City of Santa Fe

Agenda

CITY CLERK'S OFFICE
DATE 5/13/15 TIME 9:57am
APPROVED BY Jennifer Romero
RECEIVED BY Alicia Martinez

PARKS DIVISION
MARTY SANCHEZ LINKS DE SANTA FE
ADVISORY COMMITTEE MEETING
THURSDAY May 21, 2015
MARTY SANCHEZ LINKS DE SANTA FE – ADMINISTRATION BUILDING
3:00 P.M. – 5:00 P.M.

1. **Call to Order**

2. **Roll Call**

3. **Approval of Agenda**

4. **Approval of previous minutes**
   April 16, 2015

5. **Comments from Chairman – Maurice Bonal**

   - **Presentation of "Muchas Gracias" Certificate to May Employee of the Month Nominee – Tom Watts, NMGL**

6. **Staff Reports**

   - **Administration – (Revenue and golf rounds summary for April 2015; Admin. updates)**
   - **Superintendent – (Golf course conditions update)**
   - **Marketing – (Advertising updates)**
   - **Pro-Shop – (2015 Tournament calendar updates)**
   - **The Links Bar & Grill – (Restaurant updates)**

7. **Matters from the Committee**

8. **Old Business**

   - **Review & approval of revisions to Advisory Committee Resolution**
     - **With consideration of the following recommendations:**
       - **"Grandfather" in current membership; however, reduce total membership to 5**
       - **Consider holding a quarterly meeting rather than monthly**
       - **Consider renaming committee to include Municipal Recreation Complex (MRC) sports complex & being a sub-committee of the Parks & Recreation Advisory Committee (PARC)**

9. **New Business**

   - **"Muchas Gracias" –June Employee of the Month Nomination**
   - **GolfNow – Online tee-sheet booking engine proposal**

10. **Adjournment**

Persons with disabilities in need of accommodations, contact the City Clerk's office at 955-6520 five (5) working days prior to meeting date.

INDEX OF MINUTES
MARTY SANCHEZ LINKS DE SANTA FE
ADVISORY COMMITTEE
April 16, 2015

ITEM		ACTION TAKEN	PAGE(S)
1.	CALL TO ORDER		1
2.	ROLL CALL	Quorum	1
3.	APPROVAL OF AGENDA	Approved [as amended]	2
4.	APPROVAL OF MINUTES: March 19, 2015	Approved [as amended]	2
UPDATE FROM ROB CARTER (Parks & Recreation Dept. Director)			2-4
5.	COMMENTS FROM CHAIRMAN – MAURICE BONAL	None	4
6.	STAFF REPORTS		
	• Administration – (Revenue and golf rounds summary for March 2015; Admin. Updates		4-5
	• Superintendent – (Golf course conditions update)		6-7
	• Marketing – (Advertising updates)		7-8
	• Pro-Shop – (2015 Tournament calendar updates)		9
	• The Links Bar & Grill – (Restaurant updates)		9-10
7.	MATTERS FROM THE COMMITTEE		10
8.	OLD BUSINESS		
	• Review and approval of revisions to Committee Resolution with consideration of the following recommendations:		
	- "Grandfather" in current membership, however, reduce total membership to 5 members. This would allow for a quorum each month.		
	- Consider holding a quarterly meeting rather than monthly	Tabled	11
9.	NEW BUSINESS		
	• Nominations for "Employee of the Month"	Recommendation made	11
10.	ADJOURNMENT	Adjourned @ 4:40 p.m.	11

MINUTES OF THE

MARTY SANCHEZ LINKS DE SANTA FE

ADVISORY COMMITTEE MEETING
April 16, 2015

1. CALL TO ORDER

A regular meeting of the Marty Sanchez Links de Santa Fe Advisory Committee was called to order by Maurice Bonal, Chair at 3:05 p.m. on this date at the Marty Sanchez Links de Santa Fe, Administration Building, Santa Fe.

2. ROLL CALL

Roll call indicated the presence of a quorum for conducting official business as follows:

MEMBERS PRESENT:
Maurice Bonal, Chair
Fred Lopez
Councilor Signe Lindell
Ned Siegel, arriving later, establishing a quorum at 3:10 p.m.
Linda Zingle

MEMBERS ABSENT:
Karleen Boggio-Montgomery, excused
Lee Sanchez, excused
Tila Shaya, excused
1 vacancy

STAFF PRESENT:
Rob Carter, Parks & Recreation Department Director
Henry Lucero, MRC Marketing & Advertising
Jennifer Romero, MRC employee

OTHERS PRESENT:
Alo Brodsky, Pro Shop
Frank Gallegos, The Links Bar & Grill
Tom Samson, Men's Golf Association
Jo Ann G. Valdez, Stenographer

DRAFT: SUBJECT TO APPROVAL

2. APPROVAL OF AGENDA

The following items were added to the agenda:

An update from Rob Carter on the structure of the Committee was added after *Approval of the Minutes.*

Nominations for "Employee of the Month" was added under New Business

Ms. Zingle moved to approve the Agenda as amended. Mr. Lopez seconded the motion. The motion passed unanimously by voice vote.

4. APPROVAL OF MINUTES:

- Meeting of March 19, 2015

The following change was made to the Minutes of the March 19, 2015 meeting:

Henry Lucero was present.

Mr. Lopez moved to approve the Minutes of the March 19, 2015 meeting as amended. Ms. Zingle seconded the motion. The motion passed unanimously by voice vote.

UPDATE FROM ROB CARTER, Parks and Recreation Department Director

Mr. Carter said with the development of the Parks and Recreation Department, which started January 20, 2015, and the combination of Recreation and Parks, they decided that they would rename the Parks and Open Space Advisory Commission to Parks and Recreation Advisory Commission. He said this way they can combine the Parks and Recreation under one umbrella which will include any subcommittees like the Marty Sanchez Links de Santa Fe Board. A copy of the Minutes will go to the Parks and Recreation Advisory Commission to include with their records.

Mr. Carter said the other thing they will be asking is that the agenda and packet of the Board will now be put on line (City's website) a week before the meeting.

Mr. Carter said the Resolution has been approved by the Parks and Open Space Advisory Commission and will go to the Public Works Committee next, then to the Finance Committee and eventually to City Council for final approval.

Chair Bonal asked how many members will be the Parks and Recreation Advisory Commission.

Mr. Carter said it will stay the same at nine members, but they have recommended that there be 5 members from Parks and 4 members from Recreation. He noted that they are presently looking for members and interested candidates can submit a resume and a letter of interest to the Mayor.

Mr. Carter mentioned that there has been discussions about adding 1-2 youth members to the Advisory Commission. They would not be voting members but this would get the youth involved and offer an opportunity for youth to bring ideas or issues that they may have on the future growth of the Parks and Recreation Department.

Ms. Zingle said she read the description of what the new Parks and Recreation Advisory Commission is going to be responsible for and it seems like a huge task. She said she would be willing to be a representative from the Golf Course Advisory Committee and attend the meetings but she does not want to have the responsibility of what the Parks and Recreation Advisory Commission is tasked with. She thinks this is a lot and impossible for a volunteer to accomplish.

Chair Bonal appointed Ms. Zingle to be the representative for the Marty Sanchez Links de Santa Fe Advisory Committee. He asked when the Parks and Recreation Advisory Commission will meet.

Mr. Carter said they meet once a month on the third Tuesday of the month from 3:00 p.m. to 5:00 p.m. at Frenchy's Park.

Ms. Zingle wanted to clarify that she would not be a member of the Parks and Recreation Advisory Commission, only a representative of the Marty Sanchez Links de Santa Fe Advisory Committee, to address any golf-related issues or concerns.

Mr. Carter agreed.

Mr. Carter asked Ms. Romero if they do anything with the MRC sports complex presently.

Ms. Romero said if this Committee decides to make revisions to the Resolution of this Committee, the plan is that staff would possibly take over maintenance of the sports complex. Therefore, any issues with the sports complex would be shared with this Committee and passed onto the Parks and Recreation Advisory Commission.

Mr. Carter said the idea is that a crew would be assigned to the Marty Sanchez Golf Course under Jennifer Romero to take care of the fields and assist with the Golf Course operations. They would also assist the Parks Department and the budget for these employees would remain under the Parks' budget.

Ms. Romero explained that there are two Park crew members and they would stay here at the Golf Course in the winter season, if needed, if not they would go back to the Parks Department to assist them through the winter season.

Ms. Zingle said since the Marty Sanchez Links de Santa Fe Advisory Committee is now combined with the MRC, would they be responsible for decisions for the sports complex.

Mr. Carter said events for the sports complex could come before this Committee for review and approval. He said if the Committee wants to stay as an advisory to the Golf Course only that would be fine too.

5. COMMENTS FROM CHAIRMAN – Maurice Bonal

There were no comments from the Chairman.

6. STAFF REPORTS

- **Administration – (Revenue and golf rounds summary for March 2015; Admin. Updates)**

[Copies of the *Marty Sanchez Links de Santa Fe Golf Summary* for March 2015 were distributed. The comparison for punch pass purchases for FY 13/14 and FY 14/15 were included. A copy is hereby incorporated to these Minutes as Exhibit "A".]

Ms. Romero reported as follows:

- Total rounds in golf for the month of March were 2,433, which is up by 178 rounds when compared to the month of March of the prior year; overall there is a decrease of 2% for the year.

- The total green fees revenue for March was $44,410, which is an increase of $3,150 (9%) when compared to the month of February in the prior year.

- Golf cart revenue for the month of March was $19,320, which is an increase of $2,400 (7%) when compared to the month of February in the prior year.

- The Pro-Shop revenue for the month of March was $14,786, which is down by 3,130 when compared to the month of February of the prior year. Overall, the Pro-Shop revenue is up 17% when compared to the prior fiscal year.

- The driving range revenue for the month of March was $4,912, which is an increase of 1,557 (11%), when compared to the prior year.

- There was no golf tournament revenue for the month of March. The total revenue for the fiscal year is at $15,356.

Chair Bonal asked if the Golf Course is losing tournaments.

Ms. Romero said no, not necessarily. She noted that there were two new tournaments that decided to go to another golf course or cancelled because the organizer did not have it all together.

Chair Bonal asked if these were annual tournaments were ones that Marty Sanchez had before.

Mr. Brodsky said yes, the Santa Fe Area Homebuilders' Association. They decided to go to the Santa Fe Country Club based on food costs. Since this, they realized that this was something that needed to be addressed so the Restaurant and the Pro Shop worked together on creating a simplified menu.

Ms. Romero noted that they were able to get the Cocoa Maxwell tournament.

Ms. Romero said in addition to the Rounds Summary Report, she included the breakdown for the months of November through February.

- **Superintendent – (Golf course conditions update)**

Brian Hodges was absent but he provided a written report. Ms. Romero quoted from his report as follows:

Golf Course

- Staff verticut and mowed greens.
- Staff completed aeration and verticut on tees, fairways, and collars
- Staff applied .6 lbs. of N/1000 square feet on teens and fairways
- Sprayed greens with .25 lbs. of N/1000 square feet and a soil surfactant
- Started mowing the entire property (greens, tees, fairways, rough)
- Obtained a variance from Richard Fagerlund to spray broadleaf weeds (dandelions).
- Prepared all equipment for greens aeration
- Repaired (ongoing) several irrigation issues from the winter.
- Aeration and clean up to have ready for golf has taken 3 staff members at 28 hours per week for three weeks.
- Prepared G28 for introduction of FootGolf
- Placed new yardage markers on driving range (donated by Dr. Jon Rudnick)
- Awaiting for the seasonal staff to begin, recommended effective date next Monday April 20, 2015 until October.

Ms. Zingle noted that a lot of people are going into the native areas and doing major damage. She thinks there should be some kind of prevention steps taken.

Chair Bonal and Mr. Lopez said signage would help.

In response, Ms. Romero said they have discussed this and one of the recommendations was to inform all of the marshals and they will also get signage to try and address this.

Councilor Lindell asked if an effort is made to educate people about the native area.

Mr. Carter said they could direct Henry Lucero to put fliers in the carts about the native areas.

Ms. Romero said they could also include this in the monthly blast.

Mr. Brodsky said they do try to educate people and it needs to be a combined effort.

Ms. Romero continued with the Superintendent's report as follows:

Sports Complex Assistance

- Assisting the Parks crew with irrigation recommendation and repair at the Sports Complex.
- Providing input for soccer valley improvements

- **Marketing – (Advertising updates)**

Mr. Lucero reported on the current marketing events as follows:

- Get golf ready for 2015.
- FootGolf has arrived.

Mr. Lucero explained how FootGolf works. He noted that he and Ms. Romero have done a lot of research on FootGolf and found that it will not affect the pace of play.

- 2015 Golf Demo Days (The next demo day is May 2nd)
- 2015 Little Linksters Youth Summer Golf Camp
- 17th Annual "Fore" Kids Golf Tournament-many donations have been solicited
- 2015 City Golf Championship (scheduled for July 17th and 18th)
- 3rd Annual Celebrate Santa Fe Tourism Expo on April 30th
- 22nd Annual Comm"UNITY" Day Expo on May 9th

In-House Priorities

- Update and request additional changes on the CVB website for the golf course/Parks and Recreation listing
- Create banner ad on the CVB Tourism Website for potential city visitors

Mr. Lucero reviewed the information on the advertising placements to include print and magazine ads, local newspaper ads and commercial and radio ads.

Mr. Lucero reported on the website statistics for LinksdeSantaFe.com as follows:

March 2015 Performance Metrics	**March 2014 Performance Metrics**
Visits	**Visits**
-2,089 total visits	-1,439 total visits
-26% new visits	-30.8% new visits
-2.93 Pages per Session	-3.89 Pages per Session
-2:08 Average time on Site	-2:49 Average time on Site
-6,113 Total Page views	-5,597 Total Page views

Overall, there was 650 new total visits and 516 total page views.

Mr. Lucero asked if there were any questions.

Councilor Lindell asked if they are still doing the on-line Tee time reservations.

Mr. Lucero said yes, it is on *Golf Now* which is an affiliate of NBC. They had a meeting this morning and they are considering joining with them. The Golf Course has not paid for this as of yet because they have only tried this on a trial basis.

Councilor Lindell asked if they have a report on this.

Mr. Brodsky said they got some positive numbers from *Golf Now* today and they are asking the Golf Course to consider using their E-T-sheet, which will mean going completely online. This will be something that the City Manager will have to approve.

Ms. Romero mentioned that the trial period with *Golf Now* brought in 250 rounds for the year. She said they are a little concerned about the discounted rates they offer.

Councilor Lindell suggested that a formal presentation from *Golf Now* be made to the Committee. Mr. Brodsky said they could do a webinar and possibly the City Manager and Councilor Lindell can be present for it.

- **Pro-Shop – (2015 Tournament calendar updates)**

[Copies of the 2015 *Marty Sanchez Links de Santa Fe Tournament Schedule as of March 19, 2015* were distributed. A copy is hereby incorporated to these Minutes as Exhibit "B".]

Mr. Brodsky said the tournaments are looking pretty good so far for the year. He noted that the Global Running Culture Foundation tournament was cancelled.

Mr. Brodsky said they have had an increase in the Men's Golf Association Tournaments and they have had really good turnouts for this time of year.

Mr. Brodsky mentioned that he is presently reaching out to non-profit organizations and other organizations by sending out letters informing them that hosting a golf tournament is a good way to raise funds for their organizations.

Mr. Brodsky noted that they have made improvements to the driving range with the yardage markers and the Pro Shop has a good inventory now.

Copies of the *Net Detail Sales by Item, Golf Shop* reports for March 1, 2015 through March 31, 2015 were distributed.

- **The Links Bar & Grill – (Restaurant updates)**

Mr. Gallegos reported the Restaurant continues to serve good food and receives tons of compliments.

Chair Bonal said this is the best the Restaurant has been and the food is delicious.

Mr. Gallegos said the Restaurant would like to combine advertising with the Golf Course because people do not know that the Restaurant is out here.

Ms. Romero mentioned that they will be incorporating the Links Restaurant with the Golf Course marketing efforts. In addition to that, the Restaurant will have a place to sell burritos and hot dogs on Soccer Valley on weekends. They will have information on the Golf Course and will hand out menus at that time. They will also be participating in the Santa Fe Tourism Expo on April 30th.

Mr. Gallegos mentioned that the electric bills are coming in high because the lights are staying on.

Ms. Romero said she will check on this with the Parks Division.

Mr. Carter suggested that motion detectors be placed on the buildings.

Chair Bonal recommended that they leave some of the lights on.

7. MATTERS FROM THE COMMITTEE

Chair Bonal introduced Tom Samson of the Men's Golf Association Board.

Mr. Samson said he was going to make a formal proposal about getting volunteers to work or deal with the sand traps/bunkers, which are a problem here on the Golf Course. He said they are trying to get sponsorships to rebuild the sand traps/bunkers.

Mr. Carter said he would like to wait until Tom Samson comes back with some input from his two boards. He asked the Committee about thinking about developing and adopting a "Hole/Bunker" program at the Golf Course. He said he wants to talk to Finance about a way to put a fund into the budget for donations for golf course maintenance that can be drawn out for expenses that may be incurred for projects or for staff to get these projects done. He said they could give these individuals a little recognition or acknowledgement, possibly at the Pro Shop so we do not have a lot of signage on the Golf Course.

Mr. Samson said the Men's Golf Association would like to keep these funds separate from the City's General Fund.

Ms. Zingle said she will ask the Ladies Golf Association if they would be interested in participating. She asked Tom Samson to present this proposal to the Ladies Golf Association.

There was consensus of the Board that this is a good program or idea. This will be an agenda item for the next meeting. This will give Mr. Samson time to present the idea to the Men's Gold Association and to send out the letters to the membership to see if they are interested in supporting the "Adopt a Bunker" program.

8. OLD BUSINESS

- **Review and approval of revisions to Committee Resolution with consideration of the following recommendations:**
  - "Grandfather" in current membership, however, reduce total membership to 5 members. This would allow for a quorum each month.
  - Consider holding a quarterly meeting rather than monthly

This agenda item was tabled until the Board can review it and make changes to it based on the new Parks and Recreation Committee's recommendations.

9. NEW BUSINESS

- **Nominations for "Employee of the Month"**

Mr. Lopez recommended that Tom Watts from the Pro Shop be nominated for "Employee of the Month". Mr. Siegel seconded the recommendation and there was consensus to accept the recommendation.

10. ADJOURNMENT

The next meeting is scheduled for May 21, 2015 at 3:00 p.m.

Having no further business to discuss, the meeting adjourned at 4:40 p.m.

Approved by:

Maurice Bonal, Chair

Respectively submitted by:

Jo Ann G. Valdez, Stenographer