City of Santa Fe

Agenda

CITY CLERK'S OFFICE
DATE 4/8/15 TIME 12:41pm
RECEIVED BY Jennifer Romero
RECEIVED BY Alicia Martinez

PARKS DIVISION
MARTY SANCHEZ LINKS DE SANTA FE
ADVISORY COMMITTEE MEETING
THURSDAY April 16, 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**

   March 19, 2014

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

6. **Staff Reports**

   - **Administration – (Revenue and golf rounds summary for March 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**

9. **New Business**

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
March 19, 2015

ITEM		ACTION TAKEN	PAGE(S)
1.	CALL TO ORDER		1
2.	ROLL CALL	Quorum	1
3.	APPROVAL OF AGENDA	Approved	2
4.	APPROVAL OF MINUTES:		
	October 30, 2014	Approved [as amended]	2
5.	COMMENTS FROM CHAIRMAN – MAURICE BONAL		
		None	3
6.	STAFF REPORTS		
	• Introduction of Rob Carter, Parks & Recreation Department Dir.		3-4
	• Administration – (Revenue and golf rounds summary for November-December 2014 and January 2015-February 2015; Admin. Updates		5
	• Superintendent – (Golf course conditions update)		5
	• Marketing – (Advertising updates)		6-7
	• Pro-Shop – (2015 Tournament calendar updates)		7-8
	• The Links Bar & Grill – (Restaurant updates)		8-9
7.	MATTERS FROM THE COMMITTEE		9
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	9
9.	NEW BUSINESS		
	• Approval of New Driving Range Yardage Markers donated by Dr. Jon Rudnick	*Moved up on the agenda	
		Approved	*2-3
	• Memorial Plaque for John Gabaldon-	Approved	9-10
	• Introduction of FootGolf on Great 28		10
10.	ADJOURNMENT	Adjourned @ 4:30 p.m.	10

MINUTES OF THE

MARTY SANCHEZ LINKS DE SANTA FE

ADVISORY COMMITTEE MEETING
March 19, 2015

1. CALL TO ORDER

A regular meeting of the Marty Sanchez Links de Santa Fe Advisory Committee was called to order by Fred Lopez 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:
Fred Lopez
Karleen Boggio-Montgomery
Al Jahner
Lee Sanchez
Ned Siegel, arriving later, establishing a quorum at 3:12 p.m.

MEMBERS ABSENT:
Maurice Bonal, Chair
Councilor Signe Lindell, excused
Tila Shaya, excused
Linda Zingle, excused
1 vacancy

STAFF PRESENT:
Rob Carter, Parks & Recreation Department Director
Jennifer Romero, MRC employee

OTHERS PRESENT:
Alo Brodsky, Pro Shop
James Gallegos, The Links Bar & Grill
Dr. Jon Rudnick

DRAFT – SUBJECT TO APPROVAL

3. APPROVAL OF AGENDA

The agenda was reprioritized as follows:

Item 8 (*Review and approval of revisions to Advisory Committee Resolution)* was tabled.

Item 9 under New Business (*Approval of New Driving Range Yardage Markers, donated by Dr. Jon Rudnick*) was moved up on the agenda, after Approval of the Minutes.

Item 9 under New Business (*Introduction of FootGolf on Great 28)* was moved to Staff Reports.

Ms. Boggio-Montgomery moved to approve the Agenda as amended. Mr. Sanchez seconded the motion. The motion passed unanimously by voice vote.

4. APPROVAL OF MINUTES:

- Meeting of October 30, 2014

The following change was made to the Minutes of the October 30, 2014 meeting:
Under *Staff Reports – The Links Bar & Grill update*: Mr. Romero was changed to read: Mr. **Gallegos.**

Mr. Sanchez moved to approve the Minutes of the October 30, 2014 meeting as amended. Ms. Boggio-Montgomery seconded the motion. The motion passed unanimously by voice vote.

***9-New Business: Approval of New Driving Range Yardage Markers, donated by Dr. Jon Rudnick**

Alo Brodsky said about a year ago, he and the owner of New Mexico Golf Limited were thinking of ideas to improve the overall experience for patrons at the driving range, and they noticed that the current yardage markers are getting a little dilapidated and need an update.

He said they were thinking that it would be a neat idea to install yardage markers that have a "sculpture" aspect to them or something fun. They would like to have a feature to them that makes a sound when a golf ball hits them. The hopes are that this

would boost the usage of the driving range, and possibly get a younger crowd to the Golf Course. Dr. Rudnick drew up an idea and put together a prototype. Copies of the picture of the prototype were distributed and reviewed.

Mr. Brodsky said personally, he loves the design and thinks it will add to the overall experience on the driving range, and enrich the patron's experience. He noted that Dr. Rudnick is one of the most loyal patrons and has donated the yardage markers to the Golf Course for the driving range. He thinks this would be a fun thing for the Course.

Mr. Brodsky said they wanted to present these to the Board to get their thoughts, and hopefully the Board's approval. Dr. Rudnick will be making eight markers total and hopefully get them out on the range sometime in the next couple of months.

Mr. Brodsky mentioned that the majority of patrons who have seen these have liked them and think they are a great idea. This will also improve the yardage system and make it more accurate.

Mr. Lopez asked if there were any questions.

Ms. Boggio-Montgomery asked if they will have one for each of the 100-yard markers.

Mr. Brodsky said yes. Dr. Rudnick will make eight markers and the 50-yardage markers will have gongs.

Mr. Brodsky explained that they are considering a color-coded system.

Ms. Romero said staff is in agreement in placing the yardage markers on the driving range.

Ms. Boggio-Montgomery thought this was a fantastic idea and that the Board should approve it today, and let Mr. Brodsky and Dr. Rudnick come up with the details.

Mr. Lopez said he would entertain a motion to that affect.

Ms. Boggio-Montgomery made a motion that the Committee accepts the recommendation for the yardage markers. Mr. Jahner seconded the motion. The motion passed unanimously by voice vote.

5. COMMENTS FROM CHAIRMAN – Maurice Bonal

Chair Bonal was absent; therefore there were no comments from the Chairman.

6. STAFF REPORTS

- **Introduction of Rob Carter, Parks & Recreation Department Director**

Rob Carter introduced himself. Mr. Carter is the new Parks & Recreation Department Director.

Mr. Carter said the City has taken the Recreation Division and the Parks Division from Public Works and have become their own department. He said he oversees the MRC, the Golf Course, the entire Parks Division, the Chavez Center, Fort Marcy, Salvador Perez and Bicentennial.

Mr. Carter said one of the things he has pushed for is marketing. He said the Marty Sanchez Golf Course needs to get known. He would like to see some signage on Highway 599 about the Golf Course, the Geneva Center, etc.

Mr. Carter said the City is establishing and redeveloping the City's website, a new code of ethics for the Department, new goals and objectives and they will also be asking City Council to develop a new Parks and Recreation Master Plan. They will be asking for input from the public, to include golfers.

Mr. Carter noted that they are already working with Hutton Broadcasting to promote the Golf Course.

Mr. Sanchez said he has been trying for 2-3 years to get some updated flags for the Golf Course that have the Marty Sanchez logo but they have indicated that there is no money for this.

Mr. Carter said he will put this on the list.

Ms. Romero said staff did bring this idea to the Board in the past and purchased flags based on what was available at that time but they can bring this idea to the Board again.

- **Administration – (Revenue and golf rounds summary for November-December 2014 and January 2015-February 2015; Admin. Updates)**

[Copies of the *Marty Sanchez Links de Santa Fe Golf Summary* for November through December 2014 and January 2015 through February 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 "C".]

Ms. Romero reported as follows:

- Total rounds in golf for the month of February were 1,160, which is down by 335 rounds when compared to the prior year, which is a decrease of 3%.

- The total green fees revenue for February was $20,252, which is down by $2,501 when compared to the month of February in the prior year.

- Golf cart revenue for the month of February was $8,300, which is down by $1,783 when compared to the month of February in the prior year.

- The Pro-Shop revenue for the month of February was $7,988, which is down by 2,410 when compared to the month of February of the prior year. Overall, the Pro-Shop revenue is up 22% when compared to the prior fiscal year.

- The driving range revenue for the month of February was $2,539, which is down by 369, when compared to the prior year.

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

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

Ms. Romero noted that they will start promoting the Punch Pass purchases through e-blasts and through fliers and correspondences with the Pro-Shop.

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

Brian Hodges was absent because he had an appointment. Ms. Romero distributed Mr. Hodges' written report.

- **Marketing – (Advertising updates)**

Ms. Romero noted that Henry Lucero could not attend today's meeting but he did submit a written report.

Ms. Romero reported as follows:

- They are getting ready for the Get Golf Ready courses will start March 28th and run through April 25th. People can learn everything they'll need to know about golf in just one hour or in a 5-session series. The cost is $15.00 a session or $65.00 for the series. The Board Members were invited to participate.

- FootGolf has arrived. This is a one-of-a-kind sport that has swept across the nation. This combines the game of soccer and the game of golf to create a fun sport that can be enjoyed by all ages. Ms. Romero said this will not affect the pace of play. People can visit the Golf Course on April 11th and 12th to try FootGolf for free from 1 pm to 5 pm. A copy of the flier was distributed to the Board Members. This has been approved by the City Manager.

- The 2015 Golf Demo Days have been set up.

- The Golf Course is partnering with the Geneva Chavez Center again on the 2015 Little Linkster's Youth Summer Golf Camp. This will be taught by New Mexico Golf.

  Mr. Sanchez asked if this is free to the kids.

  Ms. Romero said there is a cost to participate.

- The Golf Course participated in the 2015 New Mexico Golf Expo. They had a good turnout at the Expos and there were 420 visitors at the NM Golf Expo booth.

- The Golf Course participated in the 2nd Annual Mind, Body, Spirit Expo.

- On Sunday, the Chavez Center had their 15th Anniversary and they had a booth set up there about the Golf Course.

- In terms of advertising, the Golf Course is advertising in Albuquerque in *The Magazine April Golf Issue*; in *Guest Life New Mexico,* which is a guide that are in hotel rooms*; Inside Santa Fe Travel Planner*, which should be coming out in March. They are also advertising in the *RailRunner Magazine* and *The Santa Fe Bandstand.*

- Mr. Carter added that Henry Lucero is working on an advertisement in *The New Mexican* about the summer programs that are available for youth, to include camps.

- Ms. Romero reported that there were 2,305 users with 9,855 page views on the website.

- **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 "A".]

Mr. Brodsky said the tournaments are looking pretty good so far for the year. He noted that the Santa Fe Harambee Golf Classic is scheduled for May 15, 2015 and the proceeds go to the Global Running Culture Foundation. They would like to purchase some tractors for a Village in Kenya with the proceeds so that they can farm their own food.

Mr. Brodsky noted that he is waiting to hear from the Santa Fe Association of Realtors about holding a tournament sometime in September or October.

Mr. Brodsky said things are starting to pick up on the Course. He said Brian Hodges has been doing a great job on the Course.

Mr. Lopez asked if there were any questions. He asked Mr. Brodsky if the "Men's Golf Association 2-Man Best Ball tournament on April 18th, is the Joe Maestas Tournament.

Mr. Brodsky said yes.

Mr. Lopez said he would like to include John Gabaldon, if the Men's Golf Association is in agreement. The tournament can be a memorial for Joe Maestas and John Gabaldon.

Mr. Brodsky said this is a great idea and he will bring this up with them, and he is sure they will be fine with that.

Ms. Boggio-Montgomery asked if they are still planning to do the City Tournament in conjunction with the Country Club.

Mr. Brodsky said yes. He said they had a slightly better turnout last year than years' past and they are hoping to build on that this coming year. He mentioned that they are putting together a tournament committee.

Ms. Romero asked Board Members to let them know if they are interested in being part of the City Championship Committee, which will be in collaboration with the Country Club.

Mr. Brodsky said they will be starting the "Get Golf Ready" golf clinics next Saturday, March 28th. They are also having demo days throughout the month of April, starting April 3rd.

Mr. Sanchez asked about the status of the greens.

Mr. Brodsky said they cut the greens yesterday and they also mowed the greens. He mentioned that he has received a lot of positive feedback from customers.

Ms. Boggio-Montgomery suggested that they name the City Championship Tournament. Mr. Brodsky said he will think about it.

Copies of the *Net Detail Sales by Item, Golf Shop* reports for November - December 2014 and January – February 2015 were distributed. Copies are hereby incorporated to these Minutes as Exhibit "B".

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

Mr. Gallegos reported that they were closed almost 28 days in the winter season.

He noted that they made and distributed some fliers for St. Patrick's Day and they were open until 7:30 p.m. for dinner that day. They received about 10 new customers from the fliers.

Mr. Gallegos said they have also been distributing fliers about the Restaurant, in conjunction with Henry Lucero's advertisements.

Mr. Carter suggested that he contact the AAA office in town and ask them to distribute the fliers also.

Mr. Lopez asked if there were any questions.

Mr. Lopez asked if the Financial Reports are up to date.

Ms. Romero said yes.

7. MATTERS FROM THE COMMITTEE

Al Jahner said he has submitted his letter of resignation to the Mayor. He said he has enjoyed working with the Committee. This will be his last meeting.

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

Mr. Sanchez made a motion to table this agenda item until Ms. Zingle is present. Mr. Jahner seconded the motion. The motion passed unanimously by voice vote.

9. NEW BUSINESS

- **Approval of New Driving Range Yardage Markers donated by Dr. Jon Rudnick**

This agenda item was discussed and approved above.

- **Memorial Plaque for John Gabaldon**

Mr. Siegel moved to approve a memorial plaque for John Gabaldon. Ms. Boggio-Montgomery seconded the motion. The motion passed unanimously by voice vote.

Ms. Boggio-Montgomery noted that Charlie Maxwell passed away and she would like to include him on the Memorial Rock.

Ms. Boggio-Montgomery moved to approve Charlie Maxwell on the Memorial Rock. Mr. Sanchez seconded the motion. The motion passed unanimously by voice vote.

Ms. Boggio-Montgomery will make the arrangements.

- **Introduction of FootGolf on Great 28**

This agenda item was discussed above.

10. ADJOURNMENT

The next meeting is scheduled for April 16, 2015 at 3:00 p.m.

Having no further business to discuss, this informational meeting adjourned at 4:30 p.m.

Approved by:

_____

Fred Lopez

Respectively submitted by:

Jo Ann G. Valdez, Stenographer

February fy 14/15
for 03/19/15

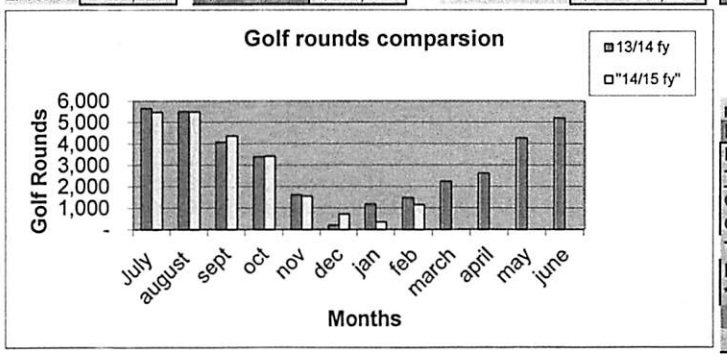
Marty Sanchez Links de Santa Fe Golf
Summary

ROUNDS of GOLF

Months	13/14 rds Actual	14/15rds Actual	over/ under/ LFY
July	5,648	5,477	(171)
august	5,506	5,493	(13)
sept	4,083	4,360	277
oct	3,402	3,424	22
nov	1,621	1,567	(54)
dec	206	735	529
jan	1,193	351	(842)
feb	1,495	1,160	(335)
march	2,255		
april	2,632		
may	4,285		
june	5,200		
Totals rounds	37,526	22,567	(587)
	# incl tourna.		-3%
LFY13/14	37,526	$ 22,567	$ 14,959

GREEN FEES REVENUE

Months	13/14 revenue actual	14/15 revenue actual	over/ under/ LFY
July	$ 89,888	$ 93,821	$ 3,933
august	84,842	95,977	$ 11,135
sept	60,201	74,715	$ 14,514
oct	50,313	56,495	$ 6,182
nov	26,290	28,734	$ 2,444
dec	3,169	12,161	$ 8,992
jan	18,134	6,245	$ (11,890)
feb	22,753	20,252	$ (2,501)
march	41,260		
april	48,596		
may	73,772		
june	85,557		
Internal deposits	728	630	$ (98)
Internal deposits	344	-	$ (344)
Internal deposits	-	-	$ -
Totals	$ 605,849	$ 389,030	$ 32,367
	$0	$0	9%
june	$0	$0	
LFY13/14	$ 605,505	$ 389,030	$ 216,475



projections based on last fy13/14
FY14/15 budget totals

NOTE: February
Total Greens Fee Revenue:

Grns Fees = $	$19,234.53
GRT total = $	$1,017.73
Total Grns & GRT	$20,252.26

Internal Deposits by our office:
*SNOW DAYS TOTAL FOR:
9

GOLF CART REVENUE

Months	13/14 revenue actual	14/15 revenue actual	over/under/ LFY
July	$ 52,153	$ 55,457	$ 3,304
august	54,043	56,752	$ 2,709
sept	40,211	45,906	$ 5,696
oct	31,143	35,096	$ 3,953
nov	12,632	13,562	$ 930
dec	1,305	5,878	$ 4,573
jan	7,704	2,429	$ (5,275)
feb	10,083	8,300	$ (1,783)
march	16,920		
april	21,946		
may	39,201		
june	52,893		
Totals	$ 340,233	$ 223,380	$ 14,106
			7%
LFY 13/14	$ 340,233	$ 223,380	$ 116,853

PRO-SHOP REVENUE (gross)

Months	13/14 revenue actual	14/15 revenue actual	over/under/ LFY
July	$ 24,476	$ 31,608	7,132
august	23,899	32,274	8,375
sept	21,119	24,481	3,362
oct	21,973	21,645	(328)
nov	9,177	16,333	7,156
dec	5,337	9,772	4,436
jan	6,627	5,703	(923)
feb	10,399	7,988	(2,410)
march	17,916		
april	15,762		
may	24,111		
june	25,459		
Totals	$ 206,252	$ 149,806	$ 26,800
			22%
LFY 13/14	$ 206,252	$ 149,806	$ 56,446

DRIVING RANGE REVENUE

Months	13/14 revenue actual	14/15 revenue actual	over/under/ LFY
July	$ 10,233	$ 10,286	$ 53
august	10,032	10,314	$ 282
sept	6,889	7,287	$ 397
oct	5,024	6,616	$ 1,591
nov	2,013	3,199	$ 1,186
dec	635	1,317	$ 683
jan	1,782	1,282	$ (500)
feb	2,908	2,539	$ (369)
march	3,355		
april	5,055		
may	7,272		
june	7,482		
Totals	$ 62,680	$ 42,840	$ 3,324
			8%
LFY 13/14	$ 62,680	$ 42,840	$ 19,840

GOLF TOURNAMENT REVENUE

Months	13/14 revenue actual	14/15 revenue actual	over/under/ LFY
July	$ -	$ 3,635	$ 3,635
august	495	2,695	$ 2,200
sept	4,855	3,552	$ (1,303)
oct	2,389	4,674	$ 2,286
nov	-		$ -
dec	-	800	$ 800
jan	-		
feb	-		
march	28		
april	-		
may	3,145		
june	10,947		
Totals	$ 21,858	$ 15,356	$ 7,617
			98%
LFY 13/14	$ 21,858	$ 15,356	$ 6,502

Punch Pass Purchase Comparison

	FY 13/14		FY 14/15	
5-Round PP Purchase	**Qty. Sold**	**$ Value**	**Qty. Sold**	**$ Value**
July			1	119.05
August	1	115	1	119.05
September			1	119.05
October	1	115	1	119.05
November				
December			1	119.05
January			3	357.15
February				
March				
April				
May	1	119.05		
June	2	238.1		
Total	**5**	**$587.15**	**8**	**$952.40**

10-Round PP Purchase

July	1	220	1	214.29
August			1	214.29
September				
October	1	220	1	214.29
November	1	220		
December				
January				
February			1	214.29
March	1	214.29		
April	4	857.16		
May				
June	1	214.29		
Total	**9**	**$1,945.74**	**4**	**$857.16**

20-Round PP Purchase

July				
August	2	840	2	809.52
September				
October			1	404.76
November				
December				
January				
February				
March				
April				
May				
June		809.52		
Total	**2**	**$1,649.52**	**3**	**$1,214.28**

30-Round PP Purchase

July	3	1800	3	1814.28
August	1	600	2	1209.52
September	1	600	1	604.76
October			1	604.76
November	3	1800	2	1209.52
December				
January				
February				
March	2	1209.52		
April	3	1814.28		
May	2	1209.52		
June	2	1209.52		
Total	**17**	**$10,242.84**	**9**	**$5,442.84**

Net Sales by Item
Golf Shop for Nov 1/14 thru Nov 30/14
All Days

No.	Sales	Item A	vg. Price #	of Sales	$$$ Value
2	01X040	SR 18 hole 7-Day	15.24	415	6324.6
4	01X001	18 hole 7-Day	28.47	145	4128.37
5	01X039	SR 18 - Walk 7-Day	20.95	191	4001.45
6	01X005	Afternoon 7-Day	21.9	172	3766.8
7	01X042	SR PM/9 7-Day	12.24	216	2643.6
8	01X048	SR PM/9 Walk 7-Day	15.24	143	2179.32
10	01X014	Great-28 7-Day	15.24	76	1158.24
11	01X049	Great-28 SR Walk 7-Day	12.38	74	916.12
12	01X044	Great-28 SR 7-Day	8.52	75	638.94
14	01X011	9-hole 7-Day	19.52	12	234.29
15	01X004	9 Hole JR 7-Day	9.52	10	95.2
17	01X018	Great-28 JR 7-Day	8.57	5	42.85
19	01X003	18 hole JR 7-Day	13.33	2	26.66
25	01X072	RAIN-CHECK ROUND	0	38	0
26	01X074	FORE KIDS COMP ROUND	0	4	0
			Total:	**1578**	**26156.44**

25	01X072	RAIN-CHECK ROUND		38	
			Sub Total	**38**	
13	01X066	30-PUNCH PASS GREENS FEE		22	
16	01X063	5-PUNCH PASS GREENS FEE		2	
18	01X065	20-PUNCH PASS GREENS FEE		2	
20	01X064	10-PUNCH PASS GREENS FEE		1	
			Sub Total	**27**	
9	03X004	30-ROUND PP PURCHASE			1209.52
			Sub Total		**1209.52**
			Rounds & Revenue	1567	27365.96
			GRT		1368.3
			Total		**28734.26**

Net Sales by Item
Golf Shop for Dec 1/14 thru Dec 31/14
All Days

No.	Sales	Item A	vg. Price #	of Sales	$$$ Value
2	01X040	SR 18 hole 7-Day	15.15	179	2711.76
3	01X039	SR 18 - Walk 7-Day	20.9	123	2570.19
5	01X048	SR PM/9 Walk 7-Day	15.14	101	1528.76
6	01X042	SR PM/9 7-Day	12.3	101	1242.76
7	01X005	Afternoon 7-Day	21.47	53	1137.87
8	01X001	18 hole 7-Day	28.19	38	1071.38
9	01X021	Fri-Mon Tournament	28.58	28	800.24
10	01X049	Great-28 SR Walk 7-Day	12.26	46	564.1
11	01X014	Great-28 7-Day	15.24	17	259.08
12	01X044	Great-28 SR 7-Day	8.57	25	214.25
16	01X011	9-hole 7-Day	20	2	40
17	01X003	18 hole JR 7-Day	13.33	3	39.99
18	01X018	Great-28 JR 7-Day	8.57	3	25.71
20	01X004	9 Hole JR 7-Day	9.52	2	19.04
25	01X072	RAIN-CHECK ROUND	0	19	0
26	01X074	FORE KIDS COMP ROUND	0	1	0
			Total:	**741**	**12225.13**
9	01X021	Fri-Mon Tournament	28.58		800.24
			Sub Total		**800.24**
25	01X072	RAIN-CHECK ROUND		19	
			Sub Total	**19**	
13	01X066	30-PUNCH PASS GREENS FEE		10	
15	01X064	10-PUNCH PASS GREENS FEE		2	
19	01X063	5-PUNCH PASS GREENS FEE		1	
			Sub Total	**13**	
14	03X001	5-ROUND PP PURCHASE			119.05
			Sub Total		**119.05**
			Rounds & Revenue	735	11543.94
			GRT		617.21
			Total		**12161.15**

Net Sales by Item
Golf Shop for Jan 1/15 thru Jan 31/15
All Days

No.	Sales	Item A	vg. Price #	of Sales	$$$ Value
2	01X040	SR 18 hole 7-Day	15.01	76	1141.08
4	01X039	SR 18 - Walk 7-Day	20.95	52	1089.4
5	01X048	SR PM/9 Walk 7-Day	15.24	63	960.12
6	01X042	SR PM/9 7-Day	12.24	60	734.22
7	01X005	Afternoon 7-Day	21.9	30	657
8	01X001	18 hole 7-Day	28.57	15	428.55
10	01X049	Great-28 SR Walk 7-Day	12.38	18	222.84
12	01X014	Great-28 7-Day	15.24	12	182.88
13	01X044	Great-28 SR 7-Day	8.57	9	77.13
14	01X011	9-hole 7-Day	20	3	60
15	01X004	9 Hole JR 7-Day	9.52	3	28.56
17	01X018	Great-28 JR 7-Day	8.57	1	8.57
21	01X072	RAIN-CHECK ROUND	0	6	0
			Total:	**348**	**5590.35**
21	LESS	RAIN-CHECK ROUND		6	
			Sub Total	**6**	
11	01X063	5-PUNCH PASS GREENS FEE		8	
16	01X066	30-PUNCH PASS GREENS FEE		1	
			Sub Total	**9**	
9	03X001	5-ROUND PP PURCHASE			357.15
			Sub Total		**357.15**
			Rounds & Revenue	351	5947.5
			GRT		297.38
			Total		**6244.88**

Net Sales by Item
Golf Shop for Feb 1/15 thru Feb 28/15
All Days

No.	Sales	Item A	vg. Price #	of Sales	$$$ Value
3	01X039	SR 18 - Walk 7-Day	20.88	178	3715.78
4	01X040	SR 18 hole 7-Day	15.24	213	3246.12
5	01X005	Afternoon 7-Day	21.9	141	3087.9
6	01X048	SR PM/9 Walk 7-Day	15.24	148	2255.52
7	01X001	18 hole 7-Day	28.04	72	2018.94
8	01X042	SR PM/9 7-Day	12.36	158	1953.18
9	01X014	Great-28 7-Day	15.24	69	1051.56
10	01X049	Great-28 SR Walk 7-Day	12.38	64	792.32
11	01X044	Great-28 SR 7-Day	8.57	57	488.49
13	01X011	9-hole 7-Day	19.52	12	234.29
16	01X004	9 Hole JR 7-Day	9.52	9	85.68
17	01X018	Great-28 JR 7-Day	8.57	9	77.13
19	01X003	18 hole JR 7-Day	13.33	1	13.33
24	01X072	RAIN-CHECK ROUND	0	12	0
25	01X074	FORE KIDS COMP ROUND	0	3	0
			Total:	**1146**	**19020.24**
12	01X066	30-PUNCH PASS GREENS FEE		16	
15	01X063	5-PUNCH PASS GREENS FEE		7	
18	01X065	20-PUNCH PASS GREENS FEE		3	
			Sub Total	**26**	
14	03X002	10-ROUND PP PURCHASE			214.29
			Sub Total		**214.29**
24	LESS	RAIN-CHECK ROUND	0	12	0
			Sub Total	**12**	
			Rounds & Revenue	1160	19234.53
			GRT		1017.73
			Total		**20252.26**

Winter Maintenance Calendar

November- December 2014

Marty Sanchez Maintenance

November

- The Maintenance crew focused on pruning trees and mulching/cutting limbs and firewood. Mulch was applied on all bypass trails throughout the golf course.
- They applied a late season fertilizer and wetting agent to all the greens in the hopes that it would help hold moisture and provide a better spring rebound.
- They winterized the irrigation system and noted all irrigation deficiencies that will be addressed in the beginning of the new season.

December

- The crew began servicing mowers and did some selective string trimming.
- In mid-December they began working on the tables from the restaurant and completed the sanding and staining the week after Christmas. We (Geno) also sanded the bar top and finished it with two coats of polyurethane.
- The kitchen area floors were painted as well as the men's and women's bathroom floors.
- Most mowers had fluids changed.

January

- The crew started sharpening reels and bed knives and will complete the servicing of mowers and tractors.
- They also framed in the area around the air compressor do to extended periods of a frozen compressor and will insulate and cover when the rest of the materials arrive.

Ops Report

Marty Sanchez Golf Course

February 2015- March 2015

- Completed sharpening reels and oil/lube on all equipment
- Enclosed the air compressor and insulated to prevent future freeze problems
- Widened Fairways on the big course (selectively)
- Graded and shaped poor drainage areas on cart paths
- Turned on the irrigation system and did an initial test and fixed immediate issues
- Started to run irrigation cycles through the night
- Preventative Maintenance on effluent and golf course pump stations
- Did spot treatment around the property with the gopher machine (have to revisit soon)
- Pulled and stained signs
- Began prepping aeration equipment
- Purchased all spring fertility needs
- Verticut and mowed greens
- Began liquid feeding of greens
- Fertilized (next week) fairways with .6lbs N/1000ft2
- Began summer cup rotation
- Began to organize the shop (snowy day)
- Had pump meters calibrated
- Ground stumps of dead trees
- Applied Humates on the Driving range tee
- Cleaned and organized the Mobile Mini, then changed them out for the new one
- Turned the fresh water on to the bathrooms
- Mowed Tees, Collars, and Fairways

That is the bigger things that I can think of. If I think of more I will send you the additional on a separate email

Advisory Board Meeting
Thursday, March 19, 2015

Marketing Update

Current Marketing Events:

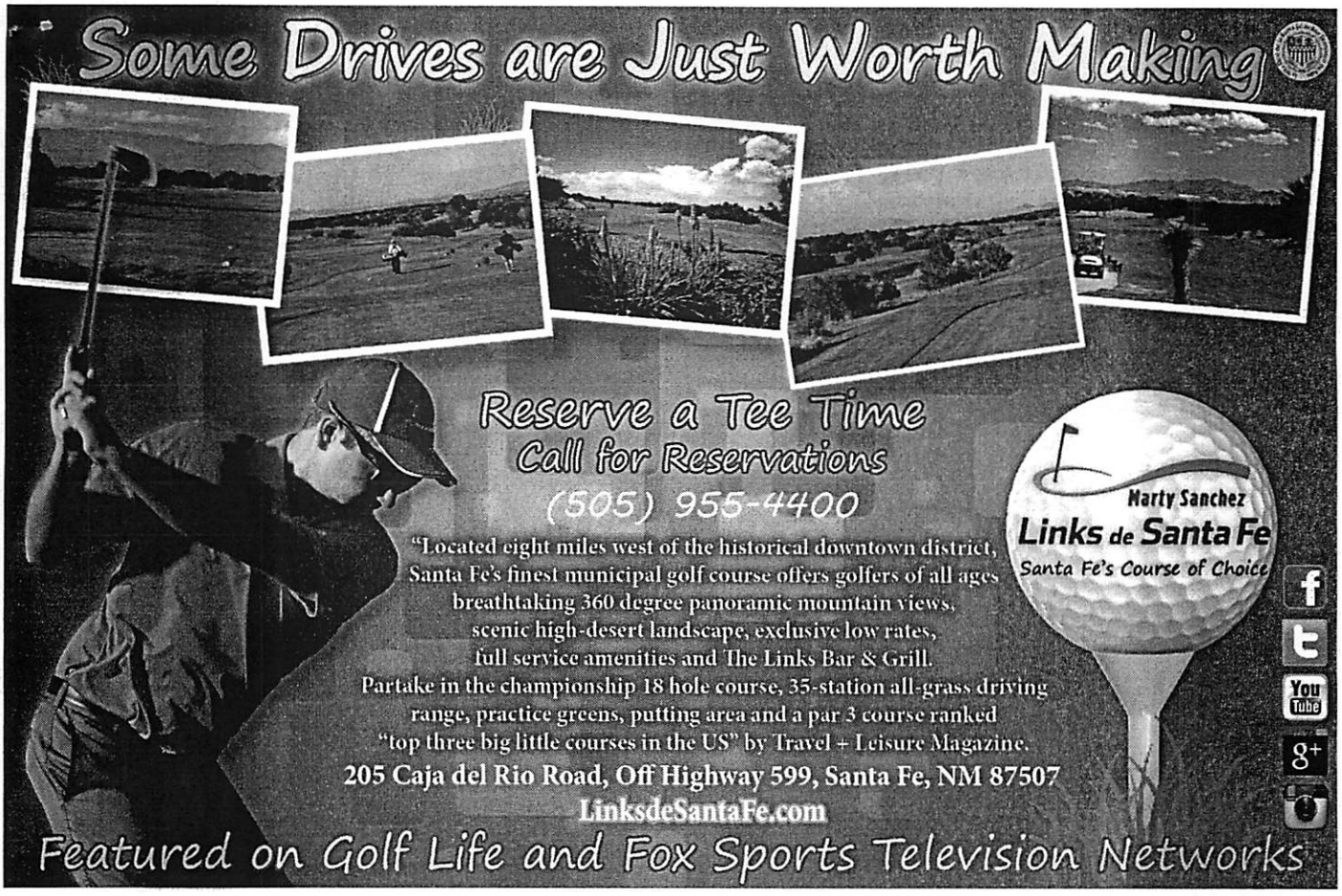
-Get Golf Ready 2015
-FootGolf Has Arrived
-2015 Golf Demo Days
-2015 Little Linkster's Youth Summer Golf Camp

Past Marketing Expos:

-2015 New Mexico Golf Expo
-2nd Annual Mind, Body, Spirit Expo
-GCCC Turns 15 Celebration

Advertising Vendors:

-ABQ The Magazine April Golf Issue
-Guest Life New Mexico
-Inside Santa Fe Travel Planner
-Rail Runner Magazine
-Santa Fe Bandstand


Some Drives are Just Worth Making
Reserve a Tee Time
Call for Reservations
(505) 955-4400
"Located eight miles west of the historical downtown district,
Santa Fe's finest municipal golf course offers golfers of all ages
breathtaking 360 degree panoramic mountain views,
scenic high-desert landscape, exclusive low rates,
full service amenities and The Links Bar & Grill.
Partake in the championship 18 hole course, 35-station all-grass driving
range, practice greens, putting area and a par 3 course ranked
"top three big little courses in the US" by Travel + Leisure Magazine.
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Located eight miles west of the historical downtown district, our year-round,
four-season weather permitting golf course offers golf sport enthusiasts of all ages
a spectacular experience at the city's finest municipal golf course that offers
inspirational 360 degree panoramic mountain views, exclusive low rates,
full service amenities and The Links Bar and Grill.
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Google Analytics

Home Reporting Customization Admin

[redacted]

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Audience Overview

Jan 1, 2015 - Mar 19, 2015

Email Export Add to Dashboard Shortcut

- Dashboards
- Shortcuts
- Intelligence Events
- Real-Time
- Audience
  - Overview
  - Cohort Analysis BETA
  - Demographics
  - Interests
  - Geo
  - Behavior
  - Technology
  - Mobile
  - Custom
  - Benchmarking
  - Users Flow
- Acquisition
- Behavior
- Conversions

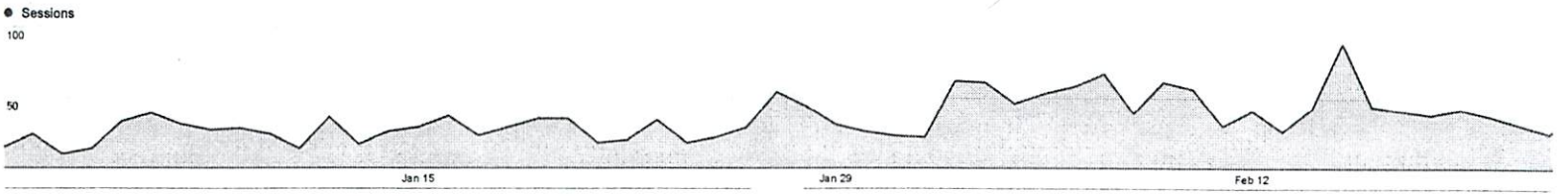
All Sessions 100.00%

+ Add Segment

Overview

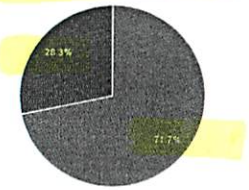
Sessions vs. Select a metric

Hourly Day Week Month



Sessions	Users	Pageviews	Pages / Session	Avg. Session Duration	Bounce Rate
3,048	2,305	9,855	3.23	00:02:32	43.83%

% New Sessions 71.65%



Demographics
Language
Country
City
System
Browser
Operating System
Service Provider
Mobile
Operating System
Service Provider
Screen Resolution

	Language	Sessions	% Sessions
1.	en-us	2,829	92.81%
2.	pt-br	68	2.23%
3.	en-gb	19	0.62%
4.	es-es	16	0.52%
5.	it-it	15	0.49%
6.	en	7	0.23%
7.	tr-tr	7	0.23%
8.	fr-fr	6	0.20%
9.	en-ca	5	0.16%
10.	pt-pt	5	0.16%

view full report

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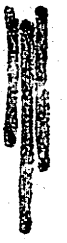

Marty Sanchez
Links de Santa Fe

GET GOLF READY

Discover the Game & Love it for Life

$15 a session

Learn everything you'll need to know about golf in just one hour or in a 5 session series.

Join our Head Pro, Alo Brodsky, and his team of certified teaching professionals as they show you various golf skills to play the game of golf.

March 28th	April 4th	April 11th	April 18th	April 25th
11am-12pm	11am-12pm	11am-12pm	11am-12pm	11am-12pm

Get into the Swing

Reserve Your Spot TODAY!

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$65 for series

Top skills you'll learn:

-Warm up, stretching and wellness tips
-The best ways to hold the club and get ready before you take a swing
-Getting the ball close to the hole — chipping, pitching and other shots from short distances
-Learning the 'lingo', like fairway & rough, tee box & green, divot & bunker, and more
-Helpful shortcuts to save time while you play
-Review of the rules and keeping score
-Linking all that you've learned to play a few holes on "The Great 28"

205 Caja del Rio Road, Off Highway 599 LinksdeSantaFe.com

Created and Designed by the Marty Sanchez Links de Santa Fe Marketing Office

2015 Marty Sanchez Links de Santa Fe Tournament Schedule as of 3/19/2015

Date	Event	Start Time
03/21/2015	MGA "Ice Breaker"	10am Shotgun
04/08/2015	Senior Olympics	9am Shotgun
04/18/2015	MGA 2-Man Best Ball	9am Shotgun
05/09/2015	MGA 1st Round Match Play	TBA
05/15/2015	Santa Fe Harambee Golf Classic	9am Shotgun
05/16/2015	MGA Individual Stroke Play	TTMZ Start at 8am
05/23/2015	Santo Nino Catholic School Scramble	8am Shotgun
05/30/2015	LLGA "Meet & Greet"	TBA
06/02/2015	Northern New Mexico Senior Men's Golf Association	1pm Shotgun
06/05/2015	Isaac Jaramillo Memorial Golf Tournament	9am Shotgun
06/06/2015	MGA 2nd Round Match Play	TBA
06/10/2015	LLGA "Twilight 28"	Evening on G-28
06/13/2015	Golf Channel Amateur Tour	TBA
06/20/2015	MGA 2-Man Alternate Shot	TBA
06/27/2015	World Youth Day Golf Tournament	9am Shotgun
06/29/2015	Cocoa Maxwell	8:30am Shotgun
06/30/2015	Sun Country Junior Tour	9am Shotgun
07/11/2015	Roadrunner Golf	9am Shotgun
07/18/2015	City Championship Day 1	9am Shotgun
7/20 & 7/21/2015	Boys and Girls Tournament (Dates Tentative)	9am Shotgun
07/25/2015	MGA Nassau	TBA
07/30/2015	LLGA Member Guest	TBA
08/06/2015	New Mexico Senior Women's Golf Association	9am Shotgun
08/11/2015	North Eastern Senior Men's Golf Association	9am Shotgun
08/15/2015	LLGA Tombstone	TBA
08/18/2015	Senior Golfers of New Mexico Golf Association	9am Shotgun
8/22&8/23/2015	MGA Club Championship	8am TTMZ
08/21/2015	Adventist Academy of SF Golf Tournament (Tentative)	TBA
08/28/2015	FORE KIDS	9am Shotgun
09/05/2015	MGA Individual Stroke Play	9am Shotgun
09/12/2015	Santa Fe Community College (Tentative)	9am Shotgun
9/19&9/20/2015	LLGA Club Championship	TBA
09/26/2015	MGA 2-Man Trifecta	TBA
10/10/2015	Beat the Pro	10am Shotgun
10/24/2015	MGA Stableford	10am Shotgun
11/21/2015	MGA Four Club	10am Shotgun