

**CITY OF RHINELANDER
GOLF COURSE ADVISORY COMMITTEE
Wednesday, January 19, 2011 at 2:00 P.M.
CITY HALL**

AGENDA NOTICE

I. Call to Order and Roll Call

Members Present: Sonny Paszak, Ald. Kelly, Dick Butterfield, Don Torbenson.

Members Absent: Ald. Young

Others Present: Administrator Bell, Mayor Johns, Joe Andersen, Dan Buckley, David O'Melia, Lisa Kuczumski, secretary and Kyle Rogers from the Northwood's River News.

II. Review of Past Meeting Minutes

BUTTERFIELD/KELLY TO APPROVE MINUTES FROM THE DECEMBER 8, 2010 MEETING. ALL AYE, 0 NAY; MOTION CARRIED.

III. Departmental Activity Report

A. Mulligan's Restaurant Operational Report, Dave O'Melia

O' Melia reported that the restaurant was down \$2,000 in 2010 as compared to the 2009 overall revenues at the restaurant. O'Melia reported the month of December 2010 was down \$1,000 from December 2009. He stated the decrease was due to less money being spent for Christmas parties this year. O'Melia also stated the cross country ski tournament did very well, a birthday party they hosted went well and they have two events planned for February. He has received a deposit for Red Arrow's 2011 Christmas party and is also in negotiations for hosting a wedding reception later this year.

B. Pro Shop Operational Report, Dan Buckley

Buckley reported that he had been very ill but was glad to be here and that he did not have a report to give at this time.

C. Grounds/Facility Report, Joe Andersen

Andersen stated they moved some snow to help with trail conditions during the cross country ski event held on the course's trails. Andersen also reported there are snowshoers hiking all over the greens which is not good at all for their conditions.

Paszak asked if there was anything they could do to rectify that. Discussion ensued on whether the issue could be addressed in the media reminding people that hiking on the greens is not allowed, posting additional signage addressing the issue and/or gates for the areas. No decision was made by the committee. Andersen stated he won't know how much damage the greens have sustained until springtime.

Buckley asked if the cross country trails conditions could be promoted in the ski trails reports to the media. He felt it should be included.

III. Unfinished Business:

A. Software Update

Andersen stated that there have been misconceptions of what is being done and what the updates entailed. He clarified that it is more than just bringing the facility up to par with recent credit card requirements. Andersen explained it will also include a new server to support the existing software used in the pro-shop as well bring the restaurant software up to compliance with the credit card requirements. Buckley stated the file server and point of contact hardware is too antiquated to handle the software he currently uses plus the required upgrades for the restaurant.

Paszak stated he spoke with the vendor that had been in touch with Andersen and felt that the quote and requirements needed by both the Pro-Shop and the Restaurant were being met. He stated he is glad they have a better understanding of the quotes and the needs of the facility.

Andersen stated he will go ahead and order the hardware and schedule the installation. Buckley stated O'Melia will be installing from scratch and will need some time to reinstall their information to get things up and running. O'Melia agreed stating that is why he would like it to be ordered soon.

B. Discuss/Approve Purchasing Season Passes with a Credit/Debit Card at the Golf Course

Andersen stated he and Buckley believe this would enable them to sell more memberships. He also feels City Hall should look into this as well. It is a convenience that most people use in a normal course of business. Paszak stated he agreed. Buckley stated this came up because Ostrander asked them to monitor or audit how money flows through their facilities and whether this could be a viable option. Buckley and Andersen both felt it would help. Paszak felt it should be offered and updated. Andersen asked Bell if he felt there could be problems with adding this. Bell felt it should be offered. He stated he would like to see City Hall move toward this as well.

Ald. Young arrived at 2:25 pm.

C. Discuss/Approve New Colors for Entrance Sign

Buckley stated that the current sign needs to be painted for better visibility. Andersen stated the current color scheme doesn't work. He and Buckley suggested several colors which were discussed.

KELLY/TORBENSON TO APPROVE THE YELLOW AND RED COLORS PROPOSED FOR THE CURRENT HIGHWAY SIGNS. ALL AYE, 0 NAY; MOTION CARRIED.

IV. New Business:

A. Discuss/Approve Chinking interior and exterior of building

Andersen stated he measured the interior spaces and priced out the amount as \$1908.00. Andersen felt that this is not something that they can afford to do right now. It would be nice, but is not necessary. Bell stated that he talked to Andersen about this and they felt it is something they could save for the 2012 budget.

B. Discuss/Approve Advertising

Buckley stated they have slightly over \$10,000 for advertising in 2011. He stated that \$2,500 will go to internet advertising. He stated they get good value from their Charter television ads. He stated that local media announcement they anticipate to be \$2,500. Northwoods Golf Association participation included presence at golf shows, e-mail marketing etc. He stated this will cost approximately \$1,000. He stated the Madison golf show brought them very good business. Mayor asked for clarification on how that worked. Buckley explained it help cost share the expense of being at the shows with the 3 other golf courses. Buckley stated ads with Assured Marketing get distributed everywhere, but he doesn't know how much business they actually get from their ads. He stated it costs approximately \$800 – \$900. He would like to do this again.

YOUNG/KELLY TO APPROVE THE ADVERTISING BUDGET OF \$10,300 FOR 2011 ADVERTISING AS PROPOSED. ALL AYE, 0 NAY; MOTION CARRIED.

C. Discuss/Approve Clubhouse renovation and refinishing costs

Andersen stated this was already addressed under item A under New Business.

VI. Matters of Emergency/Informational Nature - None.

VII. Consideration of Bills and Claims

TORBENSON/BUTTERFIELD TO APPROVE PAYMENT OF BILLS AND CLAIMS. ALL AYE, 0 NAY; MOTION CARRIED.

VIII. Future Agenda Requests and Meeting Date

Paszak stated Val Foley will be the committee's new Secretary. The committee will meet next on March 8, 2010 at 3:30 pm.

IX. Adjournment

PASZAK/KELLY TO ADJOURN THE GOLF COURSE ADVISORY COMMITTEE MEETING AT 2:50 PM. ALL AYE, 0 NAY; MOTION CARRIED.

APPROVED BY

RECEIVED BY

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