



Agenda

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**PARKS DIVISION
MARTY SANCHEZ LINKS DE SANTA FE
ADVISORY COMMITTEE MEETING
THURSDAY, OCTOBER 30, 2014
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
September 18, 2014
5. Comments from Chairman – Maurice Bonal
6. Staff Reports
 - Administration – (Revenue and golf rounds summary for August; Admin. updates)
 - Superintendent – (Golf course conditions update)
 - Marketing – (Advertising updates)
 - Pro-Shop – (2014 Tournament calendar updates)
 - The Links Bar & Grill – (Restaurant updates)
7. Matters from the Committee
8. Old Business
9. New Business
 - Employee of the Month Nomination
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.

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MARTY SANCHEZ LINKS DE SANTA FE
ADVISORY COMMITTEE
October 30, 2014**

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	• Employee of the Month Nomination	No nomination made 8
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	Adjourned @ 4:30 p.m.	

MINUTES OF THE
MARTY SANCHEZ LINKS DE SANTA FE
ADVISORY COMMITTEE MEETING
October 30, 2014

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 a quorum was present for conducting official business as follows:

MEMBERS PRESENT:

Maurice Bonal, Chair, arriving later
Karleen Boggio-Montgomery
Al Jahner
Councilor Signe Lindell
Fred Lopez
Lee Sanchez
Ned Siegel
Tila Shaya
Linda Zingle

MEMBERS ABSENT:

John Gabaldon, excused
1 vacancy

STAFF PRESENT:

Vangie Tso-Olivas, MRC employee

OTHERS PRESENT:

Alo Brodsky, Pro Shop
James Gallegos, The Links Bar & Grill
Jo Ann G. Valdez, Stenographer

3. APPROVAL OF AGENDA

The agenda was reprioritized – Item 6 (*3e-The Links Bar & Grill-Restaurant update*) was moved up on the agenda as the first item under Staff Reports. Old Business was also moved up on the agenda after the Restaurant Update.

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

4. APPROVAL OF MINUTES:

- Meeting of September 18, 2014

Ms. Zingle moved to approve the Minutes of the September 18, 2014 meeting as submitted. Ms. Shaya seconded the motion. The motion passed unanimously by voice vote.

6. STAFF REPORTS

- **The Links Bar & Grill – (Restaurant update)** (moved up on the agenda)

James Gallegos introduced himself. He is Frank Gallegos' son and the Operations Manager of the Restaurant. He said the Restaurant recently went through their peak season and he thinks they did a really good job. The restaurant conducted a survey on their customer service; food quality; and the time that a customer had to wait for their food. 24 customers participated in the surveys. The surveys show that they consistently had high quality food, high quality customer service and the customers had to wait approximately 3 minutes to 10 minutes for their food (this is mainly for the hamburgers, which take longer to cook).

Mr. Romero said the Restaurant plans to keep customer service at a high standard and they pride themselves on the food quality.

Mr. Romero noted that the Restaurant brought in five tournaments to the Marty Sanchez this summer, which totaled about \$13,500.

Mr. Romero asked if there were any questions.

Ms. Boggio-Montgomery asked if the Restaurant had graduation and wedding bookings this summer.

Mr. Romero said yes, and they received great compliments on the food and customer service for every event they had. He mentioned that they already have calls for next May.

Mr. Lopez asked Mr. Romero if the Restaurant contract was approved, and if so, is it a one-year contract with an option to renew.

Mr. Romero said yes, it was approved and it is a one-year contract and they hope they will be able to renew it next December.

Mr. Lopez asked if all of the financial reports have been submitted, as required under the terms of the contract.

Ms. Tso-Olivas said yes, they have all the Jonas reports and everything is turned in on a monthly basis.

Mr. Lopez noted that the Board members received a copy of the contract. He said it shows a sliding scale [percentage] on the revenues to the City. He asked when these are collected.

Ms. Tso-Olivas said the Restaurant receives a monthly billing every month and those fees are included in the monthly billing; therefore they pay it monthly.

OLD BUSINESS [Moved up on the agenda.]

Linda Zingle, Tila Shaya and Karleen Boggio-Montgomery met and reviewed the Committee Resolution #1999-88 (*Creating a Marty Sanchez Links de Santa Fe Advisory Committee*). Ms. Zingle said the Subcommittee discussed what the proposed Committee's duties and responsibilities would be.

The Board reviewed the draft document from the Subcommittee and the following suggestions/changes (in bold type) were offered:

Section 3- "Duties and Responsibilities":

- A. Review quality of the recreational activities provided by the **Course**.
- B. Provide ongoing advice regarding matters pertaining to the **Course**.
- C. Consult with **other City Departments and/or Committees as needed**.
- D. Hold public meetings **as necessary**.

- E. Develop a documentary record regarding the **Advisory Committee's public meetings and activities.**
- F. **Review and recommend** on expansion issues, develop short and long term goals; and **review** activities with other entities having similar recreational activities.
- G. Gather information on other **golf courses in order to advise and recommend regarding activities such as rates and other pertinent matters.**
- H. Review emergency repairs and other such matters as may be needed.
- I. Review contracts, budgets and financial reports.

Item J was deleted.

Ms. Zingle noted that everything else on the Resolution remains unchanged. She said the terms of the Committee Members needs to be clarified.

Councilor Signe Lindell said she has asked the City Clerk for a report on the Committee Members' terms (which are staggered) and she hopes to have it by the next meeting.

Ms. Boggio-Montgomery moved to accept the above-noted changes to Section 3 of Resolution #1999-88. Mr. Sanchez seconded the motion. The motion passed unanimously by voice vote.

The final document (proposed Resolution #1999-88) will be an agenda item for next month's meeting. The Resolution will be sent to Legal for review after the Committee has an opportunity to review the final copy.

- **Administration – (Revenue and golf rounds summary for September; Admin. updates)**

Copies of the *Marty Sanchez Links de Santa Fe Golf Summary* for September were distributed. Copies of the Summaries are incorporated herewith to these Minutes as Exhibit "A".

Ms. Tso-Olivas said the season is starting to slow down and staff has mainly been working on maintenance.

Ms. Tso-Olivas reported as follows:

- Total rounds in golf for the month of September were 4,360, which is up by 277 rounds (1%) when compared to the prior year.
- The total green fees revenue to September was \$74,715, which is an increase of \$14,514 when compared to the month of September of the prior year. A total of \$264,513 in total green fees revenue, which is up 13% when compared to the prior year.
- Golf cart revenue for the month of September was \$45,906, which is an increase of \$5,696 (8% increase), when compared to the prior year.
- The Pro-Shop revenue for the month of September was \$32,274, which is an increase of \$8,375 when compared to the month of September of the prior year. Overall, the Pro-Shop revenue is up 32% when compared to the prior year.
- The driving range revenue for the month of September was \$10,314, which is an increase of \$282 (a 2% increase), when compared to the prior year.
- The golf tournament revenue for the month of September was \$2,695.

The Committee discussed the Jonas system reports, and possibly revamping the Jonas' reports. Mr. Brodsky said it may be helpful for him and staff (Jennifer Romero) to get some training on the Jonas system, so that they can utilize the Jonas system to its fullest extent. He offered to pursue this idea and find out when the Jonas training will be held.

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

Brian Hodges was absent due to a family emergency. Ms. Tso-Olivas reported as follows:

- The mowing has been completed for the season. The grass is still growing but very slowly. The extra length will help through the winter.
- They have completed the “winterizing” fertilizer.
- The walk path across the bridge from 4 green to 5 tee boxes was improved. (Feedback is needed on the effectiveness.)

Ms. Zingle asked if *Golf Now* will be offering Marty Sanchez an electronic system.

Mr. Brodsky said yes, that would be part of the package. They would be offering an electronic (on-line) tee-time sheet, which would allow the golf course to track some statistics and the number of rounds.

Ms. Zingle asked Mr. Brodsky if he has seen the e-system.

Mr. Brodsky said no but they could have a webinar or meeting on exactly what the golf course would be getting with the Golf Now package. He noted that Golf Now has great exposure.

Ms. Zingle said she would be interested in being involved. She suggested that a meeting be scheduled with Golf Now and Mr. Brodsky offered to schedule a meeting with the Committee.

Mr. Brodsky noted that he continues to get compliments on the condition of the golf course and the Pro Shop. He mentioned that Marty Sanchez lost the Halliburton Tournament to Towa.

Mr. Brodsky concluded his report noting that he is looking to hire someone to work in the Pro Shop and she would be a great asset for the Pro Shop.

7. MATTERS FROM THE COMMITTEE

Ms. Boggio-Montgomery mentioned that the plaque for Jake Martinez has not been done. Ms. Tso-Olivas will check on this.

8. OLD BUSINESS (moved up on the agenda)

Please see pages 3 and 4 for this agenda item.

9. NEW BUSINESS

- **Employee of the Month Nomination**

There was no nomination for Employee of the Month.

***5 COMMENTS FROM CHAIRMAN – MAURICE BONAL**

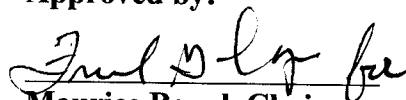
There were no comments from the Chairman.

10. ADJOURNMENT

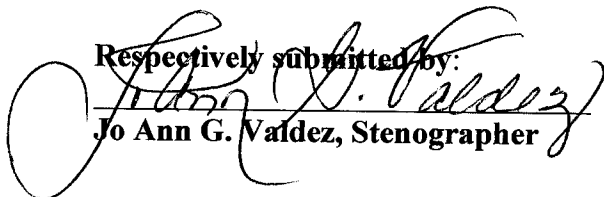
The next meeting is scheduled for November 20, 2014 at 3:00 p.m.

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

Approved by:


Maurice Bonal, Chair

Respectively submitted by:


Jo Ann G. Valdez, Stenographer

ROUNDS of GOLF

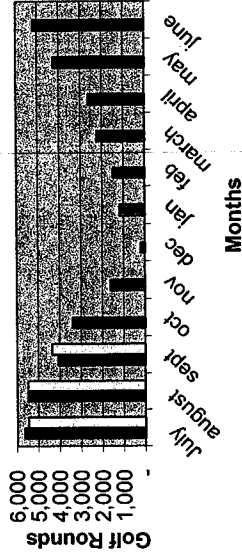
Months	13/14 rds Actual	14/15rds Actual	over/ under/ LFY
July	5,648	5,477	(171)
august	5,506	5,493	(13)
sept	4,083	4,360	277
oct	3,402		
nov	1,621		
dec	206		
jan	1,193		
feb	1,495		
march	2,255		
april	2,632		
may	4,285		
June	5,200		
Totals rounds	37,526	15,330	93

incl tourna.

LFY13/14: \$37,526

LFY14/15: \$22,196

Golf rounds comparison



■ 13/14 fy
□ 14/15 fy

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		
Nov	26,290		
Dec	3,169		
Jan	18,134		
Feb	22,753		
March	41,260		
April	48,596		
May	73,772		
June	85,557		
Internal deposits	728		
Internal deposits	-		
Internal deposits	-		
Totals	\$ 605,505	\$ 264,513	\$ 29,582

June LFY13/14: \$0

June LFY14/15: \$0

LFY13/14: \$605,505

LFY14/15: \$605,505

projections based on last fy13/14
NOTE: September
Total Greens Fee Revenue:
Gms Fees = \$ 70,987.91
GRT total = \$ 33,726.98
Total Gms & GRT \$74,714.89
Internal Deposits by our office:
-SNOW DAYS TOTAL FOR:

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		
Nov	12,632		
Dec	1,305		
Jan	7,704		
Feb	10,083		
March	16,920		
April	21,946		
May	39,201		
June	52,893		
Totals	\$ 340,233	\$ 158,115	\$ 11,708

LFY 13/14: \$340,233

LFY 14/15: \$182,118

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		
Nov	2,013		
Dec	635		
Jan	1,782		
Feb	2,908		
March	3,355		
April	5,055		
May	7,272		
June	7,482		
Totals	\$ 62,680	\$ 27,887	\$ 733

LFY 13/14: \$62,680

LFY 14/15: \$34,793

PRO-SHOP REVENUE

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		
Nov	9,177		
Dec	5,337		
Jan	6,927		
Feb	10,399		
March	17,916		
April	15,762		
May	24,111		
June	25,459		
Totals	\$ 206,252	\$ 88,364	\$ 18,869

LFY 13/14: \$206,252

LFY 14/15: \$117,888

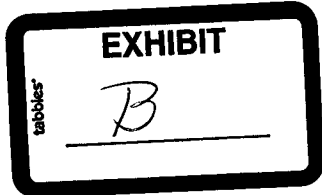
GOLF TOURNAMENT REVENUE

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	2,369		
Nov	-		
Dec	-		
Jan	-		
Feb	-		
March	28		
April	-		
May	3,145		
June	10,947		
Totals	\$ 21,858	\$ 9,881	\$ 4,531

LFY 13/14: \$21,858

LFY 14/15: \$11,977





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

No.	Sales	Item A	vg. Price #	of Sales	\$\$\$ Value
2	01X040	SR 18 hole 7-Day	15.24	1452	22128.48
4	01X001	18 hole 7-Day	28.5	432	12312.24
5	01X039	SR 18 - Walk 7-Day	20.95	434	9092.3
6	01X005	Afternoon 7-Day	21.89	352	7706.15
7	01X042	SR PM/9 7-Day	12.33	484	5968.44
8	01X014	Great-28 7-Day	15.19	307	4663.44
9	01X021	Fri-Mon Tournament	31.43	113	3551.59
10	01X048	SR PM/9 Walk 7-Day	15.22	193	2936.56
11	01X044	Great-28 SR 7-Day	8.57	263	2253.91
12	01X049	Great-28 SR Walk 7-Day	12.38	167	2067.46
15	01X011	9-hole 7-Day	20	30	600
16	01X018	Great-28 JR 7-Day	8.57	38	325.66
18	01X003	18 hole JR 7-Day	13.33	10	133.3
20	01X004	9 Hole JR 7-Day	9.52	8	76.16
27	01X072	RAIN-CHECK ROUND	0	87	0
29	01X074	FORE KIDS COMP ROUND	0	4	0
				Total:	4374 73815.69
				Sub Total	3551.59
9	01X021	Fri-Mon Tournament			3551.59
				Sub Total	87
27	01X072	RAIN-CHECK ROUND		87	
				Sub Total	87
13	01X066	30-PUNCH PASS GREENS FEE	21.08	58	
17	01X065	20-PUNCH PASS GREENS FEE	21.25	10	
21	01X063	5-PUNCH PASS GREENS FEE	25	3	
22	01X064	10-PUNCH PASS GREENS FEE	22.5	2	
				Sub Total	73
14	03X004	30-ROUND PP PURCHASE			604.76
19	03X001	5-ROUND PP PURCHASE			119.05
				Sub Total	723.81
				Rounds & Revenue	4360 70987.91
				GRT	3726.98
				Total	74714.89