), and Planning. Much of the background data gathering, analysis, and presentation documentation are done by individuals and refined by the sub-committees before discussion at the committee level. Many members average 20 to 30 hours a week working on committee related activities.

The sub-committees make reports and recommendations for committee discussion at each regularly held committee meeting, the second Tuesday of each month. The committee may hold special meetings between regular meetings.

Documents prepared for the committee's packets are available from the city secretary.

- Reference Ownership and Management Status above.

Committee Recommendations to the City Council.

1. Recommended increase the price of beer \$1 and a pitcher by \$1.25.
2. Recommended increase Friday, Saturday, and Sunday green fees to \$45.
3. Recommended increase membership fees by 12%.
4. Developed a multi-year physical improvement plan and ranking system and recommended physical improvements for the coming fiscal year as part of the budget process.

5. Passed a resolution recommending to the city council and management that the original layout for Highlands be returned to, that the pro shop and restaurant be co-located in the same building, and that the adopted Highlands hotel PDD be followed.
6. Recommended hiring a mechanic to work on equipment at both courses, thus freeing up manhours for improved course maintenance and lower equipment down time.
7. Provided a comprehensive program of operation and maintenance improvements to the city manager and for information to the city council.
8. Provided an improved set of golf course rules.
9. Evaluated marshal duties.
10. Recommended clean up of Lago club house.
11. Attempted to improve tee time booking.
12. Recommended making emergency safety improvements for cart paths and bridge at Highlands.
13. Opened up daily communication with golfers.
14. Recommended that the city council recognize the tax revenue benefits of the golf courses equivalent to about \$173,000 annually.
15. Sought a work session with the (new) city council to include discussion concerning financial objectives and data sources.
16. Approved cash flow documents as the source of financial “target” data and recommended council use of same.
17. Recommended a marketing program and outline that would be the basis of committee work with staff concerning detailed actions and priorities.

Committee documents available on request.

Proposed Program for Next Six Months

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. Courses' Physical Improvements.

- Continue to compile and work with staff concerning courses' physical improvements and make recommendations to the city council.

4. Customer Service.

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

MEETING DATE: May 10, 2016

AGENDA ITEM: Consider schedule and items for future Committee meetings.

Comments:

Motion by: _____

Seconded by: _____

Content of Motion: _____

Vote: Robbins _____ ; **Hamilton** _____ ; **Speckmann** _____ ; **Albus** _____ ;

Jackson _____ ; **Everett** _____ ; **Williams** _____

Motion Carried: Yes _____ ; **No** _____